

STRATEGY FOR IMPROVING THE COMMUNITY ECONOMY THROUGH ENVIRONMENTALLY BASED TOURISM AND SOCIAL MEDIA IN NAGARI SUNGAI PINANG, WEST SUMATRA PROVINCE

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ABSTRACT. This research aims to identify strategies to improve the community's economy through environmentally based tourism and social media in Nagari Sungai Pinang, Pesisir Selatan Regency, West Sumatra. This study used qualitative methods with observation, in-depth interviews, utilization of documentation, and FGD. As an analytical tool, this research used Anthony Giddens' structural theory of observation practice which is not only determined by the agent but also by structure. According to the research findings, the strategy for improving the community's economy through environmentally based tourism and social media can be seen in the utilization of the community's diverse tourism business potential, which includes tourism beaches, tourism mangrove forests, tourism nautical (sea), and tour island. Homestay, Manjuto Beach, and attractive islands such as Pamuntusan Island, Pagang, Marrak, Karanggo, and Erong Bay have all contributed to the growth of business tourism. Its development is aided by local institutions and local expertise from an environmental standpoint. There are other opportunities for enterprises that may be established without damaging natural beauty, including tourist firms that involve underprivileged people. The strategy for enhancing the economy of the public is to include all components from the outset, given that the location is common land in line with the customs that apply in the community of Minangkabau West Sumatra. Apart from that, social media is also used as a promotional tool by involving the younger generation.

Keywords: economic improvement; environment based; tourism.

STRATEGI PENINGKATAN EKONOMI MASYARAKAT MELALUI PARIWISATA BERBASIS LINGKUNGAN DAN MEDIA SOSIAL DI NAGARI SUNGAI PINANG PROVINSI SUMATERA BARAT

ABSTRAK. Penelitian ini bertujuan untuk mengidentifikasi strategi peningkatan perekonomian masyarakat melalui pariwisata berbasis lingkungan dan media sosial di Nagari Sungai Pinang, Kabupaten Pesisir Selatan, Sumatera Barat. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data observasi, wawancara mendalam, pemanfaatan dokumentasi, dan FGD. Sebagai alat analisis, penelitian ini menggunakan teori strukturasi Anthony Giddens yang melihat praktek sosial itu tidak hanya ditentukan oleh agen, tetapi juga oleh struktur. Hasil penelitian menunjukkan bahwa strategi peningkatan perekonomian masyarakat melalui wisata berbasis lingkungan dan media sosial terlihat dari pemanfaatan beragamnya potensi usaha wisata yang dikembangkan masyarakat, seperti: wisata pantai, wisata hutan mangrove, wisata bahari (laut) dan wisata pulau. Telah dikembangkan usaha pariwisata berupa homestay, pantai manjuto dan didukung dengan pulau-pulau yang indah, seperti: Pulau Pamuntusan, Pagang, Marrak, Karanggo dan Teluk Erong. Pengembangannya didukung oleh kelembagaan lokal dan kearifan lokal yang berwawasan lingkungan. Beberapa peluang usaha yang mempunyai potensi telah dikembangkan tanpa merusak keindahan alam, bahkan mempunyai peluang untuk mengembangkan usaha pariwisata yang melibatkan masyarakat miskin. Strategi peningkatan ekonomi masyarakat adalah dengan melibatkan seluruh komponen sejak awal, mengingat lokasi yang digunakan adalah tanah kaum (komunal) sesuai dengan adat istiadat yang berlaku di masyarakat Minangkabau Sumatera Barat. Selain itu, media sosial juga dipakai untuk sarana promosi, dengan melibatkan generasi muda nagari.

Kata Kunci: berbasis lingkungan; pariwisata; peningkatan ekonomi.

INTRODUCTION

The problem of poverty has been a world concern for a long time and has been very effective in the last two decades. Internationally, the Millennium Development Goals (MDGs) concept was launched which was initiated in 2000 when hundreds of world leaders gathered to reduce poverty and hunger which is a scourge in almost every country in the world. (Organization,

2015). The MDGs concept ended in 2015 and was replaced by the Sustainable Development Goals (SDGs) concept which will end in 2030, with the birth of the SDGs concept which implies the importance of programs to eradicate poverty and hunger throughout the world (Diouf, 2019 in Battersby, 2017). Even though efforts to implement the SDGs have been carried out with various strategies carried out by the central and regional governments, the poverty rate is still

quite high in both urban and rural areas of Nagari including Nagari Sungai Pinang. It is necessary to look for various ways and strategies to increase community income in developing community businesses.

