


The Attractions of the Koto Sentajo Tourist Village Destination, Kuantan Singingi Regency

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Article Info	ABSTRACT
Keywords: Attractions, Koto Sentajo Tourist Village, Destination	Kuansing Regency boasts significant tourist attractions. Besides its natural beauty, the area is also rich in historical significance, one of which is Koto Sentajo Village, known as one of the oldest traditional villages in the region. Traces of this history can be seen in the Rumah Godang (Godang House), a historic building estimated to have stood for approximately 1,700 years. Koto Sentajo Tourism Village boasts a diverse range of tourism potential that is no less appealing than other tourist villages. Besides being known as a cultural heritage village, it also boasts a rich natural heritage, which is a unique attraction. This diverse tourism potential makes Koto Sentajo Village a worthy destination for tourists, both local and international. The main attractions that attract tourists to this village include the local customs and traditions, the Rumah Godang (Godang House), a cultural heritage of our ancestors, and the traditional forest, which remains well-preserved. These three features not only reflect local cultural identity but also reinforce Koto Sentajo Village's image as a tourist destination based on local wisdom and environmental preservation. Based on the results of research on the Attraction of Koto Sentajo Tourism Village Destination, Sentajo Raya District, Kuantan Singingi Regency, with a focus on operational variables such as the results of the study show that personal selling and events or sponsorship have an important role in influencing the perception and image of the Koto Sentajo tourism village tourist area. This is because when events or activities are frequently held in the Koto Sentajo traditional village, it will increase the reach of the Koto Sentajo traditional village because every time an event is held there, the tourists who come automatically help promote the Koto Sentajo traditional village destination.
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INTRODUCTION

Kuansing Regency has significant tourism potential, particularly in terms of cultural heritage and natural beauty. The types of tourism with significant potential for development in this area include nature and cultural tourism, enhanced by the presence of various unique and engaging cultural attractions. This potential is believed to be a key factor in driving the development of the tourism sector in the region.

Kuansing Regency boasts significant tourist attractions. Besides its natural beauty, the area is also rich in historical significance, one of which is Koto Sentajo Village, known as one of the oldest traditional villages in the region. Traces of this history can be seen in the Rumah Godang (Godang House), a historic building estimated to have stood for approximately 1,700 years.

Culturally, the people of Koto Sentajo Village practice a tribal-based customary system. The village is home to several ethnic groups, including the Paliang, Patopang, Caniago, and Melayu. This cultural diversity further enhances Koto Sentajo Village's appeal as a tourist destination rich in history and culture.

The Godang House is a traditional house that symbolizes the culture of the people who have lived in this region for hundreds of years. These people practice a matrilineal system of genealogical inheritance. This kinship tradition has developed in the Kuantan region since the reign of the Kandis Kingdom, which ruled the area in the 8th century AD (Samin et al., 2006).

Geographically, Koto Sentajo Village is located on the banks of the Batang Kuantan River, making it a stopover for merchant ships and travelers crossing the river. This situation enabled the village to be inhabited and develop as a settlement since the area functioned as a trade route (Arzykia, Isjoni, & Bunari, 2019). This village boasts tourism potential, including traditional houses, protected forest areas, and renowned honeybee cultivation. The traditions maintained by the people of Koto Sentajo Village reflect the harmony within the Kenegerian Sentajo community.

This harmony is reflected in the customs of traditional elders and community members from each tribe in Kenegerian, who regularly hold deliberations to discuss various aspects of life. These discussions cover the implementation of tribal traditions, norms of life, traditional ceremonies, and the relationship between children and nephews and the datuks. As the highest customary leaders, datuks play a crucial role as respected figures and provide a forum for grandchildren to ask questions and discuss customs and various issues of daily life in Kenegerian Sentajo.

This unique culture is a potential attraction for tourists, reflecting a traditional culture that has been preserved from the past to the present. Village management has launched promotional efforts by selling tour packages offering learning experiences about the customs of Koto Sentajo Village. The following is data on tourist visits to Koto Sentajo Village from 2016 to 2018:

Table 1 Tourist Visit Data in Traditional Tourism Villages

Koto Sentajo from 2018– 2024		
No	Year	Number of Visits
1	2018	802
2	2019	785
3	2020	256
4	2021	321
5	2022	563
6	2023	768

No	Year	Number of Visits
7	2024	680

Source: Koto Sentajo Tourism Awareness Group 2020

Community participation in tourism development is not merely an object, but also a subject in the development process. Tourism is developed systematically and in an integrated manner, making the concept of Community-Based Tourism (CBT) a crucial role in establishing sustainable development goals. This approach aims to reduce negative impacts on the environment and culture, enhance the tourist experience, and encourage sustainable economic growth.

