Developing the Potential for Historical Educational Tourism Through Community Literacy Programs

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Abstract

The Jam Gadang area in Bukittinggi City has great potential to be developed as an educational tourism. Its potential includes history and culture, architecture and design, history education, and tourism. This research aims to find out how to develop the potential for educational tourism in the history of Jam Gadang through literacy programs, including what the potential for educational tourism in Jam Gadang, what are the principles for implementing literacy programs based on the culture and history of Jam Gadang and how this literacy program plays a role in the life and educational tourism activities in the history of Jam Gadang Bukittinggi. The method used in this research is qualitative research with a case study approach. Data sources were taken through interviews with several informants. The results of this research indicate that the public already knows that the Bukittinggi Jam Gadang has the potential to become a historical educational tourist attraction. Still, in reality, its implementation has not been optimal.

INTRODUCTION

Indonesia has abundant cultural, historical, and natural riches (Lintang & Najicha, 2022; Prasetyo & Nararais, 2023; Sa'diyah et al., 2021; Wahyu & Triani, 2023). Starting in 2005, the Indonesian government determined that West Sumatra was the main target for many Indonesian tourism sectors (Arliman, 2018; Hamzana, 2018; Rimet, 2019; Subarkah et al., 2020). With its natural beauty and cultural richness, West Sumatra Province is considered to have the potential to be developed into a leading tourist destination in Indonesia (Adona, 2019). Among the many districts and cities in West Sumatra, Bukittinggi City is the most popular city for tourists. The city of Bukittinggi is nicknamed one of the "Tourist Cities" in Indonesia. The city of Bukittinggi has a variety of good and interesting tourist destinations, such as Jam Gadang, Kinantan Wildlife Park, Ngarai Sianok, and Lubang Japang (Fadisa et al., 2022; Saputra & Ahmad, 2020). The city of Bukittinggi is in the center of West Sumatra Province, which makes Bukittinggi a transit area for the North, South, and East of Sumatra. This strategic location makes Bukittinggi City a tourist destination in West Sumatra.

Jam Gadang has a rich history and is closely related to Minangkabau culture (Besra, 2012). The clock tower building was founded in 1926 and is a historical heritage that needs to be preserved. Through the development of historical educational tourism, visitors can learn more about the history of the construction of the clock tower and the symbolic meaning it contains. The clock tower can be a means of studying the history of the Bukittinggi people's struggle against colonialism. Ecotourism or tourism education is a program in which tourism activity participants visit a certain place in one group with the main aim of gaining a direct learning experience related to the location visited (Akib, 2020; Dewi, 2019; Priyanto et al., 2018).

Komalasari, (2022) claims that the reason tourists are interested in traveling to Indonesia is because tourist motivations have changed over the last few decades. While in the past tourists preferred to travel in groups or organized and tended to visit tourist attractions, today's tourists prefer high-quality and unique travel experiences. Many modern tourists choose to travel to destinations that prioritize authenticity, originality, and local uniqueness, and provide an unforgettable travel experience, rather than established tourist areas that are crowded with tourists. Modern tourists tend to seek more meaningful and sustainable experiences, including in the form of educational tourism (Wahyudiono & Imaniar, 2021).

The clock tower area in Bukittinggi City has great potential to be developed as an educational tourist attraction (Hardi & Pramitasari, 2023; Muslim & Frinaldi, 2023). This potential includes history and culture, architecture and design, history education and tourism, as well as preservation and development of the local economy. However, the development of this potential is still limited and is faced with obstacles such as a lack of effective management and promotion, infrastructure and accessibility that need to be improved, and protection and preservation of cultural heritage that must be maintained. Based on initial observations conducted by researchers by interviewing five informants in the Jam Gadang tourist area, some visitors still do not optimally know the potential of Jam Gadang as an educational tourism object, especially history. This shows that there has been no development of the potential for historical educational tourism in Jam Gadang. Therefore, further research and comprehensive development efforts are needed to optimize the potential of the Jam Gadang area as a historical educational tourism object in Bukittinggi City.

METHODS

The method used in this research is a qualitative research method with a case study approach (Asril et al., 2023; Choirunnisa & Karmilah, 2022; Erwis & Deviani, 2024; Novia et al., 2022; Romadhan, 2019). Data sources were taken through interviews with five informants. A qualitative approach was used in this research because the problems studied relate to people who depend on perception (Rahawarin et al., 2024; Waldi et al., 2018). In qualitative research, information is obtained from various sources using different data collection techniques and this is done continuously until the data is saturated (Hadiati et al., 2023; Putri et al., 2020; Yaumas et al., 2023).

This research was conducted around the Jam Gadang and Pasar Atas areas in Bukittinggi City, West Sumatra. The reason the Jam Gadang area was chosen as a research location is because the Jam Gadang has historical value and educational tourism potential. In this research, primary data was obtained by interviewing and conducting direct observations in the Jam Gadang tourist area, Bukittinggi. Researchers conducted direct interviews with informants in the Jam Gadang tourist area. The informants consisted of managers of the Jam Gadang tourist area, traders around the Jam Gadang tourist area, and tourists who came to Jam Gadang.