As a theoretical guide, this research uses Anthony Giddens' structuration theory. The concept of social practice was developed by (Giddens & Sutton, 2021), a sociologist from England who, together with Pierre Bourdieu, is considered to have had quite a big influence on contemporary sociology. The concept of social practice was introduced by (Van Rooyen, 2013) when he criticized the mistakes of social science thinkers in determining the object of social science study. They are trapped in a dualism trap: the object of study: social structure or the actions of individuals/actors.

The structuration theory described by Giddens focuses on social practice, connecting macro-sociology with micro-sociology, through the relationship between agency and "structure". Agency and structure exist in a relationship of duality and mutual influence, and not dualism. The two cannot be separated, but are two sides of the same coin. All social actions involve social actors, and both are closely related to ongoing human practice activities (Cohen & Cohen, 2019).

According to Giddens, agents and structures cannot be understood separately, agents and structures are like two sides of a coin. All social action requires structure and all structure requires social action. Although the starting point of Giddens' analysis is social practice or action, he argues that activity is not produced once as a social actor, but is continuously recreated in several ways, and that is how the activity reveals itself as an actor (Schafer, 2017; Benítez-Ávila et al., 2019). In carrying out actions, Giddens distinguishes three internal dimensions of actors, namely subconscious motives, practical awareness, and discursive awareness. Subconscious motivation concerns desires or needs that have the potential to direct action, but not the action itself (Herry-Priyono, 2016). In contrast to subconscious motivation, "discursive awareness" refers to the ability to reflect on and provide detailed and explicit explanations of what we do (Supriadi, 2017).

Giddens revealed the components of structuration theory, first, the agent continuously monitors his thoughts and activities as well as his social and physical context, to find a sense of security, the actor rationalizes his life, and

the actor also has the motivation to do what he does. Action and motivation include desires and desires that drive action (Ormerod, 2020). To act consciously, an agent must have practical awareness, by emphasizing this practical awareness, there is a smooth transition from agent to agent. Giddens places great emphasis on agency, agency means the role of the individual. Whatever happens, there will be no structure if individuals do not intervene. Agents can create conflict in social life and agents are meaningless without power. So as a guide for research and data analysis, Anthony Giddens' structuration theory is used. According to Giddens, actors' actions are always influenced by the values or norms that apply in society. The values and norms that Giddens refers to are called structures (Ritzer & Stepnisky, 2017).

According to Giddens, structure can empower or limit actors to act. So an actor can act if the actor has power (Khasri, 2021). Both of these things are influenced by structure. So looking at strategies for improving the community's economy through environmentally based tourism, is based on identifying the potential of existing tourism businesses, then looking at the roles that can be played by "actors" based on structures that can empower (enabling), also starting from experiences that have so far been far from the structure. which is an obstacle (Angelia et al., 2020).

The draft wisdom used in this study is a good example of an enabling structure, as well as constraints. Local wisdom, often referred to as traditional wisdom, is understood as the use of cognitive senses by individuals to act and behave towards something, an object, or an event that occurs within a certain community. Local wisdom in Sungai Pinang is at least related to the public's habits in accepting visitors and their way of life.

The proclaimed Nagari Sungai Pinang as one of the Nagari (villages) included in the Mandeh National Marine Tourism Area, should be able to have a positive impact on improving the public's economy. However, what is happening now is the opposite. Economically low societies are depicted by a high poverty rate, where of 349 heads families in Nagari, 250 of them are poor families, even though there is quite interesting, strategic, and beautiful tourism business potential. Currently, many tourism businesses are being developed by the community, but are carried out according to the community's abilities and desires only, without a guide, and have not paid attention

to environmental aspects, both ecosystems and long-term natural beauty. Therefore, this study tries to discuss the strategy for improving the community's economy through developing environmentally friendly tourism businesses and social media in Nagari Sungai Pinang. The research aims to: 1) identify potential tourism businesses that can be developed in Nagari Sungai Pinang; 2) identify local institutions and local wisdom with an environmental perspective and social media that have the potential to be developed as tourism businesses in Nagari Sungai Pinang; 3) analyze opportunities for tourism business development and involvement of poor communities in the tourism business.

