

DEVELOPMENT OF SERIBU RUMAH GADANG VILLAGE AS A TOURISM DESTINATION

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ARTICLE INFO	ABSTRACT
<p>Article History</p> <p>Published : 15 June 2024</p> <hr/> <p>Keywords</p> <p>Seribu Rumah Gadang, Tourism Destination, SWOT Analysis</p> <p>Seribu Rumah Gadang, Destinasi Wisata, Analisis SWOT</p>	<p><i>The Seribu Rumah Gadang village is one of the potential tourist destinations to be developed. The aim is to ensure that the tourism sector in West Sumatra continues to progress and grow, thereby increasing the economic sector. This research is a descriptive study with a qualitative approach. The data analysis technique used is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The study results indicate that the strategy for developing the village of a thousand "rumah gadang" should be formulated using SWOT analysis. By using SWOT analysis, the Strengths, Weaknesses, Opportunities, and Threats in development will be apparent, making it easier to formulate an ideal strategy for development planning. The right strategy in developing the village of a thousand "rumah gadang" as a tourist attraction is crucial. One effective approach is to utilize the strengths of the village to optimize tourism opportunities. By combining the natural beauty, cultural uniqueness, environmental sustainability, culinary tourism (rendang), cool environmental conditions, adequate accessibility, friendly community attitudes, security provided by authorities, and by implementing the right strategies, the village of a thousand "rumah gadang" has great potential to become a leading tourist destination attracting both domestic and international tourists.</i></p> <hr/> <p><i>Kawasan seribu rumah gadang merupakan salah satu destinasi wisata yang potensial untuk dikembangkan. Adapun tujuannya adalah agar sektor pariwisata di Sumatera Barat dapat terus maju dan berkembang sehingga sektor ekonomi pun meningkat. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Teknik analisis data yang digunakan adalah analisis SWOT (Strengths, Weakness, Opportunities, Threats). Hasil kajian menunjukkan bahwa Strategi pembangunan Kawasan seribu rumah gadang sebaiknya dirumuskan dengan menggunakan analisis SWOT (Strengths, Weakness, Opportunities, Threats). Dengan menggunakan analisis SWOT, maka akan tampak Kekuatan, Kelemahan, Kesempatan, serta Ancaman dalam pembangunan, sehingga akan lebih mudah untuk merumuskan strategi yang ideal bagi suatu perencanaan pembangunan. Strategi yang tepat dalam mengembangkan Kawasan Seribu Rumah Gadang sebagai objek wisata memang krusial. Salah satu pendekatan yang efektif adalah dengan memanfaatkan kekuatan yang dimiliki oleh kawasan tersebut untuk mengoptimalkan peluang wisata. Dengan menggabungkan Keindahan sumber</i></p>

daya alam kekuatan alam, Keunikan adat dan budaya, Kelestarian sumber daya alam, Wisata kuliner rendang, Kondisi lingkungan yang sejuk, Akseibilitas yang memadai, Sikap masyarakat yang ramah, Pengamanan pihak aparat, serta dengan menerapkan strategi yang tepat, Kawasan Seribu Rumah Gadang memiliki potensi besar untuk menjadi destinasi wisata unggulan yang menarik bagi wisatawan domestik maupun mancanegara.

INTRODUCTION

West Sumatra is one of the prime tourist destinations in Indonesia. Its well-developed tourism facilities and the frequent organization of various festivals and international events serve as catalysts for attracting tourists to the province. One of the international activities held to support tourism in West Sumatra is the Tour de Singkarak cycling race. Additionally, West Sumatra boasts nearly all types of natural tourist attractions (such as sea, beaches, lakes, mountains, and valleys), cultural tourism (such as Tabuik festival, rendang festival, Kim games, weaving arts), and culinary tourism. The richness of assets possessed by West Sumatra makes it a magnet for tourists to visit this province.

Upon closer examination, West Sumatra still harbors many untapped and undeveloped tourism potentials. For example, one strategically significant place to be developed into a tourism village is the Seribu Rumah Gadang Village located in Nagari Koto Baru, Sungai Pagu District, South Solok Regency, West Sumatra Province. This location features various types of Rumah Gadang (traditional Minangkabau houses) such as Gajah Maharam, Bodi Chaniago, Koto Piliang, Surambi Aceh, and other types. The appeal of this village is strong enough to be developed as a tourism destination.

