

Increasing Community Knowledge in the Development of the Kampung Bandar Tourism Village of Pekanbaru City



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ABSTRACT: This community service by extension was conducted in Kampung Bandar Tourism Village of Pekanbaru City at 17 June 2023. The purpose of community service activities in Kampung Bandar Pekanbaru City is to increase community knowledge about tourism village development in an effort to create community welfare. This activity can provide benefits for various parties: For the community, it can add insight into the tourism village development plan and participate in exploiting the potential of the village for the welfare of the community. For related agencies can add insight in planning the development and socializing the potential of tourist villages to the community outside the village. For the government as input in determining policies related to the development of tourist villages. The results of this service are counselling activities in the form of community service have been successfully carried out to the community of Kampung Bandar tourist area. The increase in community knowledge is known from the results of the discussion after extension the community.

KEYWORDS: community, knowledge, development, tourism, extension

INTRODUCTION

Village tourism offers an adventure that is not only fun, but also invites visitors to be aware of a healthy and natural environment. Kampung Bandar Village, Senapelan Sub-District, Pekanbaru city, is the forerunner of Pekanbaru city. This village on the banks of the Siak River has collected several cultural heritage witnesses to its establishment. Kampung Bandar Pekanbaru City has been designated as a Tourism Village. Perda Number 7 of 2020 concerning the Pekanbaru Regional Spatial Plan (RTRW) 2020 - 2040 in article 36 states that cultural heritage areas are regulated in article 77. b mentioned that activities that are conditionally or limitedly allowed include infrastructure development activities and other activities as long as they do not interfere with the function of the cultural heritage area by taking into account statutory provisions, types of activities, condition of infrastructure networks, service scale, limitation of land and / or building area, regulation or limitation of activities, and obtaining recommendations from authorized agencies / institutions / expert teams for cultural heritage areas include forestry activities, agricultural activities, fishery activities, livestock activities, tourism / recreation activities, residential activities, public service activities, office activities, trade activities, and service activities.

In the Decree of the Mayor of Pekanbaru No.303 of 2022 in the weighing point it is stated that in order to realize tourism development, it is necessary to preserve the uniqueness and authenticity of tourism in Kampung Bandar Village, Senapelan District, Pekanbaru City through heritage, culture and community activities that become tourist attractions.

In Kampung Bandar Tourism Village, there are several historical relics such as the Pekanbaru Grand Mosque, the Tomb of Sultan Marhum Bukit and Marhum Pekan, Al-Huda Mosque, Surau Ir-Hash, Istana Hinggap, Haji Ja'far House, Pateh Ali House, Family House of the late Hj. Ramnah Yahya, Halfway House of the Sultan of Siak, Riau Malay Customary Institute, Pasar Bawah (tourist market), Nasco Petrol Pump, Boom Baru Old Terminal, Red and White Memorial and Zero Point Monument. In addition to the historical heritage around the Kampung Bandar area, there is also a tourist market called Pasar Bawah Pekanbaru City. Visitors to Pasar Bawah come from the people of Pekanbaru City and outside Pekanbaru City who buy souvenirs or just walk around in this market. This lower market is visited a lot during holidays, in addition to the variety of products sold as well as buildings with unique architecture.

Kampung Bandar Tourism Village is an object that has tourism attraction and potential, but the local community does not have sufficient knowledge to carry out activities as a tourism production actor. Therefore, it is necessary for the local government to participate more in the management of Kampung Bandar Tourism Village either by providing training or counselling. For this reason, we as a team of community service activities made extension efforts to increase community knowledge in developing the potential of tourism village in Kampung Bandar, Pekanbaru City.

LITERATURE REVIEW

Village Development Planning

The development of tourist villages is still not optimal due to factors of tourist attraction, accommodation, transport, facilities and other services, and institutional elements. This is because tourist attractions have not been supported by good tourism accommodation with the unavailability of several accommodation facilities that are the standard of tourist villages in general. Likewise with transport facilities and other service facilities. As a result, the tourist village has not been able to develop the tourist village with development programs that have been planned from the government. Therefore, for the optimal development of tourist villages, cooperation between all stakeholders including the private sector is needed.