To promote the Koto Sentajo Tourism Village, the Kuantan Singingi Regency Government has implemented a sales promotion strategy, typically involving the distribution of brochures, the creation of tourist maps, and participation in various exhibitions. However, the effectiveness of this strategy remains limited because promotional materials are distributed only during specific events, thus suboptimal public outreach.

This was also expressed by the Head of Media and Information for Tourism Promotion when interviewed by researchers. He said that, "The distribution of information through print media such as brochures, tourist maps, and exhibitions has indeed been carried out, but it has not been distributed evenly to all levels of society due to budget constraints. The main problem lies in limited printing funds, so promotional materials are only distributed widely during special events." The implementation of sales promotions by the government to attract visits to the Koto Sentajo Tourism Village has not been fully persuasive, because the materials presented tend to be only informational without any active efforts to arouse tourist interest more intensely.

Implementing Promotion Through Publicity *Promoting* Koto Sentajo Tourism Village to the public is inseparable from relationships with residents. Therefore, the reason I chose the title " The Attraction of Koto Sentajo Tourism Village Destination in Kuantan Singingi Regency." The problem formulation of this research is as follows: What is the Picture of Koto Sentajo Tourism Village in Kuantan Singingi Regency?. How to Analyze the Marketing Situation of Koto Sentajo Village Destination, Kuantan Singingi Regency. The objectives of this research are as follows: To find out what the Koto Sentajo Tourism Village in Kuantan Singingi Regency looks like. To analyze the Marketing Situation of the Koto Sentajo Tourism Village Destination, Kuantan Singingi Regency.

Literature review

According to Khotimah & Wilopo (2017), tourism is a topic widely discussed by various parties. The Tourism Law defines tourism as a variety of tourism-related activities, supported by facilities and services from the community, business actors, the central government, and local governments. The unique and interesting tourism potential in an area should be utilized optimally through planned and sustainable development. Haryanto (2014) This statement explains that tourism is a multidimensional concept, as is the definition of tourism itself. Therefore, it is not surprising that the definition of tourism is used in various ways by practitioners, adjusted to the goals and perspectives to be achieved. According to

(AtikaRahmi, 2016), both the central and local governments have obligations in developing the tourism sector, as regulated in Law Number 10 of 2009 concerning Tourism:

- a) Providing information related to tourism, as well as ensuring legal protection, security and safety for tourists.
- b) Creating a conducive business climate for the development of the tourism sector, including providing equal opportunities in business, facilitating business activities, and providing legal certainty.
- c) Maintaining, developing and preserving national assets that are tourist attractions, including untapped tourism potential.
- d) Conducting supervision and control of tourism activities to prevent and overcome negative impacts that may arise on the wider community (Prathama, 2020).

According to Nuryanti (in Yuliati & Suwandono, 2016), a tourist village is a combination of tourist attractions, accommodations, and supporting facilities arranged in a harmonious community lifestyle with local customs and traditions, thus making the village a tourist destination. In addition, tourist villages are also seen as a model for tourism development that places the active role of local communities and maintains the sustainability of the village environment as the main focus (Fandeli, Baiquni, Dewi, 2013).

According to Nuryanti, a tourist village in the context of rural tourism is a tourism asset that highlights the unique potential of a rural area. This uniqueness and appeal can be processed and developed into a tourism product that attracts tourists to visit the village. Quoting Hadiwijoyo (2012), a tourist village is a rural area that has unique appeal and therefore has the potential to become a tourist destination. Within a tourist village, the community still adheres to the traditions and original culture that have been passed down from generation to generation. In addition, supporting activities such as farming systems, gardening, and traditional culinary arts also add color and unique characteristics to the tourist village. A natural and well-maintained environmental factor is also an important aspect that must be maintained in the development of a tourist village (Zakaria, 2014).

