

## STRATEGY FOR DEVELOPMENT OF TOURISM ATTRACTION AT KAMPUNG ADAT RIMBO TAROK PAUH IX, PADANG

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### Abstract

*Kampung Adat Rimbo Tarok Pauh IX is a traditional village tourist attraction with the theme of the Thematic Village of Traditional Village, which was newly established on Friday, October 22, 2021, by the Mayor of Padang Hendri Septa. Kampung Adat Rimbo Tarok Pauh IX has an attraction, namely the Gadang Kajang Padati House. Not only that, Kampung Adat Rimbo Tarok Pauh IX also has other attractions in the arts, namely randai, silek, and bamain rago-rago. The purpose of this study was to describe the internal and external factors of tourist attraction in the Kampung Adat Rimbo Tarok Pauh IX, Padang City, including corn plantations, small stages, and Bamain Rago-rago, as well as formulate a strategy for developing tourism objects in Kampung Adat Rimbo Tarok Pauh IX, Padang city. Data collection techniques were carried out through interviews, observation, and documentation. The data analysis technique used is data reduction, data presentation, and conclusion drawing. The results of this study indicate that the tourism attraction development strategy based on 4A Tourism through a SWOT analysis has strengths, weaknesses, opportunities, and threats in the field of attraction, accessibility, amenity, and ancillary.*

**Keywords:** *development strategy, tourist attraction, traditional village, tourism 4a, swot.*

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## INTRODUCTION

West Sumatra is a province located on the west coast of the island of Sumatra. West Sumatra is famous for its tropical climate. The location on the coast makes West Sumatra blessed with beautiful natural panoramas and beaches. West Sumatra is a paradise for tourists, which is rich in natural resources with it is biodiversity. Padang, the capital of the province of West Sumatra, which is located on the coast, has ten beaches because it is directly opposite the Indian Ocean. Padang also has various hills towering on its land, the Bukit Barisan, stretching along the island of Sumatera.

The uniqueness of Padang is a tourist destination called Kampung Adat Rimbo Tarok Pauh IX with the theme of the Thematic Village of Traditional Village, which was newly established on Friday, October 22, 2021, by the Mayor of Padang Hendri Septa. According to Idziak, Majewski, & Zmysłony (2015), "Thematic Villages are more about offering the community to be proactively involved so that it is not only community-based but also creates a distinctively sustainable village space by the community."

Padang Mayor Hendri Septa said Thematic Village is one of the flagship programs of Padang City. Thematic Village is an area with local potential that can be developed to improve the community's economy. Therefore, with the prospect, it will be formed by involving universities. In the future, the Padang City Government will issue a decree for developing the Kampung Adat Rimbo Tarok Pauh IX. Some potentials that will be developed are the arts of the anak nagari which are still active. In addition, at that location, there is also the Rumah Gadang Kajang Pedati which is a characteristic.

Kampung Adat Rimbo Tarok Pauh IX has its own attraction as a tour. According to

Tomiani (2018: 27), attraction is a factor that makes people want to visit and see an interesting place directly. Meanwhile, according to Cooper et al. in Ida Bagus (2015: 5) suggests that there are 4 (four) components that must be owned by a tourist attraction, namely attraction, accessibility, amenities, and ancillary. Attraction is an essential component of a tour. Attraction is related to something to see, something to do, and something to buy.

In Kampung Adat Rimbo Tarok Pauh IX, *randai* and *silek* are performed twice weekly, every Wednesday and Saturday. Not only that, the local community also makes gendang crafts which are made only when there is an order that has been carried out for the last six years. The local community also has activities to sew clothes called baju kurung basiba and tengkuluk so that tourists can see firsthand the process of sewing clothes. However, author found some of less potential of the Kampung Adat Rimbo Tarok Pauh IX, which could be utilized to develop a tourist attraction in this area. For example, Kampung Adat Rimbo Tarok Pauh IX has a large area of rice fields planted with corn. This corn plantation can be used to attract tourists by offering corn picking activities directly, then burning the corn while watching *randai* and *silek* performance.

Not only that, but Kampung Adat Rimbo Tarok Pauh IX in Padang City also has vacant land located in front of the Rumah Gadang Kajang Padati. This vacant land can be utilized by building a small stage so that *randai* and *silek* players can practice directly on the stage and the local community who are passing through the stage can see and watch. So far, the *randai* practice is only done in a closed room. In addition, Kampung Adat Rimbo Tarok Pauh IX also has a *nagari* game or a traditional game that is rarely done, namely Bamain Rago-rago, which is a game of kicking a ball made of rattan in groups by making a circle pattern first.