Other factors that hinder the development of tourist villages are the lack of human resource capabilities in developing tourist villages, limited budgets or funds that make development slow, not maximizing partnerships that also affect the portion of the budget provided for the development of tourist villages and the lack of community participation (Safitri, 2021).

The development of tourism villages will lead to various benefits from various fields, including the following: 1) Economic: improving the national, regional and local economy. 2) Social: opening up employment and business opportunities for village communities. 3) Education: broaden the horizons and way of thinking of the villagers, educate how to live clean and healthy. 4) Science and technology: improving science and technology in the field of tourism. 5) Socio-culture: explore and develop native arts and cultures that are almost extinct to be preserved again. 6) Environment: arousing environmental awareness, namely making people aware of the importance of maintaining and preserving the environment for human life in the present and future (Susanti 2015).

Tourism Village

Rural is a population concentration unit that is agrarian in character and is located relatively far from the city. Rural areas are urban areas that have a long history for tourism and recreational activities (Towner, 1996). Rural tourism is a tourism activity in an area that offers tourist attractions in the form of an overall atmosphere that reflects the authenticity of rural areas, both from the life, social, economic, and customs of the local community, building architecture and typical village spatial structure or unique and interesting economic activities (Depbudpar, 2001).

According to Wiendu (1993), a tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that blends with the prevailing procedures and traditions. Tourism village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside either from the socio-economic life, social culture, customs, typical village layout or economic activities that are unique and interesting and have the potential to be developed as various components of tourism.

Purpose of village tourism 1) Support programs made by the government in the development of tourism by providing alternative attractions. 2) Exploring the potential of the village for the development of communities around the tourist village. 3) Expanding employment opportunities for villagers, so as to improve the welfare and quality of life of rural communities. 4) Encourage people who live in urban areas to enjoy going to the village for recreation (realization). 5) Create a sense of pride for villagers to remain in their village, thereby reducing the rate of urbanization. 6) Accelerate the blending of non-indigenous and indigenous people. 7) Strengthening national unity so that it can overcome disintegration (Herdiana, 2019).

Community participation in tourism village development

Participation means the participation of a person or group of people as a manifestation of the desire to develop democracy through the process of decentralization where it is sought, among others, the need for bottom-up planning by including the community in the process of planning and development of its community (Tilaar 2009).

The scope of rural development according to Rahardjo (2006) is the development of rural facilities and infrastructure, community empowerment, processing of natural resources (SDA) and human resources (HR), job creation, business opportunities, income generation (especially for poor areas) and structuring inter rural-urban relationships.

METHODOLOGY

The location of this community service was carried out at Kampung Bandar Tourism Village, Pekanbaru City. The steps of community service activities are in accordance with the following stages, namely: 1. Preparation of an extension work programme by preparing all technical matters and preparing scheduling. 2. Visiting the location of the service / location survey and requesting approval from the relevant parties / Village Head to carry out the service activity. 3. Prepare tools, materials, material facilities and infrastructure to support the implementation of service activities. 4. Coordinate to determine the schedule for implementing community service activities. 5. Carry out socialization/counselling activities regarding planning for the development of tourism village potential. 6. Documenting every implementation of community service activities. 7. Evaluating community service activities by making question and answer sessions with the community regarding matters relating to village potential.

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Evaluation of community service activities can be seen by looking at the ability of the Kampung Bandar Tourism Village community in Pekanbaru City to answer question and answer sessions regarding planning for the development of tourism village potential.

