

## Analysis of Sosopan Hot Spring Tourism Object Development to Attract Tourists in the West Pasaman Simpang Lolo Area

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**ABSTRAK :** Sosopan hot spring tourism is one of the tourist destinations located in the Nagari Rabi Jonggor area, Gunung Tuleh sub-district, West Pasaman Regency, this tour is one of the tours that has not been exposed or there are still many people who do not know about these tourist attractions. Even though the hot springs are very interesting to visit and there are many benefits for visitors to these tours, one of which is that visitors can take treatment in these hot waters and also at these tourist sites offer the beauty of the natural panorama of West Pasaman Regency. So that researchers are very interested in developing Sosopan Hot Spring tourism in Nagari Rabi Jonggor, Gunung Tuleh sub-district, West Pasaman Regency. There are several obstacles in developing hot spring tourism in Nagari Rabi Jonggor, namely as follows; Inadequate accessibility, inadequate facilities, poor security, poor hygiene and poor service. By conducting an analysis using the interpretive structural modeling (ISM) model, there are five sub-elements that have high driver power and low dependency, namely; E1 (inadequate accessibility), E2 (poor facilities), E3 (poor security), E4 (poor cleanliness), E7 (poor service). Constraints in the development of Rabi Jonggor Nagari hot spring tourism, Gunung Tuleh sub-district, West Pasaman Regency, there are five levels and priority directions in overcoming obstacles, namely accessibility and facilities.

Keyword : *Constrain, Nagari Rabi Jonggor*

### 1. PENDAHULUAN

Indonesia is the world's largest archipelagic country, with ± 18,110 islands with a coastline of 108,000 km. Indonesia has natural potential, diversity of flora and fauna, ancient heritage, historical heritage, as well as art and culture, all of which are natural resources and capital which are of great significance for efforts to develop and improve tourism[1].

In the current era of globalization, the tourism sector is a global industrial sector that can increase revenue for a region. The development of the tourism sector is something that needs to be done by local governments because it provides many advantages or benefits that can be taken, the tourism sector is one of the economic activities that can be used as a priority in developing countries. Natural and artificial potentials are an attraction for the community, and can make a contribution to GRDP. And can increase opportunities to create jobs for the region. In addition to the development of the agricultural and plantation sectors, West Pasaman Regency is also developing in the tourism sector, but it is still lacking attention. West Pasaman Regency has a variety of interesting natural tourist objects, but due to limited time and

distance, one of them is a tourist object that is still not exposed to the general public, namely Sosopan Hot Springs.

There are many tourist charms in West Pasaman. One of them is the diversity of biodiversity such as bird species, which can be used to determine the important value of the Sosopan Hot Springs area. Given the potential for beautiful natural scenery and can be used as a tourist destination that can increase local revenue, the West Pasaman Regency government intends to make this Hot Springs area a tourist destination [2]. With the opening of this area for tourism purposes, it means that there will be many changes in land use that can affect the diversity and sustainability of bird species in the area. For this reason, it is necessary to have adequate knowledge about the various types of birds so that they can be used as material for consideration in formulating development policies that will be carried out.

Accessibility is one aspect that supports tourism activities, West Pasaman Regency in general has been crossed. transportation network (roads), but some areas have road networks that are still dirt roads and some are concrete and asphalt roads. This access condition greatly affects the interest of tourists to

visit tourist objects in West Pasaman Regency. Information from tourism activities can also be used as a learning technique in a process of teaching and learning and observing tourist attractions. Tourism is not just sightseeing to waste time and money without a destination. So that all places or tourist areas must be used as educational facilities

Therefore researchers are very interested in conducting research on the development of Sosopan hot spring tourism objects in West Pasaman Regency.

## 2. RESEARCH METHODEW

In conducting research one can use research methods and designs in accordance with the research objectives. The type of research used in this study is descriptive with a quantitative approach, namely revealing problems that occur in the present as they are based on calculations or numbers. [3] that descriptive research is not intended to test hypotheses, but only describes what it is about variables, symptoms or events. The type of research used in this study is descriptive with a quantitative approach, namely revealing problems that occur in the present, based on calculations or numbers. This research is located in West Pasaman Regency.

This study used primary data which was conducted by interviewing informants and observing tourist objects and using secondary data which was carried out by taking data from the Office of Culture and Tourism of West Pasaman Regency and taking from library sources such as scientific papers, books and journals. The informants in this study were parties related to sosopan hot spring tourism objects and managers of polite hot spring tourism objects. The data collection was carried out using Observation, Interview, Documentation, and Literature Studies. Data analysis used the interpretative structural modeling method developed [4]. Technical data on Interpretative structural modeling is a collection of expert opinions as panelists when answering the interrelationships of elements.

