

# Development of Tourism Attractiveness of Nagari Canduang Koto Laweh Canduang District, Agam Regency

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**Abstract:** One form of tourism development is the establishment of many tourist villages, including those in Nagari Canduang Koto Laweh, Canduang District, Agam Regency. This study aims to identify tourist attractions in Canduang Koto Laweh Tourism Village, Agam Regency and their development strategies. This study uses a qualitative descriptive approach using primary data obtained through observation and interviews with relevant stakeholders. Secondary data is collected through supporting sources and references and data analysis using an interactive model method. The results of this study indicate that Nagari Canduang, City of Laweh has a lot of tourism potential both from the aspect of natural tourism, cultural tourism and artificial tourism. However, this potential has not been developed properly so that the number of tourist visits has not increased. For this reason, it is recommended that a massive promotion be carried out to stakeholders.

**Keywords:** natural attractions, artificial, cultural, interactive model

## 1. Introduction

Rural sector development has become a government priority in recent years. This is because most Indonesian people live in rural areas with all the potential they have. For this reason, the government's attention is manifested in the form of the allocation of assistance to villages as stated in Law Number 6 of 2014 concerning Villages which states that the government will allocate Village Funds through a transfer mechanism to the City/Regency. This Law was followed up by the Regulation of the Minister of Villages for Development of Disadvantaged Regions and Transmigration Number 4 of 2015 concerning the Establishment, Management and Management, and Dissolution of Village Owned Enterprises BUMDes). This Ministerial Regulation encourages each village to form a Village-Owned Enterprise that will manage the potential that exists in the village to improve the welfare of the community in the village. The development of village potential aims to encourage the realization of village community independence through the development of village superior potential, institutional strengthening and community empowerment (Soleh, 2017 in Indhawati, 2022).

One of the things that BUMDes can develop through village funds is the possibility of tourism in the village, especially tourist villages which has become a public concern lately (Kurnia et al., 2021 in Indhawati, 2022). The tourism village is one of the models developed by the government, which is developing a tourist village (Kemendagri, 2021). The development of tourist villages in Indonesia is growing rapidly from year to year, until 2022 there are 3,419 tourist villages from 70,000 villages throughout Indonesia (Kemendagri, 2022). In developing a tourist village, several important components are needed, such as the available tourism potential, community interest and readiness for the development of local tourist destinations and the uniqueness of the tourism village concept (Kemendagri, 2021). The development of tourist villages focuses on community empowerment which is often referred to as community-based tourism, or what is often called Community Based Tourism (CBT). Community Based Tourism (CBT) aims to build and strengthen organizational capabilities in local communities. Community Based Tourism (CBT) prioritizes improving community welfare through empowering local communities (Suansri in Tyas, 2018). The development of a tourist village can introduce the potential for a village by knowing in detail the characteristics, strengths and weaknesses of the village which can be obtained through the active participation of local communities as subjects.

The development of a tourist village is an alternative tourism activity based on the potential in the village with aspects of environmental sustainability, traditions that have existed for a long time, the culture attached to the community and a focus on empowering the community around the village (Dwiridhotjahjono et al., 2019).

One of the villages that is actively developing a tourist village is the Canduang Tourism Village, which is located in Kenagarian Koto Laweh, Canduang District, Agam Regency, approximately 5 kilometers from the center of Bukittinggi City. The Canduang Koto Laweh tourist village has been officially used as a tourist village by the Regent of Agam on June 31, 2021 simultaneously with 20 other Tourism Villages in Agam Regency.

Canduang Koto Laweh Tourism Village already has several tourism potentials such as, natural tourism such as Dangau Pasawanan, Panorama Bukik Bulek, Agrotourism Plantations, Sarasah Waterfall and cultural potentials such as

Kampung Koto, Bingkudu Grand Mosque, which are traditional and prioritize according to existing customs. The Canduang Koto Laweh Tourism Village has plans to develop existing tourist attractions such as the 160 gadang houses in Kenagarian Koto Laweh will be developed into lodging places.