Some research that is relevant to this research is as follows. First, research by Nazarullail et al., (2017) entitled, "Community Empowerment Through the Ecotourism Program "LEPEN ADVENTURE". The research results show that the background to the emergence of the ecotourism program was to see the natural potential that could be utilized. As tourism, ecotourism provides changes to improve the economy. The principles that emerge in ecotourism include: (1) nature-based, (2) ecological value, (3) environmentally friendly, (4) beneficial to local communities, and (5) attractiveness and visitor satisfaction.

Second, Pantiyasa (2011) in, "Development of Community-Based Tourism (Community Based Tourism) Sorowako Ide Beach, Nuha District, East Luwu Regency". Then, the research results showed the development of community-based tourism on Ide Sorowako Beach. First, PT's external management. Vale always involves the community in decision-making. Second, the management of coastal tourist attractions provides direct and indirect benefits to the community. The community can feel directly the economic increase from beach tourism activities. Indirectly, many visitors who come to beach tourist locations can see and introduce themselves to the traditions and customs of the local community. Third, involve managers, government, and the community regarding good development procedures. Fourth, the government and managers, in this case, the external management of PT. Vale always provides space for people to preserve their culture. Then, the factors that support the development of community-based tourism are natural beauty that is still preserved and also free tourist locations. Then the inhibiting factor is the lack of public awareness in maintaining environmental cleanliness and the absence of regulations governing it.

Lastly, Sari & Saragih, "Community Based Ecotourism and Tourism Development Model (Searching for a Community-Based Ecotourism and Tourism Development Model for Going Down Bolon Waterfall in Tomuan, Holbung Village, Bandar Pasir, Mandoge District, Asahan Regency)". The research results show that Tomuan Holbung Village has good and beautiful natural tourism potential but has not been utilized optimally and professionally so the abundant natural tourism potential has not developed optimally. The potential for recreational tourism, pleasure tourism, cultural tourism, and sports tourism still needs to be improved.

In this research, we tried to explore and find strategies for community economic development through developing tourism businesses based on local institutions, the environment, and social media. The aim is to find the right way to improve local wisdom-based programs, starting from activities carried out by local communities. According to Spigel & Harrison (2018), regional development must pay attention to the existing ecological system so as not to disturb the existing ecosystem. In its implementation, development must not disturb the balance of the ecosystem and contribute to the creation of a more stable, dynamic, and balanced ecosystem. In the context of tourism development, the alternative chosen is environmentally friendly tourism. It is used to control the negative impacts of tourism.

METHOD

This research used a qualitative method (Hennink et al., 2020; Mohajan 2018), to obtain in-depth data from informants and other sources of information related to the research problem. The data gathered relates to an overview of the potential for tourist businesses in Sungai Pinang, local institutions that may assist tourism businesses, local wisdom that applies in Sungai Pinang, and accessible human resources that can help tourism businesses expand in Sungai Pinang. Aside from traditional data gathering procedures, it also incorporates other PRA techniques, such as FGD, Venn Diagram, and Ranking Matrix.

The informants in this study included tourism business actors, community leaders, and formal figures such as the Nagari government and regional government, as well as poor families and communities who had been involved in and were knowledgeable about economic development activities, tourism development, and Nagari activity. In addition, Sungai Pinang offers activity

tourist opportunities. Informants were selected purposively with the following criteria: living in Sungai Pinang for at least three years, having participated in economic improvement program activities in Sungai Pinang, poor people in Nagari who entered in poor family list determined by BPS, recorded in the ministry's DTKS social, and have received poverty alleviation programs. Informants are requested for information as needed, especially if they are questioned or discussed more than once.

Data collection techniques were carried out using in-depth interviews and observations as well as documentation studies combined with PRA techniques such as FGD, Ven diagrams, and Ranking Matrix. Interviews were conducted in-depth by first building familiarity with informants so that the information obtained was more in-depth and accurate. The interview began by building commitment first, and interviewing repeatedly if the data was still insufficient. Observations were carried out to observe activities related to improving the economy and tourism businesses and identifying potential tourist objects that can be used as tourism businesses. The documents collected were in the form of written materials such as news in the media, minutes of meetings, correspondence, and reports to find the necessary information. The documents required were reports of events that have occurred in the nagari related to culinary delights.