The Seribu Rumah Gadang Village contains many Rumah Gadang with distinctive architectural features. The closely arranged Rumah Gadang, with rice barns adorning their yards, reflect the past prosperity of the people in the village and signify unity within the community. Despite the old age of Rumah Gadang in this village, it adds value to be designated as a tourism village in West Sumatra.

Every development plan, especially in the tourism sector, should be formulated with reference to the previously established vision and mission. This is done to ensure that the planning process truly aligns with the goals and aspirations set forth in the agreed-upon vision and mission. A good vision and mission for development are typically derived intensively from the aspirations and desires of the target communities for development. This is crucial to ensure that the vision and mission truly reflect the desires and hopes of the community, thereby directing the development process more effectively in accordance with the general expectations of the people.¹

Vision, fundamentally, is the desired and envisioned objective condition that the entire community aims to achieve in the future within a specified period. As expressed by Bryson (1997),

¹ Sjafrizal. (2014). Perencanaan pembangunan daerah dalam era otonomi. PT RajaGrafindo Persada.

vision can be defined as the desired state to be achieved in the future after implementing development strategies and activities.² A good vision addresses fundamental needs of the community, is formulated concretely, and can be realized in reality. Furthermore, a good vision should be concise and straightforward, using simple language so that it can be easily understood by all development stakeholders with varying levels of intelligence.³

Mission, essentially, consists of the general and fundamental efforts and actions taken to realize and actualize the previously established vision. The mission is closely related to the direction, policies, programs, and development activities that will be undertaken to achieve the development vision.⁴

A good planning process should have clear development targets for a specific period of time. Targets are essentially concrete forms of the goals to be achieved through the implementation of planned development activities. With clear development targets in place, planning becomes more precise, concrete, and measurable. The purpose of setting development targets is to facilitate the implementation of regional development and to simplify monitoring and evaluation of the planning outcomes.⁵

RESEARCH METHODS

This research is a descriptive study with a quantitative approach. Riantoro & Aninam (2021) defines descriptive research as a method aimed at explaining or describing a condition, event, object (whether it's people or something else), or an individual related to variables that can be explained either numerically or descriptively.⁶ On the other hand, a qualitative approach is a research approach used to understand complex phenomena in their natural context. This research leans towards uncovering a problem or situation as it is and revealing the existing facts.⁷

The data collection techniques in this research involve interviews, observations, and documentation. According to Margono (2010), documentation is a method of collecting data through written records, such as archives, and also includes books on opinions, theories, and other topics related to the research problem.⁸ In this study, the documentation technique is used to obtain data such as photos, general conditions like facilities and infrastructure, accessibility, location maps, and attractions of the researched object. The sample in this research is collected using the Snowball Sampling technique. This

² Bryson, B. (1997). What about the univores? Musical dislikes and group-based identity construction among Americans with low levels of education. *Poetics*.

³ Sjafrizal. (2014). *Perencanaan pembangunan daerah dalam era otonomi*. PT RajaGrafindo Persada.

⁴ Sjafrizal. (2014). *Perencanaan pembangunan daerah dalam era otonomi*. PT RajaGrafindo Persada.

⁵ Sjafrizal. (2014). *Perencanaan pembangunan daerah dalam era otonomi*. PT RajaGrafindo Persada.

⁶ Riantoro, D., & Aninam, J. (2021). Analisis SWOT untuk Strategi Pengembangan Objek Wisata Hutan Bakau Kormun Wasidori Arfai di Manokwari. *Lensa Ekonomi*.

⁷ Arikunto, S. (2010). *Prosedur penelitian suatu pendekatan praktek*. In (No Title). cir.nii.ac.jp.

