

POTENTIAL TOURISM ATTRACTIONS IN THE DEVELOPMENT OF LAWANG TOURISM VILLAGE, MATUR DISTRICT, AGAM REGENCY, WEST SUMATRA PROVINCE

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Abstract - Lawang Tourism Village is located in Matur District, Agam Regency, West Sumatra Province. Located approximately 100 km from Padang City, Lawang Village has a very beautiful and diverse natural landscape located at an altitude of 1,250 meters above sea level and is a village that has cold temperatures and high rainfall per year. With a village area of 16.69 km², it covers a population of 3,972 people. Lawang Village is led by Wali Nagari under the leadership of Franky Putra, S.P.D., and Lawang village consists of 6 Jorong, Jorong Lawang Tuo, Jorong Batu Basa, Jorong Katapiang, Jorong Gajah Mati, Jorong Pabatuangan, and Jorong Buayan. Lawang Tourism Village has the potential to become one of the leading tourism destinations in West Sumatra. The aim of this research is to analyze the potential of tourism in developing Lawang Tourism Village, Matur District, Agam Regency, West Sumatra Province. Data was collected from four data sources interviewed. The research method uses qualitative descriptive methods and SWOT analysis. Based on this research, an analysis of tourism potential in developing tourism was obtained from the attraction elements: natural beauty and culture. By carrying out an analysis (SWOT) to find out what has the potential for tourism in developing the Lawang Tourism Village in Agam Regency.

Keywords - Tourism Potential, Tourist Attraction, Desa Wisata Lawang.

INTRODUCTION

Tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Meanwhile, what is meant by tourism is all activities related to tourism that are multidimensional and multidisciplinary in nature and arise as a manifestation of the needs of each person and country, as well as interactions between tourists and local communities, fellow tourists, the government, regional governments, and entrepreneurs. Meanwhile, the tourism industry is a collection of interrelated tourism businesses that produce goods and/or services to fulfill tourists' needs while organizing tourism.

According to Damanik et al. (2006) the development of tourist villages is basically carried out based on the potential of the rural community itself. Thus, through the development of tourist villages, it is hoped that it will be able to encourage the growth of various community-based economic sectors such as the craft industry, service-trade industry, and others. It is hoped that this kind of thing will be an attractive factor for tourists to visit tourist villages.

The supporting components for tourism development that must be present in a tourist destination are 5A, namely attraction, amenities, accommodation, and accessibility. Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made products that are the target or purpose of tourist visits (Rifdatul, 2022). Accessibility includes the facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rental and local transportation, routes, or travel patterns must be available. Amenities are various supporting facilities needed by tourists at tourist destinations. Amenities include various facilities to meet accommodation needs, the provision of food and beverage, entertainment venues, retail venues, and other services such as banks, hospitals, security, and insurance. Accommodation can be interpreted as lodging, which, of course, will be different from one destination to another. A commonly known form of accommodation is a hotel with various facilities. Accommodation in tourist villages is different from accommodation in other destinations. Ancillary services are provided by organizations, local governments, groups, or tourist destination managers to organize tourism activities.

The village has the potential to become a community-based tourism destination based on the local cultural wisdom of its people and can also be a trigger for economic improvement based on the principles of mutual cooperation and sustainability. According to Law Number 6 of 2014, it is explained that "villages have original rights and traditional rights in regulating and managing the interests of the local community and play a role in realizing the ideals of independence based on the

village-level government having its own autonomy to manage its resources and direction of development."

