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Development of Module in Increasing Tourism Awareness for Souvenir Merchants in Bukittinggi City

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Abstract. This research is motivated by the low awareness of souvenir merchants about tourism. It aims to produce a module development on tourism awareness for souvenir merchants which explore tourism awareness, tourism awareness improvement modules, content validity testing, convenience testing, module effectiveness testing, and the process of developing a tourism awareness module. The research uses a development approach with qualitative method. Tourism awareness data sources were obtained from souvenir merchants; tourism-awareness modules through Focus Group Discussion; validity test data and module practicality from education experts; city market service and testing module effectiveness from souvenir merchants. The research describes the low tourism-awareness of souvenir merchant, the making of tourism-awareness modules as guidelines for souvenir merchants to participate in advancing the tourism area, and the validity of contents of tourism-awareness development module and module practicality test with a good result. In addition, tourism-awareness modules have proven effective to improve tourist-awareness of souvenir merchants and tourist-awareness modules design based on the behavior that must own to be able to actively participate in developing Bukittinggi City as a tourist area.

Keywords: Module Development, Tourism Awareness, Souvenir Merchants

Introduction

Tourism is very much talked about by people because by developing the tourism sector, the influence on other sectors is very large. The tourism demand is increasing along with the level of humans' need for the importance of tourism in order to refresh themselves after work. The more advanced a society is, the higher one's need for recreation. Tourism is perceived as a basic need that must be fulfilled in the framework of physical fitness and spiritual tranquillity.

In the Vision and Direction of Long-Term Development (PJP) for 2005-2025, Chapter IV on the Direction, Stages, and Long-Term Development Priorities for 2005-2025 in Item IV.1.2 concerning Realizing a Competitive Nation, explained that in strengthening domestic economy with an orientation and global competitiveness, tourism is developed

in order to be able to encourage economic activities and improve the image of Indonesia, improve the welfare of local communities, and provide expanded employment opportunities. The development of tourism is carrying out by utilizing the diversity of charms of natural beauty and national potential of the widest marine tourism area in the world wisely and sustainably, as well as encourages economic activities related to the development of national cultures. Furthermore, according to research published by Muslim in 2006 on *Economic Community Empowerment through Tourist Village Development*, stated that the development of tourist areas in the future requires better management because it will bring more supportive income for national development (Muslim, 2016).

West Sumatra Province is an area with stunning natural beauty. There are many attractions in the entire province that

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potentially bring in foreign exchange revenues if it managed properly,, and the surrounding community will be able to increase its economy (B. Hidayat, Hesna, Suraji, Istijono, & Ophiyandri, 2017; S. Hidayat & Arkhi, 2015). Therefore, tourism objects in West Sumatra should be managed properly and the local government is highly expected to be involved as the spearhead in the development of the tourism industry (B. Hidayat et al., 2017).

One of the famous tourist attractions in the Province of West Sumatra is the City of Bukittinggi, including the Agam Regency. The tourist objects in the Bukittinggi City are famous for their natural beauty, such as Ngarai Sianok, Jam Gadang, and the Zoo. Other interesting tourist attraction is a historical object of Japanese colonial heritage from centuries ago and is still in good condition with its own beauty, namely Lobang Jepang (Japanese cave). It was used by Japanese soldiers in the past to hide from enemies and as their weapons' storage. There is also Fort de Kock (fortress), from the Dutch rule era which used as a gathering place, a place for discussion in order to strengthen their position in West Sumatra Province and Indonesia (Dwisaputra, 2017).

Tourism development has very strategic value because it can develop its culture and maintain its natural potential, and the existing tourism potential becomes an economic activity in creating jobs and then affects the welfare of the community (Kreag, 2001; Nirwandar, 2005). The development of the tourism area certainly does not grow just like that without any effort being made. Among them are factors that have a huge influence on the development of tourist areas, including the local government, the availability of facilities and infrastructure that is needed for the development of this sector and in order to become one of the mainstay sectors (B. Hidayat et al., 2017). Likewise, environmental quality is an integral part of the tourism industry. Developers and organizers of tourism activities should pay their attention to the quality of the environment, including tourism awareness for the community.

