

## The Role Of Experiential Marketing In The Development Of Minangkabau Cultural Tourist Destinations In Sijunjung Traditional Villages

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**Abstract:** The tourism industry has now become an important icon to introduce a region to domestic and international tourists. The growth of tourism provides an opportunity to have a positive impact on local communities, leading to economic development and improved welfare, especially around tourist destinations. The Sijunjung Traditional Village tourist destination, which is a cultural landmark of West Sumatra, features unique customs, culture and village landscapes that resemble traditional Minangkabau villages. The village's traditional houses, such as the Rumah Gadang, demonstrate a fusion of cultural elements while promoting cultural harmony. This area is part of the Ranah Minang Silokek Geopark development project which aims to preserve, restore and enhance the tourism sector to improve the local economy. This service is conducted through the Nagari Binaan (PPNB) development program of Padang State University through development initiatives such as training programs and mentoring sessions. These efforts are made to empower local communities, managers, creative economic actors, and cooperative management and members through local wisdom and cultural values to create an attractive cultural experience for tourists, encourage economic growth, and preserve cultural heritage.

**Keywords:** Cooperative, Experiential Marketing, Local Wisdom, Tourism.

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### 1. Introduction

Tourism products have now become an important icon in efforts to introduce a region to the wider community. Especially for tourists, both domestic and international tourists (Ariza & Yusendra, 2016). This condition will open up opportunities that tourism growth will have a positive impact on the community around the tourist attractions. Economic development and community welfare in Indonesia greatly benefit from increased employment, greater business opportunities, increased community and state income, especially local governments where tourism develops (Wijianto, 2024).

Sijunjung traditional village tourist destination, for example, is one form of West Sumatra cultural tourism icon. The traditional village of Nagari Sijunjung has unique customs and culture, as well as the village landscape from the perspective of the traditional village landscape, the spatial pattern of the traditional village area is very similar to the spatial pattern of the Minangkabau traditional nagari, batapian balabuah, babalai bamusajik, and basawah baladang. Forests, mountains, rice fields, rivers and fields surround the village (Huang & Xue, 2024). Along the traditional village area there are Pakuburan pandams, surau, mosques, markets, roads, and traditional halls (Evanita, Indrayuda, et al., 2023). So that this becomes its own unique value as a traditional village tourist destination.

Traditional villages are identical to the village area consisting of houses lined up left and right. The house is in the form of a stilt house with a *bagonjong* roof or referred to as Rumah Gadang (Ade & Ermayanti, 2023). Rumah gadang is built not based on tribal groups but rather blends between tribes. In the traditional village area, important traditional figures have their own gadang houses such as *ninik mamak*, tribal parents, and *tungganai*. If staying in the traditional village area, tourists will stay in privately owned houses that are the residence for the local community (Indrizal & Irwandi, 2023). As part of a tourist destination that is used as a target for the development of the Ranah Minang Silokek Geopark area, plus in 2018 the Ranah Minang Silokek Geopark has been designated as a National Geopark by the Indonesian Geopark National Committee. Therefore, the process of developing and structuring the Indigenous village area through restoration and conservation, as well as developing and structuring the tourism sector, is needed to improve the community's economy. This process is relevant to the commitment of the Sijunjung District Government to develop the Geopark area with the principles of conservation, education, and socio-economic empowerment of the community (Evanita, Indrayuda, et al., 2023).

Indigenous village destinations have excellent potential if management is better planned and has better management management. So that it is possible that various marketing efforts can be applied to all areas and managers of the traditional village environment including standardization in the cultural industry so as to create an image for the masses (Ermayanti et al., 2022). This is intended to build *branding* including efforts to create attractiveness for tourists with various efforts both from attention to physical conditions, and non-physical. This is based on the low interest in visiting and staying in the traditional village area. The tourists who stay overnight are mostly dominated by government guests who hold activities in the traditional village area (Evanita, Asri, et al., 2023), so this is considered that the arrival of most visitors is not based on interest but on other interests that require them to stay overnight.

