

## **The Organize model of Event Based Local Wisdom at Tourism Destinations 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*

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### **ABSTRAK**

Tujuan umum dari penelitian ini adalah untuk membuat model berdasarkan aktivitas pengorganisasian kearifan lokal sebagai daya tarik bagi wisatawan untuk datang di tujuan pariwisata. Target khusus dari penelitian ini adalah bahwa orang-orang yang tinggal di Danau Maninjau sebagai masyarakat lokal mampu mengadakan acara berbasis budaya Minang. Untuk mencapai tujuan penelitian, desain penelitian adalah Beberapa Studi Kasus di mana data dikumpulkan dengan metode menggunakan kombinasi pendekatan yang meliputi: survei, observasi, studi lapangan, diskusi kelompok terfokus, PRA (Participatory Rural Appraisal) dan penelitian tindakan. Tingkat dan jenis penelitian adalah analisis eksplorasi adalah hasil penelitian analysis. The kualitatif yang diperoleh dari gambaran kearifan lokal tujuan wisata Danau Maninjau dibentuk dan dipelihara karena budaya berbasis Islam yang kuat, namun daya tarik tujuan wisata yang belum dikembangkan karena kurang terorganisir dengan baik, maka dari kondisi kearifan lokal membentuk model untuk acara berbasis kearifan lokal dalam Destination Danau Maninjau  
Kata kunci: Event Mengatur, Kearifan Lokal, Tujuan Wisata

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## **1. INTRODUCTION**

### **1.1. Background of the Problem**

The process of globalization continues to move marked by the high 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 have to rely on oil and gas which has been the mainstay, Indonesia should begin to pay attention to the potential and competitive advantages compared to other countries in the field of tourism, this sector can be a commodity, a gold mine of foreign exchange. The way that can bring in more foreign exchange once again to promote Indonesian products and other potential is through Meeting, Incentive, Convention and Exhibition (MICE) (Christina: 2005). Then MKesrul (2004) confirmed that the MICE is increasingly important in economic growth, because the MICE industry is a multiplier effect, high yield, and mass.

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 governments to improve the tourism sector of the economy, according to researchers, the

government is also faced with the development of human resources for the development wheel drive. As it according to Hendri Adjie Kusworo and Janianton Damani (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 towards frontliners (industry). It must be recognized, that this strategy has the advantage of being the chosen target to create services that meet the quality standards of international tourism, however showed that the 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?

- d. How modelproperto eventorganizeattourist destinationslake Maninjau ?

## 2. LITERATUREREVIEW

### 2.1. State of the art

Model oforganizinganeventis stillslightlyis doneby theresearchers, ifthereis moreto researchdestination marketing, however,the author tries to present someresearch on theorganization ofthe event :

1. Maswir&NiningLatianingsih(2010) the title of "*Model AffiliateMarketingActivityInANExp oaathe Jakarta State Polytechnic*". This study uses "Action Research" This study aimstoexamine theevent marketingstrategiesby students, so theresults obtainedfromanaffiliatemarketingeventprocedure
2. EtyKongrat(2010) the title of "*Model ExecutionEventRegistrationInWolrdOceanConference(WOC) inManado*". This research wasaqualitativestudywithobservati onalimplementation. Ofthis studyindicated thatthe modelregistrationinthe form ofreWOCeventregistrationandonsit e registration
3. LidyaEvelina(2011) with the title "*New ParadigamaSponsorForEventOrga nizersPartners*". The purposeofthe studytoseewhythefundingsponsoras eventorganizers. Researchusingqualitativeresearchm ethodsbased on observationandstudy ofliterature. The result showedachange ofsponsorroleoriginally asapartnerfundersmutually 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 emperical 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 aterm in the language ofBritainismade up oftwowords, which inIndonesianEnglishDictionary(John M.EcholsandHassanShadily; 1988) "event" means<sup>1</sup>events, happenings, <sup>2</sup>games, competitions, while the word"organizer "derived fromthe word"organize"means <sup>1</sup>mengatur, <sup>2</sup>organizing, and" organizer"means the organizeror thepersonwhoset up. When combinedthe two, hence the term"Event Organizer" can be translatedas "one who organizes the event, occurrenceor eventandorrace. Ineverydayterms, peoplewhoorganizean eventorgamealso known as"the Committee"

#### *MICE and Special Events*

Organizinganeventhas actuallyexisted sincethe existenceof humancivilization, buttheeventthatthe businessisbeginning to be noticedinIndonesiasincethe 1990s,it istheimpact ofglobalizationin whichtheeventthatthecompany's profits, businesspeople started topay attention toeventssuch asexhibitionservices, incentivetrips, congressandcorporatemeetings,thiseventis known asMICE.

