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## **IMPLEMENTATION OF SAPTA PESONA VALUES IN TOURISM SERVICES IN KAMPUNG LAMA TOURISM VILLAGE**

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### **Abstract**

This research aims to analyze the implementation of Sapta Pesona values in tourism services in the Kampung Lama Tourism Village and identify challenges and obstacles in implementing Sapta Pesona values. Research was conducted on the topic of smart villages using a qualitative approach, where the resource persons were Pokdarwis or tourism awareness groups in the Kampung Lama Tourism Village. The technique for obtaining informants in this research was carried out using a purposive sampling technique. Based on the results of the research, it can be concluded that the application of Sapta Pesona in the Kampung Lama tourist village has been implemented well, but it is still not running optimally so there is still a need for development related to the application of the 7 elements of Sapta Pesona. There are obstacles in implementing Sapta Pesona in the Kampung Lama tourist village where these obstacles come from internal Pokdarwis, local communities and the village government. This obstacle is in the form of a lack of public knowledge in waste management.

**Keywords:** Sapta Pesona, Tourism Services, Kampung Lama

### **1. INTRODUCTION**

Kampung Lama Tourism Village has undergone a transformation from a traditional village to a tourist village. This process can include conservation efforts, infrastructure development, and programs to educate local communities about tourism and hospitality. The local community in the Kampung Lama Tourism Village has an active role in tourism development, starting from managing tourist attractions, providing homestay services, to selling local craft and culinary products. This involvement not only improves the local economy but also ensures that tourism develops sustainably.

As a tourist village, the application of the concept tourism awareness and Pesona are important in the basis of its development because it can encourage public awareness to become good host. In addition, the application of Sapta Pesona also attract the interest of tourists visit an area so as to increase the position of the community as recipients of benefits as much as possible from the development of activities tourism (Rahmawati, et.al, 2017).

The key to success in developing tourism in an area or tourism object is creating a good image and improving quality. The main factor in achieving the objectives of the Sapta Pesona program is how to achieve success in implementing the program (Kodhyat, 2011). Several points contained in the main tourism strategy policy include promoting sustainable tourism, increasing affordability, improving the quality of tourism services and products, developing tourist destination areas, promoting natural beauty, animals and marine tourism, improving the quality of human resources, and implementing tourism campaigns. through the Sapta Pesona program (Topowijono & Supriono, 2018).

Decree of the Minister of Tourism, Post and Telecommunications No.5/UM.209/MPPT-89 was made to regulate all aspects related to the Sapta Pesona program at that time. The policy explains that Sapta Pesona consists of seven elements, namely safe, orderly, clean, cool, beautiful, friendly and memorable. The formulation of the seven elements of Sapta Pesona is based on research carried out repeatedly regarding the image of tourism, by looking at the views of foreign tourists who have visited Indonesia. Therefore, these seven elements were made based on facts, and not made haphazardly (A.J. Muljadi, 2010).

Implementing the values of Sapta Pesona (Safe, Orderly, Clean, Cool, Beautiful, Friendly, Memorable) in Kampung Lama is important to ensure that the tourist experience is positive and that tourism takes place in a sustainable and responsible manner. An in-depth understanding of this background is important to understand how Sapta Pesona values can be implemented effectively in the Kampung Lama Tourism Village, as well as how the unique challenges and opportunities of this village can influence implementation and outcomes.

The sustainability of the Sapta Pesona program depends on the will and active participation of the community as tourism actors. The relationship between the Sapta Pesona program, the community and the government must run dynamically and coordinate with each other in achieving Sapta Pesona. where Sapta Pesona is a tool for the community to advance tourism in their area, with its realization will progress and the people will prosper. Meanwhile, conscious tourism is a desired (ideal) condition that occurs in society through the application of the elements of Sapta Pesona (Safitra & Mely, 2023).