Basically, there are differences between tourism villages and rural tourism. Tourism villages have a more specific meaning than village tourism. In its definition, tourism villages show more uniqueness, in contrast to village tourism, which is easily understood. Village tourism is a person or group of people who organize tourism and take place in a village area, and the activities do not necessarily involve the village itself. Meanwhile, Hadiwijoyo (in Zwenli 2019: 6) defines tourism villages as rural areas that reflect the authenticity of village life, both from economic, socio-cultural, customs, and daily activities of its residents, as well as having a distinctive and unique spatial layout. Therefore, it has the potential for tourism development. The development of tourism villages includes various activities and efforts undertaken by the community with the aim of attracting tourists. In this process, the community also plays a role in providing supporting tourism facilities to meet the needs of visitors during their visit to the village.

RESEARCH METHODS

This research uses a qualitative method with a descriptive approach. Qualitative methods were chosen because they are suitable for describing and understanding phenomena in depth within a natural context. In this approach, the researcher plays a direct role as the primary instrument, both in data collection and analysis, allowing for a more comprehensive understanding of the situation or event being studied. Unlike quantitative research, qualitative research typically begins with data collection, uses existing theories to help explain the findings, and ultimately generates a new theory as a conclusion.

According to Moleong (2008: 6), a qualitative approach aims to explore and deeply understand various phenomena experienced by research subjects, such as behavioral patterns, perspectives, motivations, and actions taken. This research is conducted in a natural context and explained descriptively through the use of language rich in meaning. This approach also emphasizes the integrity (holism) in interpreting reality, using various methods adapted to conditions in the field. According to Saryono (2010: 49), qualitative research is an approach used to investigate and deeply understand a complex and unique social phenomenon. This approach aims to discover, describe, and explain the quality of social influences that cannot be described through numbers or quantitative methods. Qualitative research places more emphasis on the meaning, process, and context of the social experiences being studied.

According to Sugiyono (2011: 55), a qualitative approach is a research method based on post-positivism and used to understand phenomena in natural situations—in contrast to experimental approaches conducted in artificial conditions. In this method, the researcher is the primary instrument in the data collection and analysis process. Informant selection is usually done purposively and can be developed through the *snowball technique*. Data collection is carried out by combining various techniques (triangulation), while data analysis is inductive. The main focus of this method is not on generalization, but on the deeper meaning that emerges from the data.

Location and Place of Research

The author conducted research in Koto Sentajo Traditional Village, Kuantan Singingi Regency, because he was interested in highlighting the tourism marketing aspects of the village. Located in Koto Sentajo Village, Sentajo Raya District, Kuantan Singingi Regency, Riau Province, Koto Sentajo Traditional Village possesses unique tourism potential and merits further study.

DISCUSSION

Kuantan Singingi Regency

Kuantan Singingi Regency has significant potential, encompassing culture and natural beauty. Of these, the most promising for development are natural and cultural tourism, including other cultural attractions. Development opportunities can be focused on the following sectors:

1. Natural tourism

Natural attractions already being developed in Kuantan Singingi Regency include the panoramic view of Masjid Lake in Kuantan Tengah District. Furthermore, the Seven-Tiered Waterfall in Hulu Kuantan District is currently under development. Several other natural attractions are also under development to enhance the region's tourism potential.

2. Cultural Tourism

One cultural tourism event that has been successfully developed and even entered the national tourism agenda is Pacu Jalur, held in Kuantan Tengah District. This tradition, a traditional boat race, has become a local cultural icon and a major tourist attraction.

Meanwhile, several other forms of cultural tourism are still in the development stage, such as the Baganduang Boat tradition and the Manjopuik Limau ritual which originates from the Lubuk Jambi area, Kuantan Mudik District.

3. Historical Tourism

Kuantan Singingi Regency boasts a diverse array of historical tourism potential that remains largely untapped. Potential development sites include a coal mine dating back to the Japanese colonial era in Singingi Hilir District, the Koto Benai traditional house in Benai District, and the Koto Rajo traditional house in Pangean District. Furthermore, local cultural heritage, including traditional arts, such as the Randai Rarak dance and various other traditional dances, offers significant potential for development as a tourist attraction, enhancing the region's cultural identity.

History of Koto Sentajo Village

Koto Sentajo Village is one of the oldest villages in Sentajo Raya District, Kuantan Singingi Regency, Riau Province. It is estimated to be over 200 years old and is the oldest village in the Sentajo region. Koto Sentajo covers an area of approximately 2,757 hectares, located at 0.6382° South Latitude and 101.6033° East Longitude, and at an altitude of between 30 and 150 meters above sea level. Administratively, the village is divided into two hamlets: Gontiang Hamlet and Bukik Hamlet.