AccordingKesrulM(2004)

MICEstandsmeeting, TripIncentive,

Conference, Exhibition. MICE tourism is an activity which is a blend of leisure activities and business typically involves a group of people together.

While special events by Jhonny Allen et al (2001) is an activity at a time or frequency right time, implementations sponsored or organized by someone outside the normal program or activity.

### ***Developing The Events Concepts***

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

#### ***(1). Purpose of event***

The purpose of the event is different from the company's goals, even if the event is held to achieve the achievement of corporate goals. Understanding of purpose of event will provide a force in the organization of events, facilitate standard setting activities and can find the creativity that is different from any other event. Examples destination event to change the information will vary with the purpose of entertainment event, the planning, the determination of the place (venue) and agenda 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 a variable of the marketing mix in order to satisfy the consumer of the event held

#### ***(4). Event audience***

The desire of all participants has to be a concern of EO starting from conception. Therefore, the EO needs to see who, where and how, and some participants in the event audience or later, all participants audience or 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 expense 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 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 order in agency or institution organizing the event. Team noted concerns about the willingness and specification number of people who will host the event once workmanship of team work, a company official contractor regarding the willingness of facility 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 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 behavior in 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 even institutionalized

([www.Balipos.co.id](http://www.Balipos.co.id))

In a study (Sartini; 2004) gives an example of the Balinese maintain 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 manifest in cremation ceremonies and purification ancestral spirits
- g).

Political meaningful ceremonies such as nguklanguish and power patron client

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

- ✓ The ability to withstand foreign cultures

- ✓ The ability to accommodate the elements of foreign cultures
- ✓ The ability to integrate 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 (eg transit area).

As according Ricardson and Fluker (2004:48) define 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 I of Tourism is a tourist destination is a geographical region located in one or more of the administrative areas in which there is a tourist attraction, public facilities, tourist facilities, accessibility, and society are interrelated and complementary realization of tourism.

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

1. Underground natural resources such as climate, beaches, forests
2. Destinations 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

Year	2010	2011	2013	2014	2015
Research	DIPA PNJ	FUNDAMEN TAL	HIBAH BERSAING		
PROGRESS					
Output	Identifikasi science	Textbook	Social Engineering	Draft Model	Application of Model

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 kedaras 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 Maninjau 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 hiduik*"
- (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 act, 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 their statement is less wise,

- the child spontaneously nephew or you ngrebel with the word that should not be. This condition is expressed in the proverb goes Minang Kabau "*Mamak gadang diambuak, tinggidianjuang*"
- (5) In every day social order, ethics similar to that used teachings of the Apostles, which has always respected the old, friendly with peers and always love the younger. It is a proverbial 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 and greater than flute), 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 Gumarang studio, studio Sabai Nan Aluih, 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) Populist 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 lakescapes 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 stem 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 a strong religious community and with customs.
2. The main livelihood is fishing and farming and trade
3. Arts cultural values still persist in society, even if held on certain days.
4. Quite a lot of arts group that can be developed to be appointed as a tourist attraction event
5. Tourists visited the reduced problem is because the water is polluted

### 5.2. Rekomendations

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 up the spirit of the younger generation to build more creative and innovative community-owned tourism potential lake Maninjau
3. Agar kegiatan event berlangsung secara kontinuitas, kelompok social masyarakat, pemerintahan nagari serta sanggar-sanggar mampu bekerja sama dengan pihak investor, sponsor dan pihak lain yang simpati dalam memajukan wisatawan melalui event berbasis kearifan local

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