One of the influential factors in the development of the tourism industry in Bukittinggi City is souvenir merchants. They merchants are not ready to support the success of the tourism industry. Based on the results of research in the first year conducted by Aini, Ismaniar and Hayatunnufus (2018),

it is known that souvenir merchants have not been committed to advancing tourism in their area. This can be seen from their behaviors which merchants have not been able to provide good service to local and foreign tourists, including the way they offer their merchandise at high prices, and sometimes they are being unfriendly to tourists. Furthermore, the research findings illustrate the low awareness of souvenir merchants about order, cleanliness and beauty (K3).

Based on the problem of low tourist awareness of souvenir merchants, the researcher is interested in researching about "Development of Module in Increasing Tourism Awareness for Souvenir Merchants in Bukittinggi City". This tourism awareness module is designed based on the needs of souvenir merchants on what behavior that must be shown to participate in providing input to officers to maintain security, cleanliness and order; to improve the quality of souvenir merchandise; and to provide input to the regional government for the progress of Bukittinggi City as the city tourism destination. This study aims to develop a travel awareness module for souvenir merchants in Bukittinggi City, which includes: (1) exploring tourism awareness for souvenir merchants; (2) tourism awareness improvement modules for souvenir merchants; (3) content validity testing, convenience testing, module effectiveness testing; and (4) the process of developing a tourism awareness module.

Tourism awareness for souvenir merchants aims to enhance the participation of souvenir merchants in advancing and promoting the region of Bukittinggi City as a tourist destination. The participation is in the form of raising attitudes, friendly behavior as a host, and improving the image, quality of tourism products and services that are based on or improving the application of "Sapta Pesona." According to Dinas Pariwisata, Seni & Budaya Provinsi Sumatera Barat (2004) (Tourism, Art, and Culture office of West Sumatera Province), "Sapta Pesona" (safe, orderly, clean, cool, beautiful, welcoming, and memorable) is a condition that must be realized in order to attract tourists to visit an area or region in Indonesia. For this reason, a beautiful atmosphere must be created in tourist destinations to attract and fascinate, tourists and make them comfortable, feel at home for a longer time, feel satisfied, and get give wonderful memories in their lives.

Based on the explanation above, there are seven elements of tourist attraction that include in "Sapta Pesona" which can affect the tourists' desire to visit, feel comfortable, and stay longer in a tourist destination. Three elements of "Sapta Pesona" are targets of socialization as an effort to improve national discipline, safe, orderly, and clean. The seven elements in "Sapta Pesona" according to Dinas Pariwisata, Seni & Budaya Provinsi Sumatera Barat (2004) are as follows:

First is safe. Tourists will be happy to visit a place if they feel safe, peaceful, not afraid, protected, and free from acts of crime, violence, threats, such as extortion, muggings, fraud, etc. Another thing is being free from infectious diseases and other dangerous diseases. Tourist should also safe from accidents caused by unsafe equipment and vehicles, escalators, recreational or sports equipment, and also safe from bad food/drink. Other factors that also need to be considered are misbehaviors, such as merchant fraud, speech and hostile actions, etc. Thus, security is a crucial condition that provides a peaceful atmosphere for tourists to be free from fear and has no worries about the safety of their life, body, and property; free from threats of misbehaviors and acts of violence (Fanani & Pangestuti, 2017). Second is orderly. Orderly conditions are something that is highly coveted by everyone, including tourists. This condition is reflected in an orderly, neat, and smooth atmosphere and shows high discipline in all aspects of community life, such as in traffic order, on-time schedule of public transportation, etc. There are no people jostling around to get or buy something they need. The building and the environment are also neatly organized. Services in various fields are carried out properly and appropriately, and tourists get the right and unconfusing information.

Third is clean. Clean means free of dirt, garbage, waste, disease, and pollution. Tourists will feel at home and comfortable when they are in clean and healthy places, such as clean houses, restaurants, hotels, public transportations, recreational places, toilets, etc. Tourist will also prefer clean and healthy food and drinks, clean tableware (spoons, plates), beds, sports equipment, etc..The clean and neat appearance of tourism officers (and people related to tourism) will leave a positive value for tourists (Violinaa & Suryawan, 2016).

