The Organize model of Event Based Local Wisdom at Tourism Destination of lake Maninjau

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ABSTRACT
Indonesia is famous for a pluralistic society that has the uniqueness of each region or tribe ranging from culture, arts and crafts folk until the food is an attraction for tourists who come. However, it is unfortunate uniqueness as an appeal is not well organized and not known yet, so that the tourists who come to enjoy the beauty of nature just new course on attraction. The general objective of this research is to create an event-based model of organizing local wisdom as an attraction for tourists to come in tourism destination. Specific target of this research is that people who reside in Lake Maninjau as local communities are able to hold an event based Minang culture. To achieve the research objectives, the study design is Multiple Case Study in which data is collected by a method using a combination of approaches which include: surveys, observations, field studies, focus group discussions, PRA (Participatory rural appraisal) and action research. Level and type of research is exploratory analysis is qualitative analysis. The research results obtained from portrayal of local wisdom the tourist destinations of Lake Maninjau are formed and maintained since it Islam-based culture is strong, however the attractiveness of tourist destinations that have not been developed due to less well-organized, then from the condition of local wisdom formed a model for event-based local wisdom in Destination Lake Maninjau

Keywords: Event Organize, Local Wisdom, Tourism Destination

1. INTRODUCTION
1.1 Background of the Problem
The process of globalization continues to movemarked by thethehigh level of competition between countries. While the commitment of countries in the world in a variety of bondings such as the WTO, APEC, and AFTA has blurred the boundaries of the state. Consequently, countries are not ready to be crushed, the competition is not just limited to the products manufacturing and trade,
but also on the availability of qualified human resources. In realizing the development goals of a prosperous society, a fair and wealthy, the government and the public should no longer rely on oil and gas which has been their stay. Indonesia should begin to attention the potential and competitive advantages compared to other countries in the field of tourism. This sector can be a commodity and gold mine for foreign exchange. The way that can bring in more foreign exchange once we promote Indonesian products and other potential through meetings, Incentive, Convention and Exhibition (MICE) (Christina: 2005). Then MKesrul (2004) confirmed that the MICE is increasingly important for economic growth, because the MICE industry has multiplier effect, high yield, and massif.

With the enactment of Law No. 22 of 1999 and Law No. 32 of 2004, the Government has the authority to run the economy of the area including the tourism sector. This is an opportunity for those areas that have tourism destinations to promote the local economy through the tourism sector. Development of tourism one of the local governments need to consider the development of tourist destinations. For the development of tourism destinations one can apply the "Social / Culture Carrying Capacity" (I Gde Pitana & I Ketut Surya Diarta; 2009, 137) is a concept to accommodate the development of tourist destinations and involve the community to be able to reflect the needs of visitors or tourists, so the more travelers are interested in visiting the tourist destinations of the area and can enjoy local cultural performances and crafts feel to the community as a souvenir of the area.

The concept of the above laws, not just an opportunity for local government to improve tourism sector of the economy, according to researchers, the government also faced with the development of human resources for the development wheeldrive. As it accoindning to Hendri Adjie Kusworo and Janianto Damanik (2002) in his study of Tourism Regional Development; policy agenda for policymakers, confirmed that the implementation of the order of human resource development policy is still biased host of frontline (industry). It must be recognized, that this strategy has the advantage of being the chosen target to create services that meet the quality standard of international tourism, however showed that improvement of human resources focus on the frontliners and ignore the bureaucratic resources cannot produce the quality of the tourism product in accordance with market needs.

To find solutions of revamping or upgrading of human resources who are living around tourist destinations, so in this study tried to study, analyze and evaluate the application of social entrepreneurship community in order to contribute to the development of tourism destinations in particular and generally. Through the organization of community-based events by wisdom of the local area.

1.2. The Problems

a. How the arts, culture, religion, social relationships and business description as local wisdom of Maninjau communities?

b. Is the local wisdom of Maninjau communities provide traction for tourists who visit?

c. How to design potential of the region (local wisdom) become an event which has the attraction of tourists who visit the lake Maninjau?
2. LITERATUREREVIEW

2.1. State of the art
Model of organizing an event is still slightly done by the researchers, if there is more to research destination marketing, however, the author tries to present some research on the organization of the event:

1. Maswir & Nining Latianingsih (2010) the title of "Model of Affiliate Marketing Activity In An Expo at the Jakarta State Polytechnic". This study uses "Action Research". This study aims to examine event marketing strategies by students, so the results obtained from an affiliate marketinge vent procedure.

