

## Development of a culture based tourist village in the Tenun tourism village of Padang Genting

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Article Info	ABSTRACT
<b>Keywords:</b> Tourism Village Culture-based Tourism Padang Genting	The aim of this research is to find out how to develop a culture-based tourism village in the Padang Genting Weaving Tourism Village. This research uses a data analysis method in the form of qualitative descriptive analysis, which analyzes data to analyze and interpret facts, symptoms and events that occur in the field, as well as natural observations whose main aim is to observe and also understand the Development of Culture-Based Tourism Villages. at the Padang Genting Weaving Tourism Village. Based on the results of the research and discussion, it can be stated that the Padang Genting Tourism Village has the opportunity to develop culture-based tourism products. The tourism product is in the form of a series of tourism activities that can be packaged into tour packages. The cultural-based tourism activity in Padang Genting is to provide traditional songket weaving experiences to visitors, both domestic and foreign tourists.
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### INTRODUCTION

Tourist villages can be an option for tourists to enjoy the outdoors, while experiencing the experience of traveling amidst the life of rural communities. Apart from collaboration, there are two other important keys that can play a role in the successful development of tourist villages, namely innovation and adaptation. The innovation strategy is carried out using a big data approach to map potential and strengthen various aspects of the tourism sector and creative economy. Tourism actors are expected to be able to adapt by fulfilling the requirements of the Cleanliness, Health, Safety and Environmental Sustainability (K4) protocol. Then, there is a need for a spirit of fast movement, working together, and working on all existing potential employment opportunities to develop tourist villages in Indonesia, so that tourist villages are able to contribute to improving welfare for the community and help economic recovery.

This change from mass tourism to alternative tourism provides benefits for tourist villages. Because tourist villages generally have a variety of products that can be offered to tourists with the main product being the daily life of the people in the village. The experiences provided to tourists include cultural diversity, unique nature and creative work in the village. In addition to changes in tourist motivation, the Organization for Economic

Cooperation and development in 2018 conveyed the Tourism Megatrends that will shape Future Tourism, namely: Tourist travel trends are currently experiencing changes, namely from mass tourism to alternative tourism. This change leads to types of tourism activities that are oriented towards natural tourism or local culture with the aim of increasing insight, adventure and learning, such as tourism towards the development of smart and future-oriented tourism - adventure tourism - mountain climbing (hiking), walking (trekking), and also tourism that offers direct experiences to tourists such as rural tourism, and so on.

Tourism villages in the context of rural tourism can be referred to as tourism assets based on rural potential with all its uniqueness and attractiveness. The village can be empowered and developed as a tourism product to attract tourist visits to the village location. The potential of tourist objects and attractions is the basic capital for developing a rural area into a village or tourist village. The first of these potentials is the physical potential of the natural environment such as rice fields, hills, natural landscapes, unique village environmental arrangements, and distinctive building architecture. Second is the potential for the social and cultural life of the community regarding the daily life patterns of the community which have their particularities, customs and cultural traditions, crafts and traditional arts (I Putu Mardika, 2021).

This research will focus on the Tenun Padang Genting tourist village as one of the culture-based villages in developing its tourism. The Padang Genting Weaving tourist village is one of the tourist villages in North Sumatra which was officially designated as a weaving village or village, producing typical Malay Batu Bara songket cloth on December 19 2019 in Padang Genting Village, Talawi District, Batu Bara Regency. In general, in Padang Genting Village, every woman has weaving skills. The manufacturing process still uses traditional tools and is still done manually. The people of Batubara Regency are well aware of the legacy passed down from generation to generation as the identity of the Malay tribe which needs to be accounted for and preserved. For this reason, in Batubara Regency there is one village which was conceived as a center for Batubara Malay songket weaving, namely Padang Genting Village.

### **Theoretical Basis**

A tourist village (Kampung, Nagari, Gampong, or other names) is an area that has potential and unique tourist attractions, namely experiencing the unique life and traditions of rural communities with all their potential (Tourist Village Guidelines, 2021).

Tourist villages can be seen based on the criteria: have potential tourist attractions (natural, cultural and artificial tourist attractions/creative works), have community communities, have potential local human resources who can be involved in tourism village development activities, have management institutions, has the opportunity and support of the availability of basic facilities and infrastructure to support tourism activities, and has the potential and opportunity to develop the tourist market.