Fourth is cool environment. All-

green, fresh, and neat environment gives a comfortable and peaceful atmosphere or cool air. The desired cool environment should not only be provided outside the room or building, but also inside the rooms. This cool environment or atmosphere can be created in many ways. There are activities to maintain environmental sustainability and green actions carried out by the community or the government, in the form of reforestation, maintain the environmental cleanliness, plant various plants in the yard for both decoration benefits for households, plant shady trees along the road in their environments, in the schoolyard, etc. Associations are also formed aiming at preserving the environment. Bringing cool environment can be done by decorating room for tourist (study/working room, guest room, bedroom, and other places) with various decorating plants or air conditioners. Furthermore, there are various other activities and efforts that can make our living environment cool, clean, fresh, and comfortable (Violinaa & Suryawan, 2016).

The fifth is beautifulness. The situation or atmosphere that displays an attractive and pleasant environment is called beautiful. Beautiful can be seen from various aspects, such as in terms of color, layout, shape layout, or harmonious style and motion which giving a pleasant and beautiful impression. Beautiful is always in line with clean, orderly, and inseparable from God's creation and the work of humans. Therefore, we must maintain the environment to be sustainable and can be enjoyed by humans for longer time. There are things to be done to preserve the beautifulness: (a) pioneering and inviting the community to keep maintaining and preserving the existing beauty, and (b) inviting the community to organize the environment regularly, orderly, and harmoniously.

Sixth is being friendly. Hospitality is an attitude of someone who shows intimacy, politeness, being helpful, smile a lot, and attractive. Friendly is the character and culture of Indonesian people in general who always respects the guests and be a good host. This friendly attitude is one of the attractions for tourists and must be maintained properly. The things that need to be done include: a. inviting the community to show a good attitude as a host with friendly attitude and willing to help and serve tourists, and (b) help provide information about the customs, especially those that should not be violated.

Seventh is memories. Memories are

impressions that are firmly attached to one's memories and feelings caused by the experience they gained. Memories can be beautiful and fun, but can also be unpleasant. It is expected that tourists who visit Indonesia will have great and positive memories. They will remember Indonesia as a beautiful country and have experienced a lot of fun and unforgettable things in Indonesia. Beautiful memories can be created through: (a) comfortable, clean, and healthy accommodation; fast, appropriate, and friendly service; and an atmosphere that reflects regional characteristics in the form and style of the building and its decorations, (b) distinctive and fascinating regional cultural arts attractions in the form of dance, sound of art, various ceremonies; (c) delicious food of regional specialties with attractive appearance and presentation which can be a strong attraction for tourists and used as national identity; and (d) small souvenirs that reflect regional characteristics with high quality, easy to carry, and at an affordable price which have their own meaning and can be used as evidence that tourists have come to certain places or memories of a person's visit to a place/area.

Research Methodology

This research was designed using a development approach. According to Richey

& Klein (2014), research and development is intended to determine an empirical basis, so that it can create a learning model innovation that leads to development. Besides that, through development research, it is hoped that a process and procedure of developing tourism awareness raising modules for souvenirs trader in the Bukittinggi city will be realized.

According to Sugiyono (2011), development research is a type of research that is often carried out in the world of education with the intention primarily in the development of learning modules. This research will develop an increase in tourism awareness module for souvenir merchants. The development of this tourism awareness module will provide guidance for souvenir merchants in developing the tourism industry in Bukittinggi City. The research stages of developing tourism awareness modules are presented by Sugiyono (2011) as follows: (1) formulating research problems; (2) conducting needs of analysis; (3) collecting data and analyzing empirical findings; (4) designing tourism awareness modules for merchants souvenirs, carrying out Focus Group Discussion (FGD); (6) revising module design by researchers; (7) module validation by education experts; and (8) module design revisions by researchers. The flow of this research can be described in the form of the

