AIJSED | This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License
Vol. 5 No. 01 (2025)

Andalasian International Journal of Social and Entrepreneurial Development (AIJSED)

ISSN: 2808-6732 (Online)

Available at: http://aijsed.lppm.unand.ac.id/index.php/aijsed

DOI: https://doi.org/10.25077/aijsed.5.01.19-23.2025

Article

Community Empowerment through the Development of Langkuik Indah Waterfall Nature Tourism in Nagari Sikucur Timur, West Sumatra

Rahmi Awalina[1]*, Risa Meutia Fiana[2], Ria Febrina[3]

[1]Department of Agricultural and Biosystems Engineering, Andalas University, Padang, Indonesia
[2]Departement of Industry Agriculture Andalas University, Padang, Indonesia
[3]Department of Indonesian Literature, Universitas Andalas, Padang, Indonesia

Article Information

Received : 2025-01-19
Revised : 2025-02-21
Accepted : 2025-03-17
Published: 2025-04-23

Keywords

Keyword: Nature Tourism, Waterfall, Empowerment, Community, sustainable

*Corresponding Author

rahmiawalina85@gmail.com

Abstract

Community-based tourism development is one of the important efforts in improving the local economy and environmental sustainability. Langkuik Indah Waterfall in Nagari Sikucur Timur, Padang Pariaman Regency, has great potential to become a leading tourist destination. However, various challenges in its management, such as the lack of community capacity in managing tourist attractions, the lack of utilization of information technology, and the absence of solid institutions, are the main obstacles in the development of this tourism. This community service activity aims to empower local communities in natural tourism management through training and improving digital promotion. The results of this activity show an increase in the capacity of the community in managing tourism objects, increasing the use of social media in tourism promotion. The strategic plan for tourism development developed with the community is expected to be the basis for sustainable and competitive tourism management.

INTRODUCTION

Indonesia has abundant natural resources, including natural tourism potential spread in various regions. One of these potentials is Langkuik Indah Waterfall located in Nagari Sikucur Timur, V Koto Kampung Dalam District, Padang Pariaman Regency, West Sumatra. The natural beauty of this waterfall has not been optimally utilized as a tourist destination that can improve the welfare of the local community.

Community-based tourism development is an effective approach in managing natural tourism potential. This approach emphasizes the active participation of local communities in the management and development of tourist destinations, so that economic and social benefits can be felt directly by the community. A study by Muchlashin (2023) showed that community empowerment through training and institutional strengthening can increase the capacity of communities to manage tourist destinations in a sustainable manner.

Langkuik Indah Waterfall in Nagari Sikucur Timur has great potential to be developed as a leading natural tourist destination. However, management that has not been optimal is the main obstacle in utilizing this potential. One of the fundamental problems is the low capacity of the community in managing tourist attractions professionally. This can be seen from the non-standardized service aspects, the lack of attention to visitor safety, and the lack of consistent

cleanliness of tourist areas.

In addition, the absence of an integrated tourism development plan and strategy is also a significant obstacle. Supporting infrastructure such as road access, public facilities, and information facilities are not yet adequately available, while efforts to promote tourist destinations are still very limited and sporadic.

The utilization of information technology and digital media for promotion is also still minimal. In fact, in today's digital era, social media and other online platforms have a big role in attracting tourists. Without the right digital strategy, the tourism potential of Langkuik Indah Waterfall is difficult to be widely recognized, both by local and outside tourists.

Local institutions such as the Tourism Awareness Group (Pokdarwis), which should be the main driving force in community-based tourism management, have not yet been formed. As a result, there is no organizational structure specifically responsible for the development and maintenance of the tourism area. Furthermore, the involvement of the younger generation in tourism development activities is still very low. In fact, the role of the younger generation is very important in presenting creative and innovative ideas that can enrich the tourist experience and expand the reach of promotion through digital technology.

These various problems are the main inhibiting factors in making Langkuik Indah Waterfall a leading tourist destination that is managed in a participatory, professional and sustainable manner by the Nagari Sikucur Timur community.

In addition, research by Salsabilla and Susanti (2024) emphasizes the importance of tourism training and education to strengthen community skills and knowledge in tourism management and marketing. This is in line with the findings of Rahayu et al. (2023) which showed that digitalization of tourism destination promotion can increase visibility and attractiveness of tourism through digital platforms.

