

# DEVELOPMENT OF THE TRAINING MODEL FOR FESTIVAL TOURISM IN AGAM REGENCY BASED ON LOCAL CULTURE

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## Abstract

Indonesia has a plethora of captivating cultures. However, many of these captivating and unique cultures have not been extensively developed into tourism attractions worthy of visitors' exploration. This research aims to construct a framework for the "Makan Bajamba" festival tourism, with the ultimate objective of enhancing tourism. The foundation of this research stems from the researcher's aspiration to elevate the organization of the "Makan Bajamba" into a professionally managed culinary festival by the community, particularly in West Sumatra, Indonesia. This study employs the research and development method with a 4D Model approach. The analysis employs Aiken V, Mean, and standard deviation. The research sample comprises 44 individuals, and the study is carried out in Nagari Padang Laweh, Agam Regency, West Sumatra. This developmental research yields a structured plan encompassing the subsequent stages: 1) preparing the committee, 2) holding committee meetings, 3) establishing the committee, 4) devising the Bajamba culinary festival tourism blueprint, 5) executing the event, and 6) evaluating the event. The findings of this study culminate in a training model for the Bajamba culinary festival, in which the entire event execution is undertaken by the local community. Suggestions for future research encompass expanding the training model for the makan Bajamba festival to encompass regions beyond the geographical scope initially addressed by the researcher.

**Keywords:** Training, Makan Bajamba, Tourism, Festival.

## 1. INTRODUCTION

Festival tourism [1] It is an event that originates from local culture, developed and showcased as a tourist attraction. These activities are typically carried out by the community. [2], City governments as well as independent community institutions. These activities couldn't be held during the COVID-19 pandemic due to the spread of the virus, which could endanger the public. [3]. At present, in the year 2023, all activities are gradually improving, and several events, whether organized by the government or private entities, are being held. Tourism festivals attract a large number of visitors due to their ability to draw crowds. Tourism festivals contribute significantly to economic activity, ranging from the requirements of the organizers to host the festival to the needs of visitors who come to observe the festival [4][5][6].

"West Sumatran cuisine has become a part of Indonesian culinary heritage, as it can be found in every region of Indonesia and even abroad.. These events serve dishes that are presented collectively, either by a single person or multiple individuals when attendees arrive at the event.

Makan Bajamba[8] It is a dining ritual involving the presentation of food in the center of a room and eating together. Makan Bajamba is not just about serving and consuming food collectively, but also encompasses protocols for seating arrangements, methods of rice consumption, and the etiquette of feeding each other. [7]. In addition to Makan Bajamba, there is also a practice known as 'makan marapak,'

which refers to the eating tradition observed by the Minangkabau community, involving sitting together in a designated room or location.

### **1.1 Background of the Issue**

"Makan Bajamba" is a tradition present in West Sumatra. Currently, makan bajamba has not been widely utilized as a tourist attraction, even though the tradition of "bajamba" eating holds uniqueness in terms of its methods and significance. To transform makan bajamba into a tourist attraction, the involvement of the local community surrounding the makan bajamba activity is essential. One solution to this challenge is the establishment of a tourism festival that can elevate makan bajamba into one of the attractions, supplemented by several other tourist activities. The creation of such a tourism festival requires the participation of the community, necessitating knowledge and skills. Thus, training serves as an effective approach to disseminate this necessary knowledge and skills to the community involved in organizing the festival.

Based on the researcher's observations of the phenomenon that occurs [9] [7]. Makan Bajamba in Padang Laweh, Agam Regency, West Sumatra, indicates that the Makan Bajamba culture can serve as a tourist attraction. Tourists visiting West Sumatra would not only witness the natural beauty but also have the opportunity to learn and experience the Minangkabau culture, including the protocols of Makan Bajamba. Furthermore, Makan Bajamba can be leveraged by the local community to enhance their economic prospects.[10]. Therefore, the researcher aims to develop a training model for the Makan Bajamba festival. [11] which will subsequently [12]. The development of this Makan Bajamba festival model has the potential to highlight the region's capabilities, particularly the potential of the specific Nagari, especially in Agam Regency. Until now, cultural festivals have primarily consisted of dance and music performances; however, the inclusion of Makan Bajamba adds a distinct uniqueness. With the presence of this tourism festival, the opportunity arises to build and develop village tourism, contributing to the growth and enhancement of the local area.[13] the Agam Regency area [14]. One approach to developing a tourism festival is by conducting in-depth research on Makan Bajamba. This model serves as a solution to the cultural challenge that has previously hindered its potential as a tourist attraction. [15]. Similar efforts are also undertaken oleh Astawa et al[16] Expanding existing festivals involves conducting research to further develop sustainable events that are closely intertwined with nature.

### **1.2 Conceptual Framework of the Studied**

The traditional makan bajamba activity in West Sumatra has not been fully utilized for tourism [17]. However, according to researchers, this traditional activity possesses unique qualities that could serve as an attraction for tourists to come and experience and learn about the culture [18]. Numerous factors have impeded the development of this potential attraction, starting with the fact that the traditional processes in West Sumatra are quite strict, making it challenging for tourists to participate and enjoy the event as it is often closed to outsiders.

This certainly makes it challenging to transform "bajamba" eating into a tourism object that can be showcased to a wider audience. Existing research on festival tourism has highlighted the positive impact that festivals can have on the hosting regions [19].

In a study by Wibowo et al. [20], they developed a tourism model packaged as a "village tourism" concept that successfully created tourism attractions for Wonosobo Regency. Furthermore, the execution of such a festival acts as a form of promotion for the village tourism, as stated in Olivia's research [21].

Hence, the training model for makan bajamba needs to be carefully designed to cater to the needs [22] of both the local community and tourists, while accurately representing the tradition of "bajamba" eating. This will enable it to become a tourism attraction that offers an enjoyable experience for a wide audience. The development model for training in the "Makan Bajamba" festival can gain popularity among tourists, local communities, and individuals with an interest in West Sumatran culture. The design of the "bajamba" eating training must take into account various aspects [23] to create an ideal model for the festival. As such, data related to the "bajamba" eating process from various sources is essential. The development framework of the "Makan Bajamba" Festival aims to create a concept that results in a festival that tourists visiting West Sumatra can enjoy.

