

empowerment of local communities through tourism education as a way of improving their quality of life

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## EMPOWERMENT OF LOCAL COMMUNITIES THROUGH TOURISM EDUCATION AS A WAY OF IMPROVING THEIR QUALITY OF LIFE

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### Abstract

Empowerment of local communities to be able to improve their tourist destinations so that local and foreign tourists can come to provide new sources of income for the community. This article aims to investigate the awareness of the local community through tourism education to improve the quality of life of the community around the Tao Silaban Geosite, Indonesia. This article uses a qualitative method with an ethnographic approach. This research covers the awareness of local people towards tourism. This awareness includes the acceptance of the community towards tourists who come. The data collection technique used is interview. Based on the results of interviews showed that the empowerment of local communities through tourism education is able to improve the quality of life.

**Keywords:** *Tourism, Local People, Quality of Life, Silaban Geosite, Tao*

### introduction

Community empowerment aims to help a community to be able to improve its quality of life (Achyandia et al., 2018). Community empowerment can be done by providing knowledge to the community or local community. The provision of knowledge can be done formally or informally (Baisa & Agustianto, 2019). The provision of formal education is carried out to be able to shape the character of the local community. One of the local communities in Indonesia is Humbang Hasundutan. Humbang Hasundutan is a district in North Sumatra, Indonesia. The population of Humbang is the majority of the ethnic Batak population. The Batak people are the original inhabitants of the province of North Sumatra. According to tarombo (a sacred story that is still developing in the Batak area) it is said that the Toba Batak people are the source and origin of all Batak sub-tribes in North Sumatra. The consideration is that all Batak people come from one ancestor named Si Raja Batak who in ancient times lived on the island of Samosir (Simanjuntak, 2001). In the sacred stories of many tribes in the world, the ancestors or ancestors of a tribe are usually equated with the gods who carry "cultural heroes" (Koentjaraningrat, 1985).

The Toba Batak tribal community is unique in terms of dialect intonation used in everyday life. This affects the public's perception of the Batak tribe which is considered less friendly to tourists. In addition, there is an assumption that the Tao Silaban community does not want outsiders to become tourism actors in their area. Even if some investors or governments want to invest in their community, they believe that it should still be their right to cultivate their own land. This of course needs to increase public awareness related to tourism development. This study aims to educate the community around Lake Silaban so that they can embrace and spread awareness in language in order to increase the number of tourists, both local and foreign.

### **Community Empowerment**

Community empowerment as a model of development with people's roots is an effort to increase the dignity of some of our people who are still trapped in poverty and underdevelopment. Community empowerment seeks to be able to provide economic development that encapsulates social values (A'yun & Fitriyah, 2019). The main purpose of empowerment is to strengthen the power of the community, especially the weak groups who have powerlessness, either because of internal conditions (their own perceptions), or because of external conditions (oppressed by social structures that are not fair). (Aje et al., 2020).

### **Quality of Life and Tourism Education**

The concept of quality of life was first used by Pigou, in the 1920s, and only became widespread in the 1950s. It has been defined many times, for example by Godfrey (2002), Veenhoven (1996), and Diener (1995). Many previous studies have cited the definition of quality of life to define what quality of life is; therefore, we cannot find a standard definition for it. Furthermore, Andrew and Greg (2012) said that the Quality of life categories are: understanding of Art and Culture; Public; Health; Home; Learning; Natural environment; Recreation and Leisure; Security; Independence; and work. Rebecca Ryan, author of *Live First, Work Second* noted in its research that three-quarters of Americans under the age of 28 believe that "a cool city is more important than a good job. The development of tourism destinations should be interpreted as the development of the number of tourists which can have an impact on increasing the attributes of other destinations and improving the quality of life of the community as a whole. So it can be said that the development of the number of tourists with the development of tourism destinations has an impact on improving the quality of life of the community. According to (Kim, 2002), education in the service sector is considered very important in people's lives. Therefore, being surrounded by tourism destinations and population support is very important for tourism development, planning, successful operation, and sustainability. Public awareness of the importance of tourism encourages the creation of new jobs for local communities so that this can increase regional income (Rakhman, 2019).

### **Method**

This research method uses an ethnographic qualitative approach with the aim of understanding the activities of a group of people in Humbang Hasudutan Regency. This research was conducted from June 17, 2020 to December 15, 2020. The experience of researchers in qualitative research is very much needed. researchers are directly involved in data collection in the Humbang Hasundutan

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community (researchers act as data collectors). this is important because of the researcher's position in the researcher as a planner, collecting data.