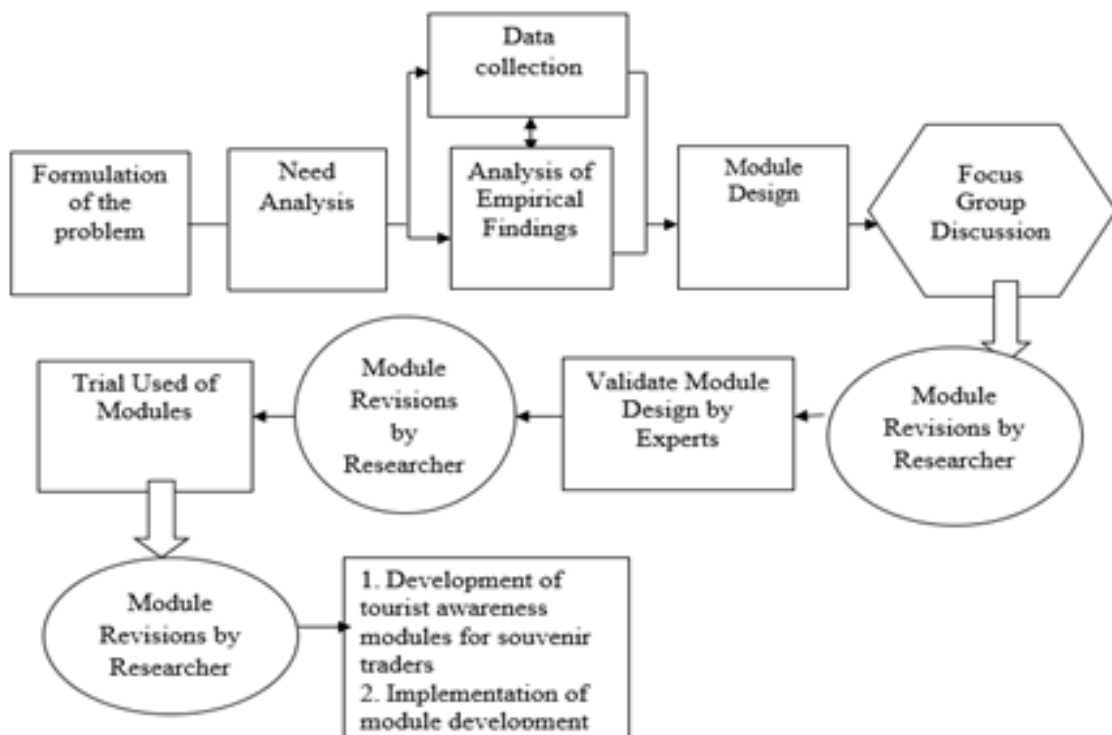


Figure 1. Research Scheme

figure 1.

The method used in this research is qualitative with the aim of broadly and deeply finding about: (1) the low tourism awareness of souvenir merchants in Bukittinggi City; (2) constructing a module to increase tourism awareness of souvenir merchants in Bukittinggi City; (3) quantitative method is used to test the content validity, practice, and the effectiveness of developing tourism awareness modules; and (4) the process of developing tourism awareness modules for souvenir merchants. The type of module construction data is obtained through Focus Group Discussion (FGD) joined by four participants from tourism officers and Market Office of Bukittinggi City. The validity contents test of the data source is done by four education experts, the practice test of data sources by four people from the Market Office of Bukittinggi City, and data on the effectiveness test of tourism awareness development modules are obtained from souvenir merchants by means of one pretest-posttest model experiment. Data collection technique of content validity test is the practicality of asking questions/opinions from education experts and the market service of Bukittinggi City about the tourism awareness module developed and testing the effectiveness of modules by carrying out experiments on souvenir merchants.

Result and Discussion

The research findings of tourism awareness behavior for the intended souvenir merchants are participating in the form of thought contributions and donations of energy to achieve a goal of tourism progress in the Bukittinggi area.