The implementation of Sapta Pesona as a form of tourism service is the duty of the government, local communities, local wisdom, social capital and the tourism community to maintain the quality of services provided to tourists. Through the implementation of Sapta Pesona, Kampung Lama is expected to be able to provide maximum tourism services to tourists. Based on the description of the setting behind the problem, sapta pesona has a role very important and highly expected in increasing awareness, feeling responsibility of all levels society in action and make it happen in life on a daily basis, especially to improve tourism services in Kampung Lama. Therefore, to examine the role of Sapta Pesona in development tourism, then the author is interested in doing research about "Implementation of Sapta Pesona Values in Tourism Services in Kampung Lama Tourism Village".

## **2. LITERATURE REVIEW**

According to Allen et al., (2019), implementation refers to actions to achieve the goals set in a decision. This action seeks to change these decisions into operational patterns and tries to achieve large or small changes as previously decided. Implementation is essentially an effort to understand what should happen after the program is

implemented. The determinant of the success of public policy lies in every step of implementation in the field, or good implementation can produce good policy performance. According to Sulistio et al., (2018), even though a policy is designed perfectly, without good implementation, the policy will not yet become a policy that has an impact on society.

According to Lavédrine, (2018) there are four factors that influence implementation performance, namely:

- a. Environmental conditions (environmental conditions).
- b. Relationships between organizations (inter-organizational relationships).
- c. Resources (resources).
- d. Characteristics of implementing agencies.

Based on the Decree of the Minister of Tourism, Post and Telecommunication Number.5/UM.209/MPPT-89 concerning Guidelines Organizing Sapa Pesona. Sapta Pesona is defined as a necessary condition created in order to attract interest tourists to visit an area or regions in Indonesia. Sapta Pesona consists of the seven elements, namely safe, orderly, clean, cool, beautiful, friendly, and memorable. In connection with increasing tourism development performance, then the Sapta Pesona Program then refined and became an elaboration of the concept of Consciousness Tours as written in the Guide Tourism Awareness Group (2012). On books these guidelines, every element is sappa Pesona in define it as follows:

- a. Safe. An environmental condition at the destination tourism that provides a sense of calm, free from fear and anxiety for tourists.
- b. Orderly. An environmental condition and services at tourism destinations reflects a high level of discipline and consistent and consistent physical quality and service orderly and efficient.
- c. Clean. An environmental condition and quality products and services at tourism destinations which reflects the situation healthy/hygienic.
- d. Cool. An environmental condition at the destination tourism that reflects the situation cool and shady that will provide a feeling of comfort and "at home" for tourists.
- e. Beautiful. An environmental condition at the destination tourism that reflects the situation beautiful and attractive that will give you a feeling amazed and made a deep impression on tourists.
- f. Friendly. A friendly environmental condition sourced from the attitudes of the people at the destination tourism that reflects the atmosphere Familiar, open and high acceptance to tourists.
- g. Memories. A form of experience that impressive in tourism destinations that will gives a sense of joy and beautiful memories which makes an impression on tourists

Sapta Pesona is explanation of the concept of Conscious Tourism related to support and roles community as hosts in an effort to create conducive environment and atmosphere which is able to encourage growth and development of the tourism industry through the manifestation of the seven elements in Sapta Pesona. Sapta Pesona is shaped like a sun smile that depicts zest for life and joy. Seven angles of light emission neatly arranged around the sun describes the elements of Sapta Pesona consisting of the elements: safe, orderly, clean, cool, beautiful, friendly and memories (Rahim, 2012). The elements of Sapta Pesona have become part which is an integral part of the program implemented tourism development over the past two decades, along with efforts strengthening the position of the tourism sector as a sector mainstay in earning foreign exchange for the country, as well as as a strategic development instrument in regions,

both in the context of regional development and improving community welfare (Setiawati & Pandu, 2020).

Tourism development and management has the aim of improving public welfare. This is done by utilizing all tourism resources. Successful development and management of tourism can increase the effectiveness of actions so that they can have a wide impact developed tourism. (Safitri, et al., 2022). Kotler, et al (2021) stated that the definition of service is any action or activity that can be offered by one party to another party which is basically intangible and does not result in any ownership. Service quality is centered on a reality determined by consumers. Pasolong, et al (2021) stated that service is basically defined as the activities of a person, group and/or organization either directly or indirectly to meet needs.