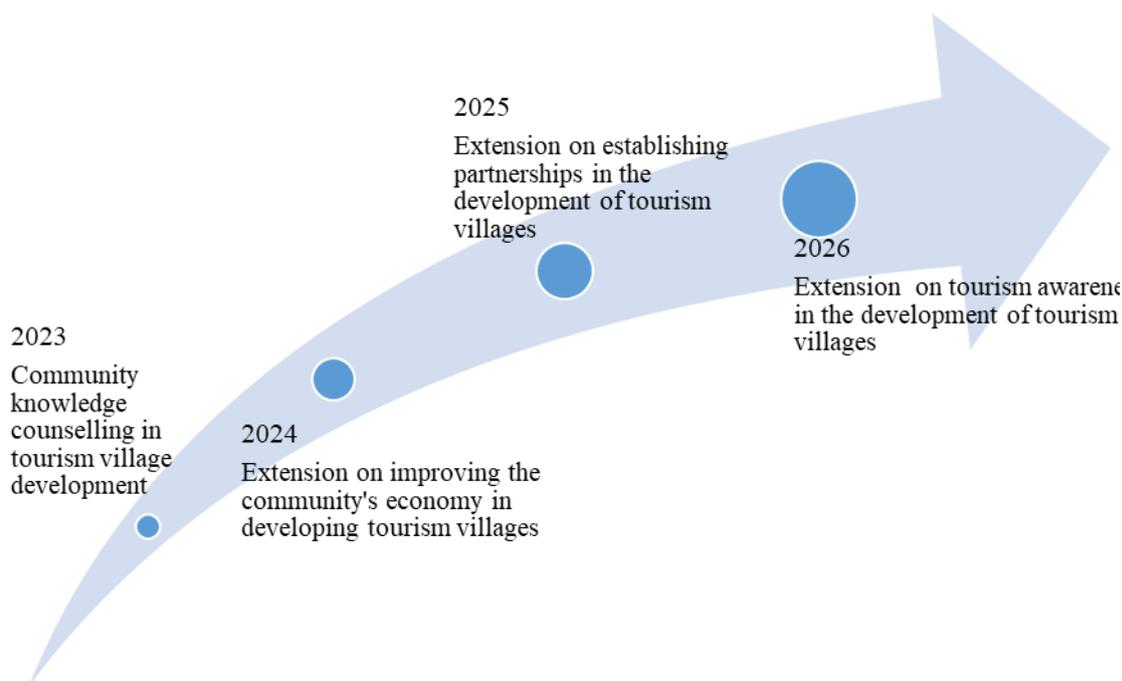


Figure 1. Services road map

RESULTS AND DISCUSSION

Overview of the Target Community

Kampung Bandar is known as Bandar Senapelan, adjacent to the Siak River to the north, Kampung Dalam to the east, Padang Terbuk to the south, and Kampung Baru to the west.

So many sites of past historical heritage stored on the earth of Kampung Bandar seem to be fragile eaten by the termites of the times. In fact, its history has been able to give birth to cosmological expertise and become the most advanced node for us to be able to return to the past. The history of the establishment of Pekanbaru City, the historical footprints of the glory of the Siak Kingdom to the historical traces of a national patriotism movement, are beautifully engraved in the historical frame of Kampung Bandar.

In Kampung Bandar, there is also a blessing of history that has been passed down by the predecessors and crystallized in the Malay pupu joints, by upholding their lineage and zuriat as Malay people. Maulana Al-Habib As-Sayyid As-Sharif Usman Shihabuddin titled Marhum Bahrat, who resides in the Marhum Pekan Tomb Complex, is the historical grassroots and blood treads of the Arab nobles of the Prophet Muhammad's zuriat who once held power in the Kingdom of Siak and the Kingdom of Pelalawan, in the 18th century. It is from the land of his descendants that we can feel the pleasure of the Oil and Gas Revenue Sharing Fund that Riau people are always proud of.

In Kampung Bandar we find the Pekanbaru Grand Mosque. Not far from the mosque is an old well, where the water never runs dry even during the dry season. And not far from the mosque is the lower market.