Souvenir Merchant’s Behavior towards Tourism Environment

The research finding of Aini, Ismaniar and Hayatunnufus (2018), state that the low tourism awareness of observed souvenir

merchant was a lack of participation in terms of giving advice, input, and opinions to the government or to fellow souvenir merchants; or input to the community to achieve progress in the field of tourism in Bukittinggi City. Furthermore, awareness of souvenir merchants about order, cleanliness, and beauty (K3) in the tourism environment is still low. For more details, it can be described in Table 1.

Tourism awareness of souvenir merchants must be increased because it will encourage tourists to visit tourist cities in West Sumatra, including public awareness to be open to tourism will support Indonesia’s economic growth. As revealed by Fitriana (2017) businessman, and government which known as triple helix actors. This study is designed with aim to (i, the development of creative economy in 2025 lies in the quality of government education and awareness of tourism developers in the Sumatra region, including in Indonesia.

Tourism awareness, in this case, can be in the form of participation in maintaining order, cleanliness, and security in trading environment (Rahim, 2012). The participation shown by some souvenir merchants in order to advance Bukittinggi as a tourist city is by keeping the cleanliness and beauty of their selling environment so that they have a clean and healthy place to sell which will also make the buyers happy and comfortable to buy things from them. The clean and comfortable place will make tourists stay longer. Security is a very important factor to be maintained. Local and foreign tourists should be protected from misbehaviors that violate the rules, such as pickpocketing and fraudulent occurs in tourist areas. The behavior of orderly, clean, and safety should always be cultivated, nurtured, and realized in the daily lives of souvenir merchants. However, the research findings illustrate the low awareness of souvenir merchants to behave orderly, clean, and safety. In line with that, Dinas Pariwisata Seni & Budaya

Table 1
Souvenir Merchant’s Behavior towards Tourism Environment

Interval	Classification	Frequency	Percentage (%)
36 -40	strongly agree	20	40
31-35	agree	20	40
26-30	disagree	5	10
20-25	not agree	5	10
Total		50	100

Provinsi Sumatera Barat (2004) released a tourism development program called "Sapta Pesona", a condition that must be realized in order to attract tourists to visit Indonesia. Things that need to be considered to attract foreign or local tourists are security/safety, cleanliness, order, beauty, cool environment, being friendly, and give experiences that leave a meaningful memory for local and foreign tourists.

Maintaining friendly behavior, respecting local and foreign tourists, being kind, speak nicely, good attitudes, easy to get along, and being fun are some of the inheritance attitudes that characterize our nation which will attract tourist to visit Indonesia. Research findings show that some of souvenir merchants have behaved kindly. Friendly behavior is an important factor that must be shown by souvenir merchants, so that local and foreign tourists will be interested to buy the souvenirs. Friendly behavior is a behavior that has been existed since long ago passed by Indonesian ancestors from one generation to the next.

Indonesia is well-known for its hospitality in welcoming guests, sweet in language, and attractive which cause foreign tourists to stay longer in Indonesia. Likewise, souvenir merchants are expected to be friendly to serve buyers, to behave well, and not being rude to them. Pleasant behavior is associated with tourists and communities around the place where merchants sell souvenirs. According to Rahim (2012), the process of fostering public tourism awareness must be a process of education in community discipline. Through the process of education, attitudes and behavior of people in tourist areas must be friendly to serve tourists, saying something nicely and politely, including the behavior of souvenir merchants that graciously providing services in selling merchandise, thus attracting the tourists to buy.

Souvenir Merchant's Behavior towards Merchandise

Packing the Souvenirs to Attract Buyers of Local and Foreign Tourist

One of the most important souvenir merchant's behaviour towards merchandise is souvenirs packaging which made to be as attractive as possible to draw buyers and functions as a promotion. Research findings illustrate that a small number of souvenir merchants have started packing their merchandise well. The better the packaging of the goods, the more interested the tourists to them. Merchandise which is clean and neatly wrapped will be a way more appealing than the open, dirty, and dusty one. Souvenir merchants should apply that to draw buyers. The research's finding on matter above can be described in Table 2.

