Community Empowerment Program Model In Creative Economy Development In Padang Pariaman Regency

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ABSTRACT

Background. The development of the creative economy of a community is related to the model of program development patterns carried out by a region.

Purpose. The objectives to be achieved in this study based on the formulation of the problem above are: 1) To find out the Community Empowerment Program Model in Padang Pariaman Regency (One Event Nagari Activity Study); 2) To find out the Development of Creative Economy in Padang Pariaman Regency (Study of Nagari One Event Activities).

Method. This research uses qualitative methods with data collection techniques in the form of in-depth interviews with the community, traditional leaders, implementers of creative economic activities, youth and the public who take part in activities carried out in nagari.

Results. The results of the study show that the program model for empowerment that is in accordance with current developments must start from the ideas and thoughts of the community according to the needs and capabilities of the community. The "mambasuik dari bumi" program model directs people to think creatively and innovatively to carry out activities that are able to run businesses according to their abilities and develop the community's economy.

KEYWORDS

Models, Community Empowerment, Creative Economy

INTRODUCTION

The community is a community that spearheads national development and welfare improvement. The independent activity of the community community is an important part in creating community stability in various fields, including the economic sector (Muhtarom, 2018). The economic sector is a conversation related to the government's techniques or ways of overcoming poverty and community backwardness, which is not a small amount of potential possessed by rural communities (Putro & Kustini, 2022).

The government's technique in overcoming poverty is by developing community communities. Community development is the government's target in supporting the policies that have been set (Dakwah & Desa, 2022). One of the government's policies is to improve the creative economy. The creative economy of society is an activity that gathers the community in developing valuable ideas to be able to create jobs, create income and develop resources (Rohman & Sukaesih, 2018). The creative economy pattern is one of the smart solutions in improving people's welfare in a sustainable manner. In the process of implementing the creative economy, a creative and skilled
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community is needed where in community empowerment 3 basic pillars are given, namely: willingness / motivation, ability / skill and opportunity / opportunity (Mattiro et al., 2021).

The basic pillars of community development are applied to the pattern of implementing the community's creative economy through activities / events that are carried out on a scheduled basis by nagari, one of which is in Padang Pariaman Regency. Padang Pariaman Regency demographically has 17 districts, 46 Nagari and 461 Jorong which with the current area of 228.70 Km2. Has a large area to be able to give birth to diverse events from each of these sub-districts and nagari. One of the local industries of Padang Pariaman Regency is to have nagari activities/events that are held regularly and are able to contribute to the overall income of the community (Wartha, 2016).

Among them, the Pasie Maelo Event in Padang Pariaman Regency is one of the nagari children's party festivals that involves all school students and communities throughout Padang Pariaman by holding various kinds of activities that are carried out as a whole. This activity is carried out in the form of Padang Pariaman Fair, Sampan Selaju Competition, Indang Kreasi, Kite Competition and other activities (West Sumatra Event Calendar, 2021). The festival is held annually scheduled in April with the aim of increasing activities on beach tourism worth visiting supported by a strategic location that is easy to reach (Abidin et al., 2022).

The number of event activities that have been scheduled and carried out in accordance with government programs is still unable to change the economic situation of the community. It is proven that the data in the field that the economic condition of the people of Padang Pariaman Regency is still below average. This is also caused by several factors including the ability to manage existing activities by the community. The management of this activity is also inseparable from the background and education of the local community. In general observations based on statistical data, it is illustrated that the level of education of workers in Padang Pariaman Regency is the highest at the level of education not finishing elementary school as many as 45,173 people, then 36,760 people at the elementary education level and as many as 6,749 people educated above the upper middle school (Diploma / University).

This means that government programs by forming events / activities that become a forum for community economic development also cannot be used by the community in a masculine manner because they do not find ideas about what and how to implement the government program according to the educational background, the majority of which do not finish elementary school.

It was observed from the level of family welfare according to data from the Population Service, Civil Registry and Family Planning as many as 10,118 families were at the pre-prosperous level, 21,663 families at the Prosperous I level, 28,297 families at the Prosperous II level, 25,382 at the Prosperous III level, and as many as 1,443 families at the Prosperous III Plus Data level (Web Statistics of Padang Pariaman Regency, 2022). Based on the data and picture above, it can be analyzed that the many opportunities created by the government are not fully accepted by the managing community and the community also does not have the ability / qualified skills in managing activities and taking the opportunity to carry out these activities to better benefit the community's economy. Activities that are actually able to support the policy of accelerating development have not been able to be utilized optimally due to several research predecessor factors found including: 1) the programs that have been scheduled have not opened the horizons of the surrounding community to make entrepreneurial ideas in the event; 2) the scheduled event program
Community development has not provided an opportunity to work for the community; 3) there are no skills that can be used to take advantage of events for entrepreneurship; 4) lack of socialization and cooperation between the government and the community regarding the advantages of the event to be held (Muhtarom, 2018).