Structural interpretation modeling in analyzing system elements and solving in graphical form from the relationship between elements and hierarchical levels. Elements can be in the form of policies, organizational targets, assessment factors and others [5].

This ISM technique can be used to carry out an analysis in accordance with the vision and mission of the researcher. The ISM analysis technique is divided into 2 parts, namely element classification and hierarchical arrangement. The first step that must be taken in the ISM analysis is to determine the elements according to the problems that exist in the object under study. Then, sub-elements are made and then the selected sub-elements are arranged based on the results of discussions with experts. The results of this

study are composed of Structural self interactions matrix (SSIM) which is made in the form of a Reachability Matrix (RM) table by changing V, A, X, O to numbers 1 and 0. Element classification is based on structural matrices which are made based on the VAXO system, namely:

V jika  $e_{ij} = 1$  dan  $e_{ji} = 0$ ;

A jika  $e_{ij} = 0$  dan  $e_{ji} = 1$ ;

X jika  $e_{ij} = 1$  dan  $e_{ji} = 1$

O jika  $e_{ij} = 0$  dan  $e_{ji} = 0$

The matrix is then converted into a closed matrix. This needs to be done to correct the matrix to meet the transitivity rule, namely if A affects B and B affects C, then A must affect C. A value of 1 means that there is a contextual relationship between the *i*th and *j*th elements. Then the SSM is converted into a reachability matrix by changing the VAXO to 1 and 0, then testing the transitivity rules is carried out until a closed matrix occurs. The matrix that has met the transitivity is continued to be processed to obtain a reachability matrix, to obtain Driver Power (DP) and Dependence (D). The final stage is grouping the sub-elements into 4 sectors:

1. Weak driver (Autonomous), changes in this sector are generally not related to the system or have little to do with it.
2. Weak driver strongly (Dependent), changes that enter this group are dependent changes.
3. Strong driver strongly (Linkage), changes in this sector must be studied carefully because their interactions can have an impact and feedback on the system.
4. Strong driver weak dependent (independent) variables in this sector have a strong influence on the system.

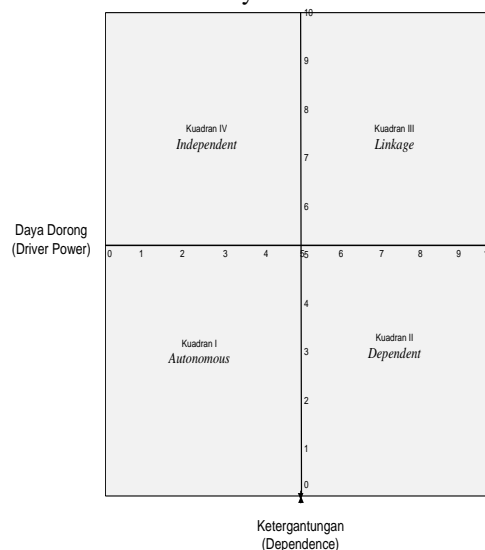


Fig. 1 SSIM

### 3. RESULT & DISCUSSION

Based on the geographical location of the Gunung Tuleh sub-district, it has territorial boundaries to the north by North Sumatra Province, to the south by Pasaman sub-district, to the west by the Transverse Valley District, to the east by Talamau sub-district and Pasaman Regency.

This sub-district has an astronomical 00030'- 00011' north latitude and 99053' east longitude, with an area of 453.97 km<sup>2</sup> and is located 26 - 1.875 M above sea level, and is crossed by 14 rivers. Based on population demographic data in 2018, the total population of the Gunung Tuleh. Nagari Rabi Jonggor has an area of 289.98 km<sup>2</sup> consisting of 16 jorongs, including Jorong sitabu, jorong, Jorong Siligawi, Jorong Menek, Jorong cold water, Jorong ampung sorik, Jorong Rantau Panjang, Jorong Sibatutu, Jorong Guo, Jorong siligawang, Jorong bululaga, Jorong Brung gunung, Jorong tanjung durian, Jorong Bandar, Jorong Ampung Basang and Jorong Rabi Jonggor. With a population of 12549 Nagari Rabi, consisting of 6232 men and 6137 women.

