



Tourism Awareness and Sapta Pesona Training for the Community of the Purus Beach Tourism Area, Padang City

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ABSTRACT

Purus Beach is a beach located in the western part of Padang City which has a fairly sloping coast, the beach is really beautiful, the sand area is quite wide and wide (about 30-50 m from the main road to the sea) with a smooth and soft texture, suitable for playing areas. This beach is always crowded with visitors, especially in the afternoon, visitors generally take advantage of the high tide in the afternoon to surf or play speed boats. Every weekend and holiday there are many residents around the city, but this beach has problems that are always hit by the same problems, namely this tourist area has illegal parking problems, security from enforcers, but this is a community service team providing solutions to the community in the object area. This tour is to provide education to the public about the importance of maintaining SAPTA PESONA in the tourist area by providing education to the public and forming a Tourism Awareness Group (POKDARWIS) in the Purus beach tourism area, this is able to provide understanding to the community to maintain this tourist attraction so that it remains a Destination Area Local Tourism and Outside the Province of West Sumatra.

INTRODUCTION

Purus Beach has a fairly sloping coast, the beach is really beautiful, the sand area is quite wide and wide (about 30-50 m from the main road to the sea) with a smooth and soft texture, making it suitable for children's sand play areas. Purus Beach sand is not clean white, this beach sand is brownish in color. The beach waves are quite large (about 2 m) and roll with a loud sound. This beach wave is often used as a vehicle for surfing for surfing enthusiasts. Purus Beach has several names or other names, namely Lake Cimpago. Purus Beach is located in the western part of Padang City, West Sumatra, which is also parallel to other tourist attractions such as Padang Beach which is about 2 km away and Muaro Binguang Park which is adjacent to Purus Beach.

This beach is always crowded with visitors, especially in the afternoon, visitors generally take advantage of the high tide in the afternoon to surf or play speed boats. Every weekend and holiday, many residents around the city of Padang deliberately come with their families. When the evening comes, the sunset panorama on this beach is very good and is also often targeted by photographers to be immortalized in a photo. Like Padang Beach, Purus Beach also has a breakwater pier. The view from this pier is no less interesting, you can take your eyes off the beach, the River/Batang Muaro or towards the row of buildings behind the beach. For matters of the stomach, Purus Beach is also a master of culinary seafood in the city of Padang. Rows of seafood stalls with freshly caught side dishes are found around this beach. There are also many colorful tents with lounge chairs provided by traders. In contrast to the seafood stalls selling heavy food, the traders in the tents only offer light snacks such as drinks and snacks. However, you also need to pay attention to this one thing, if you are already sitting in one of the tent chairs, then you have to order, otherwise you will be politely sent away, because in this area the competition between tent traders is very tight.

At present the community has begun to enjoy tourism from all walks of life, areas that become tourist destinations must also be prepared for challenges and knowledge so as to provide good service and impressions to visitors, especially in tourist areas, of course this cannot be separated from the knowledge of the community regarding tourism awareness. And understand the concept of a government program called *Sapta Pesona*. To respond to these conditions, improving the quality of human resources is a must for a tourist destination, because these human resources will determine the quality of tourism products and services (Kusworo and Damanik, 2002). According to Law Number 10 of 2009, tourism HR are all human elements that support tourism activities in the form of services to provide satisfaction to tourists, as well as have a positive impact on the economy (Setiawan, 2016). One of the efforts that can be made to improve the quality of human resources is through tourism training. The training which was held on the Purus beach in Padang City, which was organized by the community service team on the PGRI University campus in West Sumatra. Geography education is one of the efforts to answer the challenges of tourists' needs for this type of marine tourism. The training which raised the main topic of tourism awareness aims to improve the

quality of the community as an asset and at the same time the main driver of marine tourism. A beach with all the potential it has will not be able to grow and develop without community involvement in it. Based on the results of initial observations made that the Purus beach tourism area has various problems, especially the problem of illegal parking, buskers who force visitors to extort, thuggery and increase prices at will of the seller, this is what is done by the community which is quite disturbing to tourist visitors this.

Recently, there was a conflict related to illegal parking which was carried out by the community which was quite disturbing to visitors to this tour. The act of bullying even led to beatings of visitors occurred at the Padang Beach tourist attraction, Saturday (23/10). The incident occurred after visitors were reluctant to give money to a person who claimed to be a parking attendant who was not wearing a uniform or identity. Information compiled by Padang Ekspres, the incidents of bullying and beatings of visitors occurred in the Padang Beach area in front of a public toilet. The parking attendant asked for parking money by force even though he was not wearing a vest or identification. Not accepting this, he immediately approached the person to ask for identity as a parking attendant. But what happened was the man got angry and issued harsh words again. Hearing that he was being threatened, Joni said back that he would report his actions to the relevant department and the person in charge of parking in the Padang Beach area. It was at that time that a fight broke out between the two and luckily a number of visitors immediately came to mediate the feud.