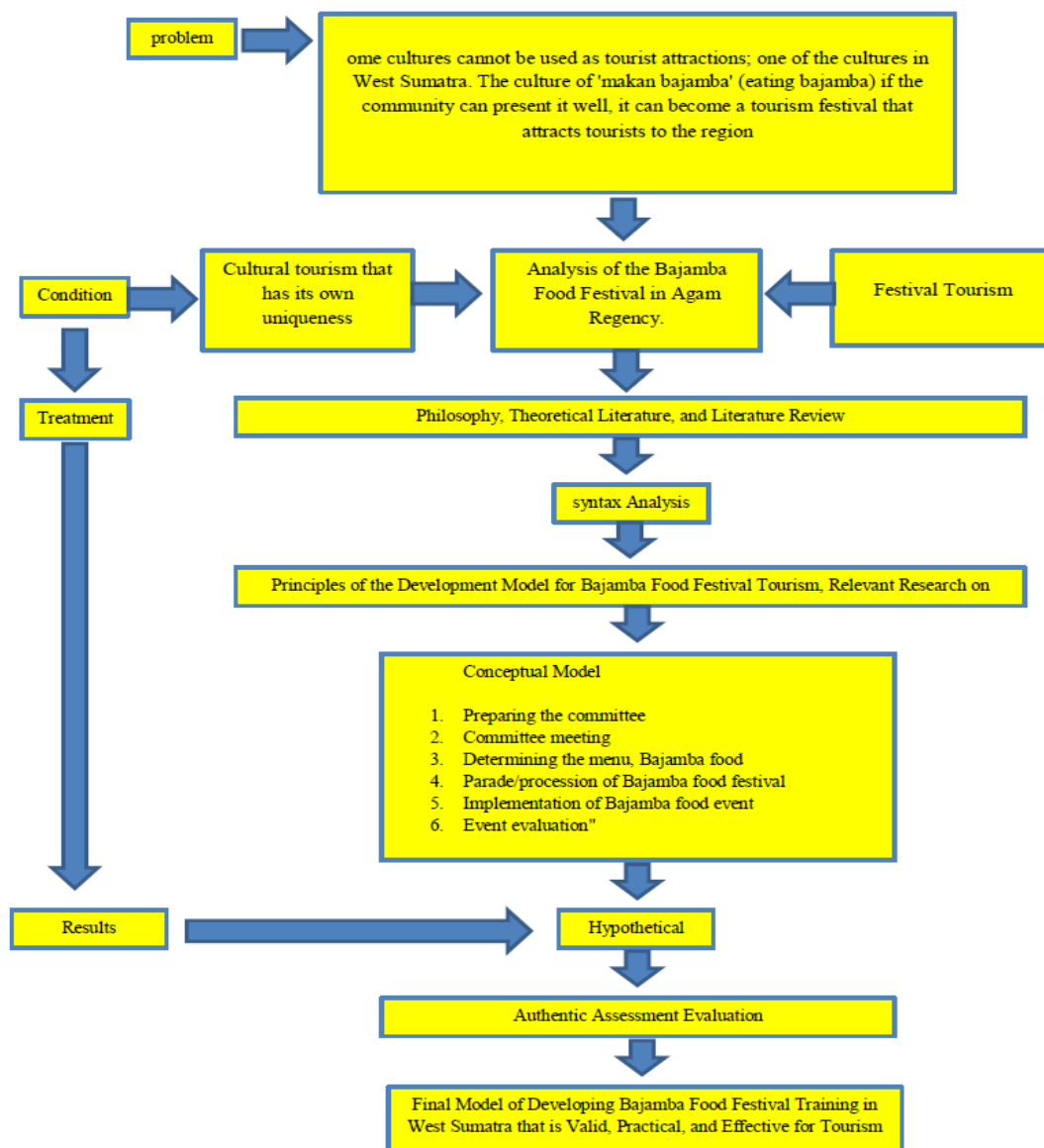


Figure 1: Conceptual Framework

In Figure 1, it is illustrated that the issue at hand is that certain cultures cannot be transformed into tourist attractions. One such culture in West Sumatra is the "makan bajamba" tradition. If the community can successfully develop it, it could become a tourism festival and an attractive point of interest in the region. Currently, the "makan bajamba" tradition has not yet evolved into a compelling tourist attraction.

The development of this Makan Bajamba training model can unleash various potentials [24]. The development of this Makan Bajamba training model can unlock the potentials of the region, particularly the local culture of Agam Regency, West Sumatra, which has yet to be extensively explored and remains largely unknown to the general public [25][26]. This festival training model requires an integrated guide. The guide encompasses planning, execution, and evaluation, providing comprehensive instructions on how to properly organize Makan Bajamba, from its inception to its implementation and assessment. Festivals have a significant impact on the local community surrounding the event [27]. Hence, this has a positive impact on the development of the festival. In a study conducted by Doe et al [28] it was explained that festivals held in the traditional Kwahu community in Ghana have economic benefits and positively impact the local community. In a study conducted by Agbabiaka et al [29] it was found that the organization of tourism festivals in Sub-Saharan Africa has positive impacts on urban development. Tourism festivals are rooted in the community, and the community is responsible for packaging social, economic, cultural, historical, and other unique aspects, ultimately enhancing tourist visits to enjoy the festival. [30]. In addition to the economic benefits, the organization of festivals also contributes to the preservation of the culture itself. This has been evidenced in research conducted by Chebotibin et al. [31] in the city of Baringo, Kenya, with a significant influence.

## 2. LITERATURE REVIEW

### 2.1 Festival Wisata

Festivals have a significant impact on the surrounding community [27], which in turn has a positive effect on the festival's growth. Tourism festivals are built upon the foundation of community involvement [32], where the community takes charge of organizing social, economic, cultural, historical, and other unique aspects that enhance the appeal of the festival to visitors [30]. The primary reason people attend a festival is to enjoy the event itself. Some tourists visit a festival to partake in tourism and vacationing, while others [33] attend a festival due to an emotional connection with the event or the location [34] where the festival takes place. In this context, festivals also fall under the category of events.