Meanwhile, Focus Group Discussion (FGD) is an information-gathering technique carried out to explore further information or confirm existing data to the group, which is carried out in formal and informal discussions. Focus group discussions were conducted by inviting 5 to 7 community leaders. The place for focus group discussions was at the nagari office or a meeting place such as a prayer room.

The FGD also confirmed and solicited feedback from participants on the strategy design, which was prepared in the form of steps to identify the implementation of local institutional empowerment to improve the economy through the use and development of natural resources. There is an opportunity for environmental tourism enterprises. Miles and Huberman's data analysis concepts serve as guiding principles.

In analyzing qualitative research data, Miles and Huberman divide data analysis into several stages, in general, the stages of data codification, data reduction, data presentation, and drawing conclusions or verification. Once the data is sorted and concluded, it will be able to serve as

a guide for developing strategies to improve the economy by empowering local institutions which contain the steps and strategies taken to exploit the potential of environmental and social media-based tourism businesses.

RESULTS AND DISCUSSION

Tourism in Nagari Sungai Pinang

Nagari Sungai Pinang is one of the villages that has become a destination for the Mandeh Integrated Tourism Area. Nagari Sungai Pinang is a coastal area with the main livelihood of its people as fishermen. The natural location is still natural with the life of fishing communities. The Sungai Pinang tourist location is known as "The Spot Paradise" or a hidden paradise. As we know, tourism in Nagari Sungai Pinang has been developing since 2004. This area was already a tourist destination before the Mandeh Integrated Tourism Region initiative was created in 2014. The residents of Nagari Sungai Pinang, who rely on fishing for a living, do not make enough money. The establishment of Nagari Sungai Pinang as a tourist destination brought changes to the local community. Various tourism studies state that tourism has a positive impact on the economy, but there are also negative impacts. For this reason, it is necessary to first identify tourism businesses that can be developed in Nagari Sungai Pinang.

The tourism potential of Nagari Sungai Pinang can support the development of tourism businesses. This is supported by several things as follows; Nagari Sungai Pinang is located on the Bahari coast of the Mandeh National Tourism Area which has an attractive location for visitors, passing through a fairly good highway from the Sungai Pisang sub-district, Padang City to Tarusan. The Sungai Pinang community supports tourism development both in terms of security and interests. This area is starting to become famous locally, regionally, and nationally as the Mandeh area is designated as a national marine tourism destination. The tourist attractions owned by Nagari Sungai Pinang are as follows: Batu Cat Tourism, Dina Cheker or Batu Kajang Tourism, Maparalam Beach Tourism, Gema Belajar Nature and Positive Forms of Beach Camping Tourism, and Manjuto Beach Homestay. Currently, several beach tourist locations have been developed in Nagari Sungai Pinang, including Batu Cat, Manjuto Beach Inn, Dina Checker/Batu Kajang, Marapalam Beach, and Eco Beach Camp. Apart from potential coastal tourist locations, it is also

supported by potential island and bay tourist locations such as Pamuntusan Island, Pagang Island, Marak Island, Karanggo Island, and Erong Bay. The tourism potential on Pamuntusan Island is beach tourism, sunset, snorkeling, and jetsky. The tourism potential on Pagang Island is snorkeling, diving, beach tourism, and sunsets. The tourism potential on this island is snorkeling, diving, beach tourism, sunsets, and surfing. Tourism potential on Karanggo Island is increasing. Meanwhile, the tourism potential in Erong Bay is snorkeling, driving, camping, and mangrove ecotourism. Of all the tourist islands and bays in Nagari Sungai Pinang, the natural tourism potential is extraordinary, because it is supported by several beaches, islands, and bays. Potential tourist locations to be developed are in the coastal area of Nagari Sungai Pinang, such as beach tourism, surfing tourism, mangrove ecotourism, rice field ecotourism, camping, waterfall tourism, and fishing fish (*elo pukek*).