Then the road to the location of the Kampung Adat Rimbo Tarok Pauh IX is also very worrying because it is too small, only the size of a four-wheeled vehicle. If someone uses a four-wheeled vehicle, such as a car from the opposite direction, they must succumb to the grass next to the road. In addition, in front of the highway before entering the Kampung Adat Rimbo Tarok Pauh IX, there are no signs or signs that notify the tourist attractions of the thematic village, so that people who pass the highway will not know that there is a thematic village located in the area.

The Kampung Adat Rimbo Tarok Pauh IX has advantages and disadvantages. However, these advantages and disadvantages must be developed using the right strategy. Therefore, a SWOT analysis is needed to get the right strategy. According to Rangkuti (2015:19), "SWOT analysis is the systematic identification of various factors to formulate company strategy." This analysis is based on the logic that aims to minimize weaknesses and threats and maximize strengths and opportunities.

According to Wang, Haiyun, et al (2022), the SWOT analysis is a common strategic analytical tool that helps to identify an organization's strengths and weaknesses, as well as its potential opportunities and threats. The SWOT matrix includes various strategies which are divided into strength-opportunity (SO), weakness-opportunity (WO), strength-threat (ST) and weakness-threat (WT).

The advantages of SWOT analysis are: 1) It allows focusing on the positive and negative aspects of the external and internal environments of the system; 2) It helps reveal opportunities to take advantage and eliminate or threats by understanding weaknesses; 3) It prepares the basis for strategic decisions and supports through group discussion to determine SWOT factors about the research object; 4) It is useable in a variety of contexts, including research.

According to Riadi (2013), SWOT analysis has a function to obtain information from situation analysis and its strengths in internal issues (and weaknesses) and external issues (opportunities and threats). SWOT analysis technique consists of 2 types, namely external

(opportunities and threats), and internal (strengths and weaknesses) as follows:

1) Internal Analysis

a) Analysis of Strengths

Every company needs to assess its strengths and weaknesses compared to its competitors. The assessment can be based on factors such as technology, financial resources, manufacturing capabilities, marketing strengths and customer base.

b) Analysis of Weaknesses

Under these circumstances the company in facing competitors has limitations and shortcomings as well as the ability to dominate the market, resources, and expertise.

2) External Analysis

a) Analysis of Opportunity

Every company has resources that distinguish itself from other companies. Certain opportunities and breakthroughs or competitive advantages and some opportunities require a large amount of capital to be exploited.

b) Analysis of Threat

Threats are challenges that are demonstrated or doubted by a trend or an unfavorable development in the environment that will cause a decline in the company's position.

Rangkuti (2015: 83) states that the SWOT matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses. As revealed by Rangkuti (2015: 84), that this matrix can produce four sets of possible strategic alternatives.

Table 1 SWOT Matrix

IFAS EFAS	STRENGTH (S)	WEAKNESS (W)
OPPORTUNITY (O)	SO STRATEGY Create strategies that use strengths to take advantage of opportunities	WO STRATEGY Create strategies that minimize weaknesses to take advantage of opportunities
THREAT (T)	ST STRATEGY Create strategies that use strength to overcome threats	WT STRATEGY Create strategies that minimize weaknesses and avoid threats

If the existing potential is appropriately developed, it can increase the number of tourist visits to Kampung Adat Rimbo Tarok Pauh IX. The increasing number of tourist visits to Kampung Adat Rimbo Tarok Pauh IX can also stimulate the local community's economy.

**RESEARCH METHODS**

The type of research used is descriptive qualitative research. The author intends to describe the existing phenomena by presenting facts systematically to facilitate understanding and drawing conclusions consisting of 4 indicators: attraction, accessibility, amenity, and ancillary. According to Sudjana and Ibrahim in Ansari (2013), "Descriptive research is research that describes a symptom, event, which is happening at the present time." According to Sugiyono (2019: 18), the qualitative method is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects where research is a crucial

instrument.

