

## **HISTORICAL INSIGHT AND CHARACTERISTIC CULTURE VALUE OF HISTORICAL TOUR GUIDE IN JAPANESE TUNNEL TOURISM OBJECT**

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### **ABSTRACT**

This research was aimed to describe the historical insight and characteristic culture value of historical tour guide in Japanese Tunnel Panoramic Tourism Object. This research used qualitative method and ethnography approach. Purposive sampling technique was used to select the informant with total number was 9 people. Data was collected by using method of interview, observation, and documentation. Interview was conducted by applying indepth interview technique and observation was conducted by applying participant observation technique which object was examined in along period of time. Data was analyzed by using interactive analysis technique from Miles and Huberman (interactive analysis model) namely data reduction, data model, and conclusion. The result of this research showed that historical tour guide in Japanese Panoramic Tourism Object has had well historical insight (good). Such historical insight was obtained from written sources such as internet and history-related books. However, regarding competence and characteristic culture value, there was still no essential guiding elements such as language skill; it was still difficult to serve foreign tourist. Professionalism (attitudes); humble manner, hospitality, politeness. Appearance (style); there has no identity badge (name tag) as a tour guide, and guiding technique; no interactive deliver for information that leads to a dialogue which feedback was rarely given by both tour guide and tourist.

**Keywords; Culture Value, Historical Insight, Tour Guide**

### **INTRODUCTION**

Bukittinggi is a town full of historical value and event. For centuries, starting from post-colonialism until western and Japanese nations arrived, Bukittinggi has been known as a town with a large number of historic events record. Likewise, after independence. There are a lot of events occurred in this town. (Fajri, 2015). During

World War IIn 1942, alike other region in Indonesia, Bukittinggi was also occupied by Japanese colony. In this town, Japanese authority built their defense headquarter by making underground tunnel (bunker). A Bunker with 40-50 meter depth under rock-textured terrain and 2 meter height and wide, as well is divided into 20 rooms, is known as “Lobang Jepang” (Japanese Tunnel) till now. Japanese Tunnel which is located near Ngarai Sianok panorama, was built in 1942 under the command of Watanabe General, Defense Military Comandant of Sumatera at the time (BPPPB, 2010).

Japanese Tunnel as one of superior and top-visited tourism objects in Bukittinggi Town provides service of tour guide which is local teenagers and community. The existence of tour guide is needed to improve service for tourist. This can be seen when tourists get satisfied and contented by experiencing service from tour guide can possibly make them back for a visit.

Tour guide is a person who provides assistance, information and interpretation about cultural heritage, history, as well as other kinds of information to visitor or tourist and group tour in historical sites, museums, holy places, educational tour destination and other tourism places. Being a tour guide requires proper education and insight. A tour guide is not only required to explain about an object of tourism destination in interesting and amusing way, but also requires to be best at guiding and achieve the standard of tour guide in order to create memorable experience for tourist.

The same notion is also expressed by Ratih Melatini Purwaningsih in 2013 through her research with the title of “Pengaruh Kualitas Pelayanan Pemandu Wisata Terhadap Kepuasan Wisatawan di Candi Prambanan” (The Effect of Service Quality from Tour Guide on Tourist Satisfaction in Prambanan Temple). She stated that tourist satisfaction of service quality from tour guide has a huge effect especially through verbal language skill that it attracts visitor to revisit in another time.

In addition, a research from Ade Jafar Sidiq and Risna Desnawati in 2017 with the title of “Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Linggar Jati Kuningan Jawa Barat” (The Development of Local Community-Based Tourism Object at Linggar Jati Kuningan West Java) showed a result that local participant is an important pre requisite to develop tourism industry. Tourism object industry with no community involved may leads to a marginalization.

A research conducted by Nanny Rodjinandari and Bambang Supriadi in 2016 with the title of “Kompetensi Pendampingan Pemandu Wisata Lokal Sebagai *“Develevers of People”* (A Competency of Mentoring Local Tour Guide as Develevers of People) showed a result that mentoring and developing local tour guide are needed, considering low quality of service and competence of local tour guide.

Apparently, tour guide cannot be considered as an easy job. They are in charge to guide, to explain, and to provide a reference about tourism object as well as to offer tourist a help for any other needs, including to interpret natural and culture heritage by using language they are best at.

Getting associated with the latest development of historical science, a historical tour guide is public historian (Iriana Sevelieva 2013). They are both academic historian and layperson who narrate and interpret historic event to non-academic society in non-academic way. (Gusti Asnan, 2017). Through a well-branded historical narrate on from tour guide, narrating in tour, it is expected that society's appreciation on history grows up, especially if society who works as tour guide commonly has a good narrative skill (including historical information), delivering in simple way, not scientific or academic, and they have strong memory.

Why a tour guide requires historical insight? Why a tour guide requires culture value? Simple answer for the first question is because human is an historical creature. Human will be contented and satisfied if explained about historical dimension, explanation with interpretation. A tour guide must understand or has historical insight, this is considered crucial since misinterpretation may affect the tourist's understanding about history. Generally, tourist may accept the information given about the things they know nothing about (Antar Sumbar, Minggu 30 April 2017).

A Visitor is definitely going to ask about the history behind the name of region, building, or story tale in place they are visiting. This such thing may happen when tourist visits Bukittinggi and ask information about some tourism objects like Japanese Tunnel. The answer for the second questions is because human is a civilized creature, who loves beauty, politeness, good manner, hospitality, love and affection. “Business” in tourism is going to be success if these aspects are existed by management or promoter, including historical tour guide. With regard to culture value aspect, it can be

concluded that tourist does not only want to visit and to enjoy tourism object, but also wants to recognize the local people surroundings. Therefore, travel agency for instance, warns its tour guide to give prime service character. So does government that will take quick action if there is abusive act and service performed by community. In accordance with it, historical tour guide also plays a role to arouse interest and to sow the seed of love for history in tourist soul.

