

Tourism Awareness Group Strategy in Strengthening Collective Action and Social Capital for Padang City Tourism Development

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ABSTRACT. The focus of the study in this research is to analyze the strategies of tourism awareness groups in strengthening collective action and social capital for the development of Padang City tourism. The theory used in this theory is the collective action theory put forward by Eggertsson and the social capital theory put forward by Putnam. This research uses a qualitative approach with a data analysis process using the ideas of Miles and Huberman. Data collection methods were carried out in several ways, namely: non-participant observation, interviews and document study. This research focuses on the strategies carried out by tourism awareness groups in tourism development by combining 2 theories. The results of this research are that tourism awareness groups in strengthening collective action carry out various strategies, namely: 1) The desire to increase and maximize tourism, 2) Having activities carried out together, 3) Coordinating between actors in developing city tourism, 4) Forming groups tourism awareness group among teenagers. Apart from that, the tourism awareness group also carries out strategies to strengthen social capital for tourism development, namely as follows : 1) Building trust between tourism awareness groups, 2) Expanding networks between tourism awareness groups, 3) Following the rules and norms within the tourism awareness group.

Keywords: Tourism Awareness Group, Collective Action, Social Capital, Tourism Development

1. INTRODUCTION

The tourism sector plays an important role in regional economic development (García-Villaverde, Elche, & Martínez-Perez, 2020). Tourism development takes place in a sustainable and sustainable manner with the aim of producing direct benefits for the welfare of the community in the tourism area. Tourism has a strategic role in regional development, therefore, the tourism industry receives quite serious status and attention. Apart from the economic impact, the tourism industry also has a social impact (Irwan Irwan, Mesra, et al., 2022). The tourism industry is widespread throughout Indonesia, and official statistics state that the number of tourists coming to Indonesia will increase by 33.27% compared to 2022 (Li & Wu, 2020). This means that the tourism sector has developed and is visited by many tourists. One area that has developed the tourism sector is the city of Padang.

Padang city is the capital of West Sumatra Province. Padang City is part of one of the cities in West Sumatra Province which has many tourist attractions and potential (West Sumatra provincial tourism office, 2021). The city of Padang has developed the tourism sector from the many diverse types of tourism in the city of Padang. This tourism diversity is supported by the natural resources and cultural diversity found in the city of Padang (Zusmelia et al., 2022). The potential tourist attractions of Padang City are diverse, such as: beautiful and interesting tourist attractions to visit which are often known as natural tourism (Irwan Irwan, Zusmelia, Siska, et al., 2023). Apart from that, Padang City also has arts and cultural tourism that is unique or different from other regions, such as the language used, customs, friendly behavior and so on (Farrell & Thirion, 2022).

This uniqueness is a source of pride or potential that can be developed as a tourist attraction in Padang City to support tourism development. Apart from that, Padang City also has historical attractions which are visited by many tourists (Liu et al., 2018). This proves that the city of Padang was previously a place where events in the past occurred so that in the present it can be preserved and remembered events that have occurred in the past can be remembered through historical tourism in the city of Padang. In this way, the types of tourism available in Padang City can be seen in the following picture:

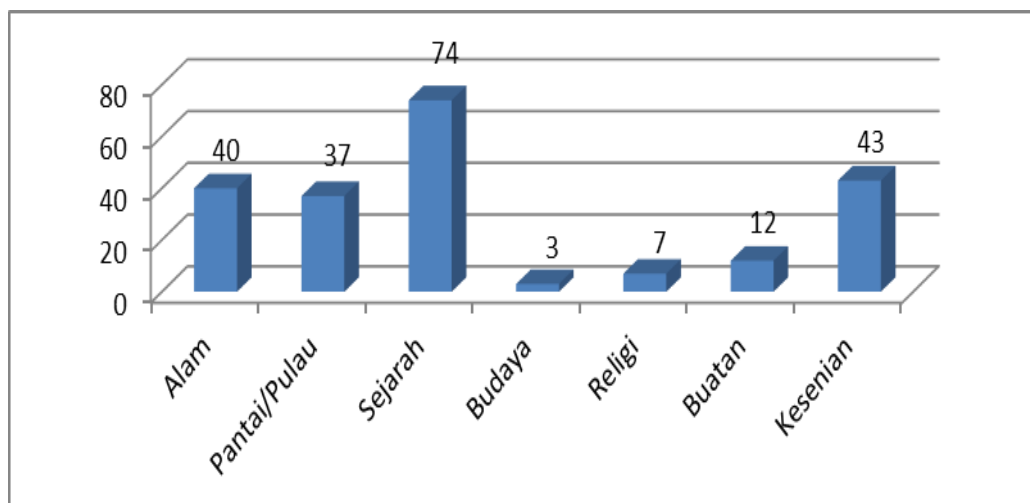


Figure 1. The Types Of Tourism Available In Padang City

Based on the picture above, it can be seen that Padang City has a total of 216 types of tourism spread throughout the sub-districts and sub-districts in Padang City. The city of Padang has 7 types of tourism, namely: natural tourism, beaches/islands, history, culture, religion, artificial and arts. There are many types of tourism in Padang City, historical tourism is the most popular tourist attraction in Padang City, namely 34% of the total. This type of tourism supports the development of tourism in the city of Padang (Kimbu et al., 2020).

Tourism in Padang City can continue until now because of the existence of groups that can support the development of tourism in Padang City. This group is called the Tourism Awareness Group. A tourism awareness group is a group of people who are aware of developing and supporting tourism development in an area (García-Villaverde, Elche, & Martínez-Pérez, 2020). Apart from that, tourism awareness groups are also directly involved in supporting tourism destinations. Regulations have been issued to form several Tourism Awareness Groups (POKDARWIS) in several tourist attractions, especially in the city of Padang.

The tourism awareness group is an element of society that has its own role and contribution to the development of tourism in its area (Ochieng et al., 2018). This tourism awareness group has its own role or task in tourism activities. According to Rahim (2012), the mission and position of the tourism awareness group are: a) In general, the role of Pokdarwis is to increase awareness and tourist attraction in the tourist destination area, as a tourism partner. The government and regional governments (Regency and City) are trying to implement and consciously develop tourism in their regions. b) Pokdarwis are located in villages/areas around tourist destinations (Irwan Irwan, Mobo, et al., 2022). Overall, Pokdarwis' mission in tourism activities is to increase awareness of tourism and Sapta Pesona in the tourism destination area and to be a partner of the central government and district and city governments in its implementation and development efforts. Tourism awareness in the region (Martínez-Pérez et al., 2019).

The formation of tourism awareness groups is one of the government's efforts to develop tourism potential (Partelow, 2021). The aim of forming this tourism awareness group is to increase understanding about tourism, increase the role and participation of the community in tourism development, increase the value of tourism benefits for the community or its members, and develop tourism destinations throughout Indonesia, one of which is located in the city of Padang (Guo et al., 2018). The formation of a tourism awareness group is also one of the goals in developing tourist destinations in the region, especially in the city of Padang. The city of Padang can have several attractions and continues to develop from year to year. This shows that the formation of tourism awareness groups in Padang City has developed well (Soulard et al., 2018).

The Tourism Awareness Group in Padang City has experienced a lot of improvement (Kim & Shim, 2018). The Tourism Awareness Group was initially formed in 2015 with 1 Tourism Awareness Group, however with current public awareness the Tourism Awareness Group has experienced growth to the number of Tourism Awareness Groups which can be seen in the following table (Irwan Irwan, Zuzmelia, Ansofino, et al., 2023):

Table 1. Number of Tourism Awareness Groups in Padang City

No	Year	Number of POKDARWIS
1.	2015	1
2.	2017	2
3.	2018	5
4.	2019	2
5.	2020	7

6.	2021	6
7.	2022	8
8.	2023	1
Total		32 Groups

Based on the table above, it can be seen that there are currently 32 Tourism Awareness Groups in Padang City. The Padang City Tourism Awareness Group comes from all areas of Padang City. The Tourism Awareness Group in Padang City consists of various tours and groups, namely; Kampong Bernip Group, Ophilbas, Sejahtera Batang Arau, Kampung Alam Bukit Nobita, Bukit Matoa, Sironjong Island and so on. This Tourism Awareness Group supports the development of tourism in the city of Padang.