⁸ Margono, S. (2010). *Metode penelitian pendidikan*. In Jakarta: Rineka Cipta.

technique is a sampling method where initially the number of samples is small, then it grows like a rolling snowball that gradually becomes larger.⁹

The analysis method used is SWOT Analysis. SWOT Analysis is the systematic identification of various factors to formulate strategies that are expected to solve a problem. This analysis is based on logic that can maximize strengths and opportunities, while simultaneously minimizing weaknesses and threats.¹⁰ According to Santono as cited in Pusfita (2014), SWOT analysis is the systematic identification of various factors to formulate strategies that are expected to solve a problem. This analysis is based on logic that can maximize strengths and opportunities while simultaneously minimizing weaknesses and threats.¹¹

RESULT AND DISCUSSION

Overview of Seribu Rumah Gadang Village

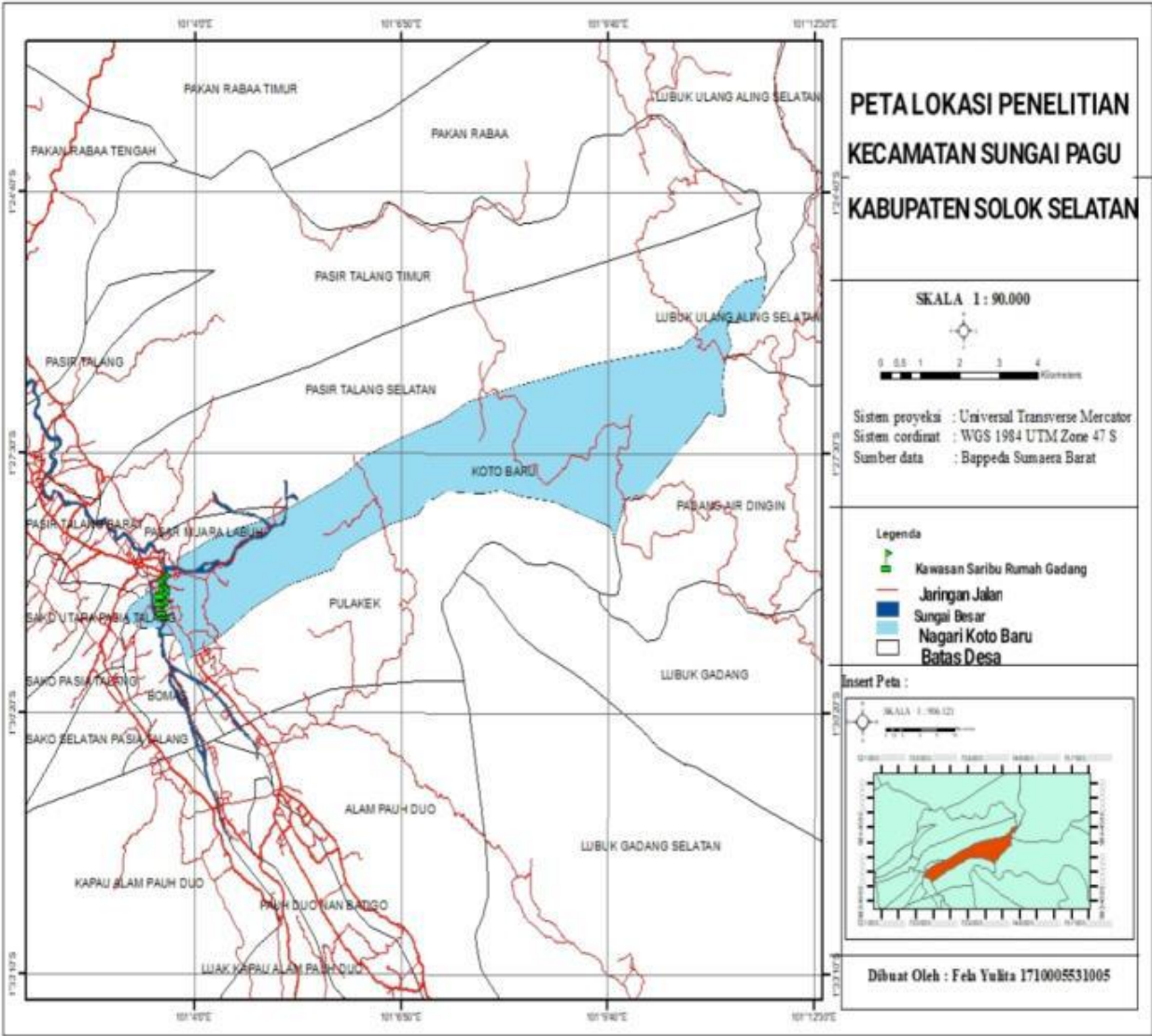
The Seribu Rumah Gadang Village in South Solok Regency is a destination that showcases the distinctive Minangkabau culture. An overview might include a sight of majestic traditional houses with their characteristic curved rooflines, typical of Minangkabau architecture. Surrounding this, you may find lush green rice fields and hills enhancing the landscape. Rumah Gadang houses are a hallmark of Minangkabau society, and in this village, you can find many well-preserved examples. They are typically constructed with beautiful wood and adorned with intricate carvings and vibrant colors.