Based on this, there needs to be a solution for the solution, namely providing education to the public that it is important that people are aware of tourism in tourist areas. With this dedication, we will provide solutions to this problem by increasing public knowledge and being able to become tourism actors in tourist areas by creating tourist attraction areas based on SAPTA PESONA and making various regional activities in the form of a creative economy according to regional character.

IMPLEMENTATION AND METHODS

Before the activities began, the research team formulated the method of activities carried out in the field, including the following:

1. Target Audience

The target audience for this community service activity are people who are willing and active and live in the area along the Purus coast of Padang City and the related tourism object management team, namely POKDARWIS (Tourism Awareness Group) are usually people who are on duty daily as parking guards and food sellers along beach totaling 10 people who are known by the East Padang Lurah. In addition to the Pokdarwis group and the community who are willing to have a team, they will discuss with SATPOL PP as the team tasked with managing the area of the tourist attraction.

2. Service Activity Method

The methods of community service activities used include:

1). Lectures

The use of laptops and LCDs helps outreach participants more easily understand socialization material, given the relatively large amount of material and limited training time.

2). Demonstration

The socialization and lecture methods were chosen to increase knowledge so as to provide convenience for the trainees. Lectures are carried out by the service team as resource persons with the hope that the training participants can carry out the practice perfectly according to the instructions given by the resource person.

PPM Activity Steps

The steps of the activity in this service go through the following stages:

1. Lecture on the concept of Tourism Aware Society and Sapta Pesona.
2. Lectures on the forms of business and services that can be carried out by the community in the area of the Purus beach tourist attraction in the city of Padang
3. Discussions with the community regarding quick handling of problems that arise in the area of the Purus beach tourist attraction in the city of Padang

RESULT AND DISCUSSION

Purus Beach is a beach tourism area that has an attractive beauty and is a place for people to play to relax and enjoy typical regional culinary delights in the form of Langkitang, gravy and noodle crackers and many other culinary delights, but various problems have been found, various common problems from the past to now, especially the problem of illegal parking, recently there has been a commotion regarding illegal parking carried out by the community which is quite disturbing to visitors to this tour, but this needs to have a solution for solving it, namely providing education to the public that the importance of the local community as a tourism object is aware of tourism

To support the sustainability of this tourist attraction, our service team is trying to provide training to the community in the Padang beach tourist area. We did this by first meeting the Head of the Lurah to inquire about the current situation of the Purus Beach tourism object in Padang City, then our team was directed to the Purus beach tourism awareness group which is called the POKDARWIS group, but this group numbered 10 people but had difficulty meeting at the same time we provide information directly as they work. In the following we can see the documentation during an interview with Mr. Kepala lurah of the city of West Padang as follows:



Figure 1. Interview with the Head of Padang Barat City Village Head Padang

After conducting interviews with the Padang Barat Village Head, the team was directed to the Tourism Awareness group to conduct interviews and explore along the coast of Purus, Padang City, to see the situation and conditions of the tourist attraction, so that the team could easily provide direction to the group to create a community. aware of tourism and assist in its application to the community in the tourist area of Purus Beach. After the interview, we went to the community group and POKDAEWIS to provide material on a conscious understanding of tourism. The material we provided was:

Tourism Awareness

A tourism-aware society is a condition that describes the participation and support of all components of society in encouraging the creation of a conducive climate for the growth and development of tourism in a destination or region. Village communities that are transformed into people who understand the importance of developing tourism in their area are a process of cultural development that is based on collective interests together to advance their villages and not just individual interests. A village community that has succeeded in implementing tourism awareness as a character of village community behavior can be seen from how the tourism awareness indicator in the form of seven charms (Sapta Pesona) is fully implemented in the village. The following Sapta Pesona values can be implemented in the Padang beach tourism area so that the community fully supports tourism activities in the purus monitoring area of Padang City.

Safe

An environmental condition in a tourism destination or tourist destination that provides a sense of calm, free from fear and anxiety for tourists then traveling or visiting the area. Forms of action that need to be realized include:

1. The attitude of not disturbing the comfort of tourists during their visits,
2. Help and protect tourists
3. Show a sense of friendliness towards tourists,
4. Maintaining environmental safety
5. Help provide information to tourists,
6. Maintain an environment free from the dangers of infectious diseases, and
7. Minimize the risk of accidents in the use of public facilities.