### Research Location

This research was conducted in Humbang Hasudutan Regency. Humbang Hasundutan Regency with an area of 251,765.93 Ha, with a land area of 250. 271.02 Ha and the waters of Lake Toba covering an area of 1,494.91 Ha (covering 3.51% of the area of North Sumatra Province), consisting of 10 sub-districts, 153 villages and 1 Ward. Humbang Hasundutan Regency is geographically located between 20 13'-20 28' North Latitude and 98 10'-98 57' East Longitude. The research location can be seen on the following map

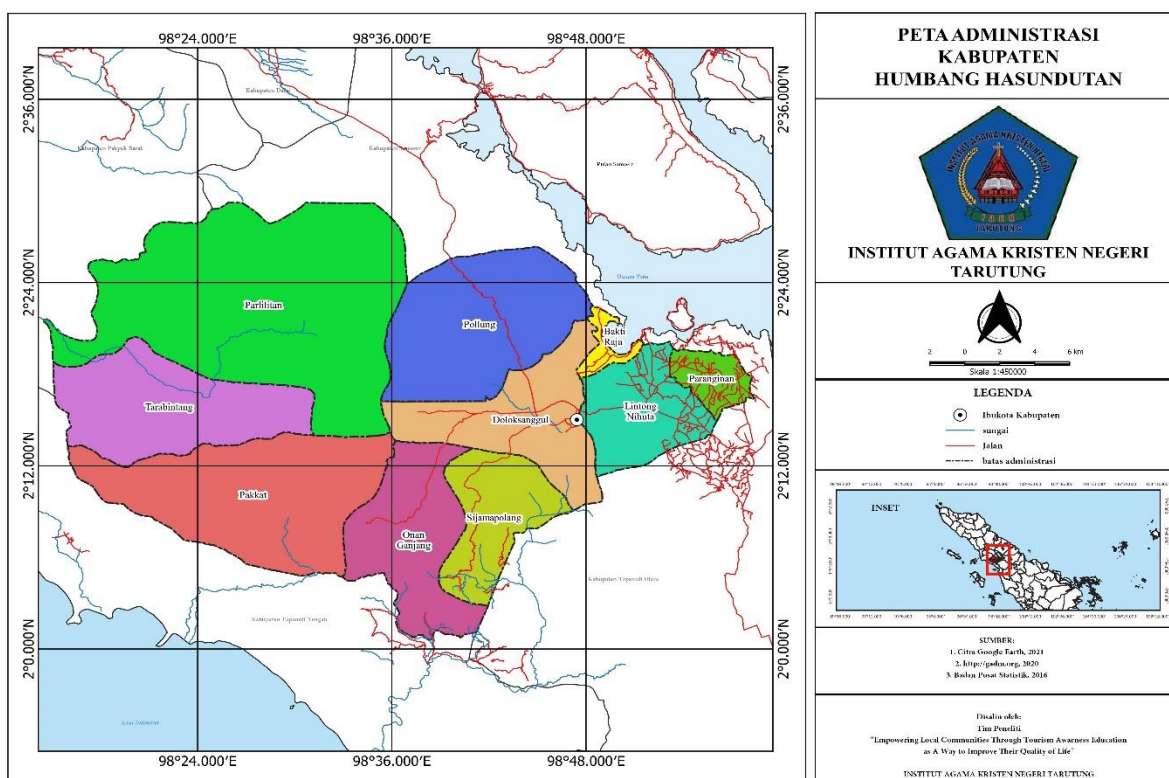


Figure 1

Humbang Hasundutan District Administration Map

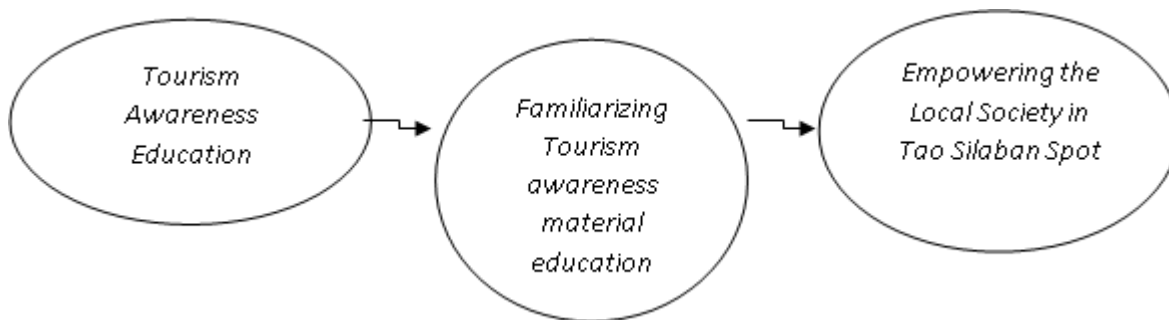
### Collecting data

Data was collected through observation and interviews. The research was conducted for 6 months from June 17 -15 December 2020. Observations were carried out by involving researchers in the daily life of the local community in Humbang Hasudutan. This is done to see the daily life of the community. The selection of informants was carried out to obtain valid information related to the Humbang Hasudutan area. Therefore, informants are divided into two, namely key informants and additional informants. The key informants in this study were traditional leaders or local community leaders. Additional informants were selected from around the community living in Tao Silaban with a distance of 5 Km. After selected informants then conducted an interview. Interviews were conducted in two

ways, first with the question format that has been provided by the research assistant after that cross check. Second with in-depth interviews conducted by the main researcher.