Aside from the captivating Rumah Gadang houses, the village may also feature other structures serving as tourist attractions, such as museums or art galleries, where you can delve deeper into the history and culture of the Minangkabau people. With the untouched natural surroundings, a visit to the Seribu Rumah Gadang Village in South Solok Regency offers a mesmerizing glimpse into the beauty and cultural richness of Indonesia.

⁹ Sugiono, S. (2016). Metode penelitian kuantitatif, kualitatif, dan r & d. In Bandung: Alfabeta.

¹⁰ Rangkuti, F. (2014). Analisis SWOT: teknik membedah kasus bisnis cara perhitungan bobot rating dan OCAI.

¹¹ Pusfita, V. A. (2014). Pengembangan Objek Wisata Alam Air Terjun Timbulun di Kanagarian Painan Timur Painan Kecamatan IV Jurai Kabupaten Pesisir Selatan. Toronto: John Wiley & Sonc, Inc.



Picture 1. Map Location of Seribu Rumah Gadang Village



Picture 2. Seribu Rumah Gadang Village

Vision and Mission of the Seribu Rumah Gadang Tourism Village Development

As expressed by Bryson (1997), vision can be defined as the desired condition to be achieved in the future after implementing development strategies and activities.¹² The vision for the development of the Seribu Rumah Gadang village is to make the village or village of Seribu Rumah Gadang one of the tourist attractions that can drive economic growth for the government, stakeholders, and the local community. The mission of the development of the Seribu Rumah Gadang village is to create a tour program for tourists. This tour program is implemented by creating tour packages where tourists stay for several days in one of the Rumah Gadang, and then local residents (tour guides) show, introduce, and teach the tourists about Minangkabau customs and culture. Positioning tourists as local residents will be an added value to drive the development of the tourism sector and the economy of West Sumatra. Such tour programs are still very rare, thus, they have a great opportunity for success. In addition to tours, tourists can also learn about Minangkabau customs and culture. This program emphasizes educational principles for tourists.

The Purpose of developing the Seribu Rumah Gadang Tourism Village

The purpose of developing the Seribu Rumah Gadang Village are as follows:

1. Supporting coordination among development stakeholders

In reality, there is still a lack of coordination among development stakeholders, both within government institutions and between the government and private sector or society. Therefore,

¹² Bryson, B. (1997). What about the univores? Musical dislikes and group-based identity construction among Americans with low levels of education. *Poetics*.

with the development in the tourism sector, it should be able to encourage better coordination among development stakeholders. Forums such as the *Satuan Kerja Perangkat Daerah* (SKPD) and *Musyawarah Perencanaan Pembangunan* (MUSRENBANG) can be utilized as platforms for this coordination.

2. Ensuring the creation of integration, synchronization, and strategies among regions, time, and functions of government, both central and regional

With the *Rencana Pembangunan Jangka Panjang* (RPJP) and *Rencana Pembangunan Jangka Menengah* (RPJM), it will create integration and synchronization among the government and related parties in the development of the tourism village of a thousand traditional Minangkabau houses.

3. Ensuring the connection and consistency between planning, budgeting, implementation, and supervision

To realize the development of the tourism village of a thousand traditional Minangkabau houses as planned, it is necessary to ensure the maximum possible connection between planning and budgeting. This aims to ensure that the implementation of village or tourism village development can proceed smoothly.