The main livelihood of the people is as fishermen. Fishing as fishermen has been done since their ancestors. However, as fishermen, their main livelihood is not yet able to improve the economy of the people of Nagari Sungai Pinang matter caused several matters as; location arrest tie limited, they use net edge, the boat size is small, and can't reach the sea. Income fish from results cannot balanced with costs again, consequences from its expensive material burn for machine boat.

For this reason, it is necessary to develop environmentally friendly tourism businesses by analyzing the obstacles faced by the community as follows: there is no strategic plan for tourism business development in Nagari Sungai Pinang, so that the businesses developed by the community are not well organized. No forum or institution coordinates the tourism business development process in Sungai Pinang, and there are no human resources available as personnel involved in developing professional tourism businesses. Even though public awareness is increasing regarding the importance of protecting the environment in developing tourism businesses, the public does not yet understand the economic value of tourism businesses and the contribution of tourism to increasing nagari income.

Of the many problems seen in the process of developing tourist locations, these include: developing business done at will. Often cutting down large trees causes the land to become critical and there is a chance of landslides. Without coordination a lot built shacks where

they sell goods destroying natural beauty. Besides that, there is a problem rubbish is still scattered throughout tourist sites. Looks like a lot of activities are carried out by local tourism activists, based on their ability and wish, sometimes not yet following rules and rule maintenance environment to create development sustainable tourism. Things like this will cause tourist visitors not to visit again.

Overcome existing constraints, the development of tourism businesses in Nagari Sungai Pinang is facilitated by the government through public discussions. So several residents of Nagari Sungai Pinang were involved, such as (nagari guardians, traditional leaders, and religious leaders) in planning tourism business development, in discussions regarding the development of marine tourism in the Mandeh area. Since tourism business development is programmed and managed well and provides satisfactory results. After many tourist attraction efforts were developed by the people of Nagari Sungai Pinang. Besides from efforts that have been developed, there are still several opportunities for tourism business development to improve the community's environmentally based economy, namely forest mangroves around Nagari.

In developing a mangrove tourism business, many challenges are faced, for example, using mangroves and planting mangroves. The challenge is that the public doesn't know the benefits of mangroves for human development business. Partly public has to know that these mangrove plants can be processed into mangrove coffee, mangrove masks, and mangrove batik, and the strong and hardwood can even be used as poles for houses on the beach that are strong enough to withstand storms. Furthermore, in the use of mangrove wood, the community has not carried out selective logging, is not selective, and also views the land used for mangrove wood as not according to their needs. For that reason, society needs it grow the spirit of caring for the environment so that the natural beauty is maintained even though the surrounding plants are used. This mangrove forest can also be used as a research laboratory for students and lecturers. Even though this mangrove is large and fertile, it can be used for ecotourism.

Another tourist attraction is Lubuak Kual Waterfall. Lubuak Kual Waterfall also has the opportunity to develop as a business tourist which can attract local and foreign tourists because it has extraordinary beauty. This waterfall has pools with deep and shallow depths, making it an

attraction for tourists. If road access to the location is easy, travelers would be interested in coming. So good management is needed from Nagari Sungai Pinang itself starting from road access there, available tour guides, and the security of private parking vehicles or what we usually call environmentally friendly or environment-based packages.

Community involvement includes all existing components, including the participation of impoverished communities. The impoverished are seen as a special group because they are consistently marginalized due to their lack of economic ability.

In contrast to other places outside West Sumatra, the land used as a tourism business in Sungai Pinang is customary land, in the context of Minangkabau culture it is a high heirloom that cannot be sold. buy it privately, but it must be based on the agreement of members of the clan, together with the *ninik mamak* chief of the tribe. If you don't follow applicable customs, it will usually cause problems in the future. Utilization of customary land that is not based on customary rules is usually problematic if it is to make money. So the involvement of all components according to the rules is important for the sustainability of long-term development. This is one of the important strategies for the development of the business tourist over a long period.

