

CAR FREE DAY AS AN ALTERNATIVE FOR EDUCATIONAL TOURISM FOR FAMILIES IN PADANG CITY

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ABSTRACT

Excessive works and routines carried out either by children, adults, or parents can lead to boredom so that they need the means to make them fresh. Many things can be done to restore the spirit and make them refresh, starting from sports, recreation, and so on. Nowadays, car free day in several cities is getting attention in Indonesia. It is usually conducted on the weekend both in small cities and big cities. There are many things that can be done and enjoyed during the car free day, and all ages can enjoy it. A car free day can be a form of educational tourism because it provides many educational contents directly or indirectly. Besides, on the car free day, visitors can also enjoy a variety of local, national, and even international culinary delights. Besides being able to refresh, on a car free day, people can also get daily necessities because many sellers can be found there and sell various types of goods. Therefore, the car free day deserves to be an alternative for educational tourism for families.

Keywords: : car free day, education, family

INTRODUCTION

Padang City is increasingly showing its natural beauty and aesthetic realm. The city, which is dominated by the Minangkabau tribe, is a small city with natural beauty such as beaches, natural bathing places, hills, and islands. Many tourists come to Padang City, including local tourists, to relieve fatigue from all daily routines. Apart from the beautiful nature, nowadays, there are also many types of food or culinary that tourists can enjoy, either local, national, or international. It can be seen that along the coast of Padang, and there are many types of food that tourists can enjoy. Besides, the better structuring of Padang's city has also become a magnet for tourists to visit. Based on statistical data regarding the number of foreign and domestic tourists from 2012-2016, there has been a very significant increase. This can be seen in the following table:

Table 1: Dynamic Output

| Jumlah Wisatawan | Jumlah Wisatawan Mancanegara dan Domestik | | | | | |
|------------------|---|-----------|-----------|-----------|-----------|-----------|
| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
| M mancanegara | 47 609 | 139 119 | 53 057 | 54 967 | 57 318 | 45 194 |
| Domestik | 2 252 336 | 2 965 807 | 3 001 306 | 3 199 392 | 3 298 454 | 3 628 299 |
| Jumlah | 2 299 945 | 3 104 926 | 3 054 363 | 3 254 359 | 3 355 772 | 3 673 493 |

Source: The Central Bureau of Statistics (BPS) of Padang City

The table above shows that the increase in foreign and domestic tourist arrivals is very high. The high number also proves that tourism in Padang city is in great demand by tourists, both foreign and domestic. Furthermore, an increase also occurred until 2018. The number of foreign tourist visits (tourists) who came to West Sumatra in October 2018 reached 4,050 people. Moreover, the Room Occupancy Rate (ROR) of star hotels in West Sumatra in October 2018 reached an average of 65.06 percent, an increase of 8.25 points compared to the ROR in September 2018 of 56.81 percent (The Central Bureau of Statistics of Padang City). The percentage proves that Padang city tourism is in great demand by both foreign and domestic tourists.

With the increasing number of tourists coming to Padang City, it is directly accompanied by the increasing number of vehicles entering the city as a means of transportation used to visit tourist sites, especially on weekends and holidays. A large number of vehicles will also cause pollution and chaos in the city due to traffic jams and vehicle fumes, which also have harmful effects. Therefore, people need a place to refresh themselves and their families besides going to tourist attractions. It is because tourist attractions are often crowded with tourists who come from outside Padang City.

Car Free Day (CFD) is a community sports activity conducted every Sunday morning on Jalan Khatib Sulaiman, Padang City, starting from 6.00 to 10.00 WIB. Car Free Day activities carry the tagline no politics, no pornography, no trash. Besides, during the activity, no motorized vehicles pass through the road.

Motorized Vehicle Free Day (HBKB), or in English referred to as Car Free Day, aims to disseminate information to the public to reduce people's dependence on motorized vehicles. These activities are usually encouraged and pioneered by activists engaged in the environment and transportation. An essential theme in the car free day is leaving the motorized vehicle at home and walking or using a non-motorized vehicle or using public transportation for long trips.

Theoretical Framework

There are many ways to relieve fatigue. Some go on vacation outside the city, tourist attractions, and even abroad to get rid of the boredom caused by their daily work. However, not everyone can also take a vacation when tired because of the limited time and considerable costs. Currently, big cities have held a car free day. This event is held once a week. Many things can be done by joining this event. Besides, many benefits can also be felt following it. During the car free day activities, many activities took places, such as gymnastics, cycling community, roller skating community, scooter community, and photographer community. These communities offer services to visitors at affordable rates (Meviana, 2004).