In this section, several important basic things will be explained regarding tourism villages, such as Lawang Tourism Village. Lawang Tourism Village is a tourism driving unit in Nagari Lawang, which is in Matur District, Agam Regency, West Sumatra Province. Located approximately 100 km from Padang City, Lawang Village has a very beautiful and diverse natural landscape located at an altitude of 1,250 meters above sea level and is a village with cold temperatures and high rainfall per year. With a village area of 16.69 km² and a population of 3,972 people, Lawang Village is led by Wali Nagari under the leadership of Franky Putra, S.P.D., and Lawang village consists of 6 Jorong: Jorong Lawang Tuo, Jorong Batu Basa, Jorong Katapiang, Jorong Gajah Mati, Jorong Pabatuangan, and Jorong Buayan. The Lawang Tourism Village area is an area of sugar cane plantations, rice fields, onion plantations, and forests. Most of the Lawang village area is covered by sugar cane plantations, and this is the main commodity for the Lawang community. Quoted from Zilfaroni, Chairman of Pokdarwis Manih Sarumpun, Lawang Tourism Village, he said, "The existence of Lawang Tourism Village not only offers a panoramic view of Lake Maninjau from a height and distance, but also increases the value of the sugar plantation sector managed by the community. Residents who produce rock sugar products known as saka are made from sugar cane juice, which is processed traditionally. Uniquely, Saka Lawang production uses the help of livestock such as buffalo. "Even though the development of Saka sugarcane processing in Lawang continues to increase, this can be seen from the use of applied technology" (Tarmawan et al., 2021).

Lawang Saka Sugar is the superior product of Lawang village. Every Wednesday and Thursday, the people of Lawang make Saka Sugar using traditional and modern tools; the process is called "Mangilang Tabu/Saka" using "Kilangan Kabau or Kilangan Masin," and on Fridays, the community will sell Saka Sugar production to traditional markets, namely the Lawang Tigo Balai Market. Lawang Tourism Village is very famous for its very strong traditional traditions and the application of religious knowledge and customs in everyday life. The Lawang community strongly adheres to "Adaik Basandi Syarak, Syarak Basandi Kitabullah." At certain times, the people of Lawang hold the Alek Nagari event, which gathers traditional leaders in Lawang Village. Apart from that, Lawang village is also famous for its paragliding, because the paragliding place at the top of Lawang is one of the highest in Southeast Asia. The peak of Lawang Tourism Village has also produced great athletes and won national and international championships (Susanti, Rosi, 2015).

The condition of the Lawang tourist village is that one drawback is the damaged road infrastructure. Damaged physical conditions on roads can have a negative impact on road users, such as puddles of water when it rains and an increased risk of accidents. In some places, limited access to electricity has led to dependence on generators, but the number of generators is limited and cannot provide electricity to all homes, so most families still do not have adequate access to electricity. The souvenir business is often dependent on holidays and peak seasons, so sales can decline drastically outside the holiday season. Lawang Tourism Village in Agam Regency, West Sumatra, has a shortage of multi-purpose halls. This can affect the comfort of visitors who want to carry out indoor activities, such as meetings or gatherings. However, Lawang Tourism Village is planning to build a multi-purpose hall whose location has been determined to be close to the SDN 08 building in Jorong (Gajahmati Delfianti, Yani, et al., 2022).

METHODS

Based on the background of the problem, research focus, and objectives, qualitative research aims to find informants and field observations. This research technique was carried out through interviews, observation, and documentation in the field so that the research objectives could be achieved. This research was carried out in Lawang Tourism Village, Matur District, and Agam Regency. This qualitative research was conducted using social research steps to obtain descriptive data in the form of words and images. Qualitative descriptive research uses a qualitative approach to describe problems, and the focus of the research is the entire population around the tourist village (Sugiyono, 2008).

The qualitative descriptive method was chosen because, as quoted by Lexy J. Moleong (2007, "that the data collected in qualitative research is in the form of words, images, and not numbers. The qualitative research approach is an approach that does not use statistical work as a basis but is based on qualitative evidence, and a qualitative approach is an approach that is based on field realities and what the respondents experienced." Researchers think this method will make it easier to research the influence of the existence of the Lawang tourist village in Matur District, Agam Regency. To

determine the impact of tourism on the income of the community around the tourist attraction, data is needed on the condition of the community before and after tourism, which includes the condition of the community around the tourist village.