Community involvement in the tourism business can certainly improve the standard of living of families so that indirectly the government of Nagari Sungai Pinang talah helped in increasing the income public poor in meeting daily needs. The form of community involvement in developing tourism businesses is as tour guides, employees, and drink and food makers that guests like. Currently, community involvement in the Sungai Pinang tourism business has been initiated by several tourism businesses, namely *Pesona Manjuto*, *Manjuto*, *Manjuto Beach*, *RBH*, *Dhina Ceker*, and *Pamuntusan*. However, of the many tourist attractions in Sungai Pinang, few involve the poor. The Nagari government together with the Nagari BAMUS (deliberative body) must play a role in conditioning the development of tourism businesses by involving poor communities and strengthening the rules of the game such as creating a clear legal basis to serve as a guideline in developing tourism. Nagari regulations in developing tourism businesses must be environmentally friendly by involving village youth. Nagari regulations regarding the behavior of visitors who come to Nagari Sungai

Pinang can be linked to existing local wisdom, but there needs to be clarity in the rules and consistency in implementation so that visitors do not become doubtful and dissatisfied.

Even though the people of Nagari Sungai Pinang have involved the community in planning tourism in their village as part of the Mandeh integrated marine tourism area, in practice the local community has not been fully involved because there are no clear regulations. So the tourist area is managed by people outside the Nagari Sungai Pinang area. Things like this deserve the attention of the Nagari government. The community hopes that tourism development can improve the economy. Tourism development is a service industry and also has multi-dimensional effects and can improve the economy of local communities, so it is also an effort to alleviate poverty.

To realize tourism security and control the behavior of the public, tourists need to be involved with elements that exist in society. Visitors who come to Nagari Sungai Pinang need a sense of security. Therefore, the public must realize that foreigners who visit tourist locations will visit again if they feel safe and are satisfied with community services. Local wisdom has been around for a long time, as evidenced by the many immigrants who have stopped at Sungai Pinang for a long time. Since we entered Nagari, we have felt the friendliness of the people of Nagari Sungai Pinang. The security of tourist attractions must be supported by nagari youth. The involvement of the younger generation as tourism guarantors is very necessary for the successful development of environmentally based tourism businesses. If it is unsafe, tourists will not want to visit Nagari Sungai Pinang again. So the success of a tourism business development must receive support from the local community so that the tourism business development program can run smoothly. For this reason, the community needs to be involved directly, not because of mobilization, but as a form of participation based on awareness.

In developing tourism businesses, people are treated not just as objects, but as subjects and agents or actors. Forms of community support for the development of tourism businesses include the community's willingness to attend meetings discussing the development of tourism businesses, the community's willingness to provide space in their homes for guests, and their enthusiasm to be involved in the tourism sector. Economic activities such as providing transportation, selling food, and making food,

as well as souvenir eye. The development of environmentally based tourism businesses in Nagari Sungai Pinang needs to be supported by existing local institutional empowerment strategies. Existing local institutions must have the potential to improve tourism outcomes, both those that already exist and those that will be developed. One of the business entities in Nagari that has the potential to participate in developing tourism businesses is the Village-Owned Enterprise (BUMNAG). BUMNAG should be a facilitator of community business life, not a competitor to existing businesses in the community. So the strategy to improve the community's economy in the strategic sustainable tourism sector is carried out through empowering BUMNAG institutions as an intermediate goal to achieve the goal of developing sustainable and environment-based tourism and social media.

The use of social media is indeed something new in Sungai Pinang, it has not yet become local wisdom, but the community is open to change. Parents are aware that using social media as a form of information technology is necessary for developing tourism businesses. In the FGD with community leaders, it was revealed that the use of social media is needed, and according to community leaders, this technology is controlled by teenagers. When the newly elected Nagari Sungai Pinang Tourism Awareness Group (Pokdarwis), even though the election involved all components of society, the older generation handed over the management of Pokdarwis to the younger generation. According to community leaders, teenagers are the ones who master information technology, including social media. The promotions carried out on social media by tourism activist groups, seem to have a positive impact on visits. Even though there is no documented data, information from tour guides operating in Nagari shows that the guests they bring to island tours come from communications that occur on social media.