In line with this, Dinas Pariwisata Seni & Budaya Provinsi Sumatera Barat (2004) also stated that among the factors that drive the development of the tourism industry are the skills of the merchants to sell quality goods, and more importantly accompanied by the hospitality behavior of merchants and residents to welcome and serve the guests. Maintain Good communication between Souvenir Merchants.

Good and conducive communication needs to be created between merchants. Mutual input between merchants needs to be done. The findings of the study illustrate that a small number of merchants have given input to each other on the price of goods according to their quality. Selling expensive good a with bad quality can be detrimental to the merchants. The items on display are not sold or no one is bidding or buying the merchandise. For this reason, it is necessary to have a meeting between souvenir merchants to have goods to be sold that are of interest to local and foreign tourists.

Table 2
Souvenir Merchant's Behavior towards Merchandise

Interval	Classification	Frequency	Percentage (%)
46-52	strongly agree	20	40
39-45	agree	10	20
38-32	disagree	10	20
31-25	not agree at all	10	20
	Total	50	100

It is important for souvenir merchants to increase awareness of improving the quality of souvenirs sold. Good quality items will attract buyers to buy souvenir items. The low quality items will reduce the desire of tourists to buy goods offered.

The behavior that needs to be cultivated by souvenir merchants is to provide friendly service. Merchants have to be ing friendly to foreign and local tourists by helping them find places of attractions. Souvenir merchants can provide good and true information about any tourism objects in the area, for example, in Bukittinggi City there are many tourist objects worth visit so that foreign and local tourists feel helped by the information provided.

Honesty of souvenir merchants in providing information about existing tourist attractions is expected to help foreign tourists visit tourist attractions. The presence of tourists will have a positive impact on the community and the government in term of material benefits.

Fostering the Participation of Souvenir Merchants in Maintaining Order, Cleanliness, and Safety Facilities

Participation of souvenir merchants in maintaining order, cleanliness, and safety facilities is highly expected. The places of public facilities must be kept clean. For example, public toilets, *musholla* (a room to pray), and the relaxing place for tourists must be kept orderly and clean. Souvenir merchants are expected to participate in providing input to lodging service providers and to the public to participate in maintaining the facilities of cleanliness, order and safety so as to foster high motivation for tourists to visit the West Sumatra region including the Bukittinggi City known as the tourist city.

Providing Advice to Local Governments in Maintaining Cleanliness, Order and Safety

For the progress and smoothness of tourism activities in the Bukittinggi City, a small portion of souvenir merchants provides input to the local government to prepare cleaners who are responsible for the cleaning facilities around the tourist city. With the presence of these cleaners, it is expected that the cleanliness facilities such as public toilets and *musholla* are kept clean and hygiene at all times.

Souvenir Merchant’s Behavior in Giving Advice to the City Government

Provide Input/Suggestions Morally to the Local Government for the Progress of the Tourism Area.

A small number of souvenir merchants participate in giving input morally in the form of donations, of advice, and opinions to the government so that Bukittinggi can be realized as a tourist city. Moral donations given by souvenir merchants are in the form of support for local government policies regarding tourism implementation in Bukittinggi City. Souvenir merchants support the accelerate of Bukittinggi City construction, which is the construction of public facilities such as highways, bridges, even toilets, and etc that needs to be upgraded. Transformation activities are streamlined by its users. The details are described in the table 3.

Souvenir merchants are expected to have an awareness of the importance of promoting tourism objects that can attract the interest of local and foreign tourists. Some souvenir merchants sell their merchandise in average price, which is not too expensive, especially souvenirs for tourists. The merchants are also expected to be friendly in serving buyers. Tourism awareness of souvenir merchants will motivate tourists to visit the tourism area. Hospitality and good behavior will encourage tourists to come to tourist attractions like Bukittinggi. The findings

**Table 3
Souvenir Merchant’s Behavior in Giving Advice to City Government**

Interval	Clasification	Frequency	Percentage (%)
40-44	strongly agree	5	10
35-39	agree	5	10
30-34	disagree	30	60
25-29	not agree at all	10	20
	Total	50	100

of research on the development of tourism awareness modules for souvenir merchants are carried out through activities of *Focus Group Discussion (FGD)* by asking for input from education and tourism experts along with lecturers from the School of External Education Department on tourism awareness modules for souvenir merchants. Modules that are designed based on the needs of souvenir merchants in the form of behavior shown by souvenir merchants, namely friendly attitude of serving tourists who buy their merchandise, being able to communicate with tourists, and participation in giving advice to the Office of Tourism in order to advance the City of Bukittinggi as a tourist city.