In terms of accessibility, Koto Sentajo Village has made significant progress in its transportation infrastructure. The village is approximately 3 kilometers from the sub-district center and approximately 7 kilometers from the district capital. The main road connecting the village to the district government center facilitates easy access for various types of vehicles.

One of the village's historical treasures is the Godang House, a traditional building thought to have been standing since the 18th century, or around the 1700s. The Godang House is an important symbol of local customs, alongside the Mosque as a religious symbol and the Traditional Hall as a bridge between tradition and religion.

The culture of the Koto Sentajo community remains deeply rooted in traditional values. The indigenous people conduct their social life based on customary law, with a tribal structure consisting of the Piliang, Patopang, Melayu, and Caniago. For the local population, the interconnectedness of social, cultural, and religious life is an inseparable part of daily life.

These tribes follow a matrilineal culture of inherited family trees. This genealogical kinship system has been a tradition in Rantau Kuantan since the Kandis kingdom ruled the

Rantau Kuansing region in 8 AD. However, geographically, this village is located around the Batang Kuantan River. It is believed that this area was once inhabited and developed into a village when it became a stopover for trade and foreign ships passing through the Batang Kuantan River.

Etymologically, Sentajo comes from the Arabic word "تاج", read "Tajun", meaning "crown". As time progressed, the pronunciation of the word "Tajun" was changed to sitajun and then to Sentajo. So if we think philosophically, this crown is synonymous with status and power. Therefore, many leaders were born in Koto Sentajo Village.

Meanwhile, Koto means Tuo or Traditional Center. Koto was once a symbol of the center of the most distant shared customary community. Therefore, Koto Sentajo is village institution customs Which executed by a common customary interest group in the village. Koto Sentajo Village was formerly the center of the Nagari customary government, namely Kenegerian Sentajo.

In Koto Sentajo Village, the Godang House symbolizes traditional values, while the Mosque is a religious symbol. The Traditional Hall serves as a bridge between tradition and religion. The oldest village, or Koto, plays a vital role for the local community because social and religious life there coexist and are intertwined, making them inseparable. Both coexist, forming a religious-based culture and customs expressed through the phrase "sharia," "sharia," and "the Book of Allah" (Kuantan Bernyanyi Regency Arts and Culture Tourism Office, 2007).

Table 2 Population of Koto Sentajo Village in 2024

Population of Koto Sentajo Village	
Number of males	808 people
Number of women	826 people
Total number	1,638 people
Number of heads of families	404 people

Source: Koto Sentajo Village Document 2024

Koto Sentajo is a traditional village in Kuantan Singingi Regency with a population density of around 0.25 people per square kilometer. The local government has officially designated this village as a tourist destination. As a traditional village, Koto Sentajo has traditional institutions that play a crucial role in regulating the community's life.

These customary institutions serve to maintain social harmony in various aspects of life, including social, economic, and cultural matters, while remaining grounded in religious values. The role of these customary institutions is not only crucial in maintaining the continuity of traditions and social norms, but also as a form of protection for the rights of indigenous communities. To ensure their existence remains strong and legally recognized, both in the eyes of the wider community and before the law, it is crucial for these customary institutions to have the legitimacy to exercise their traditional rights and applicable customary obligations.

On April 15, 2016, the Customary Stakeholders proposed the establishment of the Kenegerian Sentajo Customary Institution. Approximately one month later, on May 2, 2016, this institution was officially confirmed through a Decree from the Ministry of Law and

Human Rights of the Republic of Indonesia with the number SK: AHA-0052388.AH.01.07.Tahun 2016 .

The idea to turn Koto Sentajo Traditional Village into a tourist destination actually emerged long before the formation of Kuantan Singingi Regency. At that time, this traditional village was positioned as the opening location for the Pacu Jalur Cultural Festival, given that the Pacu Jalur tradition itself stems from the ideas and culture of the local indigenous community since ancient times. Therefore, it has become a tradition that the series of Pacu Jalur opening activities begin in Koto Sentajo Traditional Village, which includes traditional ceremonies, art performances, traditional dances, silek (martial arts) performances, and other traditional activities.

However, over time, government attention to this activity waned. The lack of support led to less than optimal development of cultural activities in the village. It wasn't until 2011 that the local government began working to ensure Koto Sentajo Village became a recipient of the central government's tourism development program.