Strategy to Improve the Tourism in Nagari Sungai Pinang

In developing a tourism business, it is necessary to involve the local community from the start, to support the sustainability of the tourism business. The involvement of all components of society is needed because the tourism sector requires all parties' support, and tourism businesses do not stand alone as individual businesses. The tourism business is a commodity that involves natural resources and human resources which are interconnected with

each other. The carrying capacity of nature and humans around tourist attractions is one of the sectors supporting tourism sales. If viewed from the perspective of structuration theory, of course, the existing structure in a tourism area can both support and hinder the development of the business itself. In Sungai Pinang, the supporting structures appear to outweigh the obstacles, as the local community and customs are open to outsiders. The involvement of poor communities in tourism businesses is one of the opportunities that can be exploited by the Nagari government.

With the existence of a tourism business that sells natural beauty, and culinary flavors that are attractive and attractive to the public, it is impossible for a tourism business to be run alone (Man, 2014). For this reason, the involvement of many parties is a demand in the tourism business. Involvement from the start is a process of transforming knowledge and experience in managing tourism businesses, so activities carried out only by tourism business actors cannot survive considering the existence of local institutions related to tourism businesses.

Tourist destinations in Sungai Pinang cannot be separated from the existence of local community institutions. Starting from the use of the location concerning the customs that apply to the Minangkabau community, because land is a community customary right. Tribal customary land, according to the customs that apply to the Minangkabau community, is a high heritage whose use is according to the decision of the clan members and is used for the benefit of the clan members. If you do not involve the community in decision-making and use of customary land, it will certainly cause problems in the future. For this reason, the local institutional utilization model is closely related to the customs that apply according to Minangkabau customs regarding the use of customary land. From the start, it is necessary to involve the owners of customary land used for tourism businesses per the custom "ka gunuang Kayu babungo, ka lauik babungo pasie" (to the mountains with wood flowers, to the sea with sand). This means that land use must produce some processed wood products, and the use of the sea must result in the use of sand and marine life.

Technological advances are an opportunity that needs to be captured in developing tourism businesses because currently tourist visitors generally use social media to find out about tourist destinations before deciding to visit tourist destinations. Even though the use of social media

has not become local wisdom for a long time, teenagers as tourism activists in Sungai Pinang have used social media to promote and market tourism businesses in Sungai Pinang. This can be seen from the use of Instagram and Facebook as promotional media for tourist attractions in Sungai Pinang. The content displayed is appropriate to individual or group abilities.

Under these conditions, the strategies for developing an environmental and social media-based tourism business in Nagari Sungai Pinang is: first, identifying local institutions related to local wisdom in protecting the environment, forests, beaches, and oceans. Identify the use of social media in promoting tourism initiated by activist tourists. Second, utilize existing institutions in society, or form and strengthen new institutions agreed upon by society. Third, strengthening institutions such as Bumrag, and non-governmental organizations as an intermediate goal (which will carry out sustainable community empowerment). Fourth, assist existing institutions ranging from universities, government, NGOs, and the private sector as a form of CSR implementation. The strategy for implementing this step is to utilize the activities of groups or institutions that already exist, or are already running in the community. With this positive deviation method, positive transmission is hoped to occur to the wider community in Nagari.

CONCLUSION

The tourism sector in Sungai Pinang has the potential to be developed to increase the income of the community, including the impoverished because Sungai Pinang is located in the Mandeh national marine tourism area and has an attractive tourist destination for visitors in the form of mountains, beach, sea and island tourism, with good and smooth road infrastructure. The community has local institutions related to local wisdom in protecting the environment in tourism development. The community has also started to use social media in tourism promotion, although it is not yet well coordinated. The environment-based tourism development strategies is as follows; first, identifying local institutions related to local wisdom in protecting the environment, forests, beaches, and oceans. Identify the use of social media in promoting tourism initiated by tourism activists. Second, utilize existing institutions in society, or form and strengthen new institutions agreed upon by the community.

Third, strengthening institutions such as BUMNAG, and non-governmental organizations as intermediaries for goals (which will carry out sustainable community empowerment). Fourth, assist existing institutions, including universities, government, NGOs, and the private sector. Finally, evaluation is done to enhance the economy public.

It is recommended to the Nagari government and regional and provincial governments to empower tourism activist groups in collaboration with universities or NGOs to empower community groups to ensure program sustainability and community independence. It is recommended that all parties participating in the development of tourism businesses coordinate with the Nagari government so that there is a synergy of community empowerment in the field of tourism business development to increase community income so that they can become one unit. How to eradicate poverty in Nagari.

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