In developing tourist villages, the principles of developing tourist village products:

- a. Authenticity: the attractions offered are genuine activities that occur among the people in the village;

- b. Local community: is a tradition carried out by the community and is a daily activity carried out by the community;
- c. Community involvement: the community is actively involved in activities in the tourist village;
- d. Attitudes and values: maintaining the values held by society and in accordance with existing daily values and norms; And
- e. Conservation and carrying capacity: not damaging both physically and socially to the community and in accordance with the village's carrying capacity in accommodating tourists.

There are 4 (four) benefits for developing a village as a tourist village (Tourist Village Handbook, 2021), including:

- a. The standard of living of society is advanced and culture and traditions can be preserved.

The benefits of developing a village as a tourist village which will of course have a direct positive impact on residents are of course a positive impact on the level of life of residents, namely creating new job opportunities and improving the quality of life of rural communities by improving facilities so they are worth visiting.

- b. Economic benefits for rural communities.

Developing a village as a tourist village will have an economic impact on rural communities.

- c. Increasing the existence of small and medium industries.

The benefit of developing a village as a tourist village is the increase in small and medium industries that use local products as raw materials.

- d. Promotion of local products.

The benefit of developing a village as a tourist village is as a means of promoting local products by utilizing natural resources and existing local products to increase sales.

The development of tourist villages cannot be separated from the concept of community participation, the community as one of the managers of tourist villages is a determining factor in developing tourism in tourist villages, community participation in developing tourist villages will be effective if their involvement is not only at the beginning or end of tourism development. , but rather the community is actively involved in the management or development of tourism. Community participation in development is close collaboration between planners and the community in planning, implementing, preserving and developing the development results that have been achieved. Planning tourism in a village is not an easy task, especially in a situation that has a sensitive natural and cultural environment. The objectives of developing tourist village areas (Gumelar S. Sastrayuda, 2010) are:

- a. Identify types of tourism that are appropriate and complement the lifestyle preferred by local residents.
- b. Empowering local communities to be responsible for planning and managing their environment.

- c. Ensuring that local communities can play an active role in making decisions about forms of tourism that utilize their environmental areas, and so that they are guaranteed to receive an appropriate share of income from tourism activities.
- d. Encouraging local community entrepreneurship.
- e. Develop village tourism products.

Culture is a set of rules and norms shared by a group of members or members of society. If done by these people, it will give rise to behavior that is considered worthy or acceptable by all in society (William H. Havilan, 2020).

Development is an effort to revive the Cultural ecosystem and improve, enrich and disseminate Culture. Furthermore, according to (John P. Kotter, 2019) in the book *Organizational Development and Change*, development is a process for creating significant changes within an organization, especially in terms of changing organizational culture and values. There are three types of development actions that are considered strategic for the advancement of culture:

- a. Dissemination is carried out through dissemination and diaspora. Dissemination is carried out, among other things, through the spread of cultural values abroad, cultural exchanges, exhibitions and festivals. Diaspora is carried out, among other things, through the spread of cultural actors and cultural identities abroad.
- b. The study was carried out through scientific research and other study methods to identify and deepen the meaning and value of cultural elements in Indonesia. The results of the study will be useful for future cultural development plans and efforts.
- c. The enrichment of diversity is carried out through combining cultures (assimilation), adapting culture according to the context of space and time (adaptation), creating new creations or creations resulting from previous cultural development (innovation), and absorbing foreign culture to become part of Indonesian culture (acculturation).

Culture-based tourism (Cultural Tourism) is a type of tourism activity that utilizes culture as a tourist attraction visited by tourists. In these tourist destinations, tourists will experience and learn about various specific cultures. The existence of cultural tourism can be used as an object of tourist attraction that can preserve cultural heritage.

To avoid the negative impacts of tourism, good management of tourism is needed, especially in this case culture. If the tourism industry can be managed well, then tourism can guarantee the preservation of nature and culture. Apart from that, tourism can also be a place for employment opportunities for local communities around the tourist area. Therefore, a sustainable tourism concept is needed to reduce the negative impacts of tourism. So that culture-based tourism can run as expected, namely to preserve culture. To realize the concept of sustainable tourism, of course, requires support from all sectors.