4. Optimizing community participation in development planning

Development planning will not be optimal without community participation. With the development of the tourism village of a thousand traditional Minangkabau houses, the local community will participate fully to ensure that the development proceeds smoothly. Indirectly, the community in the village of a thousand traditional Minangkabau houses will contribute to driving the tourism sector and the economic sectors of both the community and the government.

5. Ensuring the efficient, effective, and fair use of resources

An important aspect that the government needs to strive for is to ensure that development planning can be technically sound and receive full support from the government and the entire community so that implementation in the field can be guaranteed. The development of the tourism village of a thousand traditional Minangkabau houses must be guaranteed, so the government and related parties must strive for it to the maximum extent possible.

The Strategy for Developing Seribu Rumah Gadang Tourist Village

One way to turn the Seribu Rumah Gadang village into a tourist destination is by creating a tour program for tourists to stay for several days in one or several rumah gadang and then show, introduce, and teach them about the Minangkabau customs and culture. The development strategy should be formulated using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). By using SWOT

analysis, the Strengths, Weaknesses, Opportunities, and Threats in development will be apparent, making it easier to formulate an ideal strategy for development planning.

1. Strengths

a. Beauty of natural resources

West Sumatra, especially the Seribu Rumah Gadang village, has exceptionally beautiful natural scenery. Moreover, there are many Minangkabau traditional houses in this village, in line with the village's name. This undoubtedly becomes a strength for the village to develop into a tourist destination.

b. Uniqueness of customs and culture

Minangkabau has unique customs and culture, such as traditional attire for men and women, cultural norms in speech, and many more.

c. Preservation of natural resources

The large number of rumah gadang makes it a primary attraction in this location. Old rumah gadang that are still habitable contribute to the continuously preserved natural resources. Thus, the rumah gadang buildings in this location hold significant historical value.

d. Rendang culinary tourism

West Sumatra is famous for its cuisine, particularly rendang. Almost everyone on earth knows about the dish called rendang. This is undoubtedly an added value for tourists to visit West Sumatra, especially the Seribu Rumah Gadang village.

e. Cool environmental conditions

It is undeniable that the Seribu Rumah Gadang village has a cool climate, making tourists feel happy and peaceful when visiting this village.

f. Accessibility

Access to the Seribu Rumah Gadang village is quite good, and tourists can visit the location using inter-city transportation, travel cars, taxis, and others.

g. Friendly local community

The majority of the local community are quite open and friendly when tourists visit the location.

h. Security provided by authorities

West Sumatra is one of the provinces in Indonesia, which is a lawful country with clear rules and regulations. This means that every tourist visiting West Sumatra, especially the Seribu Rumah Gadang village, will be guaranteed safety according to the applicable laws and regulations in Indonesia.

2. Weaknesses

a. Inadequate proficiency in foreign languages

Currently, it is difficult to find people who are proficient in foreign languages, especially English, in the village of a thousand traditional Minangkabau houses. Even proficiency in proper Indonesian language is rare among the locals in this village. This will be a hindrance to communication, socialization, and adaptation between the community and tourists or tourists with the community.

b. Suboptimal management of tourist attractions

The tourist attractions of a thousand traditional Minangkabau houses need to be improved to become more suitable for tourists. Currently, some traditional houses are starting to deteriorate, with leaky roofs and other issues. This is crucial because it greatly affects the comfort and tranquility of tourists.

c. Lack of investor interest in supporting the development of the tourism village

Investors, whether individuals or institutions, domestic or international, play a vital role in physical development as they provide the necessary capital. However, there is still no apparent involvement of investors in the development of the tourism village of a thousand traditional Minangkabau houses.

d. Environmental cleanliness does not reflect readiness to receive tourists

Cleanliness is crucial in creating a welcoming tourism village. Cleanliness significantly affects the comfort and tranquility of tourists visiting the village of a thousand traditional Minangkabau houses. Environmental cleanliness in this location is not well maintained, as evidenced by the presence of scattered garbage and inadequately clean sanitation facilities.

e. Local human resources' quality is inadequate to act as tourism site managers

The quality of human resources is essential for building a good tourism destination. Therefore, it is important for the government and relevant stakeholders to improve the quality of local human resources.