In this research, the data used by researchers is primary data. Primary data is data from sources collected through a direct observation process by researchers in the Lawang tourist village, Matur District, Agam Regency. This research also conducted interviews with sources related to Lawang Tourism Village. Researchers conducted interviews with questions that had been prepared beforehand to ensure that the information obtained was really needed in this research.

RESULTS AND DISCUSSION

Location Overview

Lawang Tourism Village is the Best Village Area in the Homestay and Toilet category. Lawang Tourism Village is located to the north, Matur District, Agam Regency, West Sumatra Province. Accessibility of Lawang Tourism Village from several City Districts in West Umatra:

1. The distance from the center of Padang City is approximately 105 km
2. The distance from Bukittingi City is approximately 22 km
3. The distance from Tanah Datar Regency is approximately 63 km
4. The distance from Pasaman Regency is more than 88 km

The distance between the Lawang Tourism Village area and the center of Padang City is around 105 km and takes around 2 hours 48 minutes using a four-wheeled vehicle and around 2 hours 35 minutes using a two-wheeled vehicle. Lawang Tourism Village has an area of 16.69 square km. Geographically, Lawang Tourism Village is located between 00°01'34"-00°28'43" South Latitude and 99°46'39"-100°32'50' East Longitude.

1. North side = Puar River, Palembayan District, Agam Regency, West Sumatra Province
2. West side = Bayua, Tanjung Raya District, Agam Regency, West Sumatra Province.
3. East side = Koto Rantang, Palupuah District, Agam Regency, West Sumatra Province
4. South side = Landia River, IV Koto District, Agam Regency, West Sumatra Province.

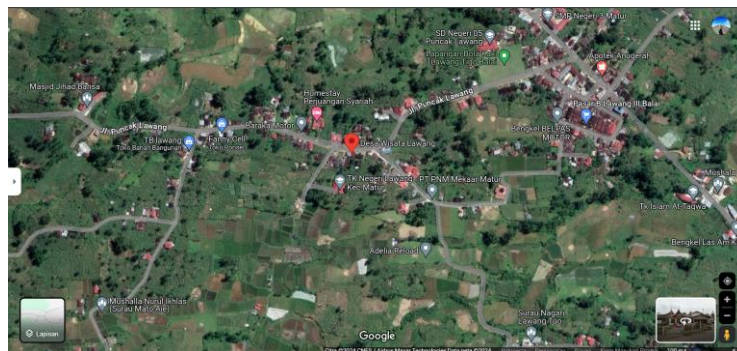


Figure 1 Research Location in Lawang Tourism Village

Source: google maps, 2024

a) Natural Beauty

Based on interviews that have been conducted, the natural beauty or natural attractions are very adequate. Lawang Tourism Village has several main natural attractions, such as Puncak Lawang and Lawang Park, where at the peak visitors can watch the sunrise and sunset. Apart from that, the views at Puncak Lawang and Lawang Park are also a natural attraction for tourists, giving tourists a beautiful view where at the top tourists can see Lake Maninjau in Agam Regency.

Based on research observations in the Lawang Tourism Village area, the natural attractions in the area also found the same thing, which can be concluded from the results of an interview with Mr. Zulfarony, who said "the beauty of the natural scenery in the afternoon at Puncak Lawang and Lawang Park, where tourists can enjoy the rising and setting of the sun, other natural beauties" as mentioned by Mr. Zulfarony, namely: Lake Maninjau, sugar cane plantations, pine trees, and so on. This is supported by the rules set by the local community in Lawang Tourism Village regarding tourist attractions in terms of natural beauty, where Lawang Tourism Village still uses existing customary rules. These rules were mentioned by Mr. Zulfarony, chairman of the POKDARWIS

(Tourism Awareness Group), that in Lawang Tourism Village, the existing customary rules are still used.

