



Efforts of the Community in Increasing Tourist Visits to the Padang Roco Temple Tourism Object in Dharmasraya Regency

¹Indah Melinia*

²Sarbaitinil

³Sri Rahmadani

^{1,2,3}Pendidikan Sosiologi, Universitas PGRI, Sumatera Barat

*Corresponding Email Author: Indahmelinia0303@gmail.com

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Abstract

The tourism sector will become a national asset if it can be well-developed. One of the ways is by promoting tourist attractions, which is not only the responsibility of the government but also the community. The community plays a vital role in developing and maintaining the values of a tourist object. Hence, this research aims to examine the community's efforts in increasing tourist visits to the Padang Roco Temple Tourism Object in Dharmasraya Regency. The research approach used in this study was qualitative with a descriptive research type, and 12 informants were selected through purposive sampling. Data collection techniques included observation, interviews, and document studies. The analysis technique used was the Miles and Huberman model, which includes data collection, reduction, presentation, and conclusion. Based on the research results, the government and the community have tried to develop the Padang Roco Temple Tourism Object. Some of the efforts include 1) efforts by the caretakers of the temple to develop the facilities and infrastructure, 2) efforts by the local community groups to promote the Padang Roco Temple Tourism Object, and 3) efforts by the community to help in the development of the temple by donating land to the government.

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INTRODUCTION

As an archipelagic nation, Indonesia has tremendous and vast potential to develop the tourism industry, as the tourism industry in Indonesia and the world, in general, has also rapidly grown. The development of the tourism industry can positively impact not only the state's foreign exchange earnings but also the people's lives. It has also created new opportunities for businesses, generated new jobs for people who are unemployed and helped to address unemployment in the region (Rahma, F. N., & Handayani, 2013). Furthermore, according to (Chadijah et al., 2020), the creativity and innovation of the community to reduce unemployment and meet their needs can be initiated by their ability to think and interact with humans and available resources. One of the ways to absorb the workforce and increase people's income is through tourism. According to Law No. 10 of 2009, tourism is activities supported by various facilities and services provided by the community, entrepreneurs, and the government. From a cultural perspective, tourism indirectly plays an essential role in developing Indonesian culture. Having a tourist attraction can introduce and promote the cultural diversity of a country with its beauty and natural charms, such as traditional arts and religious or customary ceremonies that attract foreign and Indonesian tourists to visit (Abdillah et al., 2016). The tourism sector will become an asset to Indonesia if it is adequately developed. With its beauty and rich traditions, culture, and language, it has the potential to attract both domestic and foreign tourists.

The tourism sector plays a vital role in increasing the country's foreign exchange earnings; as reported by the Ministry of Tourism in 2017 that the tourism sector could surpass oil and gas in terms of contributing to the country's foreign exchange earnings (A. Khosihan, 2019). Natural and cultural resources must be packaged with quality, maximally utilized, and preserved for sustainability (Priyanto, 2016). It is not only the government's responsibility to promote tourist destinations, but the participation of the community is also highly needed. Participation is an individual's mental and emotional involvement in a group situation that motivates them to support the group's objectives (Andi Uceng, 2019). The demand for community needs drives the community to provide the best supply (Amelia, P., & Hardiansyah, 2022). The community's efforts are crucial in developing tourism to stay in the cultural values of the local community and cause a decrease in environmental quality; thus, tourism management will create a prosperous community in line with environmental sustainability. According to (Ramadhan, I., Dewantara, J. A., Efriani, E., Olendo, Y. O., & Bafadal, 2020), the community's welfare is fulfilling material and social needs with a decent standard of living and the ability to carry out its economic and social functions. The

community's efforts include monitoring and controlling existing tourism development by determining the vision, mission, and objectives and identifying protected resources to be developed and utilized for developing and managing tourist attractions (Dhalyana, D., & Adiwibowo, 2015).

According to (Riyanto, R. S., & Sawitri, 2020) social change can benefit society's economy or, conversely, be detrimental. It will be beneficial if social development aims for economic development that positively impacts society. One of the changes that can be made and is a treasure possessed by Indonesian society is the nation's culture. Material and non-material cultures are born and developed by tourism created by the ancestors of Indonesian society (Andina & Aliyah, 2021). Society plays a vital role in improving tourism development by developing local potential derived from nature, socio-culture, or society's economy. West Sumatra also has various cultural tourism. The attraction often exists because most foreign tourists are very interested in visiting. Existence is a recognized presence (Januardi, A., Superman, S., & Firmansyah, 2022). Temples found in West Sumatra include Candi Tanjung Medan Panti, located in Pasaman Barat, Candi Pacahaan in Pasaman Barat, Candi Koto Rao in Pasaman Barat, Candi Padang Nunang in Pasaman Barat, and Candi Padang Roco and Candi Pulau Sawah, both located in Dharmasraya Regency (Talib, D., & Usu, 2019). One area with a cultural heritage tourism site is Dharmasraya Regency. One of the flagship tourism objects in Dharmasraya Regency is the Candi Padang Roco Tourism Object. The Candi Padang Roco tourism object is also used as a meeting place for organizations, and events such as school camping, women's association gatherings, and other traditional events are often held there (Ardiansyah1,*; Ricky Ravsyah1, Ria Dwiputri 1, 2019) (Ravsyah, 2019).Based on visitor data at the Candi Padang Roco tourism object, the researchers observed that visitor numbers had declined yearly. The following is a table of visitor data at the Candi Padang Roco tourism object.

