

The Role of Creative Education and Training Activities on Community Interest and Participation at West Sumatra Pavilion Taman Mini Indonesia Indah

Gagih Pradini¹; Anisa Putri Kusumaningrum²; Fitri Agustiani³;
Dinda Putri Fatimah⁴; Amin Kiswanto⁵

Universitas Nasional, Jakarta^{1,2,3,4}

Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta⁵

Email : gagih@civitas.unas.ac.id

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Abstract.

The purpose of this study was to determine the role of educational activities and creative training on community interest and participation in the Taman Mini Indonesia Pavilion. The object of this research is the Taman Mini Indonesia Indah destination. The research location was conducted in East Jakarta City. Data collection was carried out using qualitative methods/interviews with visitors to obtain information regarding community interest and participation in the role of educational activities in TMII.

Keywords: Taman Mini Indonesian Indah, West Sumatra, Pavilion, Culture, Education

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1. Introduction

Tourism is one of the important components for driving economic growth around the world in recent times, even in many countries that depend their economies on tourism activities such as Singapore, Hong Kong, Macau, Peru, Saudi Arabia, and many others. (Pradini; Hardini 2021) Tourism in Indonesia has many types of rich natural charm, culture, customs the religion of its people can be useful in tourism development as a foreign exchange earner of the country, improve the welfare and prosperity of the community, and encourage many cities or regions in Indonesia to prioritize tourism development. This is because each region in Indonesia has its own distinctive and different charm from other regions. (Rosa; Predini 2023)

Indonesia has great tourism potential, one of which is Indonesia's natural wealth which should be proud of, and each region has a characteristic that attracts tourists to visit the place. Tourist attractions in Indonesia are supported by a cultural heritage that reflects the history

and dynamics of the diversity of Indonesian people mixed with the diversity of their languages.

With the development of the world of tourism, tourism will grow and increase tourist destinations in developing countries and developed countries such as Indonesia and one of them is the city of DKI Jakarta. There are so many interesting tourist destinations such as cultural tourism, recreational tourism, religious tourism, natural tourism and historical tourism. Cultural tourism is a type of tourism activity that utilizes culture as a tourist attraction visited by tourists. In these tourist destinations, tourists will feel and learn about certain cultures.

The main attraction of TMII is the building of traditional houses in 34 provinces in Indonesia, which are designed according to the culture and environmental conditions of Indonesia. Traditional houses at buildings were established in six zones, namely Sumatra, Java, Bali, Kalimantan, Sulawesi, Maluku, Nusa Tenggara, and Papua.

Then the supporting attraction is the existence of houses of worship such as mosques, churches, monasteries, and temples. The traditional house building and worship building were erected as a sign of proof that Indonesia has so many differences in customs, tribes, religions, and languages but still one, namely Indonesia as a nation that upholds the value of togetherness contained in *Bhinneka Tunggal Ika*.

One of the platforms in Taman Mini Indonesia Indah (TMII) that attracted the author's attention was the West Sumatra pavilion. This West Sumatra pavilion has various traditional buildings such as Gadang House (Agung House), Balairung (Balai Abiasa), and Rangkang (Rice Barn). The atmosphere at the West Sumatra Pavilion is very beautiful, and comfortable, and feels really like being in the province of West Sumatra because the building is very distinctive. This pavilion is very useful to introduce Minangkabau culture to tourists, the gadang house at the TMII West Sumatra Pavilion functions as an exhibition hall typical of Minangkabau culture. Padang City is a city that has a variety of cultures, customs, tourist destinations, and culinary or cuisine that is very diverse. (Pradini, *et al.* 2021)

At the West Sumatra Pavilion, there are also educational activities and creativity training that need to be done to attract public interest and participation in creative education and training activities. With this, the author is interested in researching "The Role of Creative Education and Training Activities on Community Interest and Participation at the West Sumatra Pavilion Taman Mini Indonesia Indah (TMII)

According to Putu Eka Wirawan (2021), tourism is a tourist trip that is carried out many times or around, both planned and unplanned which can produce a total experience for the perpetrators. Meanwhile, Kurt Morgenroth in Fajri (2016) defines tourism as the activity of leaving the place of origin to make oneself a consumer of cultural and economic civilization to meet the needs or desires of life.

According to some writings, Indonesia has long been the attention of other nations, because of the beauty of natural wealth, and diversity of multi-ethnic tribes owned by the Indonesian nation. Tourism is part of tourism, tourism is a travel activity carried out by a person or group of people visiting a certain place, with the aim of recreation, self-development, or learning the uniqueness of tourist attractions visited in a temporary period (Tourism Law number 10 of 2009).

Culture and culture in English in only one word, namely culture. While in Indonesian have a different meaning. Culture is mind, reason, and mind, meaning that man is a perfect creature created by Him, his perfection lies in the forebrain.

According to Koentjaraningrat (1974), culture is the result of the human mind, reason, and mind which can be divided into three forms, namely, 1. The abstract ideal being cannot be seen or touched; ideas, ideas, values, norms, and traditions, 2. The existence of a social system of behavior patterned on human beings; activity, interaction, association from day to day, and so on. 3. The form of physical culture is the total total result of human thought and activity in concrete form.

In philosophy activity is a special relationship of man with the world, a process by which man reproduces and develops the form of nature because he makes himself the subject of activity and the phenomenon of natural phenomena the object of activity. According to Anton M. Mulyono, an activity is an activity or activity, including activities that occur both physically and non-physically. According to Sriyono, activities are all activities carried out both physically and spiritually. Aktivitas are activities, activeness, and busyness (Miranda, 2019).

