



Development Of Tourism Destinations And Visitor Participation Through The Empowerment Of The Thematic Village "Elo Pukek"

Pengembangan Destinasi Wisata Dan Partisipasi Pengunjung Melalui Pemberdayaan Desa Tematik "Elo Pukek"

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Abstract

Thematic Village is one of the innovations of the Padang City Government to overcome problems in meeting basic needs, especially improving the quality of the environment, infrastructure and basic settlements. We chose the Thematic Village because we want to provide new innovations to develop tourist attractions to make them more advanced and much sought after by the community. Fishermen carry out the "Elo Pukek" activity or pulling trawls (nets) together on Padang Beach. The local government will develop the "Elo Pukek" tradition as one of the tourist attractions in Padang City to increase tourist visits and the fishing economy.

Keywords: improving the economy of thematic villages

Abstrak

Desa Tematik merupakan salah satu inovasi Pemerintah Kota Padang untuk mengatasi permasalahan dalam pemenuhan kebutuhan pokok, khususnya peningkatan kualitas lingkungan, infrastruktur dan permukiman



	dasar. Kami memilih Desa Tematik karena kami ingin memberikan inovasi baru untuk mengembangkan tempat wisata agar lebih maju dan banyak dicari oleh masyarakat. Nelayan melakukan kegiatan "Elo Pukek" atau menarik pukat (jaring) bersama-sama di Pantai Padang. Pemerintah daerah akan mengembangkan tradisi "Elo Pukek" sebagai salah satu tempat wisata di Kota Padang untuk meningkatkan kunjungan wisatawan dan ekonomi perikanan. Kata kunci: meningkatkan perekonomian desa tematik
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INTRODUCTION

Community service activities (pkm) are the main duties of lecturers as stated in the tri dharma of higher education. As a lecturer, this community service activity is routinely carried out, but this activity cannot be done haphazardly. There are a number of standards that regulate the scope and other aspects of its implementation. Within the scope of community service there are national standards whose references are based on Minister of Education and Culture Regulation No. 3 of 2020 concerning National Higher Education Standards. Through this Ministerial Regulation, various national standards in higher education are explained, so that the national standards for implementing community service activities themselves consist of 8 (eight), namely, Standards for Community Service Results. The first national standard in carrying out community service is the results of the program. As a form of implementation, community service must meet the standards set. . Community Service Content Standards. The second national standard for community service is the scope of program content. The community service program is expected to contain the process of utilizing technology and science to provide solutions and convenience to the community. Community Service Process Standards. Next is the process standard where the minimum criteria for the process of implementing a community service program include the process of planning, implementing and reporting activities. Through this standard process, it is hoped that lecturers can carry out service in a directed, measurable and programmed manner. So that it is clear what the flow is like, where it starts, what it uses, the content and so on. Then the objectives of this community service program are also formulated and what efforts need to be



made to achieve them. If there are obstacles, then you have prepared to anticipate them.

Community Service Assessment Standards From the assessment aspect, the success of the service program will be known if the program assessment is in accordance with national standards. Assessment standards provide minimum criteria that lecturers must fulfill in implementing service programs. The basis is to be able to carry out service that is educational, objective, accountable and transparent.

Implementation of Community Service: The following are the standards in terms of program implementation, namely the minimum criteria regarding the lecturer's ability to carry out the service program. This ability is important so that service programs can run according to standards. The standard for this implementation is that implementers (lecturers and teams) must have mastery of scientific application methods that are appropriate to the field of expertise, type of activity, as well as the level of complexity and depth of activity targets.

Standards for Facilities and Infrastructure for Community Service Like research, the scope of national standards for community service also includes aspects of facilities and infrastructure. Namely the minimum criteria that must be met by all facilities and infrastructure supporting service programs. Facilities and infrastructure are used by lecturers as a tool for service to run smoothly. The facilities and infrastructure used must also be of high quality in order to provide results that meet expectations.