Community development in coordination through the head of opd, sub-district head, wali nagari, and tourism awareness group (Pokdarwis) in nagari who followed and a team of curators who were in charge of accompanying the implementation of the activity. This event, which is held every year, is intended to improve the community's economy and increase tourist visits to Padang Pariaman Regency. This activity is able to support the economy with the hope of the birth of various other businesses such as homestays in nagari. This fesyival activity has been launched by the West Sumatra Tourism Office 2021 in 45 tourism agendas (Retinews, 2021).

However, many activities and programs have not been utilized optimally by the community until activities and communities become indirectly. The procedures for the development and determination of village data are regulated by the Padang Pariaman Regent Regulation of 2021, explaining that Nagari is a legal community unit that has territorial boundaries and is authorized to regulate and manage government affairs (PARIAMAN, 2021) with a well-socialized manner. Based on the description of the problem above, researchers are interested in revealing the Community Empowerment Program Model in Creative Economy Development in Padang Pariaman Regency (One Nagari Satu Evant Activity Study).

The focus of this research is on the model of community empowerment programs and creative economy development in padang pariaman district with the formulation of the problem of how to model creative economy empowerment and development programs in padang pariaman regency. The research objectives to be achieved in this research based on the problem formulation above are: 1) To find out the Community Empowerment Program Model in Padang Pariaman Regency (One Event Nagari Activity Study); 2) To determine the development of the creative economy in Padang Pariaman Regency (Nagari One Event Activity Study)

**LITERATURE REVIEW**

**The Concept of Community Development**

Community development is a development strategy carried out by the community until now as a rationale and concept that solves problems in regional community development. Community development is a concept that has developed widely as an opponent to the concept of development in improving community welfare (welfare state). In terms of terminology language studies according to Donald, development (Development) is a change in the direction of planned and gradual progress renewal. Meanwhile, community means as the quality of a person's social relations (Asy’ari et al., 2021). Community development as a form of business carried out to educate the community by utilizing all existing natural potentials and human potential in order to be able to participate optimally in improving the economy of the surrounding community (Nugraha, 2021).

Empowerment refers to the ability of communities, especially vulnerable and weak groups, to 1) acquire productive resources that enable them to increase income and obtain the goods and services they need; 2) participate in development processes and decisions that affect them. In fact, this process often does not occur automatically, but grows and develops through the interaction of local communities with external entities or social workers who act on philanthropic motivations and professional perspectives. These social workers act as social partners (Koto et al., 2017)
Creative Economy

The creative economy is one of the concepts that realizes sustainable economic development based on creativity. Creative economy activities through the use of resources that are not only renewable and unlimited, namely ideas, ideas and talents of creative talents. The economic value of an activity institution that is formed creates the ability of the community to be able to increase and manage existing resources in the environment (Rochmat Aldy Purnomo, 2016). Based on the general description, there are 3 basic pillars that are the main pillars in the implementation of the creative economy, including:

1. Creativity. Kreatifitas ini terkait dalam suatu capacity and ability to deliver results and create something distinctive and unique, as well as new that is able to be accepted by the general public. This process is able to generate new and practical ideas in the various solutions offered in the problem at hand. This activity carries out creativity and can maximize the abilities possessed that are useful for himself and society in general.

2. Innovation is a movement of ideas developed as the basis of creativity by utilizing all existing inventions to produce a better and more useful product or process of new ideas. One of the results of innovation is to see youtube videos and others.

3. Invention. Discovery emphasizes the creation of a non-existent that has a unique or previously unknown function (Afrian et al., 2017).

Features of the creative economy

The website of the Ministry of Tourism and Creative Economy (Kemenparekraf) has 18 areas of creative economy, namely. game development, architecture, interior design, music, visual arts, product design, fashion, cuisine, film, animation, and video. According to the book Creative Economy with Local Wisdom presented by Sopanah, the creative economy has six characteristics, including (Olivia, 2021):

1) Intellectual creation, 2) Easy to interchange, 3) Provide product offers directly and indirectly, 4) Requires cooperation, 5) Based on the concept of the idea and 6) Has no time limit.

Benefits of the Creative Economy

The emergence of the creative economy is based on several symbols based solely on consumerism that has practical and efficient needs. Economic development has several concepts of benefits including (Rohmawati, 2016) 1) The development of Innovation. The opening of various types and ideas that are different and create a competitive competition program between one business and another. 2) Healthy competition. Building a healthy relationship between businesses in an industry.3) Quality of quality activities, 4) Creating jobs, 5) Reducing unemployment, 6) Economic growth, 7) Increasingly diverse and defined markets, 8) Improving quality of life, 9) Build a positive image and identity of the country.

Creative Economy Indicators

In carrying out creative economy activities, there are several factors that affect the sustainability of the development of these activities. There are several indicators of creative economy development including the following (Cahyadin, 2013): 1) Production, 2) Market and Marketing, 3) Management and Finance, 4) Government Policies, 5) Economic Conditions, 6) Environment, 7) Business Partnerships, 8) Family.