An event is a term that refers to organized gatherings. According to Getz and Page [35], it is a means to promote a region to a larger audience. Festivals are among the products of tourism that can contribute to the revenue of a region. Events can encompass various themes, including cultural themes designed to promote the culture of a specific area [36]. Moreover, events can spotlight the uniqueness of customs, geographical conditions, and other potential aspects [37]. Tourism events represent new products or attractions aimed at enhancing visitor numbers [38], spanning local, national, and international levels. Additionally, festivals showcase the distinctive features [39] of traditions, geographical settings, and the beauty of a region to a broader population [37]. Furthermore, festivals can be employed for celebrations and

commemorations of specific events, ensuring that such occasions are perpetually remembered and cherished.

There are many reasons why people attend a festival. Some come to enjoy the festival itself, while others visit a festival as tourists to enjoy the tourism and vacation experience [24], and there are tourists who attend a festival due to an emotional connection with the event or the location where the festival takes place. In this case, the festival falls under the category of event tourism as well. [49].

## **2.2 Training**

The development of Human Resources (HR) is of utmost importance, whether within a company or in society [40]. A system is required to enhance the quality of these human resources in an effective and efficient manner. Thus, the process of developing HR involves a thorough analysis [41] to understand what is needed to uplift their quality, followed by implementing relevant training activities. The effort to elevate the quality of HR necessitates training designed to enhance individuals' work abilities through the augmentation of knowledge, skills, and the potential for attitude change, which ultimately contributes to personal growth and the surrounding community (Rohmah, 2018). According to Febrianti (2016), educational training activities, also known as non-formal education, aim to develop participants' potentials in various aspects including knowledge, skills, and professional personalities. Chusway (2002:114) explains that training is a process of imparting skills and providing necessary knowledge and attitudes so that individuals can perform responsibilities up to standards. Armstrong (2000:198), on the other hand, defines training as a carefully planned, integrated concept designed to yield the necessary comprehension required to enhance worker performance.

According to Elfrianto (2016), training is a short-term education aimed at imparting knowledge, skills, and the expertise required to execute tasks and responsibilities. Employees who have undergone training can apply their acquired knowledge and contribute [42] continuously to their workplace, thereby reaping the rewards of their work. Based on theories proposed by experts, it can be concluded that training is a planned method of short-duration education aimed at enhancing the skills and knowledge of participating employees [43]. The inception of training becomes necessary due to a disparity between the company's expectations and the capabilities of its employees. Thus, improvements are necessary to align with the company's aspirations. Training is the company's approach to enhancing the skills of employees, equipping them with new abilities desired by the company (Mathis & Jackson, 2006, 301).

## **2.3 Makan Bajamba**

"Makan Bajamba" is a culinary tradition originating from West Sumatra. This eating tradition is also known by the alternate name "barapak". Makan Bajamba involves a communal dining practice where a large dish is placed in the center, and it is consumed by a group of 4-6 people who sit in a circle. This is divided into smaller groups, as described by Moussay in Wirdanengsih (2018). Additionally, according to Soepono et al. (2004), nearly every customary event involving food follows the "Makan Bajamba" method.

The process of "Makan Bajamba" carries rules and values that guide its implementation. These rules and values serve as guidelines for individuals participating in the "Makan Bajamba" procession. The actual "Makan Bajamba" ceremony involves various elements and community groups. Each of these groups has distinct roles and positions, contributing to the smooth execution of diverse traditions within a marriage ceremony. The presence of "Makan Bajamba" cultivates a sense of togetherness without distinctions of social status (Rene, 2016), as people come together to eat with their community, sharing a meal regardless of their proximity. "Makan Bajamba" is often encountered in customary events such as weddings, "patagak pangulu" ceremonies, and other similar occasions..

## 2.4 Culture Tourism

According to Damanik (2013), cultural tourism is one of the fundamental distinctions between different societies, making it easily transformable into an object for fulfilling the need for life experiences. Such cultural elements can be presented as performances and serve as tourism attractions. As Kawasaki cited in Janiarton Damanik's work (2010), a culture can become a commodity (tourism object) if its customs, rituals, ceremonies, and artistic performances are produced to meet the needs of tourists. The concept of culture itself is a reflection of a society's thoughts. This notion is put forth by Yoeti (2006:26), who explains that the "attractions" of cultural tourism can encompass various elements, including arts (visual arts and all forms of artistic performances), clothing, cuisine, traditional ceremonies, displays of supernatural abilities, communication with the spirit world, constructed environments, as well as certain specific functional skills such as crafts and tools. Cultural tourism is captivating and beautiful, but if its appeal is too strong, it could lead to other destinations producing similar attractions, resulting in unhealthy competition among tourism objects. Thus, a cultural tourism attraction must possess uniqueness compared to other attractions to keep tourists engaged and interested. Janiarton Damanik (2010) further emphasizes that successful management is key when cultural rituals and practices are turned into tourism objects. This management involves arranging, developing, maintaining, and marketing tourism objects. Culture also holds great potential to remain a tourism attraction for the foreseeable future (Rahma, 2020).

Event is a term that refers to an organized occasion or gathering. [50]. According to Getz [35] it is a way to promote a region to a larger audience. Festivals are one of the tourism products that can increase the income of a region. Events can have many themes, including cultural themes aimed at promoting the existing culture of a region. They can also feature themes showcasing unique traditions, geographical conditions, and other potential aspects. [37]. Tourism events serve as a new product or attraction to enhance tourist visits [38] Both local, national, and international level events. In Indonesia, there are quite a few events organized, whether by the government, private entities, or the community. Additionally, festivals showcase the uniqueness of traditions, geographical conditions, and the beauty of a region to a broader audience [37].

Festivals can also be used for celebrations and commemorations of certain events, ensuring that those events are always remembered and cherished. There are several types of events outlined by Getz [51]. The urgency of this research lies in the training of this Makan Bajamba tourism festival, aiming for the local community to elevate their

local culture into a tourist attraction. Generally, training [52] for the to village tourism [53][54][55] .Meanwhile, festivals serve as one of the tourism attractions.

Moreover, the training program is tailored for professional festival organizers rather than the general public.