Tourism Activities are a series of activities to temporarily move people to a destination outside their place of residence or place of work, the activities they do while staying at that destination, and the facilities provided to meet their needs both during the trip and at their destination.

Education is a learning process carried out both formally and informally which aims to educate, provide knowledge, and develop the potential of each human being, then realize the learning process better.

According to Munif Chatib, education is a conscious and planned effort to develop human potential optimally through guidance, teaching, and training. Meanwhile, according to John Dewey, education is an experience offered by the environment to individuals that can produce behavioral changes.

According to Dewi, Fandeli, and Baiquni (2013), community participation is a right owned by the community to take part in decision-making in the stages of the development process, starting from the beginning of planning, implementation, supervision, and environmental conservation. Here the community is not only a recipient of facilities and benefits but as a subject of sustainable development. According to Decroly, interest is the statement of an unfulfilled coincidence. The need arises from the urge to give satisfaction to an instinct. Interest does not only come from one source, but children can get interest from other sources. Examples are, habits carried out and education obtained, the presence of social and environmental influences, and instincts or desires and the child

According to Widodo (2015), creative training is a series of individual activities to systematically improve skills and knowledge so that they can have professional performance in their fields. Training is a learning process that allows employees to carry out their current work by standards.

Meanwhile, according to Rachmawati (2008), creative training is an environmental forum for employees, where they acquire or learn specific attitudes, abilities, skills, knowledge, and behaviors related to work.

2. Research Method

The object of this research is the destination of Taman Mini Indonesia Indah (TMII) under study, namely the West Sumatra Pavilion. The time of this study was carried out on June 22, 2023.

This research uses data collection techniques or observations according to Muhammad Ilyas Ismail (2020) in the Learning Evaluation Book: Basic Concepts, Principles, Techniques, and Observation Procedures can be interpreted as one of the data collection techniques that is more specific than other techniques. And continuing to use qualitative research Raco (2018, p. 7) explained that qualitative research methods are approaches or tracing to explore and understand a central phenomenon that treats participants truly as subjects and not objects.

3. Results and Discussion

Taman Mini Indonesia Indah is one of the tourist destinations located in the city of Jakarta and is a tourist destination based on educational and cultural tourism. This is because Taman Mini Indonesia Indah apart from being a place of recreation and entertainment, has an important role as a place of cultural preservation and education. The availability of museums under several ministries in Indonesia and the existence of platforms in the form of traditional houses in each province in Indonesia support the image of Taman Mini Indonesia Indah as an educational and culture-based tourist destination that can add to the wealth of knowledge and insight into culture in Indonesia. The image of Taman Mini Indonesia that has been formed in the eyes of the public in addition to having many facilities for recreation and entertainment, namely easy access to its location and affordable entrance ticket prices.

Regarding education policy, the head of Taman Mini's education division said that Taman Mini does not have a specific education policy. There are some guidelines for regional pavilions, museums, and parks in carrying out their educational role, but not all of these facilities follow these guidelines. These facilities have different management; Regional pavilions are managed by each provincial government, museums are managed by ministries, while other museums and parks, such as the Indonesian Museum, Flower Park, Bird Park, and so on have their management and directors so that all matters regarding education are fully handed over to the local government or related ministries if they want to implement according to these regulations, but more importantly if they provide funds for the implementation of exhibitions and educational programs or not. In addition to traditional Indonesian art and culture, education at Taman Mini also emphasizes the natural environment of Indonesia, such as typical Indonesian plants and animals. This education is usually carried out by the platform through training such as traditional dance and theater training. At the Children's Palace, there are also various trainings for children such as music and puppets.

Education related to Indonesia's natural environment is organized by aquariums, Insect Museums, and Bird Parks through touch pools, videos, and so on. Inside the museum, there are also educational programs such as how to make traditional crafts and how to preserve objects. However, the role of education in Taman Mini is prioritized to visitors among students. In addition to school groups from all over Indonesia, Taman Mini also assists students in conducting research and practical work.

This pavilion is very useful to introduce Minangkabau culture to tourists, the West Sumatra TMII pavilion gadang house serves as a Minangkabau cultural exhibition hall. The exhibits include traditional clothing of each district on display along with mannequins, sun poles, alley stages, traditional musical instruments such as Talempong, clappers, silungkang textiles, and handicrafts. The gadang house is also used as a place to sell handicraft souvenirs, such as Silungkang Songket jam, jewelry, etc. West Sumatra Pendopo is basically like a gadang house, there are two different models, namely the Budi Chaniago model and the Piliang City model. Balairung is an open space usually not walled. Anjungan Balairung in Anjungan West Sumatra is used as a venue for Minangkabau performing arts events and exhibitions.

Various types of carvings can be found by TMII West Sumatra, such as flat, opaque, translucent, and burnt carvings, as well as plant, flower, and animal motifs with the main colors of red, yellow, blue, and black. conveys beauty. and Minangkabau customs.

TMII West Sumatra also rents traditional clothes displayed in Gadang and the booth has a ballroom to provide creative training and education activities, especially drum music and West Sumatran dance, for tourists who are interested in creativity. education and training activities. This training course is given by experts.

4. Conclusion

From this explanation, it can be concluded that Taman Mini does not try to educate by force, but through a learning process. Through various facilities and exhibitions, visitors have the freedom to choose what they want to see and what facilities they want to visit, whether it is a regional pavilion, parks, or museums. But within these facilities, Taman Mini adopts a mass form of communication in carrying out their educational role (Hooper-Greenhill, 1994), where visitors passively receive all the messages conveyed. Although Taman Mini also takes the form of interpersonal communication, this form is limited to visitors from among students or certain circles who participate in traditional art training programs or other training.

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