One Nagari One Event

One event one nagari activity is the government's flagship program that strives and prioritizes efforts to improve community welfare (Irfan, 2022). This event activity seeks part of a government program that seeks a part of government policy as an effort to stimulate MSMEs and the community's economy that is better and of higher quality from the activity event held by nagari (Faturrahman, 2016) (Taufik, 2022). The activity of one nagari event is one of the efforts in the government program as a form of efforts made to utilize the natural and human resources in a
nagari to improve the economy of the surrounding community and provide superior and useful production results.

**RESEARCH METHODOLOGY**

This research is field research using qualitative descriptive methods conducted in Padang Pariaman Regency. Data collection techniques were carried out by observation and interviews. Research data uses primary data from those implementing holiday activities, village/nagari heads, local religious leaders and visitors who participated directly in this research. Secondary data in this research are people who are outside the research location (tourists who come from outside the West Sumatra region/foreign tourists who visit), books, other literature from the web and previous research. Research data collection techniques include observation, interviews and documentation. Data validation was carried out by triangulation with technical data analysis which was carried out in the following stages: a) Data Collection; b) Data Reduction; c) Data Display (Data presentation); d) Drawing conclusions and verifying data.

**RESULT AND DISCUSSION**

**Overview of Padang Pariaman Regency**

*Geographical Conditions and Conditions of the Population of Nagari Kab. Padang Pariaman*

Historically Kab. Padang Pariaman is known as the center for the development of the oldest Islamic teachings on the west coast of Sumatra. Padang Pariaman Regency has regional boundaries with the City of Padang with an area of 1,328.79 km2 with 17 Districts and a total of 103 Nagari. The beauty of Padang Pariaman Regency with 8 famous tourism objects is the hallmark of Padang Pariaman Regency (Rohman & Sukaesih, 2018).

Padang Pariaman Regency is known as a sala city which has Nasi Baka typical food. Rice filled with side dishes complete with fried balado fish which is an icon of provisions brought by fishermen going to sea in Padang Pariaman Regency. Regency historical data Padang Pariaman said that the people of Padang Pariaman still have Tambo origins from the interior of Sumatra. The inhabitants of this area come from Pagaruyung Batusangkar which is located in the Minangkabau Region (Pemda Tk. I West Sumatra, 1978:7).

**Geographical Conditions**

Geographically, the position of Padang Pariaman Regency is between 0°11'5" - 3°30' South Latitude and 98°36' - 100°40' East Longitude, with a tropical climate condition which is strongly influenced by onshore winds and rainfall reaching an average of an average of 442.80 mm/month throughout 2004 and the air temperature ranged from 26°C to 31°C. After the ratification of the Pariaman Administrative City to become Pariaman City by Law Number 12 of 2002, the Padang Pariaman Regency became 17 sub-districts with an area of 1,328.79 km2 with a coastline of 60.5 km. The land area of this area is equivalent to 3.15 percent of the land area of West Sumatra Province (Yanto & Erwina, 2017).

The administrative boundaries of Padang Pariaman Regency are to the north by Agam Regency, to the south by Padang City, to the east by Solok and Tanah Datar Regencies, and to the west by Pariaman City and Samudera Indonesia. More details can be seen in Figures 1.1 and 1.2 Orientation Map of Padang Pariaman Regency and Administrative Map of Padang Pariaman Regency. Padang Pariaman Regency consists of 17 (seventeen) districts. The 2 x 11 Kayu Tanam
District was recorded as having the largest area, namely 228.70 km², while the Sintuk Toboh Gadang District had the smallest area, namely 25.56 km² (Yuliani, 2018).

Geringging River as the capital of the Geringging Subdistrict and Batu Basa as the Capital of the Subdistrict of IV Koto Aur Malintang is recorded to be in the highest area, namely 251 meters above sea level while the lowest are Ulakan, Sungai Limau, Gasan Gadang with a height of 2 meters above sea level.

![Figure 1. Map of Padang Pariaman Regency](image)

Broadly speaking, the description of the distribution of each sub-district with the number of nagari and korong can be illustrated in the table below:

<table>
<thead>
<tr>
<th>No</th>
<th>Subdistrict</th>
<th>Subdistrict Capital</th>
<th>Nagari</th>
<th>Korong</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kec. Batang Anai</td>
<td>Pasar Usang</td>
<td>3</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Kec. Lubuk Alung</td>
<td>Lubuk Alung</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Kec. Suntuk Toboh Gadang</td>
<td>Sintuk</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>4</td>
<td>Kec. Ulakan Tapakis</td>
<td>Ulakan</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>5</td>
<td>Kec. Nan Sebaris</td>
<td>Pauh Kambar</td>
<td>5</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>Kec. 2 X 11 Kayu Tanam</td>
<td>Kayu Tanam</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>7</td>
<td>Kec. Enam Lingkung</td>
<td>Pakandangan</td>
<td>5</td>
<td>27</td>
</tr>
<tr>
<td>8</td>
<td>Kec. 2 X 11 Kayu Tanam</td>
<td>Kayu Tanam</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>9</td>
<td>Kec. VII Koto Sei Sarik</td>
<td>Sungai Sariak</td>
<td>4</td>
<td>41</td>
</tr>
<tr>
<td>10</td>
<td>Kec. Patamuan</td>
<td>Tandikek</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>11</td>
<td>Kec. Padang Sago</td>
<td>Padang Sago</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>12</td>
<td>Kec. V Koto Kp. Dalam</td>
<td>Kampung dalam</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>13</td>
<td>Kec. Koto Timur</td>
<td>Kudu Gantiang</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>14</td>
<td>Kec. Sungai Limau</td>
<td>Sungai Limau</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>15</td>
<td>Kec. Batang Gasan</td>
<td>Gasan gadang</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>16</td>
<td>Kec. Sungai Geringging</td>
<td>Sungai Geringging</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>17</td>
<td>Kec. IV Koto Aur Malintang</td>
<td>Batu Basa</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Data Proses
District distribution table. Padang Pariaman describes that Padang Pariaman Regency has a very wide area with an area spread that has 17 sub-districts with a total of 46 nagari and 366 korong.

**Regional Physical Conditions**

Judging from the topography of the area, Padang Pariaman Regency consists of the mainland area on the mainland of Sumatra Island and 2 small islands (Pulau Piah and Pulau Bando), with 40% of the lowlands, namely in the western part that leads to the coast. The low-lying areas are located in the west which stretches along the coast with a height of between 0-10 meters above sea level, and 60% of the eastern area which is an undulating area up to Bukit Barisan. The undulating hill area is located in the east with an altitude of 100 - 1500 meters above sea level.

The topography of Padang Pariaman Regency is in the form of a land area of 1,328.79 km² or 56.10% of the flat - gently sloping area with a height of between 0 - 100 meters above sea level, while the other is a rather steep and very steep undulating area with a height of 100 - 1500 meters above sea level or 43.90% area. Flat - gently sloping areas are located in the western part close to the coast, while undulating areas and plateaus (slightly steep - steep - very steep) are found in the eastern and northern parts. In the border area with the Regencies of Solok, Tanah Datar, and Agam are the Bukit Barisan clusters that run along the western part of the island of Sumatra (Maharani, 2016).

**State of Natural Resources**

Natural resources in Kab. Padang Pariaman comes from group C minerals which are almost evenly distributed in all sub-districts in this region. The excavated materials are: 1) Rocky uruk soil found in Kec. Batang Anai, Lubuk Alung, Sintuk Toboh Gadang, Six Lingkung, 2 x 11 Kayu Tanam, VII Koto Sungai Sarik, Patamuan, V Koto Kampung Dalam, V Koto Timur, Sungai Limau, Sungai Geringging, and IV Koto Aur Malintang. With reserves of 2,975,000 m³ and production of 180,000 m³; 2). Obsidian or glass stone found in Kec. IV Koto Aur Malintang with reserves of 257,000 m³ of which 10,000 m³ has been produced; 3) Pumice or pearlite is also found in Kec. IV Koto Aur Malintang with a reserve of 140,000 m³ and only 5,000 m³ has been produced. 4). The sandy trass in Kec. Geringging River with reserves of 75,000 m³. 5). Trass located in Kec. Lubuk Alung, Sintuk Toboh Gadang, 2 x 11 Six Lingkung, Six Lingkung, VII Koto Sungai Sarik, Patamuan, V Koto Kampung Dalam, V Koto Timur, Sungai Limau, Batang Gasan, Sungai Geringging and VI Koto Aur Malintang with a total reserve of 4,190,000 m³ and only 18,000 m³ have been produced. 6). Pumice rock trass located in Kec. VII Koto Sungai Sarik, V Koto Kampung Dalam, Sungai Limau and Sungai Geringging with reserves of 1,045,000 m³ and 25,000 m³ of which have been produced recently. 7). Sirtukil located in Kec. Batang Anai, Lubuk Alung, Sintuk Toboh Gadang, Nan Sabaris, 2 x 11 Six Lingkung, 2 x 11 Timber Plants, VII Koto Sungai Sarik, Patamuan, Padang Sago, V Koto Kampung Dalam, V Koto Timur, Sungai Limau and Sungai Geringging with total reserves of 2,635,000 m³ with total production of 170,000 m³. 8). Andesite in Kec. Lubuk Alung, 2 x 11 Six Lingkung, 2 x 11 Timber Planting and Patamuan with reserves of 1185000 m³ and 45000 m³ which has been produced 9). Clay is found in Kec. Lubuk Alung, Sintuk Toboh Gadang, Six Lingkung, VII Koto Sungai Sarik, Patamuan, V Koto Kampung Dalam, V Koto Timur and Sungai Limau with reserves of 785000 m³ and 90000 m³ which has been produced. 10). Iron sand is found in the Sunur Beach area to Batang Anai, with a total reserve of 8,000,000 m³ and has not been produced (Koto et al., 2017).
Table 2
Types of Deposits and Production of Minerals in Kab. Padang Pariaman