Table 1. Visitor Data for Candi Padang Roco Cultural Tourism Object from 2015-2021

No.	Year	Numbers of Visitors
1.	2015	540 People
2.	2016	670 People
3.	2017	782 People
4.	2018	540 People
5.	2019	1682 People
6.	2020	328 People

7.	2021	340 People
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Source: Book of visitor records at Candi Padang Roco tourist attraction (2021)

Causes of the decrease in visitors to the Padang Roco temple tourist site. First, it is due to the need for more government and community promotion in promoting the Padang Roco temple tourist site. Second, there needs to be more closeness between the government and the community, which results in a lack of enthusiasm from the community to promote the Padang Roco temple tourist site. Although the government has tried to develop facilities and infrastructure, more is needed to increase tourist visits. Therefore, community participation is needed in developing tourist sites. The community referred to here includes groups that participate in developing tourist sites, teenagers who have awareness in developing tourist sites, and residents living near the tourist site. Community efforts are significant in increasing tourist visits because community participation can help make tourist sites better known. (Hidayat, 2016).

Based on the above problems, the government's efforts have not been successful; therefore, assistance and efforts from the community are needed to develop tourism at Candi Padang Roco. Based on this, the researcher assumes that the government's development of tourism will be more effective if the community also participates and strives to develop and maintain the tourist attraction well. Therefore, the researcher is interested in conducting research titled "Community Efforts in Increasing Tourist Visits to Candi Padang Roco Tourist Attraction".

METHODS

The approach used in this research is qualitative, with a descriptive research type. Descriptive research aims to describe an object, phenomenon, or event that is happening now (Soendari, 2012). The research techniques used in this study are observation, in-depth interviews, and document study. The observer in this study is only a spectator without having to involve themselves in the field directly. Observation is an activity done by humans using their five senses, primarily sight, along with other senses such as hearing, smell, taste, and touch (Burhan, 2011). Meanwhile, an interview is an in-person interaction between the interviewer and the interviewee, a face-to-face conversation. Document study is a research method conducted on information documented in recordings, pictures, sounds, writings, and other documents. The technique used to select informants in this study is purposive sampling.

According to (Aan Khosihan, 2021) in descriptive qualitative research, the researcher performs triangulation before presenting the findings to state valid and reliable conclusions. The unit of analysis in this study is groups. The stages of analysis consist of data collection, data reduction, data presentation, and conclusion drawing, a data analysis model from Milis and Hubermen.

RESULTS AND DISCUSSION

Efforts made by the community to increase tourist visits to Padang Roco Temple in Dharmasraya Regency

In order to increase tourist visits to the Padang Roco temple tourism site, efforts need to be made by the community, especially those living around the Padang Roco temple tourism site. The community's efforts include monitoring and controlling tourism development by determining the vision, mission, and goals and identifying protected resources for tourism development and management. This is because the community is a key component that has a significant influence on the development of tourism sites that have a positive impact on tourism development (Pradana, 2019).

The efforts made by the caretaker of Padang Roco Temple

The custodian of Padang Roco temple, who was the first person to know how to develop the temple, stated that there had been efforts made by the community to develop Padang Roco temple as a tourist destination, both by the government and the community. However, in this case, the custodian of Padang Roco temple stated that the lack of closeness between the government and the community had made the cooperation between the government and the community in increasing tourist visits to the tourist destination not run well. Nevertheless, this did not reduce the enthusiasm of the community and tourism groups around Padang Roco temple to promote the temple to increase tourist visits, especially the custodian of Padang Roco temple.

In the explanation given by the custodian of Padang Roco temple, the researcher directly observed the activities carried out by the custodian, such as cleaning the temple by taking turns every day. Not only that, but the researcher also saw how the custodian welcomed visitors and provided the best service by discussing the temple's history. For example, when the researcher came to conduct an initial observation at the temple, the researcher met the custodian who was cleaning the temple yard, and the custodian explained his activities in maintaining and caring for the temple.

