DEVELOPMENT OF GUIDELINES AND DISSEMINATION OF TOURISM ATTRIBUTES WITH THE THEME OF AL-QUR'AN PILLAR ARCHITECTURE ON MOUNT PADANG CIANJUR, POST-COVID-19 PANDEMIC

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ABSTRACT

Mount Padang is a tourist attraction in Cianjur which is the oldest megalithic area in Indonesia and even in the world. However, the condition of the knowledge of the tour guide communities towards tourism objects is very limited and only refers to knowledge from generation to generation. Tourist attributes in the tourist area are also very minimal. Since the Covid-19 pandemic, tourist visits have become quiet, so the development of tourism themes and attributes and the existence of a webdite are expected to increase the value of tourist visits. In this PKM activity, the partners are the 74 Hafisun Alim Foundation and the Gunung Padang Tour Guide. The current problems are the lack of knowledge of tour guides and there are no tourist attributes such as brochures, travel guide books and 2 language infographics, as well as websites. The solutions provided include general and religious Tour Guide training, and assistance in providing tourist attributes at tourist guide information posts in general, and according to a special theme of religious insight in Gunung Padang, as well as creating a tourism website. The provision of tourism attributes that are welcomed by partners, increases the enthusiasm of Pokdarwis to continue to introduce this site to the world.

Keywords: Pokdarwis, Gunung Padang, PKM, tourism attributes, website, Pillar of Al Quran

1.   INTRODUCTION

The Gunung Padang Megalithic Site is a National Rank Cultural Heritage Site, a relic of the megalithic era or the large stone age in the form of a punden terrace located in Karyamukti Village, Campaka District, Cianjur Regency, West Java. The situation of the Gunung Padang site can be seen in Figure 1 below.

Since the pandemic situation caused by the Covid19 virus, tourist visits to Mount Padang have also felt the impact, namely, with a decrease in the number of tourists both local and foreign, with freefall reaching ninety percent, for tourism actors in the Gunung Padang area, a decrease in income is felt. from this tourist site[1].

The condition of the supporting attributes in the Gunung Padang tourist area is still very simple. The graphic info provided as a tourist map guide is also not interesting. There is no support for opening travel guides or travel brochures. Likewise, the 74 Hafizun Alim Foundation, which does not have a guidebook for Mount Padang is the Pillars of the Al Quran that can be distributed to Mount Padang tourists. Observing this situation, it is necessary for partners to get guidance and education regarding the provision of beautiful and attractive tourism attributes for tourists so that they can be more comfortable at the location.
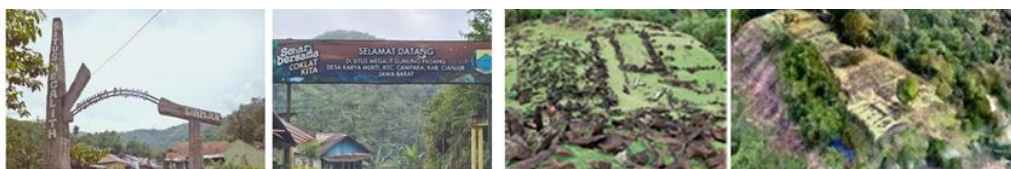

Figure 1. Site of Mount Padang Cianjur

The tour guides at Gunung Padang consisting of people who care about tourism in Gunung Padang need to get additional knowledge about Tour Guides in general and specifically. This is because conveying tourist information about the Gunung Padang site, is still different based on their knowledge from their ancestors from generation to generation.

Lack of community knowledge and skills for tourism management is an obstacle in tourism development. The obstacles faced in the activities of the Tourism Awareness Group are social jealousy, lack of public awareness of changes in their environment, and lack of attention from the relevant agencies [2]

In this Community Partnership Program activity, tour guide groups will be introduced to the findings of the Al Quran Pillar Architecture model in Gunung Padang. This PPM material was obtained from the results of a study from the Science Perspective of the Qur'an, a collaboration between the Budi Luhur University Architecture and the 74 Hafizun Alim Foundation regarding Architectural insights in the Qur'an. The existence of the Al Quran Pillar Architecture in Gunung Padang is a finding that must be socialized to the tour guide group and a religious tourism attribute plan is made so that it can be introduced to all tourists who attend.

The solution to the problem above is first by providing in-house training to tour guides, namely in the form of Tour Guide knowledge in the form of in-tour transfers - transfers out. Also providing a Training of Trainner (ToT) regarding Mount Padang is the Pillar of the Quran, from the 74 HA Foundation for additional knowledge of religious tourism in Mount Padang.