The Tourism Awareness Group in Padang City will not experience good development with the increase in the number of Tourism Awareness Groups if there are no actions taken that are tied to shared beliefs. In order for a tourism awareness group to increase and develop, the community must take collective action. The actions carried out by the community to form a Tourism Awareness Group are called Collective Action or joint action (Partelow & Nelson, 2020).

Collective action is any action that aims to increase the status, power or influence of the group as a whole, not on behalf of one or more individuals. Therefore, collective action is an action carried out simultaneously in a group because it has the same goal (Musavengane & Kloppers, 2020). According to Weber, action is said to occur when individuals use subjective meaning in their actions. Collective action is also defined as voluntary action carried out by a group within an organization or group to achieve a common goal. In collective action, collaborating members can act alone, but more often act through groups or organizations; they can operate independently or with external encouragement or support from government agencies, non-governmental organizations (NGOs) or development projects (Achmad T. Nugraha et al., 2021).

Therefore, in collective action there are relationships between groups. To achieve common goals, group members must start building good social relationships. Social relationships within a group constitute "social capital" (Irwan, 2022). Social capital is a form of organized society in the form of networks, norms and values of trust that play a role in cooperation and beneficial actions. In particular, Putnam argues that the erosion of family and community ties has a significant impact on social life (I Irwan, Zusmelia, et al., 2022).

Putnam said that social capital in the form of norms and relational networks is a prerequisite for development and economic development (Pramanik et al., 2019). Putnam has three important reasons for saying this. First, the existence of social networks allows coordination and communication to occur, so that it can foster mutual trust between members of society. Second, trust has a positive influence on social life. This is proven by the connectedness of people who trust each other in social networks, strengthening norms about the need to help each other (Zusmelia et al., 2022). Third, the various successes achieved through past collaborations in this network encourage continued collaboration in the future. Putnam continued, social capital can even bridge the gap between groups with different ideologies and strengthen agreement on the importance of community empowerment (Rodriguez-Giron & Vanneste, 2019).

This action must have a relationship, because in that relationship people trust each other, there are norms, the relationship is mutually beneficial, there is respect and hope, there are values such as culture, there is knowledge and information, there are formal associations and groups, namely institutions, rules. and sanctions. The role of social capital is important because it is related to the management of collective resources, namely: a) mutual trust in relationships; b) exchange occurs in a reciprocal relationship, c). the existence of the same rules, standards and sanctions, d) the existence of networks and group relationships. Therefore, the element of trust is important in human relations, because it allows cooperation to develop into collective action that can continue as a tradition in society and organizations over a long period of time (Nugraha, 2023).

Apart from that, trust has a very strong relationship with social reputation which is characterized by reciprocal appreciation and relationships. Then an attitude of mutual trust and respect becomes the basis for cooperation, for a long time. Thus, this research is interesting to analyze the Strategy of Tourism Awareness Groups in Strengthening Collective Action and Social Capital for Tourism Development in the City of Padang

2. METHOD

In this research, a qualitative research approach was used to analyze the Strategy of Tourism Awareness Groups in Strengthening Collective Action and Social Capital for Tourism Development in the City of Padang. This research uses descriptive research to explain phenomena that occur in life with a specific purpose. Data collection was carried out through in-depth interviews, non-participant observation, and document study using purposive sampling techniques in selecting informants. Data analysis uses the Miles and Huberman model, starting from data collection, data reduction, data presentation, to drawing conclusions which are carried out simultaneously in the research process (Yuda et al., 2022).