The thing that is the focus in this third year of service to answer the above phenomenon focuses on non-physical efforts, namely the utilization of cultural tourism in traditional villages is a tourism experience that departs from the iconic minangkabau cultural tourism that will be obtained by tourists when visiting and staying at traditional villages or in other words experiential marketing efforts. This relates to the need for consumers to objectify marketing campaigns to enhance their senses, enhance sensory experiences, and stimulate their minds with interactive activities (Indrizal & Irwandi, 2023), received when staying or visiting traditional villages. Experiential marketing refers to strategic and consumer-centered marketing of relevant experiences that take into account the affective and cognitive perspectives of the tourist experience when consuming tourism products (Urdea & Constantin, 2021). To support this, efforts are needed that provide customers with a unique, positive, and memorable experience. All of this can be attributed to five components: sensation (through the five senses: eyes, ears, nose, skin, and tongue), feeling (emotions), thinking (thoughts), action (actions), and relationship (bonding). The latter contributes to creating a positive perception for customers (Davey et al., 2023). So it is necessary to organize physical and non-physical objects in tourism facilities and infrastructure which is also the urgency of this service (Yeo et al., 2019).

## 2. Materials and Methods

Community service which is a Nagari Binaan (PPNB) development program for lecturers of the Faculty of Economics and Business (FEB), Padang State University. This Nagari Binaan (PPNB) development program is the last year program of a three-year service plan that has been approved with the Sijunjung village government.

The implementation of this activity uses an in-service training program method approach, namely providing training and mentoring to the target (Ginja & Chen, 2020). This series of service activities began with the delivery of invitations for counseling, training, coaching and workshops to service targets. Success can be measured by the response given by the target community which is the basis for activities in this activity that has been running since the first service year (Hidayah et al., 2021). Second, the evaluation was conducted after the counseling was completed. The result was an increase in knowledge, behavior, and understanding of the community about the importance of maintaining various important values in this service effort related to the Manager of Rumah Gadang which was used as a homestay, creative economic actors and Tourism Awareness Groups, Padang Ranah Art Studio and the Manager of the existing Cooperative (Batobo) (Situmorang et al., 2022). Third, the final stage of evaluation, which is carried out after the assistance is completed. and then compile a report on the implementation of the service program. and complete a final report on how the service program is implemented, this includes the impact, benefits of use or absorption of various training efforts provided(Onalan & Gursoy, 2020).

### 3. Results And Discussion

This service is expected to encourage training participants, especially those involved in this activity, to understand efforts to increase tourist attractiveness through experiential marketing. The focus of the service target in this assisted Nagasai development program is the manager of Rumah Gadang which is used as a homestay, creative economy actors and tourism awareness groups, Padang Ranah art studio and existing cooperative managers (Batobo)(ARIEF et al., 2021). So that it is possible that the Sijunjung traditional village environment as the target of this activity can be more productive and perform better in the tourism scene both locally and internationally (Pageh & Permana, 2020). The results of the service activities in summary from the series of services that have been carried out in the previous year to this third year can be presented as follows;

**Table 1.** Series of service activities

Stages	target	Findings	Methods
Stages of development	Management of Rumah Gadang which is used as a homestay	Homestay management is not yet managed There is still a	Training and discussion
Stages of development	Creative economy actors and tourism awareness groups	need for encouragement and determination of policy direction for implementation and development. The art studio has	Guided training and workshops
Stages of development	Padang Ranah art studio	not been very active in organizing a series of art performances. Existing	Training and mentoring
Stages of formation	Existing Cooperative Manager	cooperatives have not been able to accommodate the needs and rights of members as a whole.	Workshop and mentoring

Source: The results of the analysis of the Dedication Team (2024)