From the results of discussions with community stakeholders in Rabi Jonggor Nagari, Gunung Tuleh District, West Pasaman Regency, there were several obstacles in the development of Sosopan hot spring tourism carried out by the community. There are seven sub-elements to the development of polite hot spring tourism in Nagari Rabi Jonggor, namely :

- E1. Accessibility is not good
- E2. Facility is not good
- E3. Safety is not good
- E4. Cleanlines is not good
- E5. not aware of travel
- E6. Communcation is not good
- E7. Service is not good

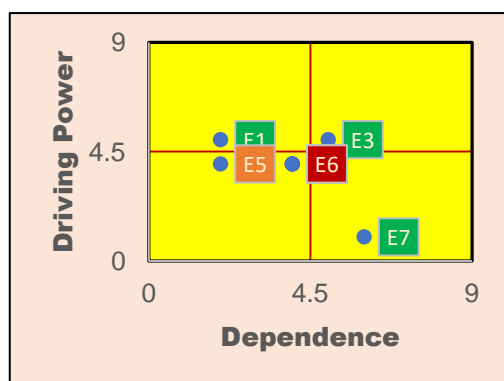
- E3. Safety is not good
- E4. Cleanlines is not good
- E5. not aware of travel
- E6. Communcation is not good
- E7. Service is not good

Based on the results of the ISM analysis, there are five sub-elements that have high driver power and low dependency, namely: E1 (poor accessibility), E2 (poor facilities, E3. Poor security, E4 .(Inadequate cleanliness), E7.(Service is still lacking) Constraints in the development of Socian hot spring tourism in Nagari Rabi Jonggor, Gunung Tuleh sub-district, West Pasaman Regency, there are seven levels in overcoming obstacles in the development of polite hot spring tourism.

The main obstacle that needs to be addressed immediately in the development of hot spring tourism in Nagari Rabi Jonggor is the problem of poor accessibility. This problem is something that the people of Nagari Rabi Jonggor have not been able to solve. The obstacle often faced by visitors to hot spring tours is the unavailability of transportation and good roads to get to the Sosopan hot spring tourist sites. As a result, to go to the tourist location it takes a long time to get to the location of the Sosopan hot springs. Even though there are lots of interested visitors who want to enjoy polite hot spring tourism.

According to Tjiptono (2014) accessibility is a location that is traversed or easily accessible by public transportation facilities. The indicators are distance, access to location, transportation and traffic flow. Then the next problem is inadequate facilities, facilities are important in the development of polite hot spring tourism in Nagari Rabi Jonggor, Gunung Tuleh District, West Pasaman Regency. The lack of facilities causes a lack of interest in visitors who want to come to hot spring tourism. The facilities needed are in the form of toilets, places of worship, lodging, parking lots and rest areas.

This needs the attention of the government and the community to be able to provide services in the development of Sosopan hot spring tourism. Then the obstacle that must be resolved is regarding the lack of security, security is an important thing that must exist in tourism development. security in the form of security, parking guards and safekeeping of goods and caretakers so that people who travel can get good security and if community security is maintained it will certainly provoke other people to visit polite hot spring tourism. Next is the issue of cleanliness that must be focused on in the development of polite hot spring tourism. A clean tourist environment is certainly something visitors expect. To maintain the cleanliness of the tourist environment, this can be done by providing trash cans around the tourist area so that people do not litter. Then don't forget to give an appeal in the form of writing on an information board



Information

- E1. Accessibility is not good
- E2. Facility is not good

so that people are aware of cleanliness. And then, the service for polite hot spring tourism is still not good because of poor service, such as the absence of a health unit for the safety of visitors, the absence of hospitality, the unavailability of rooms for visitors to stay, and the absence of professional and competent human beings in activities sightseeing in polite hot springs. Those are the main obstacles faced in the development of polite hot spring tourism in Nagari Rabi Jonggor, Gunung Tuleh sub-district, West Pasaman Regency. It is hoped that the government and the community can contribute together in developing this tourism so that polite hot spring tourism becomes a tourist destination for the people of West Sumatra and the people of all of Indonesia.

#### 4. CONCLUSION

There are several obstacles in the development of hot spring tourism in Nagari Rabi Jonggor, Gunung Tuleh District, West Pasaman Regency, namely; Inadequate accessibility, incomplete facilities, poor security, poor cleanliness, lack of tourism awareness, poor communication, poor service. By using the Interpretative Structural Modeling (ISM) analysis, there are five sub-elements that have high Driver Power and low dependency, namely; E1. Inadequate accessibility, E2. Incomplete facilities, E3. Poor security, E4. Poor hygiene, and E7. Poor service. Constraints in the development of Sosopan hot spring tourism in Rabi Jonggor Nagari, Gunung Tuleh District, West Pasaman Regency, there are five levels and the main priority in overcoming obstacles in the development of polite hot spring tourism in Rabi Jonggor Nagari, Gunung Tuleh District, West Pasaman Regency, namely the accessibility and facilities of tourist attractions .

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