In this research, secondary data was obtained from books relevant to the research title, literature and previous research relevant to the title and focus of the research problem,

and other information that supports the data in this research. The data collection procedure by observation was carried out by involving the five senses, namely the researcher directly observed the condition of the Jam Gadang educational tourist attraction and observed the role and participation of the government and the community who collaborated in developing the Jam Gadang area as a historical educational higher tourism destination. Then, the data collection procedure through interviews was carried out by asking questions directly to informants who were around the Jam Gadang. Next, documentation is a way of collecting data based on relevant documents, photos, videos, and archives as data sources.

RESULT AND DISCUSSION

This research shows that educational tourism at Jam Gadang has not gone well in terms of strategic management concepts, the concept of museums as educational facilities, attractions, staff, flow of visits, and educational management. Therefore, developing an effective educational tourism model is very important for Jam Gadang to become a center for learning abroad. Tourist destinations are always attractive, so they need to be developed to exploit existing potential and increase regional economic growth its citizens. Development is very important so that tourist destinations can develop and develop (Hadi, 2018).

The city of Bukittinggi has various tourist destinations, such as Jam Gadang, Kinantan Wildlife Park, Ngarai Sianok, and Lubang Japang. The city of Bukittinggi is in the middle. West Sumatra Province which makes Bukittinggi a transit area for North, South, and East Sumatra. This strategic location makes Bukittinggi City a tourist destination in West Sumatra. tourist destinations in West Sumatra. Tourist attractions in Bukittinggi City have great potential to become leading tourist destinations in West Sumatra to become leading tourist destinations in West Sumatra. Jam Gadang as one of the famous tourist attractions in Bukittinggi has the potential to become one of the historical educational tourist attractions in Bukittinggi. The clock tower is a landmark that is characteristic of the city of Bukittinggi. This clock tower has four large clocks on all sides, so in the Minangkabau language it is called Jam Gadang, which means "big clock".

Jam Gadang has a rich history and is closely related to Minangkabau culture. The Jam Gadang Building was founded in 1926 and is a historic building which is a historical heritage that needs to be preserved. Through the development of historical educational tourism, visitors can learn more about the history of the clock tower and the meaning of its symbols. the history of the construction of the clock tower and the symbolic meaning contained therein. The clock tower can be a means of studying the history of the Bukittinggi people's struggle against colonialism.

To improve quality maintain visitor interest and increase the number of visitors each year, Jam Gadang must develop an educational tourism model. This is because the main function of the museum is education and the majority of visitors are students. The research results show that when schools or hundreds of tourists come at the same time, Jam Gadang, Bukittinggi receives many visitors. This shows that Jam Gadang is the educational tourist attraction most visited by students.

Based on data that the author obtained in the field, the number of visitors to Jam Gadang continues to increase every year, with the majority of visitors coming from students and college students. High school students are the ones who visit museums the most. Jam Gadang educational tourism must be carried out by certain educational concepts and policies. Three important steps consist of implementing museum education policies, which include learning methods, education management policies, educational resources, educational tourism programs, and museums as educational facilities.

According to Paul Gilster in his book entitled Digital Literacy (1997), digital literacy is the ability to understand and use various forms of information from a very wide variety of sources that can be accessed via computer devices. Literacy is defined as the ability to use letters according to Merriam-Webster. According to UNESCO, literacy includes the

ability to read, write, and understand concepts.

However, according to Bawsen, digital literacy focuses more on computer and information skills. This is a place where computer literacy itself has existed since the 1980s, but only became popularized in the 1990s. As a result, digital literacy has become more accessible and widespread. Therefore, digital literacy is defined by Bawden as the technical ability to obtain, understand, assemble, and disseminate information. In the current millennial era, things like this are very familiar and have even become daily necessities.

Apart from that, there is a cognitive ability component, namely abilities that require thinking power to assess content. Other elements include constructive, communicative, trusting, creative, critical, and socially responsible. If all of these components work well together, they can maximize the benefits of cognitive abilities in assessing content.

The Jam Gadang tourism potential mapping program is an activity to carry out observations and surveys at each location that has the potential to be developed as a historical educational tourist attraction. This is considered necessary because the conditions for Jam Gadang tourism have changed greatly. Bukittinggi tourism is growing because it is close to tourist attractions such as Ngarai Sianok and Benteng de Kock. The city of Bukittinggi is now filled with tourists, especially foreigners. Tourists usually only visit Taman Wisata Alam 17 before continuing to other places such as Jam Gadang. Bukittinggi District still has many tourist attractions that are not yet known to residents and the government.