Service excellent is needed in Tourism Villages, because tourist villages have special characteristics that can be used as tourism, namely culture and beauty nature of the village. The form of excellent service is in the form of attitude, attention and actions carried out in tourist activities in tourist villages must contain elements of Safe, Orderly, Clean, Cool, Beautiful, Friendly and Memories for tourists made by tourism business actors, among homestay owners, restaurants and souvenir center (Setiawati & Pandu, 2020).

Based on previous research descriptions, it was found that the application of Sapta Pesona in tourism services has not been optimal. This is caused by various reasons factors. Efforts to improve tourism services in Kampung Lama require community empowerment in its implementation. This research aims to find out the implementation of Sapta Pesona in tourism services in Kampung Lama.

### **3. RESEARCH METHODS**

This research uses a qualitative descriptive method to see the implementation of Sapta Pesona values in the Kampung Lama Tourism Village. The research location is in the Denai Lama Tourism Village or commonly known as the Kampung Lama Tourism Village which is located in Pantai Labu District, Deli Serdang Regency, North Sumatra Province, Indonesia. Primary data was obtained by conducting interviews aimed directly at parties who have the capacity to manage the Kampung Lama Tourism Village. The technique used in the interviews that will be conducted is unstructured in-depth interviews with sources who have detailed knowledge and capacity related to this research.

This research uses a source, namely pokdarwis or tourism awareness groups in the Kampung Lama Tourism Village. The technique for obtaining informants in this research was carried out using a purposive sampling technique. Respondents in this study were 27 people. The research that will be carried out on the topic of smart villages will use a qualitative approach. The data analysis technique used is Miles and Huberman analysis, starting through the process of data collection, data presentation, data reduction, and drawing conclusions. The analysis of qualitative data is closely related to the discourse analysis. However, since discourse analysis is a broad field of study, we analyze a particular type of discourse that we consider key to the comprehension of the meaning of social action: the argumentative discourse. This article is organized as follows: 1) In the first part we present an overview of the model and the analytical stages the model implies. 2) In the second part we develop every stage of the model through the empirical study, presenting the interviewees' arguments regarding their traffic behavior. 3) In the third part we elaborate our conclusions (Miles & Huberman, 2014).

#### 4. FINDINGS AND DISCUSSION

Kampoeng Lama Tourism Village consists of several spots, including the following:

##### a. Kawan Lama Area

Kawan Lama Area was originally a community that was formed in 2019 as an information center for the Labu Beach area which is located in Hamlet II, Denai Lama Village, Pantai Labu District, Deli Serdang. As time went by, Kawan Lama Area designed various very attractive packages. Among them are traditional breakfast weeks, agricultural education packages, craft tour packages, reunion gatherings, outbound and fun games, cooking clinics, and among-among rice meal packages.

Kawan Lama Area operational hours are every Monday-Saturday, 09.00-17.00 WIB and on Sundays 06.00-17.00. Every Sunday, Kawan Lama Area holds a "You Market". Pasar Kamu is a breakfast week for young people. This breakfast week provides a variety of typical village culinary delights. The unique thing about Pasar Kamu is that at the entrance, tourists can exchange their money for tempu, one tempu is worth two thousand Rupiah. The tempu is used to buy available food and drinks.



Figure 1. Kamu Market, Kampung Lama Tourism Village

##### b. Paloh Naga Agrotourism

Paloh Naga Agrotourism is a tourist attraction that has an attraction through agricultural land. Paloh Naga Agrotourism is located on Jl. P. Naga, Denai Lama, Labu Beach, Deli Serdang Regency. Paloh Naga Agrotourism is an instagrammable tourist spot, therefore Paloh Naga Agrotourism is very suitable for millennials to visit.

Entry tickets to this tourist attraction are free, but tourists only pay a parking fee of IDR 10,000/motorbike. To enjoy the beauty like the picture below, tourists are advised to visit during the rice planting season.



Figure 2. Paloh Naga Agrotourism, Kampung Lama Tourism Village  
Source: [jadesta.kememparekraf.go.id](http://jadesta.kememparekraf.go.id)



c. Circle Studio

Sanggar Circle is a character education school located in the Kampong Lama Tourism Village which is led by Mr. Irwanto, SH, as Director of BUMDes Sastro 316 Denai Lama Village. The circle studio teaches children about character, cultural arts and traditional dance. The traditional dances taught are the Serampang twelve dance and traditional dances from various ethnic groups in Indonesia. This dance is performed at Paloh Naga Agrotourism every Saturday and Sunday.