<table>
<thead>
<tr>
<th>No</th>
<th>Nama Bahan Galian</th>
<th>Lokasi (Kecamatan)</th>
<th>Perkiraan Potensi</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Obsidian</td>
<td>IV Koto Aur Malintang</td>
<td>6.899.000 m³</td>
</tr>
<tr>
<td>2.</td>
<td>Trass</td>
<td>V Sungai Limau</td>
<td>11.440.000 Ton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>VI Sungai Geringging</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>V Koto Kampung Dalam</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>VUU Koto Lubuk Alung</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Perlit</td>
<td>IV Koto Aur Malintang</td>
<td>6.925.000 M³</td>
</tr>
<tr>
<td>4.</td>
<td>Batu Kapur/ Limestone</td>
<td>2 x 11 Enam Lingkung</td>
<td>1.700 Ton</td>
</tr>
<tr>
<td>5.</td>
<td>Batu Apung/ Pumice</td>
<td>2 x 11 Enam Lingkung</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Andesit</td>
<td>VII Koto</td>
<td>326.000 M³</td>
</tr>
<tr>
<td>7.</td>
<td>Pasir Besi/Iron Sand</td>
<td>Ulakan Tapis</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>Pasir dan Batu</td>
<td>Sungai Limau</td>
<td>2.435 Ton</td>
</tr>
<tr>
<td>9.</td>
<td>Trakhit</td>
<td>Sungai Geringging</td>
<td>700.000 m³</td>
</tr>
<tr>
<td>10.</td>
<td>Batu Sabak/ Sabakstone</td>
<td>2 X 11 Enam Lingkung</td>
<td>25.000 m³</td>
</tr>
</tbody>
</table>

Source: Mining and Energy Office of Padang Pariaman Regency

State of Nagari Tourism in Padang Pariaman Regency

West Sumatra as one of the Tourism Destination Areas (DTW), is an area that has tourism potential which is sufficient to get the attention of both foreign and domestic tourists. This situation is supported by several factors, among others: 1) Geographical situation, 2) Topographical conditions, 3) Flora and fauna and natural wealth and 4) Social and cultural conditions. Padang Pariaman Regency has quite a lot of tourism potential, both natural, cultural and religious tourism. There are several tourist objects that are being and are being prioritized for development, including Oyster Beach, Water boom (Water Park), Malibo Anai Rest Area, Syekh Burhanuddin Tomb and Tarok as Kawaagan Agrotourism (Nicol & Macfarlane-Dick, 2004). In the context of tourism development the Tourism Office has scheduled traditional art performances, village children's game festivals, mosque festivals and tourist pig hunting. Currently, the target market for tourism objects in the Padang Pariaman district is still local and provincial tourists. Tourists coming from abroad (Malaysia, Singapore) are still in the framework of religious tourism, namely in the "basafa" event. In the future it is hoped that these foreign tourists will come not only during "basafa" but also to visit other tourist attractions. Until 2006 there were as many as 70 tourist objects spread across 17 districts. But of the many tourist objects that exist, not all of these attractions are managed properly and professionally. Of the 70 tourist objects, 30 are historical attractions, 19 are beach attractions, 7 are special interest attractions and 4 are cultural attractions. In general, the current problem in tourism is the lack of personnel both in quality and quantity who have the ability to manage tourism, the lack of tourism readiness (infrastructure and facilities) in the area and the lack of readiness of the community in general to face tourism developments in the region.

The weaknesses of this tourism sector are:

1. There is no clear planning for the type of tourism to be developed in accordance with the availability of funds.
2. Weak tourism human resources, both apparatus and the community.
3. The development of this type of tourism has not been in line with market demand.
4. There is no overall tourist calendar yet and tourism in Padang Pariaman Regency has not been integrated with tourism in West Sumatra Province.

The policy of the Provincial Government of West Sumatra in the development of tourism in West Sumatra, one of which places Padang Pariaman Regency as one of the leading tourist destinations for West Sumatra Province, namely the Religious tourism object of Syekh Burhanuddin's Tomb which is located in Ulakan Kec. Do Tapakis. Where in the month of Safar the Sheikh's tomb is visited by people from various provinces, especially in Sumatra and even from foreign countries including Malaysia and Brunei to carry out bashing activities and are also visited outside the month of Safar to make pilgrimages.