Starting from the government, tourism managers, local communities, and tourists also need to participate in this. To develop tourism, it is no less important to involve tourism consultants to plan or design regional development. With this good collaboration, it is hoped that Indonesian tourism will get better in the future.

Padang Genteng is one of the villages in Talawi subdistrict, Batu Bara Regency, North Sumatra Province, Indonesia. It is hoped that the Songket weaving village will become an

iconic tourist spot that will be visited by many people and will display the history of weaving.

## METHODS

This research was conducted in the Tenun Padang Genting tourist village, Padang Genting Village, Talawi District, Batu Bara Regency. The type of data used in this research is primary data in the form of respondent profiles obtained through direct interviews. Secondary data theory, journals, articles and visit data. The data collection method used in this research is documentation study and data observation through direct observation at the Padang Genting Weaving Tourism Village.

This research uses a data analysis method in the form of qualitative descriptive analysis, which analyzes data to analyze and interpret facts, symptoms and events that occur in the field. The type of data used is document or text study, which focuses on analysis or interpretation of written material based on its context. This material can be in the form of published notes, newspapers, textbooks, magazines, films, letters, manuscripts, diaries, articles and other similar things. As well as natural observation, the main aim of which is to observe and also understand the development of a culture-based tourism village in the Padang Genting Weaving Tourism Village.

## RESULTS AND DISCUSSION

Padang Village among the general public is better known as Desa/Kampung Panjang, this is because previously Padang Genting Village was part of Panjang Village. Because the area of Panjang Village is very large, on 28 September 1993 the Government (at that time it was still affiliated with Asahan Regency) carried out Village Expansion, namely Panjang Village was expanded into 1 more village, namely Padang Genting Preparation Village. September 28 1993 was the birthday of Padang Genting Village and now Padang Genting Village is 30 years old. When it was expanded, Padang Genting Village consisted of 6 (six) hamlets. In 2015 Padang Genting Village implemented the expansion and name change of the hamlet. After the expansion, the number of hamlets became 10 hamlets.

A tourist village as a unified ecosystem requires an integrated understanding of how the village explores its uniqueness, advantages and sees weaknesses to become a strong attraction as a tourist village. Identifying weaknesses and weaknesses and determining the village's superior product as a tourist village with potential as the main choice is an important priority to do. This can be done by applying the concept of self-exploration of the village as an ecosystem consisting of the components: Attractions, Amenities, Accessibility, Activities, Superior human resources. Tourism Village development must be focused on developing a multidimensional ecosystem that interacts and is interconnected.

The concept of developing a tourist village is with 3A (Attractions, Accessibility, Amenities) which are interrelated and complement the realization of advanced tourism.

### 1. Attractions

Attractions or what are usually called attractiveness are assets that can attract domestic and international tourists. Attraction provides the initial motivation for

tourists to visit a destination. The attractions that can be offered from the Padang Genting Weaving Tourism Village are the weaving methods practiced by some people which have been carried out for generations. The advantage of this village is that almost all of the women in the Padang Genting village community can weave. Because women in this village when they grow up must have weaving skills.

## 2. Accessibility

Tourist villages must be accessible, have facilities, infrastructure and transportation systems available that make it easier for tourists to get to and from tourist village destinations, both by sea, land and air. Tourists must also be able to travel easily around tourism destinations. The Padang Genting Weaving Tourism Village is very strategically located and easy to reach. You can use land transportation which doesn't take too long from the city.

## 3. Amenities

Completeness of facilities, infrastructure, equipment and amenities that support tourist activities and services. This includes basic infrastructure such as public services, public transport and roads. Direct services for tourists such as information, recreation, tour guides, tour operators, catering (catering services) and shopping facilities, human resources, society and industry (SMI). In Padang Genting Village you can find easy public facilities such as tour guides and local people who can help fulfill your desire to visit the village.

Based on data from the Tourism Village Network (Jadesta), there are 3,483 pilot tourism villages; There are 937 developing tourist villages; There are 290 developed tourist villages; There are 23 Independent Tourism Villages. From this description, currently the status of the Padang Genting Weaving Tourism Village is in the first or pilot stage. Seeing this condition, the author wants to see how the development of a culture-based weaving tourism village can be carried out. In connection with the data that has been obtained, visitors to the Padang Genting Weaving Tourism Village have experienced a significant decline. Since the beginning of the establishment of Padang Genting Village as one of the tourist villages in Batu Bara Regency, there has been at least a decrease in visitors, namely around 50%, this can be seen in table 1.