To overcome the various problems that have been identified, a service approach that is participatory, educational, and applicable is needed. The solutions offered in this service activity are focused on community empowerment through capacity building, institutional formation, and utilization of digital technology in the development of natural tourism of Langkuik Indah Waterfall.

In the context of Nagari Sikucur Timur, the development of Langkuik Indah Waterfall as a community-based tourist destination can be an effective strategy to improve the welfare of the local community. Through community empowerment, training, and digitalization of promotion, it is hoped that the potential of this natural tourism can be utilized optimally and sustainably.

EXPERIMENTAL SECTION

Time and Location

This community service activity is planned to be carried out from February to March 2025. The entire series of activities are located in Nagari Sikucur Timur, V Koto Kampung Dalam District, Padang Pariaman Regency, West Sumatra Province.

The selection of the implementation time in this period considers the readiness of the partners, weather conditions that are relatively supportive of field activities, and the availability of community time after the harvest season. The activity location is centered around the Langkuik Indah Waterfall area and public facilities owned by the village that can be used for training and discussion with the community.

Materials

The method used in this service activity is a participatory and educational approach that places the community as the main subject of tourism development. This approach aims to increase the capacity, awareness, and independence of the community in managing the natural tourism potential of Langkuik Indah Waterfall in a sustainable manner. The method of implementing the service consists of several stages as follows:

1. Problem Identification and Mapping

The initial stage begins with field observations and discussions with community leaders, youth, and village officials to identify the actual conditions, potential, and problems that exist around the

tourist area. This activity was carried out through interviews, FGD (Focus Group Discussion), and participatory mapping.

2. Training and Workshop

Based on the results of needs identification, training activities were conducted with materials including:

- Community-based tourism management
- Tourist services and safety
- Cleanliness strategy and tourism environment management
- Digital promotion and social media-based tourism content creation

This training was given to the general public, youth, and local leaders who have the potential to become tourism activists.

3. Development of a Strategic Plan for Tourism Development

Together with the community and stakeholders, a strategic plan was developed for the development of Langkuik Indah Waterfall, covering aspects of infrastructure, promotion, institutionalization, and environmental conservation.

4. Tourism Digitalization and Promotion

This activity involved training in digital content creation, social media management, and online marketing techniques. The young generation is the main target so that they are actively involved as "digital ambassadors" of village tourism.

5. Monitoring and Evaluation

To assess the success of the program, participatory monitoring was conducted on the implementation of activities, the application of training results, and the effectiveness of the institutions formed. The evaluation was also used to develop further recommendations for sustainable tourism development.

RESULT AND DISCUSSION

Community service activities carried out in Nagari Sikucur Timur from February to March 2025 provided significant results in the development of Langkuik Indah Waterfall natural tourism. Overall, the implementation of the program succeeded in increasing the capacity of the community in managing tourist attractions, forming strong institutions, and introducing digital promotion strategies to expand the reach of tourists. The main results of this activity can be explained as follows:

Increased Community Capacity in Tourism Management

The training provided to the community on tourism management has improved their understanding of the importance of professional services, environmental cleanliness, and visitor safety. The training participants, consisting of 35 local people, showed enthusiasm and were active in the practical sessions. They now better understand the concept of sustainable tourism management and are ready to implement it in their daily operations in the Langkuik Indah Waterfall tourism area (Putra et al., 2020; Suharti & Supriadi, 2022).



Figure 1. Garbage collection around the waterfall area

Improved Digital Literacy for Tourism Promotion

The training on digital content creation for tourism promotion had a positive impact, especially among the youth. They began to actively create and share promotional content for Langkuik Indah Waterfall through social media such as Instagram, TikTok and Facebook. This had an impact on increasing the visibility of the tourist destination. Within two weeks of the training, the Instagram account managed by Pokdarwis recorded an increase in the number of followers to 250 people, and some content managed to reach more than 1,000 impressions (Arifin & Yuliana, 2022; Putra & Wijaya, 2023).

Development of a Strategic Plan for Tourism Development

Together with the community and village officials, the community service team developed a tourism development strategic plan document that covers infrastructure, promotion, conservation, and institutional aspects. This document has been submitted to the village and will be used as a reference in applying for assistance to the local tourism office and other funding sources (Sutrisno et al., 2023).