## 2. Methods

The research approach used in this study uses qualitative methods. As for what is meant by qualitative methods, namely research methods based on postpositivism or interpretive philosophy, intending to examine the condition of natural objects, where the researcher is an instrument, the results of qualitative research can be findings of potential and problems, the uniqueness of the object, the meaning of an event, process and social interaction, certainty of data truth, phenomenon construction, hypothesis finding. (Sugiono2020:463). The data of this study consisted of primary data originating from tourism awareness group managers, tourist visitors and secondary data in the form of documentation, photos/pictures, as well as data obtained from journals, books, and other supporting document references. The data collection used were interviews, documentation, and observations related to the development of tourism objects carried out by policy implementers and the policy environment situation in Nagari Canduang Koto Laweh, Canduang District, Agam Regency. Data analysis used an interactive data analysis model developed by (Miles et al., 2014) namely data collection, data condensation, data presentation, and drawing conclusions/verification.

## 3. Result and Discussion

### History of Nagari Canduang Koto Laweh

Based on the results of interviews, Nagari Canduang Koto Laweh is one of the villages in Agam Regency which is located in the highlands of Mount Marapi and east of the Regency Capital. The center of the nagari government is located at Jorong Canduang Guguak Katiak which is located at 100.45626BT and -0.303106 South Latitude. The origin of Canduang Koto Laweh before the nagari was called Canduang named Mulo – mulo which means the country that was first occupied in the northern region of Mount Merapi. While what is said is the population who came in the second wave who inhabited an area called canduang. From the stories of the predecessors, 37 people who first came to Canduang came down in the hills and then they consulted in a place called the World Arena. After the deliberation, it was agreed that 30 people would go down to Bukittinggi or to Pasar Banto. From Pasar Banto 7 people went to the Kamang area and 7 people went to Pintu Kabun so there were only 16 people in Pasar Banto. Meanwhile, 7 people who live in Balai - Balai continue to work on cultivating land in the area. While working to cultivate the land, they made an agreement in the area of Nangantiang Bukik Manompang so that near that place a "Balai Urang Nan Batujuah" was established (a place for 7 people to consult).

They agreed to expand the Taruko area to the east to Rimbo Bayua which is located near Tabek Patah/Talang in the Tanah Datar area. After the area was large enough in Taruko, then the seven people turned to the meeting place to determine the area of residence/village, starting from the Cumantiang area in the west to Koto Laweh in the east. Because the tool used to cultivate the land or penetrate in the form of a long machete, they named the area where they lived with the name Canduang which means long machete. The area starts from Bukik Batabuah to the Talang Rimbo Bayua area. In addition to building a nagari, the 7 people also built a place to bury their dead, called pandam. The first Pandam in Canduang is located in the Bukik Batabuah area which is called Pandam Tuo Canduang. Among the 7 people who live, one of them is the heritage holder, Dt. Parpatiah Nan Sabatang. Dt. Parpatiah Nan Sabatang is mentioned as Gajah Turun jo Gadignyo from Pariangan, the body tribe. At the time of the Dutch government / lareh government system at that time Canduang was divided into 7 Nagari (2 Nagari in hills, 2 Nagari in Lasi, 3 Nagari in Canduang). Meanwhile, the nagari which have been divided into seven villages in Canduang have three villages, namely Guguak Satu, Tambarayo/Balai Tabiang and Batu Palano. And these nagari were then used as halls for the tribes in Canduang Koto Laweh (Wahyudi, 2021).

Meanwhile, the common hall between the three nagari is the Balai Batimah which was later moved to Balai Sahati, now called Balai Sati. Besides coming through Bukik Batabuah, the ancestors of the Canduang Koto Laweh people came from the east using the katumanggungan custom so that when they arrived at Canduang Koto Laweh, these two customs were joined in the midst of the community. Later, at Canduang Koto Laweh, "the forest sikalek-kalek banana, the tambatu nan bagatah banana, the body caniago inyo not, the koto piliang inyo antah" (Bodi Caniago harmony system was coined by 2 Minangkabau traditional leaders, namely Datuak Katumanggungan and Parpatih Nan Sabatang, but there is a nagari that does not fit into this harmony, but still uses and upholds the values of the two systems in law enforcement efforts).