Hence, the researcher develops a training program for the Makan Bajamba tourism festival. [11] Based on local culture, in order to provide training to the community[56][57] Enabling the community to professionally organize the Makan Bajamba tourism festival [58]. The objective of this research is to generate a model that assists the community in creating a festival from local cultural events, thus enhancing its appeal [59]. The model created is expected to be applicable by the community. The developed model for training the Makan Bajamba tourism festival can ultimately demonstrate its feasibility for implementation in other areas within West Sumatra.

### 3. METHOD

The research employs the Research and Development (R&D) approach to create the training model for the Makan Bajamba tourism festival [60]. The study includes a sample of 44 individuals who are part of the organizing committee for the Makan Bajamba tourism festival held in Nagari Padang Laweh, Agam Regency, West Sumatra. The development model used in this research is the 4-D (Four D Model) [61]. This model involves four stages: Define, Design, Develop, and Disseminate. Several development methods are suitable for instructional models, and a detailed explanation of this approach is provided, making it the preferred choice for the research methodology.

The research methodology encompasses various data collection instruments, including observation, interviews, questionnaires, validation instruments for the training model, instruments for practicality assessment, and instruments for effectiveness evaluation. For the validation of the training model, the research involves the expertise of five professionals in the field to ascertain its validity. Subsequently, the data obtained are analyzed using the AIKEN V method

**Table 1: Validity Category**

Interval	Kategori
0,80 – 1,00	Very Valid
0,60 – 0,80	Valid
0,40 – 0,60	Moderately Valid
0,20 – 0,40	Less Valid
0,00 – 0,20	Not Valid

Sumber: (Arianto, 2007)

Berdasarkan tabel 1 dapat dijelaskan bahwa ada lima kategori penilaian. Kategori tertinggi pada interval 0,80 – 1,00 dan nilai terendah pada interval 0,00 – 0,20.

Kemudian untuk menentukan validitas sintak menggunakan KMO (Kaiser-Meyer-Olkin) KMO adalah uji yang dilakukan untuk menentukan kelayakan (appropriateness) dari suatu analisis faktor yang akan dilakukan. Untuk menentukan hasil dari uji praktikalitas ditentukan menggunakan mean dan standard deviasi.

Pada penelitian ini ada beberapa instrumen pengumpulan data yang peneliti lakukan. Instrumen penelitian digunakan untuk pengumpulan data[62] dalam kebutuhan instruktur dan peserta pelatihan yang mempermudah instruktur dan peserta pelatihan melaksanakan proses dan pencapaian tujuan pelatihan dan mempermudah peserta pelatihan.

**Table 2: Details of Instrument**

Variable/Construct	Sub-construct	Item
Test the validity of the model book	Rational Model	3
	Theoretical foundation	6
	Model characteristics	3
	Model syntax	6
	Social system	5
	Reaction principle	7
	Support system	5
Validity testing of the Instructor's Guidebook	Writing Format	6
	Language Usage	3
	Introduction	6
	Content Aspects	10
Validation of the Guidebook and Technical Instructions	Writing Format	6
	Language Usage	3
	Introduction	7
	Content Aspects	9
Society's Response to the Makan Bajamba Festival Training		5
Practicality Aspects of Community Response		5
"Effectiveness Aspects of Community Response"		5

Based on Table 2, it can be explained that several instruments were utilized for data collection. These instruments include the validity testing of the model book, validity testing of the instructor's guidebook, the guidebook and technical instructions, society's response to the Makan Bajamba Festival training, the practicality aspects of community response, and the effectiveness aspects of community response.

**Table 3: Respondent Profile**

Respondent demographics	Frequency	Percentage (%)
<b>gender</b>		
Male	31	70.45
Female	13	29.54
<b>Age</b>		
60- 51	7	15.9
50- 41	11	25
40- 31	17	38.63
30- 20	9	20.45

To enhance data collection for improving the product, it is crucial to select appropriate instruments that will elevate the quality of the resulting output. Interviews, tests, and various instruments are useful tools to reinforce data collection in this research.

In this study, data collection methods employed include interviews, questionnaires, Forum Group discussions, and literature review. Interviews were conducted during observation at the research site to understand the training needs for designing the concept. Subsequently, questionnaires were administered to 5 experts for validity testing of the developed model and after the trial of the product in the community.



Forum Group discussions were conducted to gather input on the developed model. Literature review was carried out to enhance references for refining the model. The study includes several research questions, as follows:

### **Research Questions:**

- RQ 1. How is the development of the cultural-based Makan Bajamba festival tourism model in Agam Regency based on local culture?
- RQ 2. How is the validity testing of the Makan Bajamba festival tourism model book in Agam Regency based on local culture?
- RQ 3. How is the validity testing of the instructor's guidebook for Makan Bajamba festival tourism training in Agam Regency based on local culture?
- RQ 4. How is the validity testing of the guidebook and technical training for Makan Bajamba festival tourism based on local culture?
- RQ 5. How is the practicality testing of community responses regarding the cultural-based Makan Bajamba festival tourism training in Agam Regency?
- RQ 6. How is the process of implementing the cultural-based Makan Bajamba festival tourism model in Agam Regency?
- RQ 7. What are the community responses regarding the effectiveness of the cultural-based Makan Bajamba festival tourism training?

## **4. RESULTS AND DISCUSSION**

### **4.1 Define**

In this phase, the definition process is carried out by identifying issues through conducting interviews with the community in the research location, Nagari Padang Laweh, Agam Regency, West Sumatra. The interviews yielded preliminary results indicating that Nagari Padang Laweh possesses rich cultural practices upheld by the community. During the preliminary research conducted by the researcher in 2019, it was discovered that the Makan Bajamba event held there garnered considerable enthusiasm from both the organizing committee and the attending community members.

However, a challenge observed in the Makan Bajamba event in Nagari Padang Laweh is the lack of management to optimize it as a potential tourism attraction. The event's execution lacks structure, potentially leading to misunderstandings and an inability to enhance its appeal. Makan Bajamba, a traditional ceremony held annually during the month of Maulid Nabi, is anticipated to transform into a captivating tourism attraction that draws visitors to witness this unique event. The participants of the training are expected to actively engage in it, resulting in a well-executed Makan Bajamba festival that aligns with expectations. Moreover, the trained participants should be capable of independently organizing the festival and applying the technical skills imparted during the training. Ultimately, the model and product produced are envisioned to empower the community to elevate the Makan Bajamba event into a festival that can be enjoyed by everyone, from the organizing community to visiting tourists.

