PERFORMANCE OF EMPLOYEES IN TOURIST SERVICES AT THE WEST SUMATERA PARK, TAMAN MINI INDONESIA INDAH

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ABSTRACT
This study aims to measure the performance of tour guides serving visitors and identify the obstacles that exist in the implementation of tour guide activities at the TMII West Sumatra Pavilion. The research method used is descriptive qualitative by means of interviews, observation, and literature study. The results show that the performance of the tour guide in serving visitors is still lacking in terms of discipline, appearance and suitability of working hours, so it can be concluded that the performance of the tour guide does not meet the requirements in the context of excellent service. The unavailability of local tour guides who master foreign languages, making foreign visitors who are not accompanied by a tour leader or tour guide can only enjoy the existing art props without a detailed explanation by a tour guide, and Tour Guides at the West Sumatra Pavilion, the attention, attitude, and action given to visitors are still not optimal. This research contributes practically to the service of tour guides at the TMII West Sumatra Park.

Keywords: tour guide, performance, tourism

INTRODUCTION
Cultural tourism as a tourism product is essentially a type of tourism that offers culture which is a cultural attraction, whether tangible or concrete or intangible or abstract, as well as living culture (continuous culture) and cultural heritage...
(past cultural heritage), main attraction in attracting tourist visits. In living culture, elements that can be used as attractions include the traditions of a certain ethnic group, religious ceremonies and rituals, performing arts, and so on. Whereas in cultural heritage, the attractions offered can be in the form of historical and prehistoric heritage objects, cultural landscapes.

Jakarta as the nation's capital and the center of the Indonesian government with a population of more than 11 million people is a metropolitan city as well as a tourist destination full of charm. As a metropolitan city, Jakarta has complete facilities and infrastructure from simple to modern.

As a tourist destination, Jakarta has a variety of interesting and diverse attractions, from museums displaying collections of past relics, regional and foreign art performances to fully equipped and modern recreational parks. Various tourist and recreational objects in Jakarta that are interesting to visit include: Sunda Kelapa Harbor, Museums, National Monument (Monas); Taman Marga Satwa Ragunan, Taman Mini Indonesia Indah and Imax Keong Emas Theatre, Dunia Fantasi, Taman Impian Jaya Ancol with its Sea World and many more.

One of the attractions that illustrates the beauty of Indonesia's cultural diversity is the Taman Mini Indonesia Indah, which in one tourist attraction has been conceptualized as a miniature of 34 provinces in Indonesia.

Taman Mini Indonesia Indah (TMII) is a very popular and familiar recreation area for residents of Jakarta and other cities in Indonesia, even abroad. The concept presents rides and facilities in a recreational, informative, educative, communicative, and attractive way.

The presentation is manifested in the form of a Miniature Archives of Indonesia which is an artificial lake with an imitation of the Indonesian archipelago along with a cross-section of the land along with regional platforms. Each pavilion displays a traditional house with a traditional architectural style along with the presentation of cultural objects, art performances, traditional ceremonies, culinary diversity, and various intricacies related to the area concerned, which clearly shows the Unity in Diversity of Indonesia.

Regional pavilions from 34 provinces in Taman Mini Indonesia Indah function to provide information and promotions about the area. Therefore, every visitor, both domestic and foreign tourists who need any information about the area in question, can obtain it at the relevant platform.

West Sumatra Pavilion at Taman Mini Indonesia Indah is one of the places provided and can be used as a forum for holding regional activities by the Minang community in Jakarta and its surroundings. The main function of the West Sumatra Pavilion built by the West Sumatra Provincial Government is as a regional promotion and information center, especially those related to the socio-cultural life of the Minangkabau community as well as various types and forms of tourist destinations in West Sumatra.

The West Sumatra platform in management and activities has a dual function. On the one hand, the pavilion functions as an extension of all the interests of the provincial government, namely to become a regional promotion and information media and another function is to accommodate and channel all aspirations and desires of the local community in Jakarta and its surroundings to organize activities that are traditionally carried out in the region.

Moving on from this, in order to improve the quality of the West Sumatran bridge and thereby also increase tourist visits to the West Sumatran bridge, it can be started by improving the performance and quality of the tour guides. Thus, it is important to know how the performance of the tour guides and the things that must be considered by the tour guides in an effort to improve the quality and performance of the tour guides. Based on the background of the problem that has been described, the author will discuss the main problems:

1. How is the performance of the tour guide serving visitors at the West Sumatra Pavilion?
2. What are the obstacles that exist in the implementation of tour guide activities at the West Sumatra Pavilion?