## **The Attraction of Nagari Canduang Koto Laweh**

Tourist attraction is the potential contained in a tourist attraction to attract tourists to visit a tourist destination. The tourist attraction owned by Nagari Canduang Koto Laweh refers to the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the Development Master Plan National Tourism Year 2010-2025, are as follows:

### **1. Cultural Tourism**

Cultural tourism attraction is a tourist attraction in the form of creations, taste and intention of humans as cultural beings. Cultural tourism attraction can be distinguished into tangible and intangible attractiveness. The attraction that tangible such as cultural heritage, traditional villages with distinctive customs and cultural traditions of the community, as well as museums. While the attraction that is not tangibles such as traditional life and community traditions and cultural activities distinctive community in a place, as well as the arts. Nagari Canduang Koto Laweh has cultural tourism potential which consists of: a) The Bingkudu Grand Mosque was built in the 19th century in 1823 AD which was initiated by Lareh Canduang who holds the title Inyia Basa (Haji Salam), this mosque is included in the registered Cultural Conservation at the Cultural Heritage Preservation Center (BPCB), which is part of the Cultural Heritage Building which was established on June 22, 2010. The walls, pillars, and pulpit are carved with Minangkabau carvings such as: kaluak kuku, saluak laka, carano kanso, aka cino saganggang and lumuik anyuik . The existence of ornaments and decorations in the Bingkudu Grand Mosque is a form of implementation of the traditional philosophy of the Basandi Syarak and the Kitabullah Basandi Syarak.

b) The Inyia Canduang Islamic Boarding School and Tomb of Sheikh Sulaiman Arrasuli, Sheikh Sulaiman Ar-Rasuli. Sheikh Sulaiman Ar-Rasuli is also known as Inyia Canduang. He was born in Canduang, West Sumatra, 1287 H/1871 AD and died on 29 Jumadil Awal 1390 H/1 August 1970 AD. He is also a prominent Minangkabau cleric from the Old People group who persistently defended the Syafi'i School,

c) Kampung Koto is located in Jorong 12 villages which is one of the lodging places or Rumah Gadang Homestay. Koto village is a place where all cultural activities are carried out such as dikia rabano, saluang, eating bajamba, randai silek, traditional pasambahan, dances. In this village there are performances of traditional musical instruments and weaving bamboo from afternoon to evening and in the evening you can see performances of various kinds of arts and culture as well as the burning of a bonfire next to the Gadang House which serves to make the performance attractions more enthusiastic

### **2. Nature Tourism**

Natural tourist attractions can be divided into 2, namely: natural tourist attraction based on the potential for diversity and uniqueness of the environment in marine areas such as coastal landscapes, seascapes, and water pools and the seabed. Natural tourist attraction based on the potential for diversity and the uniqueness of the environment in land areas such as mountains and natural forests/parks national parks/natural tourism parks/forest parks, river and lake waters, plantations, farms and special landscapes such as caves, deserts and the like.

The natural tourism potential of Nagari Canduang Koto Laweh is:

a. Panorama Bukik Bulek, a natural tourist attraction in the form of picking oranges on a plantation which has an area of about 2-3 hectares, for picking tours there are citrus fruit picking tours. Panorama Bukik Bulek also provides natural views of the expanse of plantations and villages that are used as photo objects, cool air and lots of shady trees. access to Panorama Bukik Bulek is quite easy to reach, the distance from the Bukittinggi-Payakumbuh highway is about 3 km and from downtown Bukittinggi about 11 km which can be reached in 30 minutes (private vehicles and public transportation).

b. Pesawangan Dangau Tourism, formerly an area of rice fields and onion gardens. This area is located at the foot of Mount Marapi and was only built 2 months ago. The area is about 0.5 hectares with an elongated topography and is flanked by residents' rice fields. The advantage is a very beautiful view. And you can look out to Kamang.