The initial definition of the training model involves observational approaches, interviews, and literature study, with the aim of creating a comprehensive and valuable model. Through meticulous analysis, the researcher identifies potential benefits such

as improved instructor capabilities and enhanced interactions between instructors and trainees. Needs analysis is conducted through in-depth interviews with the community and key figures involved in the developing model. The interview results indicate a strong need for skill enhancement, prompting the design of the training model to address these concerns.

The technical aspects of the training model are also essential considerations. The researcher ensures that the model aligns with the cultural norms and values of the region where the trial is conducted. Based on the results of this conceptual analysis, the researcher plans to proceed to the design and development phase of the Makan Bajamba festival tourism training model.

## **4.2 Design**

### **4.2.1 The Foundation for Developing the Training Model**

The Bajamba Food Festival holds significant potential to become an attractive and distinctive tourist attraction. Beyond merely focusing on cuisine, the festival carries historical narratives, values of togetherness, and cultural messages that represent local richness. To harness this potential fully, a detailed and effective development model approach is required. Bajamba food will be presented not merely as a meal but as a meaningful experience that invites tourists to reflect, learn, and deeply immerse themselves in the culture. Furthermore, this development model also aims to enrich tourists' experiences. This is achieved through a structured program design that offers challenges for participants.

Emphasizing the role of community involvement is crucial as a key element in the success of the Bajamba Food Festival. The local community will actively participate in every stage of development, from planning to execution. Their involvement goes beyond providing input; they are engaged as stakeholders in the event's process. Therefore, the festival is expected to reflect synergy among local stakeholders, resulting in an authentic event with a more meaningful impact."

### **4.2.2 Syntax**

This syntax has six stages, with additions to the existing syntax. The novelty in the new model lies in the determination of the menu and equipment used. As depicted in Figure 1, the development of this training model for the Makan Bajamba tourism festival adheres to a clear pattern. It commences with the identification of issues faced by the researcher in the field. Subsequently, analysis and treatment are conducted, leading to the formulation of a syntax that is intended to address the existing challenges. In the initial phase of the study, an examination is undertaken [51] to obtain definitions and models, the acquired model consists of well-defined steps.

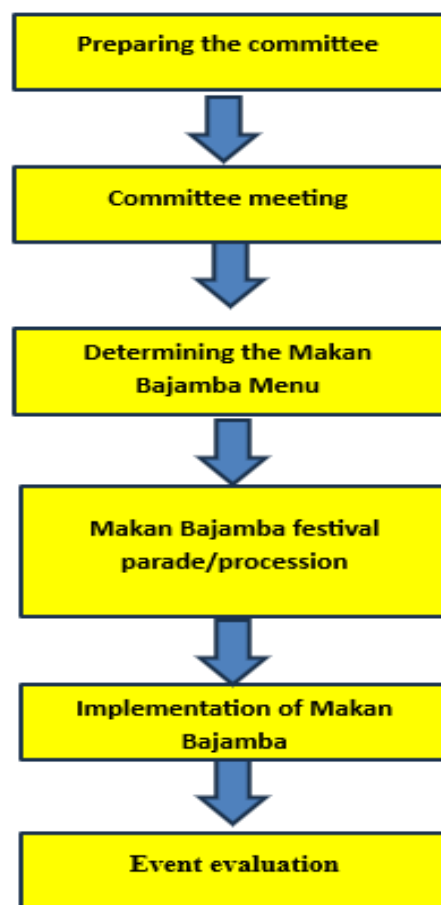
In the festival model created by Yeoman et al [44] explains that there are several steps in creating a festival, namely decision-making, detailed planning, implementation, and evaluation. Subsequently, the model developed by Mallen & Adams [45] explains that there are several stages, namely event creation, Operational Event Planning, Implementation, Monitoring and Management, Event Evaluation, and Renewal Phase. Additionally, there is a model developed by Tum & Norton [46] namely the analysis stage, Detailed Planning, Implementation and Delivery, Implementation Evaluation. Lastly, from Rutherford's model [47] which explains several stages of the festival model he developed: Initiation, Planning, Implementation, Event, and Closure. Several models developed regarding festivals do not incorporate the concept of local events

or culture [48] local, making it challenging to implement when utilizing local culture as a form of festival. Additionally, the developed model could be difficult to apply to a community with diverse educational backgrounds and experiences. Therefore, with this training model, knowledge and understanding that are easily grasped by the community participating in the tourism festival can be provided.

**Table 4: Comparison of Previous Models**

Comparison of Previous Models					
Ian Yeoman, et al	Cheryl Mallen dan Lorne J. Adam	Tum dan Wright 2005	Julia Rutherford silver	Rezki alhamdi	Novelty
Decision	Event Planning	Analysis Phase	Initiation	Committee Preparation	There is a syntax of the event format that is the agreed-upon outcome during the committee meeting that is held. This makes it easier for the implementation later on
Implementation	Operational Event Planning	Detailed Planning	Planning	Committee Meeting	
Implementation	Implementation, Monitoring, and Management	Implementation and Delivery	Implementation	Event Format	
Implementation	Event Evaluation and Renewal Phase	Implementation Evaluation	Event	Event Planning	
			Closure	Event Execution	
				Event Evaluation	

Based on Table 4, it can be explained that the festival model discovered by the researcher is quite widely utilized. Among the four experts, a similar syntax is provided, consisting of four stages. In Yeoman's model [44] differs initially with the "decision" syntax. Following that, in the Mallen and Adams model [45] in the fourth phase, the evaluation is combined with renewal. In the research conducted by Astawa et al [16] that they developed a similar tourism festival model, but the festival they created is harmonious with the culture and community of their region. Beginning with the issues identified by the researcher in the field, followed by analysis and treatment, a desired syntax is obtained to address the existing problems. In the research conducted [51] to obtain definitions and the desired model



**Figure 2: Syntax of the Makan Bajamba Tourism Festival**

In Figure 2, it is explained that the development of the Makan Bajamba tourism festival training involves several syntax elements: preparing the committee, committee meetings to determine the menu and Makan Bajamba, procession and parade of the Makan Bajamba festival, Makan Bajamba event implementation, and event evaluation.