The second solution is to provide assistance in making tourism attributes, in the form of tourist guide books, tourist brochures and infographics for Gunung Padang Tour Guides and travel guide books, travel brochures, roll banners and banners for the 74 Hafizun Alim Foundation.

The third solution is to build a website for virtual tourism information, as well as website operational training

Table 1. Problems and Solutions

No	Problem	Solution
1	Lack of knowledge of general and religious tourism guides about Mount Padang *Baselines* (20%)	General knowledge training of tour guides and special themes of religious insight in Mount Padang
2	There are no adequate tourism attributes, especially those that fit a special theme of religious insight. *Baselines* (10%)	Assistance in providing good tourism attributes (tour guides, tourist information posts, infographics) according to specific themes and general religious insight in Mount Padang
3	Does not have a website for online virtual travel information. Baselines (0)	Build a website for virtual travel information, as well as website operational training

The purpose of this activity is to increase the capacity of human resources and increase the capacity of tourist destinations to Mount Padang from Pokdarwis Mount Padang and outside Mount Padang (Y74HA). And another goal is to have a website as an online virtual tourist information that can be accessed anywhere and anytime.

2. METHOD

The approach methods that will be applied in this activity include a participatory approach, a group approach, an individual approach, training using the lecture method, discussion/FGD methods, and building a website.

The existence of the Al Quran Pillar Architecture in Gunung Padang, is a finding that must be socialized to the tour guide group and planning for religious tourism attributes, so that it can be introduced to all tourists who attend. The positive impact is that the interest in religious information obtained will increase the number of tourist visitors who come, which will increase the economic income of partners and the surrounding community. The training will provide knowledge about the knowledge of tour guides in general and specific themes of religious insight. With this method, it is hoped that 13 of the 16 tour guides (Pokdarwis GP) or 80% have knowledge of tourist guides according to the special theme of religious insight in Mount Padang.

The condition of tourism attributes, which are still very inadequate in the area, needs to be supported by education and training in providing aesthetic and architectural tourism attributes, as well as attracting tourists so that they can be more comfortable in the location. With this method, it is expected that there will be a 70% increase in the number of visual tourism attributes according to the special theme of religious insight in Mount Padang.

3. RESULTS AND DISCUSSION

The difference between tourist objects and recreation is that tourist attractions force visitors to travel, there are tourist destinations and they are carried out outside the home. This Gunung Padang tourist attraction is a place for visitors to search for objects from the entrance at the foot of the mountain to Level 1 or Terrace 1 to Terrace 5 or the topmost mountain location. A must for tour guides to understand well the tourist attraction is needed.

According to Samsudin, Sadili (2005), human resource development is the preparation of humans or employees to assume higher responsibilities in an organization or company. Human resource development is closely related to increasing intellectual abilities needed to carry out better jobs [3]. The development of human resources for Pokdarwis

Gunung Padang is needed, in accordance with the development of this site, which is a worldwide concern. According to CNN Indonesia, the Gunung Padang site will change world history, because the results of research by experts prove that it is over 8000 years old [4].

Efforts to make Pokdarwis have capabilities that are in line with increasing the tourism status of Mount Padang to become international, a training program for knowledge of tour guides in general and dissemination of religious tourism guides is carried out.

During the implementation of the activity, Partners were very participatory in the implementation of the PKM program from the initial stage to the final stage. In the early stages of collecting data information, partners participate in providing information about the problems faced by partners.

It is known from the results of FGDs with Pokdarwis partners, Yayasan 74 HA, as well as Tourism Guides in Gunung Padang, that they do not have general or religious guidebooks. So the PKM team must explore the potential of tourist villages in general, and specifically to make a tourist guidebook.

While the Partners of the 74 HA Foundation provide,

a.   The place for training for Gunung Padang Tour Guides at the Foundation Secretariat at Djembar Venue Bogor
b.   Provide equipment for the implementation of training at the secretariat of the Foundation in Gunung Padang.
c.   Providing consumption together with the PKM team

Figure 2. Tour Guide and Al Quran Pillar Training at Djembar Venue Bogor

The Tour Guide training given to ten tour guides and the head of the Gunung Padang Cultural Heritage was effective and conducive. The target of 100% of Pokdarwis getting additional knowledge was achieved. The initial target was 13 Pokdarwis, but only 10 people could leave the tourist location, because the others had to stay at the location.