2. Etty Kongrat (2010) the title of "Model of Execution Event Registration In World Ocean Conference (WOC) in Manado". This research was a qualitative study with observational implementation. Of this study indicated that the model registration in the form of a registration and on-site registration.

3. Lidya Evelina (2011) with the title "New Paradigama Sponsor For Event Organizers Partners". The purpose of the study to see why the funding sponsor as event organizers. Research using qualitative research methods based on observation and study of literature. The result showed a change of sponsoring originally as a partner funders mutually beneficial (symbiotic mutualism).

4. Kambiz Heidarzadeh Hanzee (2011) with the title "A Model of Destination Branding For Isfahan City: Integrating Concepts of the Branding and Destination Image ". The purpose of the current study examines the relationships among brand association, brand image, and tourists future behaviour. For this purpose, an empirical test was conducted in Isfahan City, which proved the successful destination branding was necessary to overcome its lack of clear destination image. The results confirm that overall image is influenced by three types of brand associations and is considered a critical mediator between brand associations and tourists future behaviour.

2.2. Event Organize Theory
The term "event organizer" is a term in the language of Britain made up of two words, which in the Indonesian English Dictionary (John M. Echols and Hassan Shadily; 1988) "event" means 1: events, happenings, 2: games, competitions, while the word "organizer" derived from the word "organize" means 1: mengatur, "organizing, and" organizer" means the organizer or the person who set up.

When combined the two, hence the term "Event Organizer" can be translated as "one who organizes the event, occurrence or event and or race". In everyday terms, people who organize events or games are also known as "the Committee".

MICE and Special Events
Organizing an event has actually existed since the existence of human civilization, but the event that the business is beginning to be noticed in Indonesia in the 1990s, it is the impact of globalization in which the event that the company's profits, business people started to pay attention to events such as exhibitions services, incentive trips, congress and corporate meetings, this event is known as MICE.

According Kesrul M (2004) MICE stands as meeting, trip, incentive.
Conference, Exhibition. MICE tourism is an activity which is a blend of leisure activities and business typically involving a group of people together. While special events by Jhonny Allen et al. (2001) is an activity at a time or frequency right time, implementation sponsored or organized by someone outside the normal program or activity.

**Developing The Events Concepts**

In developing the concept of an event there are few things that need to be considered by the event organizer (Lynn VanDerWagen; 2007):

1. **Purpose of event**
   The purpose of the event is different from the company's goals, even if the event is held for the achievement of corporate goals. Understanding of purpose event will provide a force in the organization of events, facilitate standard setting activities and can find the creativity that is different from many other events. Examples destination event to change the information will vary with the purpose of entertainment event, the planning, the determination of the place (venue) and agendas as well as the methods and activities of people involved in the event will be much different as well. The purpose of this event is usually derived from the vision and mission as well as the background of the company.

2. **Theme of event**
   Theme of an event function for event attraction in the market and meet the desires of the EO will be more consistent in the planning, implementation, and procurement of equipment and facilities organize events.

3. **Venue for the Event**
   The Venue for the event is very sensitive in planning and organizing events, because the place is not just the venue, but it is available of the marketing mix in order to satisfy the consumer of the event held.

4. **Event audience**
   The desire all participants have to be a concern EO starting from conception. Therefore, the EO needs to see who, where, and how some participants in the event audience or later, all participants audience and disappointed in the implementation due to lack of maturation in the concept and planning, then the future audience dating or going down to the event participants were conducted.

5. **Financial Considerations**
   The success or not the success of an event is determined by available funds, because financial considerations will be decisive in the implementation of the event, in this case the EO should consider income and expenses when creating an event concept.

6. **Timing of the event**
   The failure of an event because it does not precisely determine the time of the event, because the EO in designing the concept of an event have to pay attention to the season or weather, weekday or holiday, participating companies and cover books and sponsorship.

7. **Event team, Contractors and other stakeholders**
   Final consideration in designing the concept of the event is a member of the organizing team, the company official contractor and ordering agency or institution organizing the event. Team noted concerns about the willingness and specification number of people who will host the event on the workmanship of the team, a company official contractor regarding the willingness offacility implementation, and stakeholder concerns with the vision and mission as well as the
condition of stakeholders both from the economic, social and political.