**Table 1.** Number of Tourist Visitors

No.	Year	Number of visitors
1.	2020	19,667
2.	2021	33,334
3.	2022	45,483
4.	2023	27,608

Source: August, 2023

Potential development activities are developed based on the principles of culture-based tourism. Ideally, the development principle focuses on tourism development. Talking about potential, it can be seen that there are several artistic and cultural potentials that attract tourists visiting Padang Genting Village, namely trying directly the process of



making songket cloth or weaving songket cloth traditionally. Weaving as a culture must continue to develop along with the times. The different functions of weaving include social, cultural, religious and economic functions. Ideas of knowledge in the form of views and philosophies of life are expressed in the work. Cultural reflections and symbolic symbols can be found in decorative patterns (decorative elements), ornaments and woven fabric motifs. Songket is a type of traditional woven cloth, the term menyongket comes from the basic words sungkit or mengungkit which means to embroider with gold or silver thread.

Songket weaving craftsmen are people who make woven cloth which usually uses non-machine looms (ATBM) and has complicated patterns from gold or silver threads. Chopping activities are carried out in various stages and processes that take quite a long time based on the level of complexity. One of Indonesia's heritage songkets is the Batu Bara songket. Songket has become a creative business by empowering traditional cloth into business goods. Batu Bara songket has various motifs and various types of colors which make the combination of Batu Bara songket look attractive. Based on written historical sources from a book entitled Mission to the East Coast of Sumatra 1823 written by John Anderson, a British envoy in Penang while visiting East Sumatra. On February 22, 1823, he visited Batu Bara and described the existence of Malay clothing in that area. At that time, the Malay people in Batu Bara wore typical clothes, made of silk and cotton, with beautiful square patterns. Some are made of gold thread. Their clothing consists mostly of coarse silk thread. They also wear sarongs, the clothing of the Malays in Batu Bara shows European and Bengali clothing styles. (Takari, 2019).

To develop Indonesian weaving crafts, the government created a program to distribute non-machine looms (ATBM). This loom comes from Java. Non-Machine Looms (ATBM) are programmed to be used to weave traditional cloth throughout Indonesia. The Indonesian government, through the department of industry and trade, has distributed these woven tools to all regions in Indonesia. In the Batu Bara district, songket weavers prefer okik tools, compared to non-machine looms (ATBM) as encouraged and recommended by the Indonesian government.

Okik Weaving Tool or Rumah Weaving The loom used to make Batu Bara Malay woven cloth is known as okik or called Rumah Tonun. This tool is mostly made of wood and boards. In general, the function of okik is to stretch threads, cross threads, compact weaves, create layers of woven threads. Structurally, okik consists of parts including: gorub, karab, cucak, sumbi, piston and others.

Batu Bara songket cloth has its own uniqueness and characteristics compared to other songket woven cloth in Indonesia. Songket Batu Bara tends to have bright colors and varied fabric motifs and has quite high artistic and cultural value. The motifs made are also in accordance with the philosophy believed by the Malay people of the archipelago. Motifs are an important part of the songket making technique. The motifs used by Batu Bara songket weavers still continue existing Malay traditional motifs. Most of the songket motifs are the work of the imagination of Malay songket artists, who imitate the forms of flora (plants), in accordance with Islamic teachings which do not encourage animal or human forms (anthropomorphism). Songket weavers also make various updates to their motifs. For

example, using motifs originating from Terengganu Malaysia, from Palembang, from Minangkabau, from the Batak ulos tradition and so on.