**Figure 3.** Circle Studio of Kampung Lama Tourism Village

d. Reading Café

Reading Cafe is a cafe with a rural concept and also functions as a reading park. Reading Cafe's operating hours are every day except Tuesday, from 17.00-00.00 WIB. The Reading Cafe is managed by volunteers from the children's circle studio. The aim of establishing the Reading Cafe is to encourage people's interest in reading in a more interesting style, especially for teenagers.



**Figure 4.** Reading Café in Kampung Lama Tourism Village

e. Selayar Denai Cultural Market

Selayar Denai Cultural Market is a cultural market that serves traditional snacks and cultural arts attractions that symbolize the harmony of the three ethnic communities living there, namely Malay, Javanese and Chinese. There are also traditional games such as stilts and long terompah. PasarBuculture Selayar Denai strives to develop, actualize potential and conserve the cultural wealth of the village as the socio-economic capital of the community. This is done by optimizing community involvement in collective management that is participatory, accountable, and prioritizes common interests in a structured and contextual social order.



**Figure 5.** Selayar Cultural Market Denai Kampung Lama Tourism Village

While the management, particularly Pokdarwis, has worked with the village government, youth organizations, and local communities to implement Sapta Pesona in the Bonjeruk tourist village, the program's implementation is still not ideal, and efforts are being made to ensure that the seven Sapta Pesona elements are implemented in a seamless manner. maximal. These seven factors are in question:

a. Safe

Secure is a natural condition at a visitor goal that gives a sense of calm, free from fear and uneasiness for sightseers when going by a visitor goal. The usage of secure components has been carried out within the Kampung Lama traveler town, a few activities related to security incorporate: a demeanor of not exasperating visitors which is realized by holding a briefing some time recently the entry of visitors and not I will purposely make clamor like motorbike tracks and so on.

The next form of action taken by the management is by helping tourists when they get lost, protecting tourists through guarding when tourists make visits and when there are tours. the clouds stay overnight. Apart from this help and protection, there are also forms of help and protection that are carried out before the arrival of tourists, namely by providing clear information and sterilization. area.

b. Orderly

Order in the Kampung Lama Tourism Village is implemented by carrying out several forms of action, including by creating a culture of queuing at each tourist location through distribution queue. The next step is to obey the applicable regulations, even if only in the form of an appeal, because for a long time, the people of the Kampung Lama Tourism Village have been the people which is peaceful so that an appeal is sufficient without a binding written regulation.

c. Clean

The problem of environmental cleanliness is a very serious matter for a tourist attraction. According to Cooper (Jovanovic et al, 2015) health and cleanliness are very important for the competitiveness of the travel and tourism sector. In practice, the people of Kampung Lama Tourism Village really maintain the cleanliness of their environment. Based on the results of observations, the cleanliness of the environment is the result of the activities of mothers who actively clean the house and its surroundings in the morning and evening.

However, the public has not received much training and education regarding the importance of proper waste management, recycling practices, the positive impact on the environment and there are not many rubbish bins provided at various tourist attraction locations. Therefore, it is necessary to add separate waste disposal facilities for organic waste. and non-organic.

d. Cold

Cold, namely where the tourist village reflects cool conditions so that guests feel more comfortable when visiting. The management of the Kampung Lama tourist village has tried to create a cool destination environment. One of the efforts made is to carry out a reforestation program with local communities and the village government. In terms of coolness, the Kampung Lama tourist village has a quite cool environment because of the many large trees along the road to the tourist destination and at the tourist destination itself, making it shadier and cool.

e. Beautiful

Beautiful, namely the conditions in the environment that reflect beautiful and attractive conditions that can provide a sense of awe and a deep impression for tourists when visiting. What can be done to create this beauty is by maintaining the beauty of DTW objects and arranging the environment in an orderly manner and maintaining local wisdom.

