

ABSTRACT

Rahmi Novalita. 2019. Development of Tourism Awareness Education Modules for Community-Based Tourism Managers in Agam District, West Sumatra. Dissertation, Postgraduate Program of Padang State University

The community, especially the managers of tourism objects has a very strategic role in managing and utilizing the potential of the environment to be cleaner, more orderly, comfortable, safe, beautiful, cool, and memorable. But some of the obstacles faced by community-based tourist managers are namely; first, the lack of knowledge about tourism awareness and the limitations of tourism information in creating a clean, orderly, comfortable, safe, beautiful, cool, and memorable environment. The second is the limitations of teaching materials for community-based tourism managers; the third is the limitations of human resources in providing learning to community-based tourism managers. This study aims to describe the steps for developing community-based tourism awareness education modules using the ADDIE development model, which can describe the validity, the practicality and effectiveness of tourism awareness education modules for community-based tourist managers.

The type of research is Research and Development (R & D). The number of research subjects is 20 people with the determination of samples made by incidental techniques. The research design used was one group pretest-posttest design. Data collection techniques consist of interview guides, questionnaires, observation sheets and tests. The data analysis technique uses Gain-Score. The results of the study show that: First, the steps to develop a community-based tourism awareness education module include; analysis of the development of tourism awareness education modules, designing tourism awareness education modules, developing tourism awareness education modules, implementing tourism awareness education modules, and evaluating tourism awareness education modules. Second, the validity of the tourism conscious education module for community-based tourism managers is very valid. Third, the practicality of tourism awareness education modules for community-based tourism managers is very practical. Fourth, the effectiveness of tourism awareness education modules for community-based tourist managers is very effective. The findings of this study are learning models using community-based tourism awareness education modules.

ABSTRAK

Rahmi Novalita. 2019. Pengembangan Modul Pendidikan Sadar Wisata bagi Pengelola Objek Wisata Berbasis Masyarakat di Kabupaten Agam, Sumatera Barat. Disertasi. Pascasarjana Universitas Negeri Padang.

Pengelola objek wisata berbasis masyarakat memiliki peran sangat strategis dalam mengelola serta memanfaatkan potensi lingkungan yang bersih, tertib, nyaman, aman, indah, sejuk, dan kenangan. Beberapa kendala yang dihadapi pengelola objek wisata berbasis masyarakat antara lain; *Pertama*, rendahnya pengetahuan tentang sadar wisata dan keterbatasan informasi pariwisata dalam menciptakan lingkungan yang bersih, tertib, nyaman, aman, indah, sejuk, dan kenangan. *Kedua*, keterbatasan bahan ajar bagi pengelola objek wisata berbasis masyarakat. *Ketiga*, keterbatasan sumber daya manusia dalam memberikan pembelajaran kepada pengelola objek wisata berbasis masyarakat. Penelitian ini bertujuan menguraikan langkah-langkah pengembangan modul pendidikan sadar wisata berbasis masyarakat menggunakan model pengembangan ADDIE, menguraikan validitas, praktikalitas dan efektifitas modul pendidikan sadar wisata bagi pengelola objek wisata berbasis masyarakat.

Jenis penelitian adalah *Research and Development* (R&D). Subjek penelitian berjumlah 20 Orang dengan penetapan sampel dilakukan dengan teknik *incidental*. Desain penelitian *one group pretest posttest design*. Teknik pengumpulan data terdiri dari pedoman wawancara, angket, lembar observasi dan tes. Teknik analisa data menggunakan *Gain-Skor*. Hasil penelitian menunjukkan bahwa: *Pertama*, langkah-langkah pengembangan modul pendidikan sadar wisata berbasis masyarakat meliputi; analisis pengembangan modul pendidikan sadar wisata, merancang modul pendidikan sadar wisata, pengembangan modul pendidikan sadar wisata, penerapan modul pendidikan sadar wisata, dan evaluasi modul pendidikan sadar wisata. *Kedua*, Validitas modul pendidikan tergolong sangat valid. *Ketiga*, Praktikalitas tergolong sangat praktis. *Keempat*, Efektivitas modul tergolong sangat efektif. Temuan penelitian yaitu model pembelajaran menggunakan modul pendidikan sadar wisata berbasis masyarakat.