LITERATURE REVIEW

Definition of Guide

According to Oka A. Yoeti, a tour guide is defined as follows: "Tour guide is someone who provides information, explanations, and instructions to tourists and other travelers, about everything that they want to see, witnessed by the tourists and travelers concerned, when they visit a certain object, place or area.

According to E. Amato, an expert from UNDP / ILO stated: Tour guide is the person employed either by the traveler, a travel agency or any other tourist organization, to inform, direct and advise the tourist organization, to inform, direct and advise the tourist before and during his short visit (a tour guide is someone who works for the tourist, travel agency or other tourism agency to provide information, lead trips or provide advice to tourists before or during a short visit).

The functions and duties of a tour guide include:
1. Guiding the journey with tourists to reach their desired destination has been determined according to the task of the tour guide.
2. Provide information, if necessary, as a translator regarding the trip as a whole, especially regarding the tourist objects visited.
3. Giving advice to tourists to take an action or activity.
4. Provide information and explanation to those who provide guiding.
5. As a comrade on a journey.
6. As a protector and provide security guarantees for those who provide guiding.
7. As someone who provides services for travel agents over other tour operators.

It can be concluded that a tour guide is a profession whose job is to accompany and lead a trip made by tourists. In addition, the tour guide also has an obligation to explain, explain and give advice during the trip. Good explanations about any objects seen, whether visited or objects seen by tourists while on their way to suggestions for buying souvenirs (souvenirs).

SOP (Standard Operational Procedure)

The definition of SOP according to Istyadi Insani, in his book entitled Standard Operating Procedure (SOP) is as a guideline for the implementation of office administration in order to improve services. The United States Environmental Protection Agency's book states that essentially SOPs mean a way to avoid miscommunication, conflicts and problems in the implementation of tasks/work in an organization.

Furthermore, according to Gareth R. Jones in the book Organizational Theory, states that SOPs are part of written rules that help to control the behavior of organizational members.

So, from the statements above, it can be concluded that Standard Operating Procedures are a set of instruments within an agency that serve as guidelines for all kinds of agency activities in order to avoid various kinds of problems that exist.

SOPs are useful in many ways, including:
1. Can maintain consistency in carrying out a work procedure
2. It is clearer to know the role and position of each in the company's internal
3. Provide clarity regarding work procedures, and responsibilities in related processes
4. Provide information regarding the relationship between a work process and a work process
5. Minimizing mistakes in doing work
6. Assist in evaluating each company's operational processes

Guiding Technique

In the implementation as a tour guide, a tour guide must follow the applicable SOP, besides that he should have relevant competencies and certificates so that the implementation of his activities can run well.

To be a good tour guide so as to satisfy the tourists who come, we need a service or attitude
that meets the minimum service standards to be a good tour guide.

The following are the basic techniques of interpretation required by a tour guide

1. Language style
   Specific: Do not let our words have several meanings so that visitors are confused about their meaning. Specific words will give a sharp picture. Active: Avoid passive words as much as possible. Active words will draw participants' fantasies towards our topic
   concrete: our words must indicate a real object or event. Concrete words make participants more confident in what we bring
   Familiar: You are not giving a speech, use informal language such as talking to your friends. Familiar situations create a comfortable and entertaining atmosphere.

2. Plot
   Good interpretation is a mix of spontaneity and regularity. must appear spontaneous so that visitors feel a relaxed atmosphere. The most easy-to-use and effective flow of interpretations are Introduction, Body and Closing.

3. Body language
   Facial expressions: showing sympathetic expressions, because understanding usually also comes from non-verbal communication
   Posture and body movement: A relaxed but firm posture shows confidence. Our every move must create meaning for the visitor. When we are nervous, we suddenly appear movements that will damage concentration, for example, rocking the body, leaning on a table, hiding hands, holding clothes.

4. Engage Tourists
   Visitors come of their own accord. Obviously they don't want to be lectured like in school. They want to gain experience not knowledge. For this reason, involving visitors in activities is very basic.

5. Device
   We can use various tools as a means of nonverbal communication. These tools can increase curiosity if used properly. And can create a professional impression.

6. Pick up a Theme to convey a message
   Everything expressed in the interpretation must be in unity. By revealing the facts of truth, this is what we call a theme. The facts we reveal are well-chosen to illustrate our theme.

7. Atmosphere
   The right atmosphere really supports interpretation, for example: we talk about traditional medicine, we make a traditional room layout and others. We must also pay attention to our attitude and way of speaking, speaking politely and not offending tourists is absolutely necessary. The atmosphere must be created from the beginning of the activity.

8. Question
   Use questions to engage visitors. Asking is a very useful skill to add to the attractiveness of our Interpretation. Questions can be used to: Stimulate interest, Help organize programs, Stimulate creative thinking, Emphasize what is important.