Participants in the training [64] participants in the Makan Bajamba tourism festival training are taught how to create a well-structured festival, enabling them to acquire specific experiences, knowledge, and skills needed to independently organize the Makan Bajamba tourism festival [65]. Participants are expected to be capable of planning, executing, and evaluating the entire process of the Makan Bajamba tourism festival, transforming it into a successful tourism event [66] This aids in the development of the community, particularly the village where the research product is being tested, by enhancing their capabilities. The development of the training model for the Makan Bajamba tourism festival is formulated based on the community's needs and several existing models, serving as guidelines for creating the Makan Bajamba tourism festival.

#### **4.2.3 "Social System**

The social system in the development training of the Bajamba food festival model involves the interaction between two entities: the instructor and the participants. This activity is carried out to achieve desired goals through a training process that follows

a plan, includes instructions, and is executed accurately. The relationship present in the Bajamba food festival training, which will be used to achieve these results, involves well-connected instructors and participants. In this case, the trainers and the trainees are members of the community who will carry out the Bajamba food festival. The social interactions established during each training session foster a positive connection. A strong relationship is maintained throughout the sessions, ensuring that the competencies taught by the instructor, both in theory and practice, yield the desired and optimal outcomes."

#### **4.2.4 Reaction Principle**

The reaction principle in the Training Model for the Bajamba Food Festival based on local culture involves the presence of a professional attitude exhibited by participants who execute the Bajamba food festival. This is achieved through well-structured training and a clear process, resulting in the desired outputs. Additionally, participants experience a sense of satisfaction after the festival as they are able to contribute their best, equipped with the knowledge and skills required to organize the event.

#### **4.2.5 Support System**

In the support system of the Bajamba Food Festival tourism activity, equipment used during the event plays a crucial role in achieving optimal results. The execution of the festival relies on these tools to ensure successful outcomes.

Throughout the Bajamba Food Festival, a variety of equipment is utilized, ranging from writing materials during meetings to dining utensils and tools for facilitating secondary activities during the festival itself. The involvement of the community is essential in the support system, as it contributes to the effective execution of the festival. This tourism festival requires a skilled and cooperative workforce that can operate efficiently as a team to ensure the successful realization of the event.

#### **4.2.6 Instructional Impact**

The training participants, in this case, the local community where the research was conducted, are now capable of organizing events with a structured and well-conceived understanding of the knowledge and skills required for the Bajamba Food Festival tourism. As a result of the training model, the festival has become an attractive tourism object within the village. Moreover, the training model has also positively impacted the instructors, as they find it easier to provide instructions that will be implemented by the training participants.

### **4.3 Development**

#### **4.3.1 Developing the Model Handbook**

The following are the products available to support the developed model, including the Bajamba Food Festival Training Model Handbook, the instructor's guidebook for the makan Bajamba Festival training, and the guidebook for technical instructions and guidelines for the Bajamba Food Festival tourism.

In the stage of designing the development of the Makan Bajamba tourism festival, prior to the model [15] To apply this, the researcher conducted a Focus Group Discussion (FGD) stage. In this phase, a FGD was organized, involving 5 experts or validators possessing expertise in relevant fields aligned with the model under development. The input and suggestions provided by these experts were then incorporated to refine the

model for use in the forthcoming implementation of the Makan Bajamba tourism festival training. Additionally, this research also resulted in the creation of a book product, which serves as a support resource for training participants [67] as well as for the instructors who will facilitate the training sessions. The resulting products include:

- 1) Model book,
- 2) Instructional and technical guidebook,
- 3) Instructor's guidebook.

These products will be subject to validation by experts. sebagai expect judgement melalui pelaksanaan Focus Group Discussion. Subsequently, multiple revisions were made based on criticism and feedback to attain a valid model ready for valid, practical, and effective testing. This approach aligns with the research conducted by Nurhusain & Hadi. (2021).

- 1) Validation of the model book

The validation of this model book aims to ascertain the validity of the developed model. The assessment results are provided by validators invited by the researcher to participate in a Focus Group Discussion. The training model is founded on the basis for the development of the model book for the Makan Bajamba tourism festival training. There are several aspects to consider in this process:

**Table 5: Validation Assessment of the Model Book for Makan Bajamba Tourism Festival Training**

No	Evaluation Aspects	Average Aiken's V Value	SD
1	Rational Model	0.833	0.144
2	Supporting Theory	0.858	0.074
3	Model Characteristics	0.816	0.076
4	Model Syntax	0.816	0.058
5	Social System	0.82	0.084
6	Reaction Principle	0.828	0.070
7	Support System	0.82	0.084
Total Average		0.827	

Based on Table 5, it is evident that out of the seven assessment aspects, the average rating is 0.827. The highest rating is attributed to supportive theory, while the lowest rating is associated with model characteristics and syntax. This observation is consistent with the findings of the study by Jean et al. [68] who researched vocational training. It was found that the training conducted aligned with the community's needs. The research conducted by the present researcher aims to enhance community well-being through training, similar to the approach taken by Wahyudin[69]. However, his focus was more on entrepreneurship development. A similar approach was also employed to enhance community well-being through training in the research by Sutarto et al. [70] melalui kecakapan masyarakat dan penelitian Utomo et al.[71] regarding cost management training for micro, small, and medium enterprises (UMKM).

Kaiser Mayer Olkin (KMO) dan *Barlett's Test*

Kaiser Mayer Olkin (KMO) dan *Barlett's Test* bertujuan untuk pembentukan faktor

**Tabel 6: Hasil Analisis Kelayakan Variabel KMO and Barletts Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.564
Bartlett's Test of Sphericity	Approx. Chi-Square	39.756
	df	15
	Sig.	.000

Sumber: oleh data peneliti

Based on the calculations in Table 6, it is known that the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value within the parentheses is 0.61, which is greater than 0.51. This indicates that all variables are suitable for further analysis in the development of the Bajamba food festival based on local cultural aspects in Agam regency. Subsequently, a test was conducted using Bartlett's Test of Sphericity, which aims to determine whether there is a correlation between the variables. The obtained result is significant at 0.05 level, whereas the result obtained is  $0.000 < 0.050$ . This implies that the factor loading is determined.