This study took place in the Kampung Adat Rimbo Tarok Pauh IX, Gunung Sarik Village, Kuranji District, Padang City. Data collection was carried out in April 2022. The types of data consisted of primary data and secondary data. Data collection techniques by conducting interviews, documentation, and observation. Informants are determined by Purpose Sampling, which is a data source sampling technique with certain considerations. The tools used for data collection in this study were the author using interview guides, observation guides, and documentation retrieval. According to Sugiyono (2013: 222), qualitative author as human instruments, have the function of determining the focus of the problem, selecting informants as data, collecting data, assessing data quality, analyzing data, interpreting data, and making conclusions based on their findings. Author went directly to the field to conduct interviews, direct observations, and documentation at the Kampung Adat Rimbo Tarok Pauh IX, Padang City.

For the steps in preparation of the instrument concept, according to Sugiyono (2013: 103), the starting point of preparation is the research variables set to be studied. From these variables, operational definitions are given, and then the indicators to be measured are determined. From this indicator, questions or statements are then elaborated. Then, data analysis using an interactive analysis model. The interactive analysis model consists of three streams of activities that occur simultaneously, namely data reduction, data presentation, and drawing conclusions or verification.

## RESULTS AND DISCUSSION

The findings in this study are divided into two types, namely: 1) General findings that are comprehensive, 2) Specific findings about the Tourism Attractiveness Development Strategy of Kampung Adat Rimbo Tarok Pauh IX in Padang City which is seen through a SWOT analysis consisting of strengths, weaknesses, opportunities, and threats. The findings in this study were obtained in the field from several informants from interviews consisting of 1) Managers of the Kampung Adat Tarok Pauh IX Tourist Attractions Padang City as one person marked with the informant code A01, 2) Local communities around Kampung Adat Rimbo Tarok Pauh IX Tourist Attractions Padang City as three people marked with the informant code B01-B03, 3) Tourist from Kampung Adat Rimbo Tarok Pauh IX Tourist Attractions Padang City as two people marked with the informant code C01-C02.

Kampung Adat Rimbo Tarok Pauh IX is one of the tourist attractions of traditional villages located in Padang City, West Sumatera Province, precisely located in Kuranji District. This tourist attraction has been around since 2016. Starting from the manager who has artistic skills and the awareness to develop his village based on the many cultural actors in the village manager, namely Kampung Adat Rimbo Tarok Pauh IX. Kampung Adat Rimbo Tarok Pauh IX Tour is about 8 kilometers from the center of Padang City with a travel time of about 25 minutes using a private vehicle. Mr. Sudirman manages this tourist attraction. When arriving at the location, tourists will be greeted by a large field and a *rumah gadang* which is the tourist attraction.

The Kampung Adat Rimbo Tarok Pauh IX is unique because there is a Rumah Gadang Kajang Padati. This *rumah gadang* is unique because the stairs are located on the right and left sides, and the roof is not shaped like a *bagonjong* or spiky towering upwards. Rumah Gadang Kajang Padati has a wide courtyard with a wide terrace so it can accommodate dozens of people when they perform a traditional ceremony. Rumah Gadang Kajang Padati has two separate rooms, with two bedrooms and two bathrooms. The kitchen is still very traditional, using a stove and firewood cooking. Another uniqueness of Kampung Adat Rimbo Tarok Pauh

IX is that various arts can be seen when tourists visit on certain days. The arts are *randai, silek,* and *bamain rago-rago*.

When observing in the Kampung Adat Rimbo Tarok Pauh IX, author found a fairly large corn garden opposite the Rumah Gadang Kajang Padati belonging to the surrounding community. The author also clearly saw that the yard in front of the Rumah Gadang Kajang Padati was very wide, but it had not been equipped with things such as a small stage to add to the attractiveness of the Rimbo Tarok Traditional Village. Not only that, the road to the location of the Kampung Adat Rimbo Tarok Pauh IX is also very worrying because it is too small, only the size of a four-wheeled vehicle.

After the author made further observations, the author interviewed the mmanagement of Kampung Adat Rimbo Tarok Pauh IX, tourists, and the communities around the location of the Kampung Adat Rimbo Tarok Pauh IX to find out the general description of attractions, accessibility, amenities, and ancillary regarding the strengths, weaknesses, opportunities, and threats that located in the Kampung Adat Rimbo Tarok Pauh IX.

The following is a SWOT observation sheet that has been carried out by author at Kampung Adat Rimbo Tarok Pauh IX.