### Data analysis

The data was collected through direct observation, interview and document, then analyzed using the descriptive qualitative technique in 3 steps that are data reduction, data presentation and conclusion verification (Miles & Huberman, 1994).



**Figure 2**

Conceptual Model

## Results and Discussion

### Community Characteristics

The Tao Silaban community is known as a productive society. The Tao Silaban community has the main livelihood as farmers, although there are some people who work as employees, teachers, traders and others. Based on the results of interviews, the Tao Silaban community does not want outsiders to become tourism actors in their area.

Based on observations, the community around Tao Silaban also has the habit of washing clothes and vehicles with detergent on the shores of Lake Silaban, and the habit of letting buffaloes bathe and roam the shores of Lake Silaban. This is certainly not very supportive of seven enchantments .

Seven enchantments which is an illustration of the tourism awareness concept related to the support and role of the community as hosts is able to encourage the growth and development of the tourism industry, through the realization of the 7 elements of seven enchantments , namely: safe, orderly, clean, cool, beautiful, friendly, and impressive. people around Tao Silaban. According to research, Lake Silaban already has 3 points from 7 seven enchantments materials, namely: cool because the Tao Silaban spot has a cool air, impressive because Lake Silaban has folklore to taboo stories that are very memorable, so the story is very memorable and beautiful. All the informants that the researchers met agreed that Lake Silaban has a hidden beauty, Tao Silaban' These three assets are not enough to make Tao Silaban worthy of being a good tourism destination, the remaining 4 other charm elements must be created, namely: safe, orderly, clean and friendly. Local wisdom can also be included in the tourism awareness module, which is able to correct anything that is wrong in Batak culture, because being friendly does not mean having to lose identity stereotypes that believe they are a Batak tribe. , which are the sons and daughters of the king (sons and daughters of the king). However, through tourism

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awareness books, an education can be developed that teaches that hospitality is a positive attitude and a characteristic of the attitudes and culture of Indonesian society in general. because being friendly does not mean having to lose the stereotype of identity which believes that they are the Batak people. , which are the sons and daughters of the king (sons and daughters of the king). However, through tourism awareness books, an education can be developed that teaches that hospitality is a positive attitude and a characteristic of the attitudes and culture of Indonesian society in general. because being friendly does not mean having to lose the stereotype of identity which believes that they are the Batak people. , which are the sons and daughters of the king (sons and daughters of the king). However, through tourism awareness books, an education can be developed that teaches that hospitality is a positive attitude and a characteristic of the attitudes and culture of Indonesian society in general.

In addition, in an in-depth interview with an MS informant who lives in Huta Seni not far from the Tao Silaban area which is also in Humbang Hasundutan district, he stated that he dedicates his expertise to teaching residents to make Taganing (traditional Batak musical instrument). ) where the tagading process can be used as a tourist spot and is able to make the area change its name to "Huta Seni" which means city of art. Art huta is now able to improve the quality of life of the surrounding community by holding annual performances and music events. Pak MS' experience is proof that local community empowerment can improve the quality of life for the Humbang Hasundutan community. Because the territory is the same and the character of the people is the same, it is very likely that the same success will also occur in the area around Tao Silaban. Therefore, in line with the results of this study, empowering local communities by educating them can improve the quality of life of the community itself. Hopefully this research is useful for tourism researchers to develop other tourism products. Seven enchantments is used as a benchmark for improving the quality of tourism products (Simanihuruk, 2020; Topowijono & Supriono, 2018). The development of understanding related to Seven enchantments to the community is used as a benchmark for improving the quality of tourism objects.

### **Tourist attraction**

The initiative needed to turn Tao Silaban's place into a tourist destination is enormous because the Tao Silaban neighborhood has an intragenic appeal. Tao Silaban tourist attraction which is the focus of tourist arrivals. Tourists who come from various ages and status. Tourists who come on average are young. Activities carried out by tourists who visit generally take pictures of the area around the Tao Silaban area.

### **Conclusion**

Tao Silaban is a unique place and is the most popular tourist attraction in Humbang Hasudutan Regency. The existence of Tao Silaban is able to bring in tourists who migrate to do tourist activities. Based on a comparative analysis, local people do not understand the meaning of Seven enchantments . This can be seen from the various activities of the community who still do not care for and preserve the Tao Silaban area. Seven enchantments consists of 7 elements, namely safe, orderly, clean, cool, beautiful, friendly, and memorable. Tourism education for local communities provides new knowledge to the community around Tao Toba. The availability of road accessibility greatly affects the number

of tourist visits. Research findings are information for the community, local government and central government in implementing the importance of empowering local communities.

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