**Tabel 7: Anti- Image Matrics**

Anti-image Matrics							
		Fase_1	Fase_2	Fase_3	Fase_4	Fase_5	Fase_6
Anti-image Covariance	Fase_1	.939	-.015	-.065	.045	.013	-.180
	Fase_2	-.015	.960	-.058	-.130	.071	.026
	Fase_3	-.065	-.058	.520	-.166	-.331	.088
	Fase_4	.045	-.130	-.166	.773	.020	-.243
	Fase_5	.013	.071	-.331	.020	.528	-.163
	Fase_6	-.180	.026	.088	-.243	-.163	.785
Anti-image Correlation	Fase_1	.595 <sup>a</sup>	-.016	-.093	.053	.018	-.210
	Fase_2	-.016	.454 <sup>a</sup>	-.082	-.151	.100	.029
	Fase_3	-.093	-.082	.545 <sup>a</sup>	-.262	-.631	.137
	Fase_4	.053	-.151	-.262	.635 <sup>a</sup>	.032	-.311
	Fase_5	.018	.100	-.631	.032	.557 <sup>a</sup>	-.254
	Fase_6	-.210	.029	.137	-.311	-.254	.558 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

the factor analysis. The results of the MS test calculation in Table 7 are aimed at determining and obtaining information about which variables are suitable to be used in the factor analysis. In this regard, in the anti-image correlation section, there is the letter code "a" which indicates that.

**Table 8: Validation of Instructor Training Guidebook**

No	Evaluation Aspects	Nilai Aiken's V	SD
1	Writing Format	0.825	0.104
2	Language Usage	0.883	0.029
3	Introduction	0.85	0.063
4	Content Aspec	0.83	0.075
<b>Rata-rata Total</b>		<b>0.847</b>	

In Table 8, it is elucidated that the instructor training guidebook has an average score of 0.847, with the highest score in the language usage aspect at 0.883 and the lowest score in the writing format aspect with a score of 0.825. Subsequent validation includes the guidebook and technical instructions.

**Table 9: Validation of Guidebook and Technical Instruction**

No	Content Aspec	Nilai Aiken's V	SD
1	Writing Format	0.841	0.080
2	Language Usage	0.85	0.087
3	Introduction	0.857	0.053
4	Content Aspec	0.866	0.066
<b>Rata-rata Total</b>		<b>0.853</b>	

Table 9 illustrates that the validation of the guidebook and technical instruction entails four assessment aspects. The overall average rating for the guidebook and technical instruction is 0.853, with the highest score of 0.866 in the content aspect and the lowest score of 0.841 in the writing format aspect. These guidebooks are expected to assist villages in developing into tourist attractions, a notion supported by further research [72] who developed the festival training for the village tourism. [73], [74].

#### 4.4 Disseminate

The products that have been generated and undergone the FGD stage were then subjected to product testing in Padang Laweh, Agam Regency, West Sumatra, which was carried out by instructors at the local mosque where the community usually holds meetings.

Image 3. Training Activities Conducted in Padang Lawah, Agam Regency, West Sumatra

In Image 3, it can be explained that instructors are providing training to the community members gathered at the mosque. The training is conducted seven times in accordance with the training guidelines for instructors. With the successful implementation of the festival, it is hoped that it will contribute to the local economy by attracting tourists. [30]. In addition to providing economic benefits, festivals held in a certain region can also serve as a means to promote that area. These festivals can effectively promote various aspects and attributes of the region, showcasing its unique culture, traditions, and attractions to a wider audience. [35]. To reap the benefits offered by tourism festivals, it is essential for the community or festival organizers to possess the necessary skills. Training serves as a means to enhance the capabilities of the community members, even within a shorter educational timeframe. This form of education aims to impart new skills and knowledge to individuals. [52].



**Image 3: Invitation to the makan Bajamba Festival**



Image 3 shows an invitation used to invite several officials to attend the Bajamba Culinary Festival event held in the Padang Laweh village, Agam Regency, West Sumatra



**Image 4: Depicts the Procession of Carrying "Jamba" Conducted by the Local Women during the Event.**

In Figure 4, it can be observed that the women are wearing uniforms and carrying jambas covered with food covers. The community then follows a predetermined route in this procession. This is part of the parade or procession during the culinary festival called "makan bajamba" tourism festival.



**Figure 5: The Activity of Makan Bajamba is carried out by the Mens and Several Children.**

After the parade activity is carried out, the next step is to have the makan bajamba. The makan bajamba, as seen in Figure 5, is attended by a wide range of community members

After the researchers applied the developed model in Nagari Padang Laweh, Agam Regency, West Sumatra, they proceeded to distribute questionnaires to the participants of the culinary tourism festival known as "Festival Wisata Makan Bajamba." The results of the questionnaire are as follows. Syntax is a crucial factor in model development, a similar finding to that of Winarti et al. [75] in the development of an intelligent model with the syntax they formulated. This is in line with the study by

Damayanti et al. [76] obtained valid syntax for use with the Integrated Ethnoscience Science Learning model they developed elaborate on and in the study by Alwan. [77] explain that the model they developed, which is the blended learning model using the Edmodo application, has undergone testing and been confirmed as valid in the study conducted by Alwan.

All aspects of assessment were deemed valid. Similar actions were carried out by Mulbar as well. [78] which involves creating a model book as a product of the developed mathematical learning model by leveraging the social system of the community.

Another research study that employed a model book as a product of their model is conducted by Sari. [79] who developed a creative problem solving (CPS) model for enhancing students' reflective thinking abilities, and the research conducted by Retnowati et al. [80] in the development of a local wealth-based pocket book model to enhance environmentally friendly behaviors, resulting in a product book.