Table 2 Observation of Tourism Attractiveness of Kampung Adat Rimbo Tarok Pauh IX

No	Attraction	S	W	O	T
1	Attraction	<ul style="list-style-type: none"> <li>· There are arts like <i>randai, silek,</i> and <i>bamain rago-rago</i></li> <li>· Corn field opposite the site</li> </ul>	<ul style="list-style-type: none"> <li>· The next generation who likes to play gadgets</li> <li>· Saturation by artists and tourists</li> <li>· Limited funds</li> </ul>	<ul style="list-style-type: none"> <li>· The wider community better knows tourist attraction</li> <li>· Communities income increases</li> <li>· Pokdarwis approved</li> </ul>	<ul style="list-style-type: none"> <li>· The impact of globalization that makes the emergence of foreign influences that can affect</li> </ul>
2.	Accessibility	<ul style="list-style-type: none"> <li>· Nice and smooth road</li> <li>· Ample land is available to accommodate tourists</li> </ul>	<ul style="list-style-type: none"> <li>· Narrow road access</li> <li>· No gate or marker gate</li> <li>· There is no signpost to the location</li> </ul>	<ul style="list-style-type: none"> <li>· There is space that can be used for road expansion</li> </ul>	<ul style="list-style-type: none"> <li>· Lack of lighting at night</li> </ul>
3.	Amenity	<ul style="list-style-type: none"> <li>· Availability of parking space</li> <li>· Toilet available</li> <li>· Availability of place to rest</li> </ul>	<ul style="list-style-type: none"> <li>· Unable to stay at the location</li> <li>· Inadequate facilities</li> </ul>	<ul style="list-style-type: none"> <li>· Invite the cooperation of management, local communities, and the government</li> <li>· Add job opportunities</li> </ul>	<ul style="list-style-type: none"> <li>· Few tourists visit</li> <li>· Facility damage</li> </ul>
4.	Ancillary	<ul style="list-style-type: none"> <li>· Management has been</li> </ul>	<ul style="list-style-type: none"> <li>· Management movement is</li> </ul>	<ul style="list-style-type: none"> <li>· Attractions are well</li> </ul>	<ul style="list-style-type: none"> <li>· Low interest of the</li> </ul>

formed limited by managed surrounding  
 budget community to  
 become  
 management

Based on the findings of special attractions at the Kampung Adat Rimbo Tarok Pauh IX Tourism Attraction, for now there are already attractions that are attractive, namely arts consisting of *randai*, *silek*, and *bamain rago-rago*. The Kampung Adat Rimbo Tarok Pauh IX also has a traditional house that is characteristic of the Rumah Gadang Kajang Padati. The yard of this *rumah gadang* is also wide so that it can make a small stage to make it easier for tourists or the surrounding community who want to see *randai* and *silek* performances in front of the Rumah Gadang Kajang Padati.

Table 3 Matrix EFAS and IFAS Attractions

	STRENGTH (S)	WEAKNESS (W)	
IFAS	<ul style="list-style-type: none"> <li>· There are attractions that are the main attraction, namely art consisting of <i>randai</i>, <i>silek</i>, and <i>bamain rago-rago</i>.</li> <li>· Has a traditional house that is characteristic of the Rumah Gadang Kajang Padati.</li> <li>· The yard of this <i>rumah gadang</i> is also wide so that it can make a small stage to make it easier for tourists or the surrounding community who want to see <i>randai</i> and <i>silek</i> performances in front of the Rumah Gadang Kajang Padati.</li> <li>· The atmosphere in the Kampung Adat Rimbo Tarok Pauh IX is beautiful, and cool.</li> <li>· There is a corn garden opposite the Rumah Gadang Kajang Padati which can be used as an activity to corn burning.</li> </ul>	<ul style="list-style-type: none"> <li>· Limited budget for developing attractions.</li> <li>· The younger generation has a low interest in art preservation.</li> </ul>	
EFAS			
	OPPORTUNITY (O)	STRATEGY S-O	STRATEGY W-O
	<ul style="list-style-type: none"> <li>· The interest of visiting tourists will be higher.</li> </ul>	<ul style="list-style-type: none"> <li>· Adding a schedule for performing or</li> </ul>	<ul style="list-style-type: none"> <li>· Looking for investors to add to the budget</li> </ul>