2.3. Understanding of Local wisdom.
The generally, the local wisdom can be understood as the ideas of local who is wise, full of wisdom, good value, which is embedded and followed by members of the community. According to Gobyah (2003), said that the local knowledge (local genius) is a truth that has been a tradition or monotonically in a region. Local knowledge is a blend of the values of God's holy word and the values that exist. Local knowledge is formed as a local culture of excellence and geographical conditions in a broad sense. Local knowledge is a product of past cultures that should continuously hold onto life

According to S. Swarsi Geriyain "Menggali Kearifan Lokal Untuk Ajeg Bali" conceptually, local knowledge and local advantage is human wisdom grounded in the philosophy of values, ethics, and behavioral ways that traditional institutionalized. Local knowledge is a value that is considered good and right so that it can survive for a long time and be institutionalized (www.Balipos.co.id)

In a study (Sartini; 2004) gives an example of the Balinese main tradition with function:

a) For the conservation and preservation of natural resources
b) For the development of human resources
c) For the development of culture and science
d) For advice, beliefs, literature and abstinence

e) Socially meaningful example maintaining familiarity
f) Meaningful ethics and morals are manifestation of cremation ceremonies and purification of ncestral spirits
g) Political meaningful ceremony such as ngukulangishand power patron client

From the above, there are traits that local knowledge is contained in:

- The ability to accommodate the elements of foreign cultures
- The ability to incorporate elements of foreign cultures into the native culture
- The ability to control
- The ability to give direction to the development of culture

2.4. Understanding Tourism Destination

Destination is a place visited by a significant time during the course of a person compared to other places that crossed during the trip (e.g. transit area). As according to Richardson and Fluker (2004:48) defines tourism destination is a significant place visited on a trip, with some form of actual or perceived boundary. The basic geographic unit for production of tourism statistics.

While in the constitution of the Republic of Indonesia No. 10 Year 2009 on Article 1 of Chapter 1 of Tourisms is a tourist destination is a geographical region located in one or more of the administrative area in which there is a tourist attraction, public facilities, tourist facilities, accessibility, and society are interrelated and complementary realization of tourism.

Then according to Kusdianto (1996:8) classifying tourist destinations based on the following characteristics:

1. Underground natural resources such as climate, beaches, forests
2. Destination cultural resources such as historic sites, museum, theater and local communities
3. Recreational facilities such as amusement parks
4. Arts events such as parties, lake parties, night markets
5. Specific activity, such as the casino in Genting Highland Malaysia, shopping in Hong Kong.
6. Psychological appeal, such as adventure, romantic trips, remoteness

3. RESEARCH METHODS

5.0. Research Design
Before describing the research methods, the authors show research road map as the table below:

**Tabel 1 : Road Map Penelitian**

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Based on the table above and to realize the ultimate goal of this research is the realization of event-based model of organizing local knowledge that can be acted on by the public in the future, the research procedure is divided into two stages, namely:

**Research Methods Year 1**

In this one the objectives are identified factors modeling organize events in Maninjau tourist destinations. With the population is the entire population who live in the region and tourist destination Maninjau tourists visiting Maninjau.

**Research Methods Year 1**

The second year of the study objectives 1) Establish a new Event Organizer, 2) Establishing or increasing small and medium enterprises, 3) Organize events with local knowledge-based model.

**5 1. Data Collection Method**

Methods of data collection using a combination of approaches (triangulation) which include: surveys, observations, field studies, focus group discussions, PRA (Participatory rural appraisal) and action research. Level and type of research is exploratory analysis is qualitative.

**4. RESULTS ACHIEVED**

From the results of data collection the researcher can explain about the local knowledge of the destination lake Maninjau are as follows:

a. Socioeconomic

Maninjau communities around the lake was originally a farming community, it is based on interviews with people, society must depend on the results of cloves and nutmeg that grow around the hills that surround the lake Maninjau, in addition to being close to the edge of the lake produce "fish bada" (a name of a small fish ± 2-3 cm) to be used as food "palai bada" (spiced fish wrapped in banana leaves and baked) or chips bada, and art shows (mussels) cooked with savory and salty flavors. At that time very attractive to the tourists who come to experience its cuisine alongside a lake.

But since the 1990s there among people start raising fish in cages, which were initially still using bamboo cages planted kedasar lake, these cages are not so many, only one cage till 3 plots for each farmer. Then after getting the investment of the community farmers who have capital (Maninjau indigenous and other communities outside of West Sumatra), cages were made starting floating cages. After the floating cages with considerable amounts (each farmer put up a floating cages 20-50 ± 1 plots plots with 5 x 5 m), people's lives turned into a floating cage fish farmers, and plant cloves, nutmeg and rice began to be ignored, so in the end businesses destroyed cloves and nutmeg.