A Brief History of the Nagari Kab event. Padang Pariaman

Padang Pariaman Regency has 12 events originating from each nagari based on the expertise and uniqueness of each region. Nigari event activities are event events carried out in the nagari in accordance with the potential of each nigari. This activity aims to stimulate and encourage the creativity of nigari children in improving the welfare of nigari communities. In this activity, the government's position was limited to that of a facilitator while the community was both the object and the subject (interview with Fadli, Head of Disparpora Office of Padang Pariaman Regency on 13 May 2023). This Nagari event was born with the intention of preserving the culture and characteristics of each region. Events are also held to increase visiting activities carried out by tourists so as to increase regional income. In addition to being an attraction for regional destinations, the events carried out are no less important as regional branding, so that the attractions that are carried out and displayed are still prioritizing local wisdom and the characteristics of the capabilities of each region. This statement is reinforced by Ajo who said that, "community youth are asked to reflect inwardly to find the uniqueness that exists in the area and try to demonstrate it through activities that can have the appeal of outsiders in general" (interview May 14, 2023). Efforts to find uniqueness and characteristics are also liberated by the local government which in the statement of the Head of Disparpora said "we are trying not to intervene in the creativity of the community but rather to facilitate ideas that come out of the community to do what is beneficial for their own region" (interview 20 May 2023 at the Regional event of Padang Pariaman District).

The general description of the origins of creating events in the nagari is that there were various ideas from the community, youth, traditional leaders, immigrants, and investors from the internal nagari trying together to formulate holding events that could introduce each region in particular. this event as a means and facility used to introduce the advantages possessed in the area, the aim is to attract tourists to know, recognize and at the same time preserve and invite all people to be aware of the cultural wealth possessed by each nagari. The activities carried out in the nagari are an arena for creation and creativity for the children of the nagari where through these activities the younger generation is able to get to know and love the arts, culture and traditions which are a legacy from their respective regional ancestors. Regional Secretary Rudy made the same statement when opening the Sumarak Alek Nagari Kp. In that, he gave appreciation to the executors and expressed encouragement that holding this activity could provide great opportunities and
opportunities for randai activity actors in Kab. Pariaman (Alek Nagari festival interview on 27 April 2023). This activity is able to provide a way to preserve and develop as well as provide space for appreciation in various fields of art that are owned in the Nagari, especially for actors in Kab. Padang Pariaman. So in general the creation of event activities in various nagari is because the nagari in Padang Pariaman Regency have various kinds of ideas, uniqueness and creativity that can become a mecca in organizing festivals that can preserve regional culture so that they can add to the thoughts and paradigms and behavior of people who are literate about activities and opportunities which has an impact on the environmental conditions of society, especially in the economic sector.

**Nagari Event, Padang Pariaman Regency**

There are several events held in Nagari in Padang Pariaman Regency including:

1. **Event Batajau.** The batajau event is a folk art activity that is held in the Nagari Parintang Malintang, Padang Pariaman Regency. This activity was carried out on the basis of an idea from the art-loving youth community in the village. The event system that was implemented provided facilities and platforms for youth who have creativity in the arts and culture. This activity was carried out by traditional leaders, heads of the Nagari government and the district area. Padang Pariaman. This activity is a means of promotion for the regional government to introduce regional arts and invite youth and the surrounding community to consciously participate in protecting and preserving the wealth of their own region. This activity features various artistic activities on the basis of capital investment originating from the surrounding community. Activities that are not funded by the regional government are carried out without the interference of political interests so that the event can run smoothly and solemnly. The activity was also attended by art youth from outside the area, such as Jambi, Pekanbaru, and Palembang. The foreign participants who came displayed the richness of their respective regional arts and traditions (interview 17 June 2023).

2. **Tabuik event.**

3. **Gandang Tasa Festival Event.** This activity is an event that is traditional arts and is part of the Vision and Mission of Padang Pariaman Regency which is written in the RPJMD. This activity is a festival that is used to stage traditional art performances so they don't just disappear. This festival was born with the hope that youth will love culture more and get rid of today's technology addiction for a moment. The idea of implementing this activity came from the community with the aim of preserving cultural arts in Nagari Tapakis Ulakan, Kab. Padang Pariaman. The implementation of the gandang tasa competition is a space to appreciate the performers of the tasa drum art in Padang Pariaman Regency to be more able to develop themselves. It is known, this competition was attended by as many as 17 Tambua Tasa groups in Padang Pariaman Regency. Best I gets a certificate and tabanas worth Rp. 2 million, Best II gets a charter and tabanas worth 1.5 million. Meanwhile, Best III received a charter and tabanas worth IDR 1 million. Best IV gets a charter and tabanas worth IDR 750,000, and Best V gets a charter and tabanas worth IDR 500,000

**Analysis of Nagari Economic Development in Padang Pariaman Regency**

The condition of an area to progress and develop can be seen from the development process carried out in the area as a whole and organized with various programs in a sustainable manner that
depend on the Natural Resources (SDA) they have. The development of an area can affect social interaction, income, development of education and public health (Koto et al. 2017). The socio-economic condition of the nagari in Padang Pariaman Regency is generally described in 4 indicators which are related to: 1) social interaction of the community, 2) Income, 3) Education, and 4) Health.