### **c. Tobacco Garden**

The mangrove or tobacco garden is located at Bukik Bulek Jorong 100 janjang, Canduang Koto Laweh. This garden will be processed directly in the garden and in addition to agribusiness, this mangrove garden or tobacco garden will also be used as an edutourism center. Tobacco garden aims to make tourists who visit better know how to process

tobacco, how to pick tobacco, how to select and sort high quality tobacco and also be taught directly the processes of making tobacco until it is finished.

d. Jawi-jawi pine forest area is located in Jorong 12 village. Named Jawi-jawi because the pine forest land is used by the community to tie the community's jawi or cows. Jawi jawi or pine forest is being processed as adventure tourism and now this tour is applying for a permit to the Natural Resources Conservation Agency (BKSDA) and Niniak Mamak who have agreed

e. Sampik stone

Batu Sampik is a large stone that has a length of about 3-4 meters which is uniquely shaped and water passes through the gap, for now the Sampik stone in its management will be built a concrete road to make it easier for tourists to visit.

f. The dam is located in the jorong Canduang guguk katiak, this dam is a flow of water from Mount Marapi, built to hold back the flow of water so that it can be a place for swimming and recreation for tourists. The dam has an area of 4 hectares, with a beautiful view around the dam with green leaves.

### **Development of Nagari Canduang Koto Laweh Tourism Village**

As a tourist village that is still in the pilot stage, to attract tourist visits, it is necessary to develop a tourist village, especially those related to the 4 A's, namely attractions, access, facilities, additional services (Cooper, 1995 in Setiawan, 2015).

The development of attractions can be done by carrying out events that combine the potential of culture, nature and man-made. Nagari Canduang Koto Laweh has a strong history and cultural tradition, natural beauty that can attract visitors. The event that will be held will bring in more tourist visits so as to provide a more multiplier effect to the surrounding community.

The development of facilities in the Nagari Canduang Koto Laweh Tourism Village is related to all kinds of facilities and infrastructure needed by tourists while in tourist destinations in the form of lodging / hotels / homestays, restaurants, transportation and travel agents. In addition, infrastructure such as roads, water supplies, electricity, garbage disposal sites, airports, ports, telephones, and others are also needed.

If you look at the current conditions, Nagari Canduang Koto Laweh currently does not have adequate facilities because there are no lodging and temporary travel agents for restaurants. Dangau Pesawangan is a restaurant with a pretty good view. This makes visitors quite comfortable to come and enjoy the culinary and the condition of the infrastructure that is owned is quite good and very supportive to be developed into a tourist destination.

Accessibility development is the most important thing in tourism activities because it is related to the mobilization of tourists to and from tourist objects. Nagari Canduang Koto Laweh has quite good access, because of its strategic location and close to Bukittinggi City and has good road quality. Nagari Canduang Koto Laweh also has easy access for visitors to reach.

In addition to attractions, facilities, accessibility, a tourist destination also needs to have additional services to assist visitors, especially in coordinating all kinds of activities and with all laws and regulations both on roads and in tourist attractions. This additional service relates to management agencies, Tourist Information, Travel Agents and stakeholders who play a role in tourism.

Currently, Nagari Canduang Koto Laweh already has a tourism village management agency, namely the Canduang Koto Laweh Sehati Tourism Awareness Group (Pokdarwis) which was founded by the younger generation and aims to manage the tourism potential in this nagari. This Pokdarwis was established with support from the Government, especially Nagari Canduang Koto Laweh and the local community. This Pokdarwis has compiled various programs to bring tourists to this nagari in addition to collaborating with other tourism stakeholders. In supporting the development of this tourism village, a Village-Owned Enterprise has also been established to help manage the potential of existing tourist villages. The Travel Agent has not yet been established in this Nagari but has collaborated with several travel agents to bring in visitors.

## **4. Conclusions**

In addition to the development of 4 A, the tourist attraction that is owned needs to be developed by building a marketing strategy through massive promotion to the community because with a relatively new age there are still many visitors who do not know this tourist village. The introduction to the community can be done by creating a unique tourist village branding so that it attracts tourists to visit.

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