9. Humor
   Humor must relate to the theme of the conversation. Not just to make visitors laugh. Do not use offensive humor, humor should be presented subtly, it should be felt to be an integral part of the description.

Excellent service

There are three basic concepts that must be considered in realizing excellent service, namely Attitude, Attention, and Action. In its application the concept of attitude is the success of the service industry business which will greatly depend on the people involved in it. The service attitude that is expected to be embedded in employees is a good, friendly, sympathetic attitude, and has a high sense of company.

The attitudes that are expected based on the concept of excellent service are:

1. Excellent service attitude means having a sense of pride in work.
2. Have a great dedication to work.
3. Always maintain the dignity and good name of the company.
4. The attitude of excellent service is: "right or wrong is still my company" (right or wrong is my corporate).
In carrying out service activities, an officer in a service industry company must always pay attention and pay attention to customer desires. Other things that need to be considered regarding forms of service based on the concept of attention are as follows:

1. Say hello to the conversation starter.
2. Ask what the customer wants.
3. Listen and understand customer desires.
4. Serve customers quickly, precisely and friendly.
5. Placing customer interests at number 1.

In the concept of attention, customers show interest in buying the products we offer. In the concept of action, the customer has made a choice to buy the product he wants.

The forms of service based on the concept of action are as follows:

1. Immediately record customer orders.
2. Reaffirming customer needs/orders.
3. Complete payment transactions for customer orders.
4. Saying thank you is accompanied by the hope that customers will come back again.

Measurement of service quality of products or services is basically the same as measuring customer satisfaction, which is determined by the variables of consumer expectations and perceived performance. Service quality assessment that is widely used by researchers in the service industry is SERVQUAL, proposed by Parasuraman, et al (Achmad, 2007), defines 5 main dimensions related to service quality, namely direct evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy). These attributes can be described and modified according to the type of business and industry under study to then be used as assessment criteria for customers on the company's performance.

The concept of customer satisfaction has a long history in marketing thought. Various studies have been carried out such as by Barsky in Petrick and Backman (2002), about the importance of understanding consumer satisfaction, because satisfied consumers will cause them to become repeat visitors or make repeat purchases. This concept is important for market participants in an already saturated competition. Understanding of customer satisfaction, so that it can meet customer expectations, directly affects sales performance. The ability to react quickly will create higher customer retention which will eventually create sales and can increase customer loyalty (Rangkuti, 2006).

Satisfaction Level

According to Kotler (in Tjiptono, 2002: 148 -50) how to measure customer satisfaction can be done in the following ways:

1. The company's complaint and suggestion system related to subscriptions open contact suggestions and receive complaints experienced by subscribers who are placed in strategic places. There are also companies that buy envelopes that have the names and addresses of the companies written on them, which are used to convey suggestions or complaints and criticisms after they arrive at their place of origin. These suggestions can also be submitted via comment cards. This information can provide ideas and input to the company that allows the company to anticipate these criticisms and suggestions. However, this method can be said to tend to be passive, because not all dissatisfied customers will submit complaints. On the other hand, not many customers are willing to provide quality advice, especially without adequate feedback to those who are struggling to contribute ideas or suggestions to the company.

2. Customer satisfaction survey (customer satisfaction survey) the level of complaints submitted by consumers cannot be concluded in general for consumer satisfaction in general. Generally, research on consumer satisfaction is carried out
through surveys, by post, telephone or personal interviews, sending blank questionnaires to certain people. Through the survey, the company will get direct responses and feedback from customers.

3. Shadow buyers (guest shopping), companies order certain people in certain companies or their own companies to act as potential buyers/customers of the company's products and competitors.

4. Lost customer analysis, a company that has lost a subscription tries to contact the customer by persuading him why he is no longer a customer. What is expected is to obtain information about the causes of this occurrence. The information obtained will be very useful for the company in making decisions.

Things that cause consumer dissatisfaction (Alma, 2000:233), among others:
1. Does not match expectations with the reality experienced;
2. Service during the process of enjoying the service is not satisfactory;
3. Personnel behavior is not pleasant;
4. The atmosphere and physical conditions of the environment are not supportive;
5. The cost is too high, because the distance is too long, a lot of time is wasted, the price is too high; and
6. Promotions or advertisements are too grandiose, not in accordance with reality.

Writing Significance

The significance of writing is divided into 2 types:

1. Academic Significance
   Academic significance provides new knowledge in actual work situations in the field. This aims to practice the theoretical knowledge that has been obtained during 5 semesters of learning at the UI Tourism Vocational Program lectures in the work environment

2. Practitioner Significance

Creating a good relationship or cooperation between the University of Indonesia and Taman Mini Indonesia Indah (TMII)

METHODOLOGY

In collecting data and required information, several data collection techniques were used. This is intended to know the techniques used in an effort to obtain data. The method used in this research is interview. Observation, and literature study.