The application of beautiful elements has been carried out in the Kampung Lama tourist village, one of which is by decorating with Malay and Javanese cultural ornaments at every tourist attraction in the Kampung Lama Tourism Village. Apart from that, the management also arranges plants such as flowers and other ornamental plants. which is at the Paloh Naga tourist destination. Efforts are being made to implement this element so that its implementation is more optimal and reaches all tourist destinations in the Kampung Lama tourist village.

f. Friendly

Friendly, namely the environmental conditions at the destination that reflect the familiar conditions and atmosphere that can provide comfort when tourists visit, such as welcoming guests with a friendly smile and acting as a good host. The management of the Kampung Lama tourist village has tried to implement friendly elements. So far, the implementation of friendly elements has been successful for tourism village managers, especially Pokdarwis as well as for MSMEs.

The people in the Kampung Lama Tourism Village are friendly, polite, courteous and help tourists by providing information that tourists need. This is characterized by serving wholeheartedly and having sincerity and patience in dealing with tourists

g. Memories

Memories, namely a memorable experience that tourists get when visiting a tourist destination/village. The memories themselves can also take the form of objects such as typical souvenirs that describe the tourist destination. In this case, the Kampung Lama tourist village is still trying to provide the best implementation. The Kampung Lama tourist village already has a center providing typical souvenirs, namely Tengkuluk Melayu which can be purchased at Sanggar Circle

The role of village government is also very influential in community organizing to encourage the formation of local community groups or communities that care about waste management and facilitate regular meetings to discuss, share experiences, plan joint activities, encourage the development of community-based small businesses that produce



recycled products from local waste. , facilitating training in making recycled products and involving the community in the process of monitoring and evaluating waste management programs to assess the success of these community groups.

The results of this research are in line with research by Rahmawati, et al (2017) which concluded that Sapta Pesona is expected to create a comfortable visit so as to create a good impression for every tourist who comes. One of the goals that is closely related to the community is a tourist village. In tourist villages, the application of the concept of tourism awareness and Sapta Pesona is an important thing in the basis of its development to be able to encourage community awareness as good hosts. Apart from that, the application of Sapta Pesona will attract tourists to visit the place so that it will increase the community's position as the maximum beneficiary.

By strengthening the role of local communities, they can increase their awareness, understanding and responsibility for waste management. The following are several steps or initiatives that can be taken by the village government and tourism awareness groups to realize community-based waste empowerment in the Kampung Lama tourist village:

- a. Training and Education
- b. Community Organizing
- c. Waste Management Practices in Households
- d. Creative Waste Management Program
- e. Participation in Waste Collection
- f. Use of Simple Technology
- g. Development of Local Recycled Products
- h. Monitoring and Evaluation
- i. Addition of Trash Cans

Similar research results were also presented by Nasution, et al (2020) which implied that the implementation of the Pesona Sapta Program at the T-Garden tourist attraction could influence tourists' desire to visit and increase the length of stay and increase the level of T-Garden visits. Tourist Attractions in Deli Serdang Regency. By having tourist attraction facilities that are attractive and in accordance with the wishes of those who are in demand, it will be a special attraction for tourists to visit and enjoy the facilities of the T-Garden Tourist Attraction so that according to the needs of visitors they can be found to visit the T-Garden Tourist Attraction.

## **5. CONCLUSION**

Based on the results of research regarding the Implementation of Sapta Pesona Values in Tourism Services in the Kampung Lama Tourism Village, it can be concluded that the Implementation of Sapta Pesona Values in the Kampung Lama Tourism Village has been carried out well, but is still not running. optimally so that there is still a need for development regarding the application of the 7 elements of Sapta Pesona. The application of Sapta Pesona to tourist destinations has a positive impact on the image of the destination and the beauty of the tourist destination environment, where this can influence the quality of service to tourists. The limitation in this research is in terms of time, where Kampung Lama is only open on weekends. There are obstacles in implementing Sapta Pesona in the Kampung Lama tourist village where these obstacles come from internal Pokdarwis, the local community and the village government. This obstacle is in the form of a lack of public knowledge in waste management. Based on the research findings, the author recommends that further research focus on increasing public knowledge regarding tourism and waste management, which is also related to Sapta Pesona.

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