Community Service Management Standards. Management in community service programs must also meet established national standards. This management includes the process of planning, implementing, controlling, monitoring and evaluating as well as reporting community service activities. The latest Community Service funding standards are standards for aspects of funding that must meet the criteria. The source of funding for community service programs can come from various aspects, it can come from internal university funds, it can also come from the government, from institutions and from the community itself.



Figure 1. National Standards for Community Service (Ristekdikti, 2019)

DEVOTION METHODOLOGY

The location of this Community Service Activity is in Purus Village, West Padang District, West Sumatra.

The steps taken in carrying out activities include the following:

- Carry out coordination with the UPI Mandiri PKM TEAM "YPTK" Padang in a measurable and systematic manner
- Choose important themes and policies related to the form of activities to be held.
- Conduct a location survey by visiting the activity location directly. This activity ended by creating collaboration in the form of creating an agenda for PKM activities.
- Keep a good record of all participants and the facilities used during the activity.
- Realize all activity agendas in writing in the PKM activity proposal text to then be submitted to LPPM UPI "YPTK" Padang in accordance with predetermined directions and procedures.

Activity Method

The implementation method for this community service program is the method of transferring knowledge from lecturers to those being taught. Implementation of

activities can be seen in the following diagram:



Figure 2. Activity Implementation Process Diagram

a) Preparation

Preparation for this activity includes several procedures:

1. Prepare materials
2. Site survey
3. Manage licensing letters
4. Making proposals and approval processes for community service locations.

b) Screening

There are several activities carried out at the screening stage, including:

1. Prepare speakers and committee before the event
2. Ensure all tools are ready to be brought to the location
3. Make sure all need program like documentation and transportation

c) Implementation of Activities

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d) Activity Report

Activity reports are prepared by the PKM Mandiri UPI "YPTK" Padang TEAM after the activities have been completed. The next activity report is given to LPPM UPI "YPTK" Padang.

e) Evaluation**Indicators for assessing the success of this activity include:**

1. 80% of invited participants attended the training.
2. Implementation of all training activities
3. 40% of participants were able to understand the material provided.
4. Statement of satisfaction from training participants.

RESULTS OF DEVOTION

Basically, PKM is a service and education based activity, which is expected to provide the following benefits: Through this program it is hoped that it will benefit the community by implementing tourist destination development to increase visitors' knowledge and understanding through empowering the Elo Pukek Thematic Village on Padang Beach. It is hoped that this community service activity (PKM) will be beneficial for visitors and fishermen. Apart from that, this PKM activity can be used as motivation to expand tourism productivity. By providing outreach regarding the Development of Tourist Destinations and Visitor Participation Through the Empowerment of the Elo Pukek Thematic Village in Purus Village, West Padang District, West Sumatra. Tourist destinations and visitor participation through the empowerment of the Elo Pukek Thematic Village on Padang Beach. It is hoped that this PKM activity can provide insight into the development of tourist destinations and visitor participation through empowering the Elo Pukek Thematic Village on Padang Beach.





Figure 3. Purus Fishermen's Mamukek Activities

CONCLUSION

This Community Service Activity is one of the mandatory courses that is taken. This activity, entitled Development of Tourist Destinations and Visitor Participation through the Empowerment of the 'Elo Pukek' Thematic Village in Purus Village, West Padang District, West Sumatra, aims to provide understanding and development of tourist destinations in increasing visitor interest from Elo Pukek and can also increase income by understanding marketing methods using technology and developing knowledge of the Elo Pukek fishermen. The activities carried out in the Elo Pukek thematic village went well and smoothly. This activity is one of the activities that must or must be carried out which includes: Education and teaching, Research, Community Service with Tourism Destination Development and Visitor Participation through the Empowerment of the 'Elo Pukek' Thematic Village. This is considered appropriate because it provides a deeper understanding of the development of thematic village destinations using technology and provides knowledge to visitors in improving the welfare of Elo Pukek fishermen. The things that were achieved or activities carried out in the elo pukek thematic village during PKM were helping fishermen spread pukek into the sea using boats and pulling the pukek to the shore.

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