The Mount Padang Tourism ToT training is the Pillar of the Quran, from the Foundation's partners to Pokdarwis GP it was a bit difficult, because of the different points of view from the mythical and cultural side of the Koran. The target of 100% of Pokdarwis getting additional knowledge was achieved. Mitra Pokdarwis is a community group who really cares about the development of their village, independently they are different to take part in the Tourism Village competition. So to support this program, Pokdarwis partners are very participatory. Partners are also very participatory in the implementation of making tourism attributes, including at the implementation stage of the PKM Pokdarwis GP program application, participating in:

a.   Provide a place for sowan tourism educational clinics.

Figure 3. Location of Infographics, Sowan Wisata Clinic
and Tourist Information Center

b.   Provide a proposed place for post tourist information.
c.   Participate in the creation of tourism attributes
d.   Provide a place for tourism dissemination training for Tour Guides

According to Husnan, work facilities are a form of company service to employees in order to support performance in meeting employee needs, so as to increase employee productivity. The existence of work facilities provided by the company really supports employees in their work.[6].

Because the Gunung Padang site has just been renovated, and is trying to improve itself, there are things that have not been prepared to improve work facilities. So the PKM team needs to support the improvement of the quality of human resources of the GP Tourism Guide Pokdarwis and the 74 HA Foundation, by assisting the making of tourism attributes in Gunung Padang in the form of 1 banner, 2 roll banners, 1 ream brochure (500 sheets), 300 expl General Guidebooks, 200 expl religious guide book, 2 language outdoor infographic, 2 meters high, 2 units.

By making these tourism attributes, the increase in the capacity of tourism attributes for tour guides increases by 100%, from no products to communicative products. The form of tourism products can be seen in Figure 4 below.

Figure 4. Tourism Attribute Products in the form of General Booklets, Religious Booklets, Brosures Roll banners and Banners

The most important part of this site is the megalithic rock which is very old, so the rules for climbing by tourists need to be observed and obeyed. Therefore a bilingual infographic containing site presence and restrictions When entering the site is very useful. Tourism Attribute Products in the form of 2 language infographics, can be seen in Figure 3.

The 74 HA Foundation which really cares about Mount Padang, but has a problem that is not having a website, so the team at the same time developed a website for the 74 HA Foundation and especially the Mount Padang Religious Tourism Expedition. This website aims to make it easier for the 74 HA Foundation to carry out promotions and marketing in attracting tourists who will undertake the Pillars of the Quran expedition to Mount Padang. One of the challenges for tourist destinations at this time is the existence of information systems for tourist destinations, especially information that is easily obtained on search engines. If a tourist area does not have a website, then in cyberspace this area is not exposed to the maximum. One of the main obstacles faced is the limited ability of the manager to promote tourist areas through the website.

According to Trisna Putra et al the website is one of the potential media to build a positive image of tourist destinations in cyberspace[5]. This must be anticipated by the management of tourist destinations due to very high competition. Marketing of tourist destinations through websites is important. This is because the development of information technology is increasingly rapid and the search for information on tourist destinations via the internet is increasing. The existence of a website can be used as a promotional medium for products or the results of the local community's efforts to be better known by many people.

According to a previous publication by Deria Adi Wijaya et al [6], increasing marketing through the website as a marketing medium in the digital world, is as a marketing strategy for tourism products as well as improving people's welfare. The use of digital marketing media in the form of the Kampung Wisata website is a solution strategy that can be used by managers to market and provide information on various products. The Kampung Wisata website can be a digital home that can help tourists get information or buy the products displayed, so this strategy is expected to increase the number of tourist visits and improve the economic welfare of the local community.

The website that has been built for the 74 HA Foundation to carry out promotions and marketing in attracting tourists who will undertake the Pillars of the Quran expedition to Mount Padang, can be seen in Figure 5 below.

On this occasion, the PKM team also developed a website and rented hosting and domains for 3 years, which can be seen in Figure 5. So that for 3 years the PKM team will still be monitoring and furthermore the 74 HA Foundation can develop its own website. To that end, the PKM team held a website training for the management of the 74 HA Foundation. It is hoped that with training to operate the website and hand over its management to partners, tourism promotion will become more widespread and effective. Website training can be seen in Figure 6 below.