For its development, the Lawang Tourism Village location has the potential to be used as a camping tourism site, such as camping and tracking, and land tourism, such as being able to enjoy beautiful sunset and sunrise views, where at Puncak Lawang and Lawang Park, tourists can also see Lake Maninjau from a height. in the Lawang Tourism Village area. However, the management has not yet done this well because it is constrained by funding, plans to add hotels in Puncak Lawang, and a lack of awareness among visitors or tourists about maintaining cleanliness.



Figure 2. Natural Beauty of Puncak Lawang, Lawang Tourism Village
Source: Author Documentation, 2024

b) Culture

Based on observations and interviews, it appears that the cultural attractions in the Lawang Tourism Village area are adequate, many of which include the tradition of making Saka from generation to generation, making Saka which is carried out by the local community where the culture of making Saka is carried out by the community to increase the income of the local community, the culture of making Saka is done like using a buffalo to grind buffalo. Cultural attractions can also be seen from arts such as: souvenirs made from knitted sugar cane material featuring typical Lawang motifs, this is quite attractive for tourists to visit in terms of cultural attractions in the Lawang Tourism Village area. Based on observations when conducting research in the Lawang Tourism Village area, cultural attractions in the Lawang Tourism Village also found the same things as those expressed by the informants. When the researcher made observations in the Lawang Tourism Village, the researcher saw that there were several cultural attractions in the Lawang Tourism Village such as: Saka making, and the presence of typical Lawang souvenirs, namely knitting made from sugar cane.



Figure 3. The process of making Saka (Saka Sugar), in Lawang Tourism Village
Source: Author Documentation, 2024

Strategy for Developing Tourist Attractions in Lawang Tourism Village, Matur District, Agam Regency, West Sumatra.

a) Natural Beauty

Table 1. SWOT of natural beauty tourist attractions in the Lawang Tourism Village

Strength	Weakness
<ol style="list-style-type: none"> 1. Formation of POKDARWIS (Tourism Awareness Group) by the local community whose members are members of the community around the Lawang Tourism Village area 2. The beautiful natural attraction of Puncak Lawang and Lawang Park where you can enjoy natural beauty such as views of Lake Maninjau and green and fresh hills 3. A strategic location or place that is easy to reach from the main road which can be passed by two-wheeled and four-wheeled vehicles and even buses. 	<ol style="list-style-type: none"> 1. The lack of public knowledge and knowledge in the use of natural resources, especially the younger generation, in making Saka 2. Not all people who understand will be aware of maintaining and preserving tourism, especially Puncak Lawang and Lawang Park 3. Lack of human resources to help build Lawang Tourism Village so that it not only becomes the best tourist village in Indonesia but also the best tourism village in the world
Opportunity	Threat
<ol style="list-style-type: none"> 1. With the formation of POKDARWIS (Tourism Awareness Group), people can be employed and increase knowledge and income of local communities. 2. The tourist objects in Lawang Tourism Village, especially the beautiful views, make visitors or tourists want to go on holiday to Lawang Tourism Village 3. Makes it easier for tourists to visit Lawang Tourism Village because it can be accessed by 2.4 wheelers or even busses 	<ol style="list-style-type: none"> 1. The younger generation in Lawang Tourism Village will abandon the process or making of Saka because the knowledge and knowledge passed down is not implemented 2. The development of other tourism destinations around Lawang Tourism Village which can increase competition due to not being aware of understanding and preserving one's own culture 3. There are many competitors from other villages competing with Lawang Tourism Village and Lawang Tourism Village will be left behind and forgotten.