**First: Community Social Interaction** in several nagari in Padang Pariaman Regency with careful attention to the environment and life in the nuclear family are in the very good category and have very good relations with relatives both with neighbors in the daily environment. Regarding indicators of social interaction, it can be said that it is very good where people often hold mutual cooperation in the environment. According to Soekanto (2010) social interaction is a reciprocal relationship between individuals and individuals, groups and groups and between individuals and groups whose process is based on the needs described in human behavior during the relationship. The process of interaction occurs in the life of the Nagari community seen from the awareness of mutual need and can occur because of: a) the instinct to be able to live together, b) the existing desire to adapt to various other parties, c) the desire that is born to be able to adapt to natural environment.

**Second: Income.** The state of community income in several nagari in general is an average of Rp. 750,000 – Rp. 1,500,000/ month. As a result of the observation survey and interviews at Nahari Sariak, VII Koton District, Padang Pariaman Regency, the results of the community data there have an average income above Rp. 850,000/ month. So it can be concluded that the opinion of the Nagari community per month is already in the sufficient category even though it is still below the UMP (Mensari & Dzikra, 2017). Community income is very important in improving the welfare of the surrounding community because the higher the community's income, the higher the level of welfare and the many needs that can be met. A good family economic condition is a condition in which all needs (food, clothing, shelter, housing and education and health in the community) are met. All of this can be fulfilled if the income of the people is above the UMP (Sumantri, 2015). The results of observations and interviews in several nagari in Padang Pariaman Regency prove that people's income has not increased significantly with the existence of several nagari activities. The community in general is still not in the fixed income category, although there are several areas that already have their own businesses such as the Oyster, Sariak and Parintang areas (Muluk, 2020) (Suparno et al., 2019). There are several nagari whose people do not have a fixed income, so that their family needs have not been met, that is, there are still areas/nagari that do not have adequate food availability.

**Third: Community Education in Nagari.** The state of education in the nagari community is generally in the high school graduation category. In general, there is no non-formal education followed by the community. There are several seminars and training activities facilitated by the Disparpora Service to improve the skills of the people there who want to develop themselves in certain business fields. The results of the observations and interviews illustrate that the low education of respondents in several nagari is caused by the source of education costs which generally come from their own expenses and they do side jobs to increase the cost of education (observations and interviews in the Sungai Sariak agari community). Education is a conscious effort that is carried out in a planned and realized manner so that students are actively able to develop and increase their potential to be able to have strength in the spiritual field of religion, and some skills that must be possessed in social life.
Fourth: Nagari community health in Padang Pariaman Regency. The types of illnesses suffered by the people in the Nagari Padang Pariaman Regency in general are Flu and Cough. Health services owned in the nagari can be in the form of puskesmas services, midwives, and other herbal health services. The Nagari Padang Pariaman community has high concern in the health sector, this is evidenced by the pattern of community habits that seem to like to pick up and dispose of garbage in its place, admonish anyone who likes to litter, have a routine schedule for shared cleaning goro and adopt other healthy lifestyles. The health level of informants in several villages is in the normal category. This is seen from the type of disease suffered by community members and the place of treatment. Health has an important role in increasing the standard of living of the community (Boedi et al., 2021) (Astuti, 2005). Furthermore, Soejoeti (2002) added that health is influenced by cross-sectoral activities in an area that will be oriented towards maintaining the population’s own environment. It can be said that a person or a group of people can be said to be healthy if they are mentally and physically in a state of well-being (Muluk, 2020).

Mapping Potential of Padang Pariaman Regency

The wealth owned by Nagari Padang Pariaman Regency lies in the potential possessed by each of these regions. In general, the potential possessed by Nagari in Padang Pariaman Regency is divided into categories:

Natural/Adventure Tourism Potential. Activities related to tourism management and involving the community are ecotourism. Ecotourism is one of the activities carried out by the local government related to the use of the environment by prioritizing points on natural conservation that is owned in Nagari in Padang Pariaman Regency. Ecotourism is a system that seeks to utilize tourist objects as a way to improve the regional economy and empower the community's economy (Gorontalo, n.d.). Padang Pariaman Regency has very adequate and quality natural potential (Fadly interview, Head of Disparpora Office of Padang Pariaman Regency). District natural attractions. Padang Pariaman include:

1. The Tapian Puti nature tourism object is included in the Padang Pariaman Regency area, which is administratively within the Lubuk Alung District. The Malibo Anai and Water Boom natural attractions are located in the 2 x 11 Kayu Tanam District.
2. The marine tourism object Tapakis Oyster Beach is located in Nagari Tapakis, Ulakan Tapakis sub-district.
3. The marine tourism object of Arta Beach is located in Sungai Limau District
4. Arga Beach marine tourism object located in Batang Gasan District.
5. The Bukik Bulek Natural Tourism Object is located in IV Koto Aur Malintang District

Marine Tourism Potential

Padang Pariaman Regency, which is rich in natural products, carries the theme of marine tourism as one of the regional development efforts. The potential for marine nature in Nagari Padang Pariaman is very large and almost all sub-districts have tourist objects with the theme of maritime tourism. The famous marine tourism today is Ketaping Beach tourism (Noorhayati Sutisno & idayat Afendi, 2018). Marine tourism is all activities carried out on sea, beach or maritime media covering coastal areas, surrounding islands and ocean areas in the sense on the surface. Marine tourism makes a contribution that is able to encourage local economic growth and
absorb professional workforce (mengko & Kuntari, 2020) and is subsequently able to have an impact on increasing regional income (PAD) as a form of optimizing fisheries and marine resources. Marine tourism activities are playing SKY water, Jet Sky, swimming, speed boating, diving and other activities related to enjoying the beauty under the sea.