<ul style="list-style-type: none"> <li>· Creating job opportunities for the surrounding community.</li> <li>· Increase the income of the local community.</li> <li>· Introducing arts such as <i>randai, silek,</i> and <i>bamain rago-rago</i> to tourists.</li> </ul>	<ul style="list-style-type: none"> <li>· practicing <i>randai, silek,</i> and <i>bamain rago-rago</i> activities.</li> <li>· Inviting the community to participate regarding the Rumah Gadang Kajang Padati.</li> <li>· Making a small stage to add to the tourist attraction of the Kampung Adat Rimbo Tarok Pauh IX.</li> <li>· Creating corn burning activities.</li> </ul>	<ul style="list-style-type: none"> <li>· shortfall.</li> <li>· Invite the community to work together to develop related arts preservation.</li> <li>· Provide socialization to the younger generation about the uniqueness of the arts of <i>randai, silek,</i> and <i>bamain rago-rago.</i></li> </ul>
THREAT (T)	STRATEGY S-T	STRATEGY W-T
<ul style="list-style-type: none"> <li>· The emergence of foreign influences caused by globalization so that the next generation began to be consumed by these bad influences.</li> <li>· The erosion of the original values of art caused by globalization.</li> </ul>	<ul style="list-style-type: none"> <li>· The community is required to be able to sort out which foreign influences are so that the younger generation is not easily provoked.</li> </ul>	<ul style="list-style-type: none"> <li>· Conducting training and introduction to the arts that exist in the next generation.</li> <li>· Telling which are the original arts in the Kampung Adat Rimbo Tarok Pauh IX.</li> </ul>

Based on specific findings, accessibility at the Rimbo Traditional Village Tourism Attraction, Tarok Pauh IX currently has a large area of land so that it can accommodate tourists who come to visit. The road to the location is also good and smooth, but unfortunately the small size of the road makes tourists feel uncomfortable when visiting the location of Kampung Adat Rimbo Tarok Pauh IX. However, there is grass land that can be trimmed and then casting is carried out to widen the access road to the Kampung Adat Rimbo Tarok Pauh IX.

Table 4 EFAS and IFAS Accessibility Matrix

	STRENGTH (S)	WEAKNESS (W)
IFAS	<ul style="list-style-type: none"> <li>· Nice and smooth road structure.</li> <li>· There is a large area of land available to accommodate large numbers of tourists when they come to visit.</li> </ul>	<ul style="list-style-type: none"> <li>· The access road to the Kampung Adat Rimbo Tarok Pauh IX is narrow.</li> <li>· Insufficient budget.</li> <li>· There is no signpost to the location of the Kampung Adat Rimbo Tarok Pauh IX.</li> </ul>

<b>EFAS</b>		<ul style="list-style-type: none"> <li>· There is no gate or gate indicating the location of the Rimbo Tarok Pauh IX Traditional Village.</li> </ul>
<b>OPPORTUNITY (O)</b>	<b>STRATEGY S-O</b>	<b>STRATEGY W-O</b>
<ul style="list-style-type: none"> <li>· Grass land is available for widening road access by casting to the Rimbo Tarok Pauh IX Traditional Village.</li> <li>· Increase the interest of tourist visits.</li> </ul>	<ul style="list-style-type: none"> <li>· Incessantly carry out promotions explaining that there is a large area of land to accommodate a large number of tourists, and road access to the location is good.</li> </ul>	<ul style="list-style-type: none"> <li>· Looking for investors so that the funds are sufficient.</li> <li>· Casting on grass land to expand road access.</li> </ul>
<b>THREAT (T)</b>	<b>STRATEGY S-T</b>	<b>STRATEGY W-T</b>
<ul style="list-style-type: none"> <li>· Lack of lighting at night.</li> </ul>	<ul style="list-style-type: none"> <li>· Add street lights to make the streets brighter at night.</li> </ul>	<ul style="list-style-type: none"> <li>· Adding road signs to the location of the Rimbo Tarok Pauh IX Traditional Village.</li> <li>· Build a gate or gate marked with the location of the Rimbo Tarok Pauh IX Traditional Village.</li> </ul>

Based on the specific findings of the amenity at the Kampung Adat Rimbo Tarok Pauh IX Tourism Attraction, currently there is a large parking area, toilets inside the Rumah Gadang Kajang Padati, and the large yard of the rumah gadang gadang can be used as a place to rest for tourists. But unfortunately the tourists cannot stay at the Rumah Gadang Kajang Padati because the manager who occupies the *rumah gadang* is not left empty and abandoned.