Batu Bara songket needs to be promoted as a mainstay product of Batu Bara Regency, because it has a variety of motifs and characteristic attractive color combinations and can be used as clothing, souvenirs and souvenirs from Batu Bara. Supported by the geographical potential of Batu Bara Regency which is on the coast, through coastal tourist attractions. Songket BatuBara can be marketed at tourist souvenir outlets and markets in Batu Bara Regency. The development strategies that can be implemented are:

1. Improving weaving skills for residents of Padang Genting Village, by providing training and socialization on how to weave, because the attraction offered in Padang Genting village is seeing the weavers in front of the house and marketing the weaving products to tourists... therefore it can make it easier for tourists who come to visit. study or just watch.
2. Tourism stakeholders can create tour packages at the Padang Genting Weaving Tourism Village with interesting programs. Such as a package for making or weaving songket while in the tourist village, so that it can attract tourists to come and get to know Padang Genting Village.
3. Create a marketing area (kiosk) for woven products from each resident in Padang Genting Village which will make the products known to the wider community.
4. Build public facilities in Padang Genting Village such as places of worship, gates, etc.
5. Empowering houses in the village to become homestays for tourists who will stay overnight.
6. Create an event or festival with a cultural theme that emphasizes Songket Batubara weaving which will be held in Padang Genting Village so that more tourists will come to the village.
7. Carry out promotions through digital media which is very influential for marketing quickly and sustainably.
8. The community's readiness to receive tourists who will visit the village with a friendly welcome.

For this reason, it is hoped that the people of Padang Genting Tourism Village can implement this. There are 4 (four) benefits for developing a village as a tourist village, including:

1. The standard of living of society is advanced and culture and traditions can be preserved. The benefits of developing a village as a tourist village, which of course will have a direct positive impact on residents, are of course a positive impact on the level of life of residents, namely creating new job opportunities and improving the quality of life of rural communities by improving facilities so they are worth visiting.
2. Economic benefits for rural communities. Developing a village as a tourist village will have an economic impact on rural communities.
3. Increasing the existence of small and medium industries. The benefit of developing a village as a tourist village is the increase in small and medium industries that use local products as raw materials. Promotion of local products. The benefit of



developing a village as a tourist village is as a means of promoting local products by utilizing natural resources and existing local products to increase sales.

Apart from that, tourism development also requires BAS or Brand Advertising Selling, namely:

1. Branding

Making a tourist village slogan/tagline in accordance with the characteristics and concept of the tourist village that you want to create as a characteristic of the tourist village that can be easily remembered by tourists.

4. Advertising

Promotion of tourist villages to tourists, using both print and online media to attract tourists to visit tourist villages.

5. Selling (Sales Mission)

This can be done by participating in events such as travel fairs, bazaars, exhibitions by offering attractions and tourism products in tourist villages.

Apart from that, in the current digital era, tourist villages can utilize digital media as a means of promoting tourist villages through:

1. Use of social media as promotional media, for example Facebook, Instagram and YouTube.

2. Determine the segmentation of tourists you want to target, generally based on age and origin of tourists. This segmentation will determine how to promote, for example:

a. Facebook: aimed at families and tourists in general, generally the attractions marketed are fun attractions.

b. Instagram: aimed at young tourists, generally the attractions marketed are attractions with beautiful views.

c. YouTube: aimed at all groups of tourists, generally the attractions marketed are activities that can be done at the tourist attraction.

d. Twitter.

e. TikTok.

f. Tourism Village application platform.

g. Village Website.

3. Use of interesting image and video media.

4. Use of language that is persuasive or attracts the reader's interest to read further.

5. In terms of sales, digitalization can be utilized by registering tourist village attractions on marketplace websites or websites that sell tourist attractions, such as Traveloka, Agoda, ITX and others.

6. Create a tourist village website, you can use free blog pages such as Blogspot to write in full about the tourist village.

## CONCLUSION

Based on the results of the research and discussion, it can be stated that the Padang Genteng Tourism Village has the opportunity to develop culture-based tourism products. The tourism product is in the form of a series of tourism activities that can be packaged into

tour packages. The cultural-based tourism activity in Padang Genting is to provide traditional songket weaving experiences to visitors, both domestic and foreign tourists. The development of tourist villages must be focused on developing multidimensional ecosystems that interact and are interconnected. The concept of developing a tourist village is with 3A (Attractions, Accessibility, Amenities) which are interrelated and complement the realization of advanced tourism. One of the determining factors for success in managing and developing tourism is the involvement of stakeholders, such as regional and village governments, religious and community leaders. This is of course the shared responsibility of all communities. By introducing and preserving local culture to the next generation, so that the existence of local culture (wisdom) can survive amidst the massive emergence of foreign culture and (government and private) to attract tourists both domestic and foreign according to the desired target market.

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