

Development Governance Policy the *Kawasan Seribu Rumah Gadang* (SRG) in Solok Selatan Regency

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ABSTRACT

This study analyzes empirically the governance policies for the development of the *Kawasan Seribu Rumah Gadang* (SRG) in Solok Selatan Regency. This study uses a qualitative descriptive method with the location of Koto Baru, Sungai Pagu. Data was collected through interviews and documentation. This research shows that governance policies have not had a positive impact on people's welfare. This is due to poor management of the revitalization of *Rumah Gadang*, Homestay, and improvement of supporting facilities. This study concludes that local governments have not succeeded in implementing SRG tourism development governance policies by the plans that have been set.

KeyWords: Public policy, Governance, Kawasan Seribu Rumah Gadang (SRG), Tourism Development, Solok Selatan Regency.



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INTRODUCTION

Rumah Gadang is the traditional house of the Minangkabau people in West Sumatra, Indonesia. It is also known as *Rumah Bagonjong* or *Rumah Baanjuang* by the locals. *Rumah Gadang* Komunal is a longhouse, rectangular in shape, with many gable roofs and a ridge that juts upwards, forming a buffalo horn-like end. They usually have a three-level projection, each with a different floor level. They were wide and laid on piles of wood that could reach 3 meters (10 ft) off the ground, sometimes with a verandah along the front of the house which is used as a place to receive guests (Fithri, W. (2021). This is evidenced in the historical heritage in the form of the *Gajah Maharam* monument which is next to the *Rumah Gadang* which explains that in Solok Selatan Regency there are various cultural tourism objects, namely, one of them is the SRG area and the *songket* tower which are in *Nagari Koto Baru* (Gusriza, 2022).

In the SRG area, one can find *Rumah Gadang* which is quite old and have its uniqueness. Each *Rumah Gadang* is still maintained today. This traditional *Rumah Gadang* is estimated to have existed since 1794, in which the *Rumah Gadang* has been inherited by the 5th traditional stakeholders, namely: *Rapun Datuak Lelo Panjang*, *Pel Ambar Datuak Lelo Panjang*, *Asam Datuak Lelo Panjang*, *Nurdin Datuak Lelo Panjang*, *Azhar Datuak Lelo Panjang*. The SRG area tourist area is a tourist area located in Solok Selatan Regency, West Sumatra Province, Indonesia. It is also known as the *Saribu Rumah Gadang* Surambi Sungai Pagu. The area has become a tourist attraction since 2008 when Meutia Hatta, the former State Minister for Women's Empowerment, called it Solok Selatan *Negeri Seribu Rumah Gadang*. By its status as a tourist area, in 2019 the revitalization of the *Rumah Gadang* in Solok Selatan Regency began. The revitalization was carried out based on

President Joko Widodo's instructions with a budget of IDR 110 billion. The project includes the revitalization of 35 *Rumah Gadang* units with a total requirement of 685 cubic meters of wood (Travel Tempo, 2018). This project also includes the construction of several supporting facilities such as resting areas, parking lots, and observation towers outside the area which has now become a cultural heritage. The revitalization project was completed by the Ministry of Public Works and Public Housing (PUPR) in 2021.

The Solok Selatan Regency Government is starting to organize a *Rumah Gadang* that is tens or hundreds of years old. This arrangement includes assistance with the restoration of *Rumah Gadang* in the villages of SRG area. This area is the traditional community village of Alam Serambi Sungai Pagu in *Nagari* Koto Baru, 33 Km from Padang Aro, the capital city of Solok Selatan. The SRG area is one of the cultural heritage areas in Solok Selatan Regency, according to Regional Regulation No. 8/2012 concerning the Solok Selatan Regency Regional Spatial Plan for 2011-2031 article 1 paragraph 38. In the SRG Area, there are 130 cultural heritages which include 125 *Rumah Gadang*, 1 mosque, 2 *surau*, 1 tomb, and 1 traditional hall. All *Rumah Gadang* has been designated as cultural heritage by the Solok Selatan Regency Government through Regency Head Decree No: 556. 334-2017. Several *Rumah Gadang* are used as homestays, including *Gadang Gajah Maram* House which has its historical value and uniqueness. *Rumah Gadang Gajah Maram* is located in Jorong Bariang Rao Rao, *Nagari* Koto Baru. Based on the Regent Regulation (PERBUP) of Solok Selatan Regency No. 41/2021 concerning the Designation of Tourism Destination Areas for SRG Areas, the area is designated as one of the strategic areas for tourism development in Solok Selatan Regency. The SRG area has various tourism potentials, ranging from nature, and culture, to culinary. This area also has high historical value and local wisdom. The objective of establishing a tourism destination for the SRG Region is to develop tourism potential in the region in an integrated and sustainable manner, without disturbing other areas, as well as improving and developing the local community's economy through improving the quality of tourism services, facilities, and accessibility. The governance policy for the development of tourism destination areas in the SRG area is carried out by the provisions contained in the PERBUP, which include, among others: determining area zoning, forming a team for coordinating area development, preparing master plans for area development, providing incentives and facilities to tourism business actors, and supervision and evaluation of the implementation of regional development from the Office of Tourism and Culture of Solok Selatan Regency.

METHODS

This study uses a qualitative descriptive method to examine the phenomenon of tourism in *Nagari* Koto Baru, Sungai Pagu. Sources of data for this study included the tourism office, *Wali Nagari*, Pokdarwis, and the people in the SRG area who were interviewed in depth. In addition, this study also collects data from related documents. The collected data is then analyzed using data reduction, data presentation, and conclusion drawing. To ensure the validity of the data, this study uses the source triangulation technique.