Effectiveness Test on the Application of Tourism Awareness Development Modules for Souvenir Merchants

Research findings on the validity of the content of the development module of souvenir merchants tourism awareness according to education experts are appropriate, and the practicality test for the market service of Bukittinggi City is good. This means that the development of tourism awareness modules is suitable for the development of the behavior of souvenir merchants to advance Bukittinggi as a tourist city. The module effectiveness test was done through pre-testing the souvenir merchants before the module was applied and post-test was done after the module was applied, which described the different results in tourism awareness of souvenir merchants that was higher in the experimental group after the module was applied. This means that the module designed by researchers can help souvenir merchants to understand the behavior that must be owned in order to participate in advancing Bukittinggi as a tourist area. The details are described in the Table 4.

Based on the table above, it can be seen that the tourism conscious behavior of souvenir

merchant on average gain the test score of the improvement module on tourism awareness is greater ($17.03 > 3.56$) and differs significantly from t count $31.602 > 2.00$, The behaviors that must be owned by souvenir merchants are (1) behavior of tourism awareness towards the environment around tourism areas by taking part in maintaining order, cleanliness, and beauty; (2) skills that must be possessed by souvenir merchants by packing souvenir items that attract tourists to buy; (3) provide input to local governments to advance tourist area. The formation of tourism awareness for souvenir merchants towards a better direction shows that the tourism awareness module developed gives an opportunity for souvenir merchants to better understand the importance of souvenir merchants' awareness to advance the tourism area. Besides that, the impact caused by tourists who come to souvenir merchants according to Pitana and Diarta (2009), people will individually earn income from the sale of souvenir items. The contribution of the results of this study in the development of science is in order to foster the motivation of the community, in this case, the souvenir merchants participate in the development of the community for the advancement of tourism as a non-oil and gas industry which is expected to develop in the future.

Conclusions

The conclusions of this research consist of two: first, souvenir merchant has low awareness of tourism awareness. These souvenir merchants observed were lack of participation in providing advice, input, and opinions to the government or fellow souvenir merchants, or input to the community to achieve progress in the tourism sector in Bukittinggi City. The awareness of souvenir merchant about order, cleanliness and beauty (K3) in the tourism environment is still low. Second, The development of tourism awareness modules for souvenir merchant is

Table 4
Wider Test Results on Effectiveness of Application of Modules on Increasing Tourism Awareness of Souvenir Merchants

No.	Groups		Average	Difference	t_{count}	t_{table}
1	Experiment	Pre-test	75	17,03	56,037	
		Post-test	88,1			
2	Control	Pre-test	72,1	3,56	10,493	2,000
		Post-test	76,6			
3	Experiment		86,1	14,8	31,602	
		Control Post test	76,6			

suitable for the development of the behavior of souvenir merchant to advance Bukittinggi as a tourist city. The module effectiveness test was done by pre-testing the souvenir merchants before the module is applied and post-test was done after the module applied. The module contents validity on the development of tourism awareness of souvenir merchants according to education experts are appropriate, and the practicality test for the market service of Bukittinggi City is good.

Based on the research conclusions that has been put forward, the following are suggestions proposed: (1) it is expected that the Tourism Office of Bukittinggi City to improve tourism awareness development for souvenir merchants, so that Bukittinggi City as a tourism area will be more advanced, (2) it is expected that souvenir merchants to increase their participation, behave kindly and, politely, appreciate bargaining process of goods between buyers and souvenir merchants, and (3) it is expected that souvenir merchants use the tourism awareness module formulated as their guidance in advancing Bukittinggi as a tourist city.

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