#### a. Hasil Aspek Pelatihan

After implementing the bajamba food festival training model to 44 members of the community, the next step is to conduct a testing of the participants' responses by administering a final exam. The educational activities aim for the development of potential.[81] Participants who have undergone the training effectively. [82]

**Table 10: Community Responses Regarding Bajamba Food Festival Training**

Komponen	Training Participant Community			
	skor	Maksimum skor	Mean %	SD
The training went well	187	220	85	0.576
The training is easy to understand	200	220	90.9	0.589
The concept is in line with the needs	193	220	87.7	0.579
The training time does not disrupt community activities	195	220	88.63	0.545
The training is easy to implement	195	220	88.63	0.661

Based on the community's responses regarding the makan Bajamba festival tourism training [14]. The assessment encompasses five aspects, with the highest score achieved in the aspect of "ease of understanding the training," scoring 200 with an average rating of 90.9%.

The lowest score pertains to the component of "training flow," with a score of 187 and an average rating of 85%. An effective training is one that incorporates a well-conceived and meticulously planned concept. (Amstrong 2000:198).

#### b. Results of the practicality aspect of community responses

The practicality assessment phase aims to determine whether the products created by the researcher to assist the community can be effectively utilized. This step is crucial in gauging the feedback regarding the model handbook, instructor's guidebook, and technical instruction and guideline book.

**Table 11: Results of the Practicality Aspect of Community Responses**

Komponen	Training Participant Community			
	skor	Maksimum skor	Mean %	SD
Handbook and Technical Guidelines for Developing Culturally Based Local Training Models	196	220	89.09	0.548
Practical Handbook and Technical Guidelines to Use as a Guide	195	220	88.63	0.545
Handbook and Technical Instructions Easily Understood and Implemented	192	220	87.27	0.574
Handbook and Instructions Easy to Run and Implement.	182	220	87.72	0.734
Handbook and Technical Instructions Supporting the Community or Relevant Parties in Building Tourist Villages	197	220	89.54	0.590
Average			88.45	

Based on Table 11, it can be explained that in the practicality test conducted by the researcher, an average result of 88.45% was obtained. This leads to the conclusion that the practicality aspect of the developed model by the researcher has been fulfilled. In the study conducted by Anida & Eliza (2020) deemed practical with the development model of Local Wisdom-Based Scientific Learning for Cognitive Development of Young Children. Furthermore, in the study conducted by Adio Balan et al [83] also considered practical with the developed model, namely Adobe Flash-Based Computer-Based Test (CBT) for Vocational High Schools, and the research on the development model created [84] also deemed practical with the developed model, namely Portfolio-Based Mathematics Learning Model (PBML) for junior high school students..

After completing the needs analysis phase, the subsequent step involves designing based on the analysis results. This process is also undertaken by Indriyatni et al (2015) in this phase of the entrepreneurship training development model conducted for the community, the researcher creates and develops the training model for the Makan Bajamba tourism festival. This development model employs the Four-D method, aligning with the research conducted by Rochmad. (2012). the resulting model is an enhancement of existing models by tourism festival experts (Mallen & Adams, 2012; Rutherford, 2004; Tum & Norton, 2006; Yeoman et al., 2004).

In the model development research, a study conducted by Watini (2020) also declared effective with the model she developed, namely the ATIK Model to Enhance Drawing Competence in Kindergarten Children. Furthermore, the research conducted by Arcodia & Whitford (2006) which shares a similar theme with the researcher, however when viewed from the perspectives of social, cultural, and political impacts after the implementation of the tourism festival and the research regarding the same theme from (2016) that focused on visitor loyalty at the tourism festival.

### c. Results of the effectiveness aspect of community responses

The final stage of the effectiveness test involves understanding the participants' responses after the tourism festival has been implemented. [65], this effectiveness test serves to determine the developed model's effectiveness for the community, which includes the following objectives:

**Table 12: Table of Effectiveness Aspect Community Responses**

Komponen	Masyarakat Peserta pelatihan			
	skor	Maksimum skor	% Rata-rata	SD
Training Handbook Easy to Understand	180	220	81.81	0.473
Training Handbook Easy to Apply	190	220	86.36	0.740
Training Handbook Facilitates Participants in Understanding the Steps for Preparing the Makan Bajamba Festival	194	220	88.18	0.622
Training Handbook Facilitates Participants in Understanding the Implementation Steps.	198	220	90	0.550
Training Handbook Increases Participants' Motivation in Implementing the makan Bajamba Festival	199	220	90.45	0.505
<b>Avarega</b>			87.36	

Based on Table 12, the effectiveness of community responses indicates an average score of 87.36. The highest score is associated with the statement that the training guidebook facilitates participants' understanding of the implementation steps, with a score of 90%. The lowest score is obtained for the statement regarding the ease of understanding the training guidebook, with a score of 81.81%.

## 5. CONCLUSION

The model created by the researcher exhibits novelty by being more specific to local culture, allowing this local culture to encompass the uniqueness of the cultures intended to be showcased in the festival activities. Based on the results of the conducted research, it can be concluded that the development of the Makan Bajamba festival training model serves as a solution to the community's desire to promote existing cultures and transform them into appealing tourist attractions. This initiative employs training to provide education to the community interested in organizing organized Makan Bajamba festival activities. The development products yielded from this effort include a model book, an instructor guidebook, and technical instruction materials. From the conducted research, several recommendations can be made. It is hoped that future researchers could explore the development of festival models with different cultural contexts, considering that the current research was limited to investigating training with a focus on West Sumatra's culture. Furthermore, it is advisable for future researchers to engage communities in various provinces to gather data on how people respond to the planning of tourism festival events.

For participants of the Makan Bajamba festival, they gain valuable knowledge that transforms the makan Bajamba culture into a festival that can be established as a new tourist attraction or professional tourism festival. This facilitates tourists in enjoying the makan Bajamba festival more easily and efficiently. For instructors, the makan Bajamba festival training model streamlines the process of imparting more useful knowledge. This knowledge can be directly applied by participants who aim to organize the makan Bajamba festival in Kabupaten Agam in a well-conceptualized and professional manner. For other researchers, the makan Bajamba festival training model in Kabupaten Agam serves as a fresh reference for those working in the field of education or tourism. It can be seen as a new framework for further research endeavors in these domains.

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