Although the legal status of the traditional village was not yet fully clear, Koto Sentajo Village had already received financial assistance from the PNPM Mandiri program. These funds were used to build the Jalur House, renovate the Old Sentajo Mosque, and support various tourism-related activities in the village. Since the formation of Kuantan Singingi Regency, this tourist village has been included in the local government program. Initially, the management of traditional tourism in Koto Sentajo was still simple, with the village government working closely with traditional leaders and the local community to welcome and serve visiting tourists. It was not until 2017 that Koto Sentajo Village was officially designated a tourist attraction in Kuantan Singingi Regency through a Regional Regulation issued by the Regent with Decree Number Kpts.257/11/2017.

To support the management and development of tourism activities, a community called the Tourism Awareness Group (Pokdarwis) was formed. Pokdarwis plays a key role in exploring and managing the tourism potential of Koto Sentajo Village, with the ultimate goal of improving the community's well-being and economic independence through the tourism sector.

The formation of Pokdarwis was officially established through the Decree of the Head of Koto Sentajo Village Number: 001/SKPOW-KTS/VIII/2019, dated August 2, 2019. The presence of Pokdarwis is expected to be a driving force in developing the village tourism sector based on local potential in a sustainable manner.

Distance to Koto Sentajo Village

Access to Koto Sentajo village still has several roads that are in poor condition, meaning they need repairs due to the numerous potholes along the route from Taluk Kuantan City to Koto Sentajo Village. The distance from the center of Teluk Kuantan to Koto Sentajo village takes approximately 15 minutes by motorized vehicle, either two-wheeled or four-wheeled.

The Attractions of Koto Sentajo Village

Koto Sentajo Tourism Village boasts a diverse range of tourism potential that is no less appealing than other tourist villages. Besides being known as a cultural heritage village,

it also boasts a rich natural heritage, which is a unique attraction. This diverse tourism potential makes Koto Sentajo Village a worthy destination for tourists, both local and international.

The main attractions that attract tourists to this village include the local customs and traditions, the Rumah Godang (Godang House), a cultural heritage of our ancestors, and the traditional forest, which remains well-preserved. These three features not only reflect local cultural identity but also reinforce Koto Sentajo Village's image as a tourist destination based on local wisdom and environmental preservation. The potential and tourist attractions in Koto Sentajo Tourism Village include:

Godang House

This godang house boasts a unique array of original carved ornaments. These carvings possess distinctive characteristics, incorporating prehistoric motifs. Each building in the godang house has its own distinctive character. The godang house stands uniquely in a Malay-style stage style, using sturdy wooden pillars for support. The wood used is a hardwood that has stood the test of time.

The construction of Godang House is one form An initiative from the tribes in Sentajo Raya District. The construction of a Godang House has requirements that must be considered by each tribe in accordance with the established provisions, namely each Godang House must have 20 pillars, the division of the room must consist of three sections, one for Ninik Mamak, one for Kemenakan, and one at the back for women. The Godang House has dimensions of 12 m x 6 m, while the size of the land area of the Godang House is approximately 18 m x 20 m.

Basically, the function of each Godang House, whether of the Caniago Tribe, Patopang Tribe, Piliang Tribe, or Malay Tribe is the same, namely as a means or place for the Ninik Mamak to gather and as a place for deliberation if there are matters or problems related to the members of the tribe that must be resolved immediately.

Old Mosque Raudhatul Jannah

The Usang Raudhatul Jannah Mosque is one of the oldest mosques in Kuantan Singingi Regency, specifically in Sentajo Raya District. This historic mosque is located in a corner of the village, right on the banks of the Batang Kuantan River, within the Koto Sentajo Tourism Village.

The mosque, covering an area of approximately 203 square meters, exhibits a combination of colonial and traditional local architecture. The distinctive colonial style is evident in the use of limestone brick walls approximately 31 cm thick, as well as the arched doors and windows, which were typical elements of colonial architecture of the time. Meanwhile, traditional nuances are evident in the roof structure, wood materials, and ornamental elements that reflect the cultural values of the local community .

The mosque's traditional design is evident in the use of a three-pitched roof and wooden pillars supporting the main hall. The layout of the Usang Raudhatul Jannah Mosque consists of five main sections: the main prayer hall, the mihrab (mihrab), the veranda, supporting buildings, and accompanying buildings that complete the mosque's overall function .