This service activity also seeks to increase the utilization of various aspects of tourism and cultural traditions to become a special attraction for tourists. This departs from the tourism experience that is felt when tourists are directly involved in various traditions in the traditional village. The tradition is a tour package offered which is also available on the tourism website. These include traditional cooking tour packages, Rumah gadang maimbau pulang, and Bamalam Jo malala tour packages (Pröll & Retschitzegger, 2000). However, to create this, it is necessary to properly manage various supporting aspects in the traditional village area including:

### 3.1 Management of Rumah Gadang that are used as homestays

This activity focuses more on the marketing aspects of *homestays* to support the attraction of tourist interest (Khan et al., 2024). This reviews the weaknesses of tangible and intangible aspects, as well as the improvement efforts that must be made so that it is possible to have an impact on tourist visits or lodging in homestays. There are several stages of training provided, including simple recording and opening training for beginners (Liu et al., 2020). All trainees practiced bookkeeping of their services and business finances. Homestay owners identified the structure of services as well as the income and expenditure of cash or money in each homestay (Demolingo et al., 2021). In the financial aspect, the most important thing is the separation of personal financial management and homestay finances so that it is possible to see the trend of cash flow in each period, and it can be seen that the profit margin generated and the minus loss of a business. so that the cash flow and profits obtained from the homestay business it has. Homestay owners are also trained to make marketing efforts through Internet networks, such as Instagram so that homestays can promote their businesses. Homestay marketing can also be done through various online platforms such as websites, YouTube, and WhatsApp. They can also conduct offline promotions, such as putting up billboards, and conduct promotions through partners, such as working with travel agencies (Muangmee, 2020).

As part of this initiative under the PPNB program, a website has been created specifically designed to assist in the marketing of the Sijunjung Traditional Village (<https://dewikampungadatsijunjung.id>) with information on the manager and contact details for tourists or the public (<https://linktr.ee/homestayperkampungadanadatsjj>) (Guswandi & Amelia, 2023). The website serves as an information platform that showcases the various handicraft products, tourism services, and cultural potential of the area, allowing communities to easily upload and promote their products, as well as reach a wider audience. In addition, the website is equipped with interactive features, such as an event calendar, traveler reviews, and a discussion forum, which allows the community to experience and support each other (Janjua et al., 2021). It is hoped that, through this website, the community can not only increase the visibility of their business, but also attract more visitors, thus having a positive impact on the local economy and the preservation of the existing culture.

The achievement of coaching targets in this activity can be presented as follow:

**Table 2. Target achievement of homestay training in three years**

Training Indicator		Result
1	Providing excellent service	Good, but still needs habituation so that it is possible to make it a positive service culture.
2	Financial recording	Good, has shown basic recording of services and finances. Good, it already has a social media account, even a website that offers various homestays in the traditional village through a tourism website that has been designed as a tourism information center in the Traditional Village.
3	Online Promotion	The website is as follows: <a href="https://dewikampungadatsijunjung.id/">https://dewikampungadatsijunjung.id/</a> <a href="https://linktr.ee/homestayperkampungadanadatsjj">https://linktr.ee/homestayperkampungadanadatsjj</a>