Figure 5. Website of the 74 HA Foundation, especially the Mount Padang
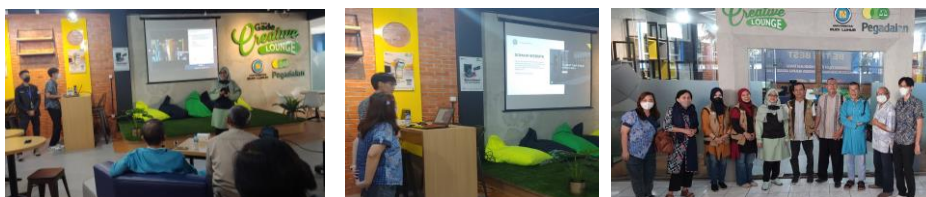Religious Tourism Expedition

Figure 6. 74 HA Foundation Website Training

Table 2 shows the results of PKM activities in Gunung Padang, which contains information on problems, solutions, achievement targets and results of PKM activities in Gunung Padang.

Table 2. Results of PKM Pokdarwis activities in Gunung Padang

No	Problem	Solution	Achievement Goal	Results
1	Lack of knowledge of religious guides about Mount Padang *Baselines* (20%)	General knowledge training of tour guides and special themes of religious insight on Mount Padang	13 people out of 16 tour guides (Pokdarwis GP) or 80% have knowledge of travel guides according to a special theme of religious insight in Mount Padang	1. 1.Increase in General Travel Guide Knowledge, increase by 100% 2. Knowledge of the Pillars of the Quran religious tourism guide increased by 100%
2	Tourist attributes that are very simple and inadequate, especially those that match the special theme of religious insight. *Baselines* (10%)	Assistance in providing good tourism attributes (tour guides, tourist information posts, infographics) according to specific themes and general religious insight in Mount Padang	70% increase in the number of visual tourism attributes in accordance with special and general themes of religious insight in Mount Padang	1. Provision of general travel booklets increased by 100% 2. Provision of Al-Quran Pillar Religion Booklet in Gunung Padang increased by 100% 3. Provision of wi-sata brochures, increased by 100% 4. Provision of 2-language travel info-graphics, increased by 100%
3	Does not have a website for online virtual travel information. Baselines (0)	Build a website for virtual travel information, as well as website operational training	Having a *website as an online* virtual travel information that can be accessed anywhere and anytime. (80%)	1. Increased website ownership by Y74H increased by 100% 2. Previously, Pokdarwis GP had made a website by another institution.

Because the Gunung Padang megalithic site is a protected site as an object of West Java Cultural Heritage, licensing for activities at the Gunung Padang Megalithic Site is quite strict. Pokdarwis is very careful and really makes sure

that this activity has been permitted by the Tourism and Cultural Conservation office. This licensing process can be seen in Figure 7 below

Figure 7. Permits to the Department of Tourism, Cultural Conservation and GP tour guides

PKM activities are limited only at the foot of the mountain. Because the site which is thousands of years old is highly guarded by the Department of Cultural Conservation and Preservation of the building. Even after receiving an explanation, the Cultural Conservation Service allowed activities on Mount Padang.

Because it is still in the Covid-19 situation, the implementation of training in numbers above 20 people is not allowed, so the training is then carried out at the 74 HA Foundation Secretariat in Bogor. The advantage of having a partner who also cares about Gunung Padang tourism outside of Mount Padang is that they can accommodate this activity well.

4.   CONCLUSION

According to Karokaro (2007), one of the satisfactions of tourist visitors to tourist objects is security and information services[7]. According to Lestari, one of the desires of consumers to come back to tourist sites is information by word of mouth, as well as continuous promotion. These things are able to provide an increase in tourist visits to a tourist location [8].

Activities to increase the scientific capacity of Gunung Padang tour guides are expected to increase tourist visits there. The addition of information in the form of the Al Quran Pillar Architecture on Mount Padang, has added information that can be spread by word of mouth by tourists. The addition of tourist guide books, brochures and infographics, as well as the creation of a website, is an effort to improve security and information services to tourists regarding the existence of the Gunung Padang site. Books and brochures can be taken home and distributed, and the website can be accessed anywhere and anytime, as part of information dissemination and promotion. Tourist guidebooks and travel brochures can also be used as MSME products from the community, by reproducing guidebooks and travel brochures.

According to Devy 2017, community participation in developing tourist destinations plays a very important role [9].

The strong will of Pokdarwis has made the condition of the appearance of this Gunung Padang tourist village to improve in improving. Even getting a promotion to get the title of the top 10 National Best Tourism Villages.

There are several suggestions that we can convey, including increasing tourist visits to Mount Padang that need to be supported by many parties, not only through the surrounding community and local government, but also through other mountain tourism care groups, such as academics and other groups at Mount Padang. Then, tourists also need to be educated about the existence of this site and how the conditions are scientifically and religiously, so there needs to be an intense dissemination of information through online media, in addition to offline channels.

ACKNOWLEDGEMENT

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