Raising Collective Awareness of Local Tourism Potential

This activity helped build collective awareness of the community that their natural tourism potential can be a source of livelihood and local pride if managed properly. Cross-generational involvement, including traditional leaders, women, and youth, is a strength in creating synergies for community-based tourism development (Setiawan, 2021).



Figure 2. Langkuik Indah Waterfall

CONCLUSION

Community service activities in Nagari Sikucur Timur, especially in the Langkuik Indah Waterfall tourism area, have had a positive impact on community empowerment and community-based tourism development. The community managed to increase their capacity in tourism management through training covering services, cleanliness, and security, the use of social media for promotion helped increase the visibility of this destination. In addition, the preparation of a strategic plan for tourism development has provided a clear direction for the future management of this tourist attraction.

RECOMMENDATION

To ensure the continuation and sustainability of tourism management, several steps need to be taken, including: (1) Strengthening the managerial capacity of Pokdarwis through further training, especially in financial management and digital marketing; (2) Improving supporting infrastructure, such as road access and public facilities, for visitor convenience; (3) Increasing the involvement of the younger generation in tourism management and promotion; and (4) Further collaboration with the local government and private sector to support more optimal tourism development.

With these steps, it is expected that Langkuik Indah Waterfall can develop into a leading tourist destination that provides economic benefits to local communities and preserves the environment.

ACKNOWLEDGEMENTS

The author would like to thank the students of the Regular KKN Phase I Year 2025 for their active involvement in the implementation of this service activity. Thanks also go to the community and officials of East Sikucur Nagari who have provided support during the activities. Hopefully this step will be a good start in developing the natural tourism of Langkuik Indah Waterfall in Sikucur Timur Kenagarian..

REFERENCES

Arifin, M., & Yuliana, D. (2022). Digital Marketing Strategies for Local Tourism: A Case Study of West Sumatra. Journal of Tourism Development, 14(2), 107-120.

Muchlashin, A. (2023). Strategi Pengembangan Ekowisata Masyarakat Desa Komodo, Kecamatan Komodo, Manggarai Barat, Nusa Tenggara Timur. Jurnal Ilmiah Ilmu Administrasi, 13(1), 33–46. https://doi.org/10.33592/jiia.v13i1.3614

Putra, S. T., & Wijaya, R. (2023). Social Media as a Tool for Promoting Rural Tourism in Indonesia. International Journal of Hospitality and Tourism, 16(1), 35-50.

Pratama, A., & Hartati, N. (2023). Community-Based Tourism Management: A Case of Local Wisdom and Sustainability in Rural Areas. Journal of Sustainable Tourism, 8(4), 188-201.

Rahayu, K., Wahyudi, D., & Aulia, F. (2023). Pemberdayaan Masyarakat Sekitar Wisata Alam Goa Kebon DSalsabilla, F., & Susanti, E. D. (2024). Strategi Pengembangan Pariwisata Berkelanjutan Berbasis Masyarakat di Lumbung Stroberi. JIIP - Jurnal Ilmiah Ilmu Pendidikan, 7(8), 7942-7948. https://doi.org/10.54371/jiip.v7i8.5639

Setiawan, R. (2021). Empowering Rural Communities through Tourism: Lessons from West Sumatra. Journal of Community Development, 22(3), 67-79.

Sutrisno, I., Hidayat, R., & Prasetyo, A. (2023). Strategic Planning for Sustainable Tourism Development in Remote Areas of Indonesia. International Journal of Tourism Management, 28(1), 45-58.

Suharti, H., & Supriadi, A. (2022). Tourism Management and Sustainability in Rural Indonesia. Tourism Management Perspectives, 19(3), 43-56.

Salsabilla, F., & Susanti, E. D. (2024). Strategi Pengembangan Pariwisata Berkelanjutan Berbasis Masyarakat di Lumbung Stroberi. JIIP - Jurnal Ilmiah Ilmu Pendidikan, 7(8), 7942-7948. https://doi.org/10.54371/jiip.v7i8.5639

© Rahmi Awalina, Risa Meutia Fiana, Ria Febrina (2025)