Source: Author's Processed Results, 2024

After knowing the strengths, weaknesses, opportunities and threats of natural beauty attractions in the Lawang Tourism Village Area, development strategies can be seen in table 2 below:

Table 2. Strategy for developing natural beauty attractions in the Lawang Tourism Village

SO Strategy (Strengths-Opportunities)	WO Strategy (Weakness-Opportunity)
<ol style="list-style-type: none"> 1. Empowering POKDARWIS (Tourism Awareness Group) human resources to collaborate with related agencies such as the government and private sector 2. Take advantage of natural attractions by adding new objects that tourists can visit. 	<ol style="list-style-type: none"> 1. The government provides full training and support for managers and the community to become aware and develop this tourism destination. 2. Maximizing existing natural attractions so that they are not left behind by other tourist attractions, the Management takes a better approach to the community regarding the use of land that will be used to develop natural attractions.
ST Strategy (Strength-Threat)	WT Strategy (Weakness-Threat)
<ol style="list-style-type: none"> 1. Carrying out training so that the younger generation understands the importance of managing Saka and the traditional culture left behind has an impact on the community itself and the community's economy 2. Managers, assisted by the community, 	<ol style="list-style-type: none"> 1. Instill in managers and the community to be able to provide the best service to tourists with training from the government and academics. 2. Managers and the community carry out comparative studies to other tourism destinations

must aggressively carry out promotions so as not to be less competitive with other tours

Source: Author's Processed Results, 2024

b) Culture

Based on the SWOT analysis (strengths, weaknesses, opportunities and threats) previously explained, the cultural SWOT in Lawang Tourism Village, Matur District, Agam Regency can be seen in table 3 below:

Table 3. Cultural SWOT in the Lawang Tourism Village

Strength	Weakness
1. The culture and traditions of the local community are still strong, namely the culture of making traditional Saka.	1. Lack of interest and participation of the younger generation in cultural development.
2. There are knitting crafts from sugar cane in the form of souvenirs typical of Lawang Tourism Village	2. Most of the people (youth) have gone abroad and their parents are left behind in their villages.
	3. There are rules and "taboos" (prohibitions) assumed by society.
Opportunity	Threat
1. There is a regional government plan to carry out a cultural event at this tourism destination, namely in the form of a joint saka making event.	1. The influence of modernization and technology that can influence the culture of the younger generation.
2. There is no destination that develops the cultural attraction of knitting from sugar cane around Matur sub-district.	2. There is the influence of foreign culture brought by tourists who come to the Lawang Tourism Village area which makes the younger generation want to leave the village.

Source: Author's Processed Results, 2024

After knowing the strengths, weaknesses, opportunities and cultural threats in the Lawang Tourism Village Area, development strategies can be seen in table 4 below:

Table 4. Cultural Development Strategy in the Lawang Tourism Village

SO Strategy (Strengths-Opportunities)	WO Strategy (Weakness-Opportunity)
1. The management collaborates with the community, academics and government in packaging culture and organizing events to introduce the culture of the Lawang Tourism Village Area so that it can attract tourist visits.	1. Train and instill culture in young people starting from school so they can maintain the original Lawang culture.
2. Developing existing cultural attractions, such as making Saka Sugar, which is packaged by the manager with the community as the main actor. Assisted by private parties as carriers of tourists to these tourism destinations so that they develop.	2. Coordinate with traditional leaders regarding the original Lawang culture and map out which cultures can be developed as cultural attractions in the Lawang Tourism Village tourism destination.
	3. Find funds to repair and complete the equipment needed to develop this cultural attraction, with support and direction from academics and the government.
ST Strategy (Strength-Threat)	WT Strategy (Weakness-Threat)
1. Community leaders (traditional leaders) and Lawang Tourism Village managers work together to create rules for tourism destinations which are then published to tourists.	1. Empowering regional youth as drivers of regional tourism by providing training and understanding of tourism
2. Keep up with technological developments by optimizing or utilizing it as a promotional tool while maintaining original regional culture.	2. Identify taboos (prohibitions) assumed by the community and make them unique to the region
	3. Improve supporting facilities for holding cultural events as an attraction for tourists.

Source: Author's Processed Results, 2024

After conducting an interview with the Department of Tourism and Culture at Agam Regency, Mr. Hardoni, head of the Tourism Destinations and Tourist Attractions department, said, "Tourists are interested in visiting the Lawang tourist village because it has beautiful views and interesting attractions, one of which is paragliding at the top of Lawang. Lawang Tourism Village has the main attraction, namely paragliding. Lawang Tourist Village is safe for domestic and foreign tourists to visit. Lawang Tourism Village has a typical souvenir, namely Saka, in the form of processed sugar made from sugar cane."