Table 5 Matrix EFAS and IFAS Amenity

	<b>STRENGTH (S)</b>	<b>WEAKNESS (W)</b>
<b>IFAS</b>	<ul style="list-style-type: none"> <li>· A very large parking area, so that it can accommodate two-wheeled and four-wheeled vehicles.</li> <li>· There is a toilet in the Rumah Gadang Kajang Padati.</li> <li>· The spacious courtyard of the Rumah Gadang Kajang Padati can be used as a place for</li> </ul>	<ul style="list-style-type: none"> <li>· Can't stay at Rumah Gadang Kajang Padati.</li> <li>· Facilities are still minimal.</li> </ul>
<b>EFAS</b>		

	tourists to rest or relax.	
<b>OPPORTUNITY (O)</b>	<b>STRATEGY S-O</b>	<b>STRATEGY W-O</b>
<ul style="list-style-type: none"> <li>· Invite cooperation between <i>managers</i> and the surrounding community, as well as the government.</li> <li>· Can increase the income of local community.</li> <li>· Add job opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>· Provide parking attendants so that tourist vehicles can be parked regularly.</li> </ul>	<ul style="list-style-type: none"> <li>· Carry out maintenance for existing facilities so that they are always in good condition.</li> </ul>
<b>THREAT (T)</b>	<b>STRATEGY S-T</b>	<b>STRATEGY W-T</b>
<ul style="list-style-type: none"> <li>· Fewer tourist visits.</li> <li>· Damage to facilities if not properly cared for.</li> </ul>	<ul style="list-style-type: none"> <li>· Conducting promotions to introduce Rimbo Tarok Pauh IX Traditional Village so that the number of tourist visits increases.</li> </ul>	<ul style="list-style-type: none"> <li>· Hold a manager who is specifically assigned to maintain existing facilities in the Rimbo Tarok IX Traditional Village.</li> </ul>

Based on the specific findings of ancillary in the Tourism Attraction of Kampung Adat Rimbo Tarok Pauh IX, for now it is suitable to be developed and has the carrying capacity for development due to the existence of management accompanied by the formed membership.

Table 6 Matrix EFAS and IFAS Ancillary

	<b>IFAS</b>	<b>STRENGTH (S)</b>	<b>WEAKNESS (W)</b>
<b>EFAS</b>		<ul style="list-style-type: none"> <li>· A management and management structure has been formed in the Rimbo Tarok Pauh IX Traditional Village.</li> </ul>	<ul style="list-style-type: none"> <li>· The movement of the management is hampered due to a lack of budget funds.</li> </ul>
	<b>OPPORTUNITY (O)</b>	<b>STRATEGY S-O</b>	<b>STRATEGY W-O</b>
	<ul style="list-style-type: none"> <li>· Kampung Adat Rimbo Tarok Pauh IX will be better managed and maintained.</li> <li>· Creating job opportunities for the surrounding community.</li> </ul>	<ul style="list-style-type: none"> <li>· Conduct open recruitment for local people who want to join the management.</li> </ul>	<ul style="list-style-type: none"> <li>· The management actively seeks investors so that the budget is fulfilled.</li> </ul>

THREAT (T)	STRATEGY S-T	STRATEGY W-T
· The lack of interest of the local community to join and participate in the management of the Kampung Adat Rimbo Tarok Pauh IX.	· Conducting socialization to the surrounding community so that the interest of the surrounding community to join as management members increases.	· Inviting the surrounding community to see the preparations made by the management in order to prepare for an event at the Kampung Adat Rimbo Tarok Pauh IX.

Based on the formulation table of the tourism attraction development strategy that has been formulated, it can be described a strategy consisting of a Strength-Opportunity (S-O) strategy, a Strength-Threat (S-T) strategy, a Weakness-Opportunity (W-O) strategy, and a Weakness-Threat (W-T) strategy to The development of tourist attractions in the Rimbo Tarok Pauh IX Traditional Village is as follows.