Order

An environmental condition and service at a tourism destination or tourist destination that reflects a high level of discipline as well as consistent and regular and efficient physical and service quality so as to provide a sense of comfort and certainty for tourists when traveling or visiting the area. Forms of action that need to be realized include:

1. Creating a culture of waiting,
2. Protect the environment by complying with applicable regulations,
3. Timely/punctual discipline, and
4. Orderly, neat and smooth.

Clean

An environmental condition as well as the quality of products and services in tourism destinations or tourist destinations that reflect healthy/hygienic conditions so as to provide a sense of comfort and pleasure for tourists when traveling or visiting the area. Forms of action that need to be realized include:

1. Do not throw garbage / waste carelessly,
2. Maintain the cleanliness of the environment of tourist objects and attractions as well as their supporting infrastructure,
3. Maintaining an environment free from air pollution (due to vehicle exhaust, cigarettes or other odors)
4. Prepare hygienic food and beverage servings,
5. Prepare clean food and beverage serving equipment, and
6. The clothes and appearance of the officers are clean and neat.

Sejuk

An environmental condition in a tourism destination or tourist destination that reflects cool and shady conditions that will provide a feeling of comfort and "at home" for tourists when traveling or visiting the area. Forms of action that need to be realized include:

1. Implement afforestation by planting trees,
2. Maintaining greenery in tourist objects and attractions as well as tourist routes, and

3. Maintaining cool conditions in public areas/public facilities, lodging hotels, restaurants and other tourism infrastructure and components/facilities.

Indah

An environmental condition at a tourism destination or tourist destination that reflects a pleasant and attractive situation that will give tourists a sense of awe and a deep impression when traveling or visiting the area, thus realizing the potential for repeat visits and encouraging promotion to a wider tourist market large.

1. Forms of action that need to be realized include:
2. Maintaining tourist objects and attractions in an aesthetic, natural and harmonious arrangement,
3. Maintain the environment and residence regularly and harmoniously and maintain local character, as well
4. Maintaining the beauty of vegetation, ornamental plants, and shade as natural environmental aesthetic elements.

Friendly

An environmental condition originating from the attitude of the people in a tourism destination or tourist destination which reflects a friendly atmosphere, an open feeling of being accepted and "feeling at home" (like at home) for tourists when traveling or visiting the area. Forms of action that need to be realized include:

1. Act as a good and willing host and always ready to help tourists,
2. Provide information about customs in a polite manner,
3. Show respect and tolerance towards tourists, and
4. Showing a genuine smile.

Kenangan

A form of memorable experience at a tourism destination or tourist destination that will provide a sense of pleasure and fond memories that leave an impression on tourists when traveling or visiting the area. Forms of action that need to be realized include:

1. Exploring and elevating local uniqueness,
2. Serving clean, healthy and attractive local food and drinks, and
3. Providing souvenirs that are interesting, unique/distinctive and easy to carry.

After conducting interviews with the Padang Barat Village Head, the team was directed to the Tourism Awareness group to conduct interviews and explore along the coast of Purus, Padang City, to see the situation and conditions of the tourist attraction, so that the team could easily provide direction to the group to create a community. aware of tourism and assist in its application to the community in the tourist area of Purus Beach. In the following, we can see the activities of controlling street vendors when giving directions in activities, activities are carried out in open areas where POKDARWIS officers work while selling.



Figure 2. The POKDARWIS Group, which is also a Parking Attendant at a Tourist Attraction Together with the Satpol PP



Figure 3. Interview with Satpol PP Regarding Tourism Awareness and Sapta Pesona

After the interview, the community service team spoke casually in the field and exchanged ideas regarding how to increase the tourism potential of Purus Beach, Padang city on a community-based basis, namely by having a level of community awareness in the tourist area, being able to work together with the government to advance this tourist attraction, with the realization of a community tourism awareness towards beautiful tourism and is a sought-after and favorite tourist destination in the city of Padang.

CONCLUSION AND RECOMENDATION

Based on the activities above, we can conclude that Purus beach is a beach located in the western part of Padang City, has a fairly sloping coast, the beach is really beautiful, the sand area is quite wide and wide (about 30-50 m from the highway to the sea) with smooth and soft texture, suitable for sand play arenas for children. This beach is always crowded with visitors, especially in the afternoon, visitors generally take advantage of the high tide in the afternoon to surf or play speed boats. However, this place needs supervision to overcome the problem, namely illegal parking, security from forced buskers, the service team provides solutions to the community in this tourist attraction area, namely providing education to the public about the importance of maintaining SAPTAPESONA in the tourist attraction area by providing education to the community and adding as well as activating Tourism Awareness Groups (POKDARWIS) in the Purus beach tourism area, this is able to provide understanding to the community to maintain this tourist attraction so that it remains a Local Tourism Destination Area and Outside the Province of West Sumatra, of course this affects the income of the people who stand along the City Beach paddock.

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