The efforts carried out by the Bincau group and POKDARWIS

The efforts to increase tourist visits are not only from the government but also need to be efforts made by groups. In developing tourist attractions, if there is cooperation between the government and community groups, the goals and missions that will be carried out will yield satisfying results (Fajriah, 2014). In Nagari Siguntur, there is a Tourism Awareness Group (POKDARWIS) named the Adityawarman group, which promotes and develops tourist attractions in Nagari Siguntur. Many abundant natural resources can become of high value in the tourism sector in Indonesia if they are managed well and follow the development of the times while considering their impact on humans. According to (Hasibuan, 2016). (Arif, D., Ulfah, M., & Ramadhan, 2023), abundant natural resources are Indonesia's capital to catch up with developed countries. In addition, the cultural richness of the community can raise the value of Indonesia in the eyes of the world (Munandar, M., Imran, I., Ramadhan, I., & Dewantara, 2022).

A group called also makes other efforts of teenagers named "Bincau" to promote the Padang Roco temple tourist attraction to increase tourist visits. This group is a group of teenagers who are aware of the need for tourist attraction development and have creativity in modern technology, such as today's era, which can help develop tourist attractions. According to (Riyanto, 2015) social media is one of the leading information platforms to promote tourist attractions with the development of technology. In this era, information development and social media enable the Nagari Suguntur teenage group to promote the temple through YouTube, WhatsApp, and other platforms by creating creative content. Through their creativity, they can receive appreciation and even awards from the government and are able to introduce the temple to other communities.

The Efforts from the Community

As the main component in community-based tourism development, the community has an essential role in enhancing tourism development aimed at developing local potential sourced from nature, socio-cultural, or community economy. The community's involvement in preserving natural and cultural resources is a significant contribution that has the potential to attract tourists. The efforts made by the community will have a positive impact on the development of a tourist attraction.

The community felt capable of contributing to developing Padang Roco temple tourist attractions, such as traders, traditional leaders, and educational institutions. The efforts

made by the traders around the temple were to increase the variety of merchandise. Based on observations, the researcher found that the food and drink available in the stalls were snack foods such as "ciki-ciki" and cold drinks such as Fanta and Sprite to meet the needs of tourists. When tourists visit tourist attractions, they would want to buy food or drink. Since there were no cafes or restaurants around the temple, the traders' efforts were essential to attract tourists. Not only that, but the traders also provided a warm welcome in the form of friendliness.

A tourist attraction is one of the primary assets that must be owned to increase visitor numbers and develop the Padang Roco temple tourist attraction. The development of tourist attractions can become an economical source for the government and the community. The community around Padang Roco temple, as well as community groups, have made efforts in various forms. Based on the interviews conducted by the researcher with several informants, the results found that the community's efforts included promoting Padang Roco temple through social media, word of mouth, and socialization among the community. The efforts made by the Siguntur Nagari community and groups can help develop the temple by donating the land where the temple is located to the government, participating in collaborative work, providing comfort to tourists who have visited and making efforts to increase tourist visits. However, it is regrettable that there needs to be more closeness between the government and the community and cooperation between the private sector and the community in building facilities such as accommodation, souvenir shops, restaurants or cafes, and there needs to be cooperation between the private sector and the community others. The purpose is to provide comfort and attraction to tourists.

Based on the connection between the theory and the existing problem, in this research, the theory used is the Community Development theory by Karel Marthen Eramuri. Community development is a process of strengthening the community actively and sustainably based on the principles of social justice, equal participation, and cooperation. The impact of community development activities affects the community, the surrounding environment, and the government itself. Community development activities can provide contributions and input to the government as a partner, communication leader, and community to solve social problems. Community development is a systematic, planned, and directed activity to increase community access to achieve better social, economic, and quality of life conditions than previous development activities.

CONCLUSION

Based on the results of research and discussion related to Community Efforts in Increasing Tourist Visits to the Padang Roco Temple Tourism Object in Dharmasraya Regency. The Padang Roco Temple is one of the historical relics located in Nagari Siguntur, which is one of the places of the Adityawarman kingdom. The Padang Roco temple tourism object needs to be developed and preserved. To develop this tourist object, efforts need to be made not only by the government, but also by the community and community groups.

Based on the research results, there have been efforts made by both the government and the community. 1) Efforts made by the government are in the form of the development of facilities and infrastructure, as well as cultural events called "Pamalayu" which successfully attracted crowds of visitors in early 2019. 2) Efforts that can be made by community groups include promoting the Padang Roco temple through social media by creating promotion videos on YouTube that are creatively interesting to tourists. 3) Efforts made by the community include maintaining the security of the temple, providing comfort to visitors, and carrying out community service activities with the aim of preserving the Padang Roco temple.

According to the research, one weakness found in the Padang Roco temple tourism object is the lack of homestays, restaurants or cafes, and souvenir shops that can attract tourists. This is due to the lack of cooperation between the government and the community in improving the development of the Padang Roco temple tourism object in Dharmasraya Regency.

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