RESULTS

To implement Regent Regulation No. 41/2021, the PUPR is taking strategic steps in

managing the development of the SRG area cultural tourism area located in Solok Selatan Regency. These steps include revitalizing 33 *Rumah Gadangs* which are Minangkabau cultural heritage, building *songket* towers that have become regional icons, developing creative economy centers, providing homestays for tourists, and improving other tourism support facilities. The goal of these steps is to preserve the SRG area as a national cultural heritage and improve the quality of life of the local community. The management and supervision of the WRS area are carried out by the Tourism and Culture Office of Solok Selatan Regency in collaboration with relevant agencies by involving the participation of stakeholders (see Setkab RI, 2020; Padang Ekspres Daily, 2020). It is carried out by involving physical and non-physical elements that can be quantified about the government, stakeholders, tourists, and the community (Pristiwasa, 2017). Based on research findings, SRG tourism area governance policies have not been implemented by applicable regulations. This can be seen from the low commitment of the South Solok Regional Government. The objective of the SRG area development governance policy is to improve community welfare through tourism support facilities. However, these facilities are not yet functioning properly because the local government does not yet have a clear concept. For example, the economic center which contains stalls has not been opened and neglected. As a result, people cannot take advantage of these facilities to increase their income. In addition, the management policy for the development of the SRG tourism area in the form of tourism support facilities has also not been implemented by applicable regulations. This can be seen from the following problems:

First, one of the tourism support facilities in the SRG area is the *Rumah Gadang* homestay, an accommodation that offers the experience of staying in a traditional Minangkabau house. Here, tourists can feel the culture and life of the local people. The management of the homestay involves the owner of the *Rumah Gadang*, the local government, ASATI West Sumatra, Pokdarwis, and Karang Taruna Tunas Harapan. The owner of the *Rumah Gadang* acts as the manager, while the local government and ASATI act as the initiator and assistant. The most dominant actors are the *Rumah Gadang* owners and the local government, while the most passive is Pokdarwis (Gusriza, 2021). Even so, this study found that the management of the *Rumah Gadang* homestay does not yet have clear rules from the Tourism Office regarding tariffs and TDUP. TDUP is a Tourism Business Registration Certificate which is a business license for tourism service providers. Without clear rules, homestay rates for *Rumah Gadang* are determined independently by the owner of the *Rumah Gadang* based on an agreement between the clan or tribe. This can lead to a discrepancy between the quality of service and the price offered. Currently, there are 10 *Rumah Gadang* homestays in the SRG area with rates varying from IDR 100,000 to IDR 300,000 each night.

Second, one of the challenges in developing tourism in the SRG area is the low quality of homestay management. Even though there is a management policy from the central government, it has not been optimally implemented at the regional level. Local governments do not provide guidance and facilitation to homestay owners, so they rely more on the experience of guests who come. In addition, coordination and cooperation between tourism actors in the SRG area have not been well established. This can be seen from the Pokdarwis faculty which should be a forum for communication and synergy between tourism stakeholders. As a result, tourism development in the SRG area is still stagnant and does not have a significant impact on improving people's welfare.

Third, an important aspect of the development of the SRG area is the management of quality tourism support facilities. The SRG area has supporting facilities such as the *songket* tower and the *nan bapaneh dilapangan* which can attract tourists. However, these facilities have not been properly managed by the local government. For example,

there are no clear regulations regarding tariffs and management mechanisms for *songket* towers by the Tourism Office and the *Nagari*. In addition, the *nan bapaneh dilapangan* which is a place for performing arts has not been optimally utilized by the community because it has not been equipped with a protective area. This shows that the Tourism Office needs to increase attention and coordination toward tourism support facilities in the SRG area. This finding is supported by the results of previous studies which stated the lack of awareness of the surrounding community in preserving culture. Tourists do not know about the existence of tourist attractions in the area, tourists visit only for selfies and their presence is not responded to well (Fajri *et al.*, 2021).

Fourth, the management policy for the development of the SRG area, and the revitalization of the *Rumah Gadang* is running slowly. This is due to the process which takes a lot of time and requires approval from various parties. The tourism office has urged the West Sumatra settlement infrastructure center (PPP) and its partners to accelerate revitalization, but from November 2019 to 2021 not a single *Rumah Gadang* has been repaired 100 percent. Various efforts have been made, such as writing and contacting directly. However, the Balai even refused a visit from the *Wali Nagari* Koto Baru and KAN who wanted to voice the acceleration of the revitalization.

Fifth, the emergence of challenges in the governance policies for the development of the SRG area in the form of the difficulty of reaching an agreement between the *Rumah Gadang* owners and the government. *Rumah Gadang* is a cultural heritage that has the potential to become a tourist attraction, but not all *ninik mamak* are willing to allow their house to become a tourist attractions. The government needs to hold deliberations and consensus with the related *ninik mamak* to get approval and cooperation in developing the SRG area as a tourist destination for a thousand *Rumah Gadangs*.

CONCLUSION

This study concludes that regional governments need to formulate local policies that can boost the community's economy. For the educational aspect, innovation programs to increase specific knowledge about quality nutritional intake are needed which can be developed by utilizing available natural resources. As for the bureaucratic aspect, it is necessary to increase the joint commitment of OPDs and open bureaucratic resources between OPDs to implement stunting prevention policies. In addition, for the long term, regional government efforts are needed to link various programs that have been initiated by OPD at a practical level that can provide opportunities for the community to access the programs and services provided.

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