Martial Arts Batuah Warrior

Silat martial arts are one of the main tourist attractions there. In Koto Sentajo Village, this martial art is also known by another name, namely martial arts martial arts. Art self-defense or martial arts This is A traditions that have been attached from the past until now, which are preserved by the community, especially the young people who are the successors of the traditions in Kenegerian Sentajo.

Pendekar Bertuah is a martial arts group originating from Sentajo. For a long time, the community, especially young people, have been diligently studying this martial art. The goal of silat training is to equip oneself to protect and defend oneself from any threats to family, friends, or relatives. Apart from its purpose of self-protection, this martial art or pencak silat is also used as a tradition to welcome guests or tourists who come to visit the village in Kenegerian Sentajo, especially those who visit the Koto Sentajo Traditional Village.

The beauty of this martial art, silat, is usually a special treat enjoyed on various important occasions, such as the celebration of Islamic holidays, especially on the second day of Eid, or at special events featuring distinguished guests. When important guests visit the traditional village of Koto Sentajo, this silat performance is often one of the artistic attractions presented with great pride. As part of the tradition and cultural identity passed down through generations, this silat is not only entertainment but also a symbol of respect and a warm welcome for visitors. This performance showcases the elegance of movement, strength, and noble values that reflect the rich culture of the Koto Sentajo traditional village community. As such, this silat art form becomes a unique attraction that enriches the experience of visiting the village.

To build the enthusiasm of the youth in Sentajo to pursue this martial art, the village government and the community work together to create a martial arts or pencak silat competition which is often held every year during Islamic holidays.

Traditional food

Besides its tourist attractions, Koto Sentajo Tourism Village also offers a unique culinary experience, offering traditional dishes. Several unique dishes make excellent souvenirs for tourists. The local community traditionally serves traditional dishes when welcoming guests or visitors as a gesture of hospitality. Some examples of traditional foods commonly brought home as souvenirs include:

Konji Anak Loba

Konji Anak Loba is a typical food or traditional food from the Koto Sentajo Tourism Village which is one of the mandatory dishes at events and dishes for visiting guests. Additionally, Konji Anak Loba is served during community service or community service in the village. Women and young women cook it while men and young men are doing their work. The process of making Konji Anak Loba is commonly known as Mangonji.

Nail Rice

Rendang paku is a typical food or traditional food which is considered unique because rendang is usually made from meat, but Koto Sentajo Tourism Village has its own characteristics, namely Rendang whose main ingredient is the fern plant. This typical food or traditional food is considered unique because rendang is usually made from meat, but

Koto Sentajo Tourism Village has its own characteristics, namely Rendang whose main ingredient is the fern or fern plant.

Karambil Chili Sauce

This specialty dish is made from Kerambil, or coconut. It's typically cooked with Kerambil mixed with anchovies and other spices. Kerambil sambal is similar to Serundeng. From the description above, Koto Sentajo tourist village possesses abundant potential and attractions. This proves that Koto Sentajo village is worthy of becoming a tourist village. Koto Sentajo village also offers traditional dishes that can be enjoyed during your visit or taken home as souvenirs after your visit.

Based on the various potentials and attractions mentioned above, it can be concluded that the Koto Sentajo traditional village possesses many aspects that can become a tourist magnet. From its unique traditional houses, stunning natural beauty, rich arts and culture, to the deliciousness of its traditional cuisine, all are important and complementary elements. Each of these aspects must be managed and developed harmoniously to support the promotion of this tourist village. If any one element fails to function properly, it can become an obstacle and negatively impact efforts to promote the Koto Sentajo traditional village as a leading tourist destination.

CONCLUSION

Based on the results of research on the Attraction of Koto Sentajo Tourism Village Destination, Sentajo Raya District, Kuantan Singingi Regency, with a focus on operational variables such as the results of the study show that personal selling and events or sponsorship have an important role in influencing the perception and image of the Koto Sentajo tourism village tourist area. This is because when events or activities are frequently held in the Koto Sentajo traditional village, it will increase the reach of the Koto Sentajo traditional village because every time an event is held there, the tourists who come automatically help promote the Koto Sentajo traditional village destination. Koto Sentajo Village has great potential to develop into a leading tourist destination in Riau, even at the national level, provided these challenges can be overcome with the right strategy. With proper management and integrated promotion, the village can not only attract more tourists but also contribute to cultural preservation and improve the well-being of the local community.

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