Community Service Activities with the title "Developing the Potential of Jam Gadang History Educational Tourism through Literacy Activities and English Communication Skills" are aimed at the community and the young generation in Bukittinggi City. In the initial stage, we will survey the places we will meet to conduct interviews and design service programs. Based on the results of a Hootsuite survey conducted in January 2021, the number of smartphone users in the world reached 5.22 billion people, while the number of internet users in the world reached 4.66 billion people. Digital literacy is a response to technological advances in using media to support people in having the ability to read and increase people's desire to read.

Literacy is very relevant in an era where information technology dominates digital literacy. Digital literacy generally means knowing how to use information through digital channels (Putra & Silfiana, 2019). Digital literacy is the ability to understand and use information from various sources when presented on a computer (Pratiwi & Pritanova, 2017).

Augmented reality applications add feature points stored in a database to read predefined target images. These feature points will be compared with each other, and if the feature point data matches, the object will be called and displayed. Images that have these feature points are usually referred to as markers. For example, the image below shows that the marker with the image of the clock tower has a feature point in the form of a yellow cross line which can be detected by the Augmented Reality system.
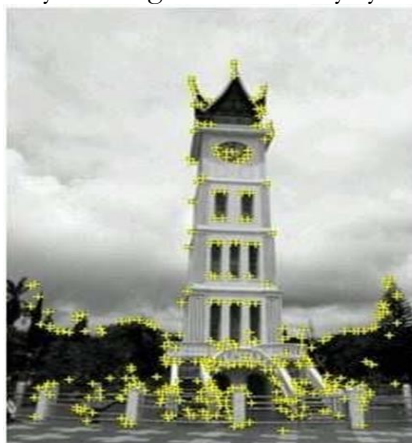

Fig 1. Feature points of the Jam Gadang Tower Object

Jam Gadang as a tourist destination that has historical value, has great potential to become a place to gain knowledge and information for the public, especially students. The development of the historical tourism potential of Jam Gadang needs to be given more in-depth attention, and the role of the younger generation and the government is needed in efforts to develop and increase this historical tourism potential. The development of the historical tourism potential of Jam Gadang with digital literacy based on Augmented Reality is carried out as an effort by the younger generation to improve and utilize the potential that exists in the Jam Gadang tourist area.

This program was designed by paying attention to and adapting to the existing potential and community needs for historical knowledge at Jam Gadang. This program has the main objective of developing the historical tourism potential of the Jam Gadang and increasing the community's digital literacy skills. In its implementation plan, this program will present several activity agendas, starting from program planning, program implementation, and program evaluation.

First, digital literacy socialization. The initial activity in this program is outreach about digital literacy to the public or visitors to the Jam Gadang tourist area. This activity aims to provide visitors with a more detailed understanding of good digital literacy and how digital literacy plays a role in increasing insight and knowledge. In this activity, detailed information will also be provided about the Jam Gadang tourist attraction. Jam Gadang tourism potential, correlation of Jam Gadang tourism with Minangkabau history and customs. At the end of this activity, an outline of the potential development program for the Jam Gadang tourist area through digital literacy based on Augmented Reality will also be presented.

Second, increasing tourism opportunities through interaction in English. To create a tourism culture, cross-cultural understanding is needed. Working in tourist attractions requires English communication skills because this language is an international language. Although mastery of English is required in tourism institutions, the ability to speak English is proven. The people of Bukittinggi Village cannot communicate in English. Then the Partner team worked together to create a Community Service program with English literacy and communication activities as a strategic solution to solve community problems. Learning a language that is fun and communicative (interesting, active, interactive, and communicating) is one of the effective language teaching methods.

Fig 2. Process of implementing program activities in Bukittinggi

Foreign tourists speak English and are not fluent in Indonesian. To serve foreign tourists, currently, it is limited to bringing tourists to locations with little communication or inviting people from outside the village who can speak English. This is very sad because the establishment of a tourist village is expected to increase village income, especially the welfare of all residents of Bukittinggi Village. They will affect the income of their residents if they request tour guides from outside their villages.

However, the training they receive does not include the knowledge and practical practice necessary to improve and master the following specific abilities: communicating orally in English at a basic operational level, reading in English at a basic operational level, and writing in English at an operational level base.

One of the solutions offered is to provide training to the community and young generation in Bukittinggi tourism in English oral communication skills. The skill of mastering a foreign language falls into the category of special skills, and people who want to achieve success must master three units of competence speaking in English at a basic operational level, reading in English at a basic level.

CONCLUSION

The results of this research indicate that the public already knows that the Bukittinggi Jam Gadang has the potential to become a historical educational tourist attraction, but in reality, its implementation has not been optimal. This can be seen from the first, the use of English after the training shows changes, because participants feel motivated to immediately master English well. Second, educational tourism in Jam Gadang, Bukittinggi City is less effective because of its rich history. It has a tourism education concept, so that visitors, most of whom are students, can gain useful knowledge.

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