The large number of visitors who come to an event will indeed lead to interactions between one person and another to form a relationship. The social interactions that occur create dynamic relationships that bring people together, groups with groups, and people with human groups. The form is not only in the form of cooperation but also in action, competition, fighting, and the like (Basrowi (2014). Furthermore, a car free day can also provide visitors with a variety of items that can be purchased by them. This moment is also used by the community to sell goods and services, as the form of empowerment in entrepreneurship. In its implementation, empowerment requires several elements and involves stakeholders who can help the business (Lili, 2020). As a response, the government holds the car free day events, and the community is given the opportunity to offer their merchandise to visitors; this has shown a strong collaboration.

Car Free Day for Social Interaction

Car free day is a term that is familiar to the public today. Many things can be seen and happened during the car free day. One of them is meeting the wider community, ranging from children, adolescents to the elderly. Social interaction is a social process regarding ways of establishing relationships that can be seen if individuals and social groups meet each other and establish social systems and relationships (Soejono Soekanto, 2012). In social interaction, all people

can carry out interactions, either between an individual with another individual, individuals with groups, and groups with groups. This interaction can also be seen in the car free day event. Here are some examples: when meeting coworkers, meeting family members, meeting neighbors, and maybe meeting with the boss at the office. Besides, interactions also occur with traders who sell goods, for example, when buying things such as buying food, basic needs, and others.

When refreshing at the car free day event, there are many benefits that people can get from this social interaction. There are various functions and benefits of social interaction, which are the purpose of why people interact: 1) Being able to imitate the positive culture of others in order to be more advanced, this is related to the interacting actors. At least this can train people on how to interact and communicate with the people around us. Besides, the participants in social interactions will be able to provide positive and useful information for one another, 2) Avoiding arguments by finding a solution to a problem and negotiating it with the person concerned. At this point, it can be concluded that with people interacting and using effective communication, the message conveyed to people will be well received. If there is a misunderstanding, this is where the function of social interaction works, meaning that positive interactions will certainly produce good negotiations and disputes will not be found, 3) Establish good cooperation with other people, this can be applied when transactions with traders when shopping. With good interaction, we can work together well, and get the best prices from traders too, 4) Establishing special relationships with other people, this strategy can be practiced when bargaining and when buying things, 5) Establishing closer relationships with friends and family. When visiting on the car free day, most people bring their family members, and this moment can be used as a means of more intense communication with them.

Car Free Day for Culinary Tourism

When visiting the car free day, people will be presented with a variety of views. There are many forms of activities that can be seen and enjoyed there, such as people taking a leisurely walk, promotions, community activities, and selling, ranging from clothing, accessories, and household needs to culinary delights. There are also culinary delights that are known for their delicious taste. Human life cannot be separated from food because human beings need food. There is no day for humans without eating (Artha & Setiawan, 2016). Moreover, the car free day is the most appropriate medium for promoting various products sold by the public. The community is also much helped by this recurring event, even though it is held only once a week. The food sold also varies, ranging from traditional snacks such as various cakes, lontong sayur, pecal, satay, soup, and many other foods. As is well known, Padang City has delicious culinary delights and is well known in Indonesia and internationally.

The government can empower the community through events at the city level. Then the community participates in the event in order to empower themselves by taking this opportunity. Empowerment is based on strengthening the community's abilities and strengths in facing various existing living conditions so that they can rely on their abilities and not depend on other parties (Ardiwinata & Mulyono, 2018). In other words, car free day as a program of the Mayor of Padang City can also empower the community. In short, it is true to the saying, *killing two birds with one stone*.

Car Free Day as Educational Entrepreneurship

Many activities take place on a *car free day*. As mentioned above, apart from being able to refresh the body and mind, this activity could also refresh visitors' tastes through the culinary provided. What is no less important is the existence of business transactions or buying and selling between traders and buyers who are visitors to the *car free day*. The traders who sell here are businessmen who are persistent in selling their products; they have a high enthusiasm for selling. It can become additional knowledge for visitors who come to the *car free day*. Judging from the presentation and types that are varied, the availability of products can also train visitors to find new ideas about what businesses are of interest to the community today. Besides being able to stream the hobby of selling, it can also generate money.

CONCLUSION

Real humans have the strength and ability to carry out work. However, on the other hand, they also need entertainment or stimulating activities to make their mind and body fit again in carrying out their routines. A Car free day comes as an answer for people who are bored with their routines. The car free day can also be used as an educational tour for the community. On the car free day, people can exercise and enjoy culinary delights and can see the form of entrepreneurship run by the community as traders there. This situation can also provide knowledge to family members that many things can be done to refresh themselves. Besides, many ideas can be expressed through entrepreneurial activities. To conclude, creative ideas can be sold and generate money and bring satisfaction to those who have a will to do it.

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