Starting from its historical traces in the past as a centre of government and trade in the 16th century, long before this Pekan Baharoe was born. So that in the past, Kampung Bandar was also known as Bandar Senapelan. In 1762 Sultan Abdul Jalil Alamuddin Syah moved the centre of the kingdom of Siak Sri Indrapura from Mempura Besar to Bukit Senapelan (now called kampung bukit) or precisely in the Kelurahan Kampung Bandar area.

There are several tourist destinations in Kampung Bandar Senapelan that attract tourists to come here, namely historical, cultural, religious, Malay culinary tours, Malay art and cultural performances, and local wisdom and others that are very interesting (jadesta.kemendarekraf.go.id).

The vision of Kampung Bandar Village is the creation of Kampung Bandar Village as the historical centre of Malay culture, the centre of trade and services. In the document of Kampung Bandar Sub-district, Senapelan District, Pekanbaru City 2017, it is stated that the mission of Kampung Bandar is: 1. Preserving, developing, Malay culture, 2. Creating and developing community participation in the historical values of Malay culture, 3. Making Kampung Bandar village the vanguard of Malay culture in Pekanbaru, 4. Creating and fostering a conducive business climate.

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Kelurahan Kampung Bandar has an area of ± 1.19 km² of the Senapelan sub-district area of ± 2.84 km². Kampung Bandar consists of 8 neighborhood associations that's called RW and 29 neighborhood associations that's called RT.

Potential for Community Development (Empowerment)

One of the activities carried out by the University in the potential for community development or empowerment is community service. In this service, it is carried out by lecturers and students who are involved in community service activities. The benefits of activities can be felt by the community in developing regional potential which will have a good impact on the community's economy.

As one of the University Programme in participating in the welfare of the community, community service has a very positive impact on community knowledge. The community can develop the potential that exists in itself or the area where it lives by receiving information from service actors.

The Kampung Bandar area is one of the areas that has been designated as a tourist area by the city government. This is because this area has a lot of historical heritage in the form of economic history, spirituality and natural beauty. However, the Kampung Bandar tourism area still needs the implementation of activities or programs that can increase the potential of the area.

Community Development (Empowerment) Solution

Solutions carried out in the development of community empowerment provide information to the community about the development of tourist areas. Service actors explain the importance of community participation in the development of the Kampung Bandar tourism area. This counselling is expected to increase community knowledge in developing tourist areas.

Level of Achievement of Programme Objectives

Community service has been carried out to the Kampung Bandar Tourism Village community by inviting the community to gather at Tuan Kadi's house to participate in counselling activities and discuss with the community.

After presenting some information about the development of tourist areas, a post test was conducted to the community. The post test was conducted to determine the level of achievement of the extension programme objectives carried out by the service actors.

From the results of the post-test, it is known that the community knows the purpose of a tourist area as a place for people to visit, relax and take a walk. The community knows that Kampung Bandar can become a tourist area both locally and abroad if the community is able to increase their potential in developing the area.

The community concluded that the tourism village can be developed into a Malay cultural tourism area, religious tourism, historical tourism and culinary tourism. The community participates in the successful development of Kampung Bandar tourism area. One of the community's participation is by joining the POKDARWIS community (tourism awareness group). The successful development of tourist areas with the involvement of the surrounding community can improve the welfare of the community. Kampung Bandar as a tourist area is expected to become an icon of Pekanbaru City.

CONCLUSIONS AND RECOMMENDATIONS

Information activities about the development of tourist areas in an effort to provide and increase knowledge to the people of Kampung Bandar by clearly explaining can increase public awareness about the importance of developing tourist areas. Counselling activities in the form of community service have been successfully carried out to the community of Kampung Bandar tourist area. The increase in community knowledge is known from the results of the discussion after counselling the community.

To develop the potential in Kampung Bandar, extension activities, socialization, and training related to the development of tourist areas are needed. It is hoped that further service can be carried out to the people of Kampung Bandar in exploring their potential to be able to participate in the successful development of tourist areas.

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