3. RESULTS AND DISCUSSION

Tourism is economically very important because it is an information-intensive, capital-intensive and labor-intensive industry. Tourism can be felt if efforts are made to develop tourism to produce economic benefits such as foreign exchange income for the country, improving the surrounding community, opening up employment opportunities and preserving the nation's culture, especially the culture of the local community. Community involvement related to tourism development, namely contributing ideas provided by the community for tourism development in the form of community involvement in participating in various meetings, the community exchanging opinions, sharing experiences, and exchanging information regarding tourism strategy, management and development. Apart from that, community participation is done through community service, preparing all the necessary infrastructure, participating in tourism marketing activities such as taking part in promotions via social media, the community also increases security and supports government policies. Every citizen is an important part of the identification process, implementation planning in tourism development and evaluation to make decisions regarding tourism development because every decision is taken based on joint deliberation (Rahmanto, 2021). This is known as the social capital possessed by the community who are a tourism awareness group as well as the capital and joint actions that have been built to form a strategy to continue to develop tourism in the city of Padang.

A. Tourism Awareness Group Strategy in Strengthening Collective Action

Strategy is the techniques or methods used by an organization to achieve goals and ensure their implementation correctly, so that the main goals and objectives of the organization are ideas, planning and execution, an activity within a certain period of time. In a good strategy there is coordination of work teams, having a theme of identifying supporting factors in accordance with the principles of rational implementation of ideas, efficiency in funding and having tactics for the organization to achieve its goals.

Strategy is a comprehensive big plan for achieving goals. Strategy is the most important factor in achieving the desired and planned goals, and the success of a strategy depends on the ability of the group to be able to carry out and formulate the strategy used (Cahyanto et al., 2021). For this reason, as a group, to be able to achieve a common goal in improving tourist destinations, a group must have joint actions in realizing something desired in order to increase tourism in the city of Padang. So, in an effort to increase tourist destinations in Padang City, the tourism awareness group (POKDARWIS) which has been formed has a strategy to strengthen it, namely as follows :

1. Desire to Improve and Maximize Tourism

The main strategy carried out by the Tourism Awareness Group in strengthening collection action is to foster a desire to increase and maximize tourism. Tourism will develop if tourism-aware groups understand the advantages of a tourist destination in that place. Each tourist destination has different characteristics, protection and maintenance. Tourist destinations will be maximized if the uniqueness of a tourist destination can be maintained and maintained in terms of facilities and infrastructure as well as the cleanliness of a tourist destination. Each tourist destination has different maintenance treatments. So this is the task of tourism awareness groups to maintain the sustainability of tourist destinations. The tourism awareness group in Padang City has the desire to increase tourism in Padang City, both from natural, historical, beach/island and religious tourism destinations to artificial tourism which is an attraction for tourists visiting Padang City.

Strengthening collective action or joint actions carried out by tourism awareness groups is something to increase tourism in the city of Padang. This strengthening is carried out by the tourism awareness group in the city of Padang in various ways, including: the tourism awareness group together discusses the characteristics of a tourist destination and what will be done so that the sustainability of a tourist destination can be well maintained and the tourism awareness group always hold meetings to discuss matters relating to improving tourist destinations by exchanging ideas and exchanging information related to maintaining tourist destinations. The tourism awareness group in Padang City really wants to increase existing tourism. So these desires and the activities carried out by fellow tourism conscious groups are the main strategy for tourism conscious groups in maximizing tourism (Yosi Septa Mutiarni, 2022).

2. There are activities carried out together

The second strategy used by tourism awareness groups is to carry out activities together. These activities are carried out to increase the sense of kinship between fellow tourism awareness groups in Padang City. To strengthen collective action, many things are done by tourism awareness groups, namely:

- a. Hold meetings among tourism awareness groups to discuss the movement of tourist destinations and discuss what needs to be improved and improved so that tourism sustainability can be well maintained.
- b. Carrying out joint action to review tourist destinations and later provide information to the general public about the newest tourist destinations.