Table 7 Formulation of Tourism Attraction Development Strategy

STRATEGY S-O	STRATEGY S-T
<ol style="list-style-type: none"> <li>1. Adding a schedule for performing or practicing <i>randai</i>, <i>silek</i>, and <i>bamain rago-rago</i> activities.</li> <li>2. Inviting the community to participate regarding the Rumah Gadang Kajang Padati.</li> <li>3. Making a small stage to add to the tourist attraction of Kampung Adat Rimbo Tarok Pauh IX.</li> <li>4. Creating corn burning activities</li> <li>5. Incessantly carry out promotions that explain that there is a large area to accommodate a large number of tourists, and the road access to the location is good.</li> <li>6. Provide parking attendants so that tourist vehicles can be parked regularly.</li> <li>7. Conducting open recruitment for the surrounding community who wish to join as members of the management.</li> </ol>	<ol style="list-style-type: none"> <li>1. The public is required to be able to sort out which foreign influences are so that the younger generation is not easily provoked.</li> <li>2. Add street lights so that the streets are bright at night.</li> <li>3. Conducting promotions to introduce Kampung Adat Rimbo Tarok Pauh IX so that the number of tourist visits increases.</li> <li>4. Conducting outreach to the surrounding community so that the interest of the surrounding community to join as a member of the management increases.</li> </ol>
STRATEGY W-O	STRATEGY W-T
<ol style="list-style-type: none"> <li>1. Looking for investors to add to the budget shortfall.</li> <li>2. Inviting the community to work together to develop related arts preservation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct training and introductions about existing arts to the next generation.</li> <li>2. Telling which are the original arts in the Kampung Adat Rimbo Tarok</li> </ol>

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| <ol style="list-style-type: none"> <li>3. Provide socialization to the younger generation about the uniqueness of the arts of <i>randai</i>, <i>silek</i>, and <i>bamain rago-rago</i>.</li> <li>4. Looking for investors so that the funds are sufficient.</li> <li>5. Casting on grass land to expand road access.</li> <li>6. Carry out maintenance for facilities that are already available so that they are always in good condition.</li> <li>7. The management is actively looking for investors so that the budget is fulfilled.</li> </ol> | <ol style="list-style-type: none"> <li>Pauh IX.</li> <li>3. Add road signs to the location of the Kampung Adat Rimbo Tarok Pauh IX.</li> <li>4. Build a gate that give information of the location of Kampung Adat Rimbo Tarok Pauh IX.</li> <li>5. Hold a management who is specifically assigned to maintain existing facilities in the Kampung Adat Rimbo Tarok IX.</li> <li>6. Inviting the surrounding community to see the preparations made by the management in order to prepare for an event at Kampung Adat Rimbo Tarok Pauh IX.</li> </ol> |
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## CONCLUSION

Kampung Adat Rimbo Tarok Pauh IX in Padang City has attractions in the arts of *randai* and *silek*, as well as the traditional game of *Bamain Rago-rago*. Kampung Adat Rimbo Tarok Pauh IX also has a typical *rumah gadang*, namely Rumah Gadang Kajang Padati. The vacant land in the yard of Rumah Gadang Kajang Padati can be utilized by building a small stage to make it easier for tourists to see *randai* and *silek* performances. Accessibility to Kampung Adat Rimbo Tarok Pauh IX still has a very small road access that makes tourists less comfortable visiting. In terms of amenities, the Kampung Adat Rimbo Tarok Pauh IX does not yet have road signs or gates indicating the location of Kampung Adat Rimbo Tarok Pauh IX. The limited budget funds owned by the managers hinder the development that the managers will carry out.

Suggestion given:

1. For the management of Kampung Adat Rimbo Tarok Pauh IX, it is hoped that this can be an input for implementing and realizing strategies for developing the tourist attraction of the Kampung Adat Rimbo Tarok Pauh IX, such as making a corn garden opposite the Rumah Gadang Kajang Padati as an activity to burn corn to attract interest for tourists to visit, then build a small stage in the yard of Rumah Gadang Kajang Padati to make it easier for the surrounding community who are passing by and tourists who are visiting to see *randai* and *silek* performances, then add to the schedule for the *bamain rago-rago* game.
2. For the community around Kampung Adat Rimbo Tarok Pauh IX collaborating to develop tourist attractions in the Kampung Adat Rimbo Tarok Pauh IX in order to increase the interest of visiting tourists, and also the Kampung Adat Rimbo Tarok Pauh IX can be known more widely by the public.
3. Tourists from Kampung Adat Rimbo Tarok Pauh IX are expected always to maintain cleanliness, as well as the facilities and infrastructure provided in Kampung Adat Rimbo Tarok Pauh IX. Then promote Kampung Adat Rimbo Tarok Pauh IX so that more tourists come to visit.
4. For further author, so that they can be used as guidelines and reference materials for research regarding development strategies that will be carried out in the future.

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