3. Opportunities

a. Foreign and domestic tourist visits

Indonesia is a prime destination for tourists, presenting a significant opportunity for the village of a thousand traditional Minangkabau houses to become a new tourism destination. The government and relevant stakeholders simply need to engage in marketing communication activities such as promotion.

b. Proximity to other tourist attractions

The village of a thousand traditional Minangkabau houses not only features a cool climate and many traditional houses but is also close to other tourist attractions, such as tea plantations. The vast and green tea plantation villages can provide a refreshing experience for tourists visiting, adding value to the village as a tourism destination.

c. Collaboration between the government, investors, and the community

The establishment of a new tourist location, such as the village of a thousand traditional Minangkabau houses, fosters good relationships between the government, investors, and the community.

d. Implementation of regional autonomy by the government

Regional autonomy grants the authority to govern a region to the local government. This means that with the implementation of regional autonomy, the local government has full authority to develop its region. Therefore, the West Sumatra local government has full authority to realize the new tourism destination of a thousand traditional Minangkabau houses.

4. Threats

a. Competition with other villages in tourism village development

Indonesia consists of 38 provinces, each rich in diverse ethnicities, religions, and cultures. Currently, several villages in Indonesia have transformed into tourist villages, especially in Bali. However, this does not weaken the determination to develop the village of a thousand traditional Minangkabau houses as a tourism destination. West Sumatra possesses unique cultural and traditional values distinct from other regions, which serves as the selling point of the village of a thousand traditional Minangkabau houses.

b. Changes in the mindset, behavior, and culture of the local community

Transforming the village of a thousand traditional Minangkabau houses into a tourist village is expected to influence the mindset, behavior, and culture of the local community. This change occurs due to the blending of mindsets, behaviors, and cultures between tourists and the local community.

c. Environmental pollution

Similar to other tourist villages, environmental pollution is a significant issue that needs attention. If the village of a thousand traditional Minangkabau houses is developed as a tourist destination, it will inevitably have some impact on environmental pollution. Therefore, it is essential for tourists and the local community to preserve the environment as best as possible.

d. Global or local crisis

Crises such as pandemics or political conflicts can reduce the number of tourists and disrupt the tourism industry as a whole.

Program and Activities for the Development of Seribu Rumah Gadang Tourism Village

The program and activities for regional development essentially involve concrete actions and efforts in the form of government interventions utilizing various resources, including funds and manpower, carried out to implement established development policies. These programs and activities can be physical and non-physical.

a. Physical development programs and activities:

Physical development programs may begin with improving roads leading to the tourist destination (Seribu Rumah Gadang) as well as constructing tourism information and promotion centers.

b. Non-physical development programs and activities:

Non-physical development programs may include raising awareness about the importance of cleanliness, foreign language training, and providing guidance on the management of tourist villages to the local community.

One way to develop the Seribu Rumah Gadang Village as a tourism destination is by creating a tour program for tourists to stay for several days in one of the Rumah Gadang, then introducing and educating them about Minangkabau customs and culture. Such tour programs are still rare. In addition to tours, tourists can also learn about Minangkabau customs and culture. This program emphasizes educational principles for tourists. Certainly, with the arrival of tourists to the Seribu Rumah Gadang Village, it will boost the economy, both for the local community and the government.

Of course, in this regard, the government and other relevant parties must fully participate in turning the Seribu Rumah Gadang Village into a tourism destination. Without the participation and seriousness of the government and other relevant parties, this village will not amount to much. This great opportunity must be maximized by the government and other relevant parties. The aim is to continuously advance and develop the tourism sector in West Sumatra, thus improving the economy.

CONCLUSIONS

The development of the Thousand Rumah Gadang village into a tourist attraction has great potential due to its strength and significant opportunities. The right strategy in developing the Thousand Rumah Gadang village as a tourist attraction is indeed crucial. One effective approach is to utilize the strengths of the village to maximize tourism opportunities. By combining the beauty of natural resources, cultural uniqueness, preservation of natural resources, rendang culinary tourism, cool

environmental conditions, adequate accessibility, friendly local community attitudes, security provided by authorities, and by implementing appropriate strategies, the Thousand Rumah Gadang village has the potential to become a prominent tourist destination that appeals to both domestic and international tourists.

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