- c. Together, disseminate new tourist destinations discovered to increase existing tourism and inform the general public that Padang City has many unique and interesting tourist destinations.

By doing positive things together, this is the strategy of the tourism awareness group in its efforts to strengthen the sense of togetherness and maximize existing tourism, especially in the city of Padang.

3. Coordinating between Actors in City Tourism Development

The third strategy carried out by the tourism awareness group is by coordinating between actors in developing city tourism. This strategy is carried out by tourism awareness groups in the form of meetings and conferences held by every actor involved in tourism development. In this case, the tourism awareness group collaborates with the government, especially in the tourism sector, namely the Padang City Tourism Office, communities in the tourism development environment and actors who work in the tourism sector. With this, the tourism awareness group's strategy is to unify and integrate interests in order to achieve common goals with the actors involved. This involvement will later produce a platform for increasing tourism (Zaenuri, 2021). So that tourism awareness groups cannot walk alone, so good cooperation between actors is needed in tourism development. The things that the tourism awareness group does with related actors are:

1. Conduct negotiations on tourism development with the relevant government and the community.
 2. Ask the government to develop existing tourism based on applicable policies and regulations.
 3. Ask the government to provide legality for existing tourism.
 4. Inform the public about tourism development and provide related regulations.
 5. Collaborate with local communities for tourist safety and comfort.
- #### **4. Formation of Tourism Awareness Groups among Youth**

The fourth strategy carried out by the tourism awareness group is to form a tourism awareness group among teenagers. We know that the biggest fans of tourist destinations today are teenagers. Every teenager will know the newest tourist destinations in an area. By having a tourism awareness group providing information regarding the latest tourist destinations, the people who will flock to it are teenagers. In this way, teenagers are an excellent asset in tourism development. Not only do they come to see and enjoy existing tourist destinations, but teenagers also take part in promoting and disseminating these tourist destinations on the social media they have and use. So that indirectly, teenagers have a good impact on tourism development. Apart from that, by providing positive impacts, it is not uncommon for teenagers to be the ones who make a tourist destination polluted. So, to make teenagers aware of this, the tourism awareness group formed a tourism awareness group for teenagers in order to provide positive impacts on tourist destinations and also make tourist destinations better known to the general public (Bhaskara & Filimonau, 2021).

B. Social Capital of Tourism Aware Groups in Tourism Development

Social capital is the main capital used by tourism awareness groups in tourism development. Social capital does not only talk about how humans interact with each other, but also talks about how relationships can be established between fellow tourism-conscious groups, thereby creating a close, family-based relationship. Social capital is very useful in generating a tourism awareness group in tourism development. This social capital provides views and ways for tourism conscious groups to survive and grow every year. So that is how the group develops every year, of course it has close social capital between fellow members in the group. Thus, there are several social capital groups that are aware of tourism in carrying out tourism development, namely:

1. Building Trust Between Tourism Aware Groups

Trust is capital and a very important role in a group. Robert Putnam said that trust is a form of desire to take risks in social relationships which is based on a feeling of confidence that others will do something as expected and will always act in a pattern of mutually supportive action (Nugraha, 2023). A group is an association of relationships that are formed by each member in the group. A relationship within a group will feel warm if it is based on trust. Building trust in a group consisting of various individuals is not an easy thing. So, according to Mayer, there are several factors that shape a person's trust, consisting of 3, namely: ability, benevolence and integrity (Rahmafritria et al., 2021).

The tourism awareness group in Padang City has built trust between fellow group members well. The things that groups do are mutual trust between fellow members. Members of the tourism awareness group do not have any negative prejudices against anyone. This is done by each member always being open with other members. For example: there is something that is not in line with your thoughts and immediately give a statement and discuss it so that in the future it does not cause misunderstandings between fellow members. Apart from that, fellow members always work together and work together in tourism development so that the work can be completed well. And maintaining communication is the main thing in tourism awareness groups in Padang City to build trust between each other and others.