Fish harvest fish cages before the disaster died as a result of contaminated water by the fish feed, harvest every 3 months with an average yield of fish cages per plot ± 5 to 7 quintals, which are marketed to Feed New life, Padang and Medan, but now the time is no longer harvest per three months, but more than three months to 1 year even new farmers to harvest fish in cages, making the condition most fish cage farmers began to abandon the fish cages.

b. Social and Cultural
Based on interviews and discussions with community groups, local knowledge of normative cultural social angle as follows:

(1) Customs can not be separated, as the proverb goes Minang culture Kabau "Adat basandi Syarak, Syarak basandi Kitabullah", meaning that provisions (rules) based on religious tradition, and religion in question is Islam. Thus the implementation of the ordinance or everyday culture in society, must be in accordance with the norms of Islam, including the arts and culture, so if there is activity that is incompatible with religion, it is forbidden and must be shunned

(2) In realizing the goal of a commitment to carrying out equally, it is seen from the answer "Barek samo dipikua, ringan samodijinjiang ". Example during a festivity held, men have the task of cooking rice and side dishes, while women make cakes or dessert after meals

(3) Democracy prevailing in society Maninjau is "Participatory Democracy" means any public decision, early always argue for an opinion first, then just approved what has been encountered when a mutual thought, it was revealed from the public response, Maninjau during discussions with the phrase "kayubasilangditungku, disitu api mangkonyo hiduk"

(4) Maninjau community leaders will respect the wisdom and tact, but instead they will be abused if a leader is not wise in speech or in action, as seen in the discussion, if the statement issued traditional leaders are wise words, then the younger generation very appreciate the traditional leaders, but if the statement is less wise, the child spontaneously comment on the words that should not be. This condition is expressed in the proverb goes Minang Kabau "Mamak gadang diambuak, tinggidiangjuang"

(5) In everyday social order, ethic similar to the Apostle's teachings, which has always respected the eldest, friendly with peers and always love the younger. It is a proverb expression which Minang kabau "Gadang dihormati, samo gadang bawo bakawan nan ketek disayangi"

(6) In the arts, it was in every districts have their peculiarities though the basic essence of art is almost the same, which kind of art that are in the form of dances Maninjau among others; plate dance, dance offerings time to welcome guests, a dance with dance Sewah martial step, then in the field of sound art are various folk songs played with traditional and modern musical instruments such as saluang (wind instrument made of bamboo), talempong (gamelan), Gendrang, rabab (a typical violin Minang) and other modern music instruments. Besides the typical Minang arts drama called randai the form of a merger between the sendra dance drama played jointly by a group of players, such as Nan Aluih randai Sabai, Siumbuik Mudo, Bujang Sambilan played by young people with existing art galleries of the information society among other Gumaran studio, Studio Sabai Nan Aluhi, Studio Puti Bungsu, unfortunately during this workshop was a call if there is a party that marriage alone. Then played a populist art by elementary and junior high school students known as "Tambo Dance" is an art that uses Gendrang large enough size
that is played by a group of children with typical rhythm in welcoming guests as the opening ceremony is formal in Maninjau area.

(7) Popular entertainment activities during this quite attract foreign tourists, among others; event floating cannon (cannon sound of bamboo above the Big Dipper at night, game fishing event on the canoe, boat race event, everything has now been lost due to a playground filled with lakescages floating, living only nut tree climbing event during HUTRI.

(8) Maninjau truth can be used as a religious tourism destination, because Maninjau area (village Precisely system river) was the birthplace of the scholars who are known by all the people of Indonesia and even neighboring countries namely Buya Hamka, but after the observed lack of infrastructure support and the only visible presence of pesantren Buya Hamka di Sungai Batang.

5. CONCLUSIONS AND RECOMMENDATIONS
5.1. Conclusions
1. Communities in Lake Maninjau are strong religious community and with customs.
2. The main livelihood is fishing and farming and trade.
3. Artscultural values still persist in society, even if held on certain days.
4. Quite a lot of arts groups that can be developed to be appointed as tourist attraction event.
5. Tourists visited the reduced problem is because the water is polluted.

5.2. Rekommendations

1. Local governments, districts, and villages need to sit together with traditional authorities, religious, community and social organizations, and businesses around the lake Maninjau make a written rule in order to realize the order was beautifully clean and healthy environment, small business development and the development of knowledge-based local arts.

2. There needs to be socialization and maintenance of cultural preservation of art in collaboration with the Department of tourism and higher education to build the spirit of the younger generation to build more creative and innovative community-owned tourism potential lake Maninjau.

3. Agar kegiatan event berlangsung secara kontinu, kelompok masyarakat, pemerintah nagari serta sanggar mampu bekerja sama dengan pihak investor, sponsor dan pihak lain yang simpati dalam memajukan wisatawan melalui event berbasis kearifan lokal.

REFERENCES


www.Balipos.co.id