## METHOD

This research was conducted at Panorama Street, Bukit Canggang Kayu Ramang, Guguk Panjang, Bukittinggi Town. This research was conducted from December 2018 until March 2019. Based on the approach used, this research was included into qualitative research with ethnography approach. Purposive sampling was used to choose the informant who works as historical tour guide at the entrance gate of Japanese Panoramic Tourism Object where 5 respondents were in upper gate while 4 respondents were in lower gate near Ngarai Sianok.

Data was collected through observation, deep interview and documentation study. For the sake of data reliability (valid), it was conducted source, time, and method triangulation (Haris, 2010). Firstly, source triangulation such as question asked to several informant either tour guide group leader, member, public figure, and trader around Japanese Panoramic Tourism Object. Secondly, there was also time triangulation. Research was not only conducted once but repeatedly done at different time. Thirdly, there was also method triangulation on observation, interview, and documentation. If there was different result from each method, the writer would discuss it further with relevant informant to get considerable correct data.

Collected data was analyzed and referred to analysis model from Miles and Huberman which steps are data reduction, data model (data display) and conclusion. (Emzir, 2010). These steps were inseparable, recurring, and continual during and after collection and were parallel that it forms complete configuration. This research allows to recognize historical insight and characteristic culture value of historical tour guide in Japanese Panoramic Tourism Object. Later researcher attempted to explain it by using relevant theory and observation. Then the result of comprehension was compiled in this article.

## RESULTS AND DISCUSSION

Current site of Japanese Tunnel heritage is included into one of superior tourism objects in Bukittinggi, West Sumatera Province. It is Rp15.000,- entry fee for domestic tourist, Rp 25.000,- entry fee for foreign tourist. Meanwhile, each individual, family, or group gets additional charge Rp 80.00,- if using tour guide service to get into Japanese Tunnel. Japanese Tunnel was built as storage and supply of war equipment for Japanese military, with 1400 tunnel length and 2 meter wide. There are some specific room such as surveillance room, ambush room, jail and armory. Such stuffy and winding tunnel has now equipped with light and air conditioner. Currently, Japanese Tunnel is not functioning as defense bunker, but as one of superior tourism object in Bukittinggi. (Maiza Elvira, 2017).

To explore each room in Japanese Panoramic Tourism Object, tourist will be accompanied by tour guide. From the entrance, horrible and dark atmosphere of Japanese Tunnel can be seen. This will make tourists take themselves into consideration to come in. That is why tour guide is needed. Tour guide plays important role in introducing Japanese Tunnel to tourist. Tour guide here is from teenagers and community. In addition, tour guide is also managed and controlled by local community. This has been confirmed to The Government Tourism Office of Bukittinggi that the tour guide is managed and controlled by local community. Thus, it is not surprising many tourists complained about expensive charge taking tour guide.

According to Ratih Melatisiswi (2013) tourist's satisfaction is resulted from interaction between experience and expectation before and after service. Tourist is likely to have an expectation which they may achieve before visiting tourism object destination. One of which is a hope to be escaped out of daily routine. In addition, there is also a need to gain information about place they are visiting. Besides hope, tourist find it needs to response on tourism object and its accomplishment. That is why tourist's satisfaction highly depends on product or service. If tour guide's service does not match the expectation, the tourist will give negative response, conversely, if tour guide's service matches the expectation, the tourist will give positive response. If tour guide's service excess the expectation, the tourist will get satisfied. (Ratih Melatisiswi (2013).

For complains from tourist about entrance fee, in preliminary study, the writer conducted observation by acting as tourist. During sampling, the writer found the set of tariff of Rp.80.000,- per person for those who needs tour guide, even there is additional fee for family or group or it depends on a number of tourists. Furthermore, there is no identity badge such as name tag from Indonesian Tourist Guide Association. Whereas, professional tour guide must have at least five guiding elements: language skill, material about tourism destination, professional attitude, style, and knowledge. Andi Muhammad, 2015 tour guide who has license and competency is considered valid to guide the tourist. Tourism license is issued by Local Government Tourism Office, while competence test for tour guide is based on Indonesian National Work Competency Standard carried out by Professional Certification Agency.

In regard to historical insight, data was obtained through an experiment of being in disguised as tour guide exploring Japanese Panoramic Tourism Object. Data was also obtained through interview with tour guide about information and historical story about Japanese Tunnel. From research on historical insight, it can be seen that tour guide in Japanese Tunnel was capable to narrate in accordance with history, and the information were gained through autodidact learning from the internet, relevant historical books and notions gained from school. Training and competency development for tour guide was not still carried out by The Government Tourism Office of Bukittinggi, even though such tourism object is managed under the government, yet the tour guide is managed by local community. Some tour guides are constrained with the ability to speak with tourist in foreign language. A tour guide must be good at delivering historical information allowing tourist to understand. After having monologue, there would be a response and dialogue between both tourist and the guide. The service quality of tour guide plays important role to make tourist revisit back. Therefore, a tour guide requires historical insight and characteristic culture value.

## CONCLUSION

From the explanation above, we could emphasize that tour guide is apparent public historian and nation figure, they are presented as life story narrator and civilized community, nation, and country. In response to dynamics reality, this could be input and

study for government especially for Bukittinggi Tourism Office to held a sort of training and empowering program for tour guide, as what Gusti Asnan (2017) stated that satisfaction and good impression of tourist gives huge effect on social and economic life of community, region, and country.

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