2. Expanding Networks between Tourism Awareness Groups

One of the keys to success in building social capital lies in the group's ability to involve themselves in a network of social relationships (Yosi S Mutiarni & Nakamura, 2022). Social networks are a form of social capital that is widely used by the wider community to disseminate something that is being done (Agastya et al., n.d.). For tourism conscious groups, expanding social networks between groups is useful as a means for spreading tourist destinations so that many people know about tourist destinations in Padang City so that they can increase existing tourism and also help the community's economy. The Tourism Awareness Group in Padang City is expanding its network among fellow tourism awareness groups. Each tourism awareness group exchanges information about existing tourist destinations. So that other tourism awareness groups can provide information related to existing tourism using various technologically advanced platforms such as social media: Instagram, TikTok, Facebook and WhatsApp. In this way, network expansion will spread even more (Azhari et al., 2021).

3. Following Rules and Norms in Tourism Awareness Groups

Social rules and norms play a very important role in controlling the forms of behavior that develop within a group. A group can survive well if members in the group follow existing rules and norms (L. Rahmadani & Resdati, 2023). The tourism awareness group in Padang City is able to increase every year because members of the tourism awareness group adhere to the rules and norms that apply within the group. Each group has rules and norms that must be obeyed by each member. So if the rules and norms are followed properly then the group will be able to survive under any circumstances (Putri & Permana, 2023). The tourism awareness group in Padang City has been able to comply with the rules and norms that exist within a group, such as: if a meeting is held, attend on time, provide arguments and opinions in language that is understood and does not offend other members, respect each other among group members and be able to take responsibility. responsible for the work given. In this way, the tourism awareness group in Padang City is able to develop every year and survive (Jaya & Izudin, 2023).

4. CONCLUSION

The tourism sector is an important component in the economic development of a region. The tourism sector has spread throughout Indonesia. One area that has developed the tourism sector is the city of Padang. The city of Padang has developed the tourism sector from the many diverse types of tourism in the city of Padang. This tourism diversity is supported by the natural resources and cultural diversity found in the city of Padang. The potential tourist attractions of Padang City are diverse, such as: natural tourism, beaches/islands, religion, history, arts and art. Padang City has a total of 216 types of tourism spread across all sub-districts and sub-districts in Padang City. Tourism in Padang City can continue until now because of the existence of groups that can support the development of tourism in Padang City. This group is called the tourism awareness group.

A tourism awareness group is a group of people who have the awareness to build and support tourism development in an area. Tourism awareness groups are one component in society that has a role and contribution in developing tourism in an area. The formation of a tourism awareness group is also one of the goals for developing tourist attractions in an area, especially in the city of Padang. There are currently 32 Tourism Awareness Groups in Padang City. The group consists of; Kampong Bernip Group, Ophilbas, Sejahtera Batang Arau, Kampung Alam Bukit Nobita, Bukit Matoa, Sironjong Island and so on. The Tourism Awareness Group in Padang City will not experience good development with the increase in the number of Tourism Awareness Groups if there are no actions taken that are tied to shared beliefs. In order for a tourism awareness group to increase and develop, the community must take collective action. The actions carried out by the community to form a Tourism Awareness Group are called Collective Action and this belief binds members which is called social capital. So that to be able to maintain tourism awareness groups, strategies for strengthening collective action in tourism development are as follows: the desire to increase and maximize tourism, the existence of joint activities, coordination between actors in developing city tourism, and the formation of tourism awareness groups from among teenagers. Apart from that, tourism awareness groups also carry out strategies to strengthen social capital for tourism development, namely as follows : building trust between tourism awareness groups, expanding networks between tourism awareness groups, following rules and norms within tourism awareness groups.

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