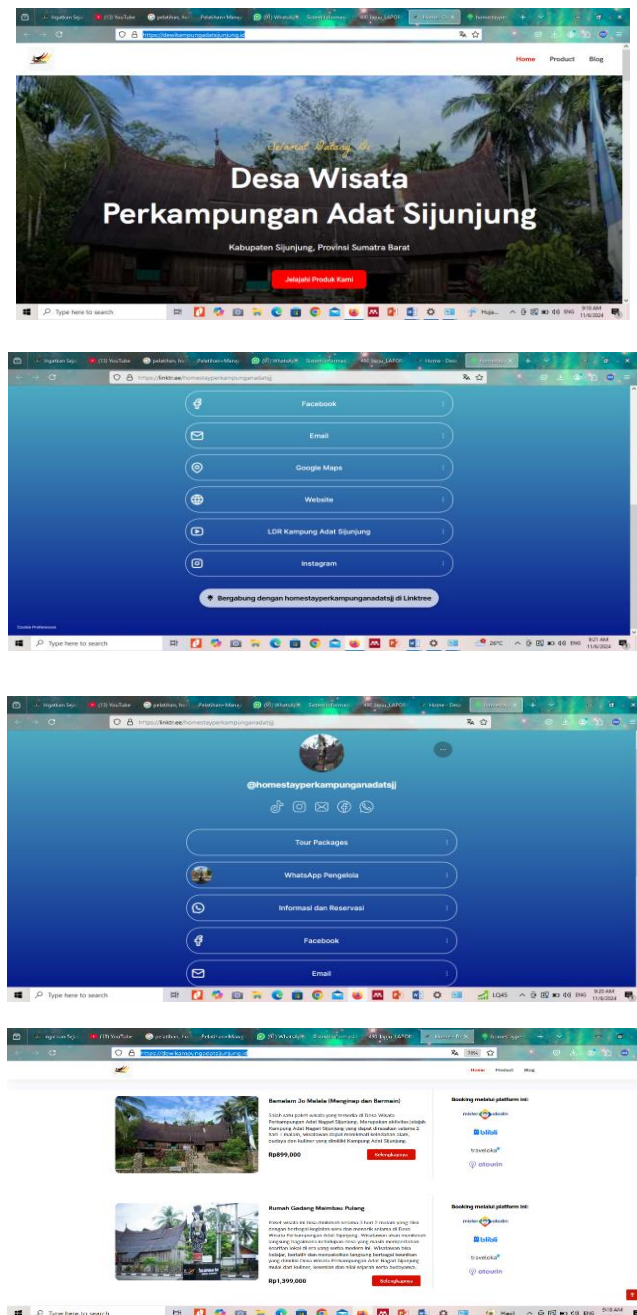


Figure 1. Website of the tourism information center in the Traditional Village

### 3.2 Cooperative management guidance (Batobo)

Cooperatives with other terms are referred to in the traditional village area of nagari sijunjung as Batobo. Batobo itself has a management system that is almost the same as a cooperative. In this case, to increase productivity, the mentoring team conducted coaching related to cooperative management to be appropriate while maintaining the values of batobo as a traditional cooperative in the traditional village area.



**Figure 2.** Coaching activities with cooperative members

Source: Personal Documentation of the author

The team's observations revealed that batobo is still constrained by the cost and capital of the cooperative both from members and from the batobo cooperative itself. This cooperative capital constraint makes the cooperative unable to operate properly like a cooperative in general. To boost growth and cooperative operations with such conditions. The team accommodated the capital for the cooperative, allowing members to continue to carry out savings and loan transactions.



**Figure 3.** The flow of service targets at Batobo Cooperative

Source: By the Author

The existence of Batobo is very helpful for MSMEs in the traditional village area in fulfilling business resources. For example, when MSME owners are constrained by raw materials due to lack of funds. MSME owners as members of the Batobo Cooperative can meet the needs of these raw materials through cooperative member loans which are directly purchased by the cooperative manager in the form of the raw materials needed. Batobo itself does not provide business loans to members in the form of money but in the form of the required raw materials whose utilization is to meet the needs of MSME business resources, so that the loans provided are more appropriate in the existing MSME operations.

#### 4. Conclusions

Nagari Binaan Development Program is expected to encourage trainees, especially those involved, to understand efforts to increase tourism attractiveness through experiential marketing. The focus is on the assisted nagari development program, specifically targeting managers of rumah gadang as homestays, creative economic actors, tourism awareness groups, Padang Ranah art studios, and managers of existing cooperatives (Batobo). This facilitates the Sijunjung traditional villages that are the target of the activity to be more productive, appearing better in the local and international tourism scene. The summarized results of these three years of outreach activities can be presented in the form of a series of



activities that focus on various aspects of tourism and local cultural traditions to attract visitors, which in turn can contribute to local economic growth and cultural preservation.

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