Supporting and Inhibiting factors in community empowerment in utilizing marine tourism potential are Obstacle factor and Supporting factors

Obstacle factor
1. The community seems to lack interest and motivation in participating in the utilization of the potential of existing marine tourism objects
2. Nagari people lack capital and clear sources of funds to start and develop private businesses around marine tourism objects
3. The existence of budget constraints is an obstacle in the development and management of community marine tourism sites

Supporting factors
1. Joint activities come from the provision of capital funds donated by the community and capital from the regional leadership of the Nagari District. Padang Pariaman
2. Have land that can be used together and can be managed together
3. There is government support in facilitating ideas and welcoming the various programs that will be implemented in the nagari.
4. There are facilities from the government to provide provision in understanding tourism objects or wanting to develop existing tourism with training and business seminars.
5. The response from the surrounding community was very positive and very supportive in the management process

Potential for Agro Tourism/Agrotourism
Padang Pariaman Regency is an area that has an agricultural contour with abundant natural wealth coupled with a very strategic position of the Regency. A very tropical district. Some agrotourism in Kab. Padang Pariaman include:

a. The new Dama Batang Park Agrotourism was inaugurated on January 30, 2023 as a result of the creative ideas of youth from Sungai Geringging and IV Aur Malintang sub-districts.
b. Gunuang tigo agrotourism which is located in Padang Alai, V koto sub-district, Padang Pariaman Regency
c. Arizafarm Agrotourism (fruit garden) Korong Panggag-Panggia Nagari Limpato, Sariak River, VII Koto Sariak River, Padang Pariaman Regency, West Sumatra

Supporting and Inhibiting Factors in community empowerment in utilizing the potential of Agro tourism / Agro tourism are:

Supporting factors
1. Creative and innovative youth who are able to work together to develop their respective regions
2. There is support from the government in efforts to develop Dama Batang Agro-tourism
3. There is support from the community of photographers and creative youth in promoting their agro-tourism
4. Appreciation from the central government which strongly supports the development and promotion of agro-tourism
5. It has a very strategic area contour
Obstacle factor
1. The lack of supervision from the community towards tourist visitors has caused some damage in tourist areas
2. Lack of public awareness and tourist visitors to maintain the sustainability of tourist areas

As for some of the benefits derived from the development of agro-tourism are:
1. Improve environmental conservation
2. Increase the aesthetic value and natural beauty
3. Provides recreational value
4. Increase scientific activity and development of knowledge
5. Developing the local economy

Forms of community business activities created by utilizing Nagari events and tourist objects in Padang Pariaman Regency
1. trade
2. Lodging services
3. Goods storage services
4. Tour guide services
5. Public parking and toilet services
6. Goods rental services
7. Portrait services

CONCLUSION
The plan for the next stage is to develop research by focusing on implementing the program model that has been planned in Nagari Padang Pariaman. The planned program model is a program model that shoots up from the earth with the following steps: 1) The selection stage for the location of the implementation of the model. 2) Outreach to the community regarding the model. 3) The process of empowering the community includes several activities including: a) studying the potential of the community and nagari; b) group community development in Nagari; c) prepare activity implementation plans and d) conduct participatory monitoring and evaluation

Stimulating the birth of a community movement that started in the local community, there are a number of conditions that must be met first. The three most important conditions are as follows. 1. Community institutional restructuring. The basic order governing community life needs to be reoriented from a feudalistic and colonial pattern (strong and paternalistic government) to a more professional pattern of government and a dynamic society. The new order needs to guarantee people's freedom of expression and develop local initiatives to meet their basic needs. Society must be the main subject and determinant of all development activities in the real sense. 2. Review all policies that weaken community culture and replace them with policies that are more in favor of efforts to increase the empowerment of rural communities to improve their own destiny. 3. At the program level, the top-down approach must immediately be replaced by a bottom-up approach, reflected in the decision-making mechanism and program implementation. The term community development program should no longer connote a program entering the village but rather a program from the village. This means that in all village development activities the village community is the main subject and actor. Starting from assessing problems and needs, planning, implementing, monitoring, evaluating, to utilizing the results.

In such circumstances, the community will accept the failure and success of the program responsibly. Thus, it can be said that the community empowerment strategy is a way to actualize the potential that is already owned by the community. Therefore, the community empowerment
approach emphasizes the importance of independent local communities as a system that organizes themselves. Such an empowerment approach is certainly expected to give roles to individuals not as objects, but as actors (actors) who determine their lives by pursuing their various potentials.

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