Mr. Franky Putra Datuak Rajo Bagindo Nagari Lawang, Chairman of the Guardian of Nagari Lawang, also said, "Tourists are interested in visiting Lawang Tourism Village because it has fresh air, beautiful views, and is unique as a village with an altitude of 1180 meters above sea level. The main attraction of Lawang Tourism Village Apart from Puncak Lawang and Lawang Park, you can directly see the sugar cane processing process, which is the result of the ancestors' teachings from generation to generation and is still done traditionally by buffalo for processing the saka itself. Lawang Tourism Village is also safe to visit because it has collaborated with various related parties and local youth. Lawang Tourism Village also has typical souvenirs, namely knitting from sugar cane, typical food in the form of saka, and chips from saka sugar."

Mr. Zulfarony Suthan Rajo Lelo, Chair of Lawang State POKDARWIS, said, "Many visitors go to Lawang Tourism Village because it has good views. Lawang Tourism Village has two types of tourism, namely natural tourism and cultural tourism. Natural tourism is in the form of sugar cane plantations, Lawang Park, and Puncak Lawang, while cultural tourism is in the form of local wisdom such as people's habits of going to food stalls, picking up sugar cane, milling sugar cane, raising buffalo, how to feed livestock, planting rice, planting and picking strawberries, picking coffee, picking nutmeg, looking for cinnamon, and so on. Lawang Sugar Cane Plantation and Lawang Nuts are the main tourist attractions of Lawang Tourism Village; apart from that, paragliding is also a brand of Lawang Tourism Village itself. Paragliding is the second-best place in Asia after Turkey and has the best takeoff in Asia itself. Lawang Tourism Village is safe to visit but must follow applicable customs and religious norms. "Typical souvenirs from Lawang Tourism Village include clothes, miniatures, crafts, and others, but they are orders, not for the public."

CONCLUSION

Lawang Tourism Village is a tourism driving unit in Nagari Lawang, which is located in Matur District, Agam Regency, West Sumatra Province. Located approximately 100 km from Padang City, Lawang Village has a very beautiful and diverse natural landscape. It is located at an altitude of 1,250 meters above sea level and is a village with cold temperatures and high rainfall per year. With a village area of 16.69 km² and a population of 3,972 people, Lawang Village is led by Wali Nagari under the leadership of Franky Putra, S.P.D. Qualitative descriptive means using a qualitative approach to describe problems and the focus of the research, the population of which is the entire community around the tourist village. Based on observations when conducting research in the Lawang Tourism Village area, the attraction of natural beauty or natural attractions in the Lawang Tourism Village area also found the same thing, which can be concluded from the results of interviews with informants, such as the beauty of the natural scenery in the afternoon in Puncak Lawang and Lawang Park, where tourists can enjoy the sunrise and sunset, and other natural beauties as mentioned by informants, namely: Lake Maninjau, Sugarcane Gardens, Pine Trees, and so on. Based on observations and interviews, it can be seen that the cultural attractions in the Lawang Tourism Village area are adequate, with many such as the tradition of making Saka from generation to generation, making Saka carried out by local communities where the culture of making Saka is carried out by the community to increase the income of local communities, culture Making Saka is done like using a buffalo to grind buffalo. Many visitors go to Lawang Tourism Village because it has good views. Lawang Tourism Village has two types of tourism: natural tourism and cultural tourism. Natural tourism is in the form of sugar cane plantations, Lawang Park, and Puncak Lawang, while cultural tourism is in the form of local wisdom such as people's habits of going to food stalls, picking up sugar cane, milling sugar cane, raising buffalo, how to feed livestock, planting rice, planting and picking strawberries, picking coffee, picking nutmeg, looking for cinnamon, and so on.

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