RESULTS AND DISCUSSION

Performance of a Tour Guide Serving Visitors

Taman Mini Indonesia Indah or better known as TMII depicts the beauty of Indonesia's diverse culture where in one tourist attraction it has been conceptualized as a miniature of 34 provinces in Indonesia. This makes TMII one of the favorite alternative tourist destinations to be visited by students, students, and the general public to get to know various kinds of Indonesian cultural diversity.

To support the sustainability of tourism activities in the Taman Mini Indonesia Indah area it is necessary to be supported by competent human resources, therefore it is very necessary for a competent tour guide to serve and explain in detail to tourists what is on a bridge, especially the Sumatran bridge. West. It can be concluded that Tour Guide is a profession whose job is to accompany and lead a trip made by tourists based on applicable SOPs. In addition, the tour guide also has an obligation to explain, explain and give advice during the trip.

The following are aspects of the performance carried out by tour guides at the West Sumatra Pavilion:

fashion

The daily clothes worn by tour guides at TMII are neat shirts, both long and short sleeves or wearing batik-patterned shirts, dark colored trousers and black loafers or sneakers. In addition, each guide is required to bring a small
notebook, pen, and wear a nametag to show identification. In addition, the guides are also equipped with object pointing sticks and walkie-talkies to communicate with other staff.

**Guide Tourist**

While guiding, the first tour guide introduced himself as part of the representation of TMII on duty that day in polite language.

After that, the guide began to explain briefly about TMII's general information such as the history of its establishment, rides, and supporting facilities. The guides also provide opportunities for tourists to ask things that are not clear or other questions about TMII.

After explaining the general information, the guide began to take tourists to the courtyard of the West Sumatra Anjumgan and gave an explanation about the Province of West Sumatra and invited visitors to enter the pavilion.

Inside the pavilion, the guide explains what objects are on the left and right of the tourists interactively and interestingly, and occasionally uses preliminary questions as an angler so that tourists become more active in participating in the tour. The explanation given is not too long and wide in anticipation of time and material so as not to waste time. It should be noted that the guide takes tourists around the platform in a coherent and orderly manner, so that groups can follow the whole event without missing out on the material presented, as well as to prevent tourists from being separated from their groups and facilitate entry and exit for other groups of tourists.

After finishing walking around the bridge, at the end of the session, the guide asked tourists to check their luggage again, say goodbye and say thank you, invite tourists to visit again on another occasion and don't forget to offer and invite tourists to buy souvenirs.

**Excellent Service Aspect**

The thing that must be considered in the aspect of excellent service is that a tour guide must be able to give a warm welcome to visiting tourists and must be able to direct the imagination of tourists so that it looks like the real situation as in their home region, namely West Sumatra. In addition, tour guides must be able to master the material in order to provide complete information to tourists, so that tourists can feel something different, besides that when giving explanations to tourists, tour guides provide opportunities for tourists to ask questions.

If there are tourists who happen to ask for directions to the toilet or bathroom, then the tour guide shows the direction and the way and is not left behind.

The obligations of the tour guide at the West Sumatra Pavilion include providing information to tourists about what objects are on the West Sumatra Pavilion and explaining physical data about the West Sumatra Pavilion. These physical objects and data include:

1. The type of building the West Sumatra Pavilion is the West Sumatra Pavilion is a picture of a form of community in a nagari. In a nagari, the types of buildings that must exist are traditional houses, traditional halls, and mosques. And the three types of buildings can be found at the Pavilion of West Sumatra Province, in their actual size, except for the mosque considering the limited land. made in a surau.

2. Custom homeJudging from the pattern of life of the people, the house where the Minangkabau traditional / traditional house is called Rumah Gadang (big house). It is said Gadang, not because of its great physical size, but because of its function other than as a family residence. Rumah Gadang is a symbol of the presence of one tribe in one Nagari, as well as a center of life and harmony such as a place for family members to agree and carry out ceremonies. Even as a place to care for sick family members. Rumah Gadang is a symbol of the bond of a kinship within the Minangkabau people. Aside from being a place for women's families to live, it also functions as a place for social activities. Each penghulu must build this gadang house with his people, because it is in this
gadang house that most of the traditional ceremonies are carried out.

3. Traditional Hall or commonly called Balairung, is a place used as a place for leaders to hold meetings about Nagari Indigenous government affairs and hear disputes or cases that function as a peace court. Goosebumps. The edge under it is lower than under the Rumah Gadang. Some of the floors of the Balairung are flat and some are elevated at both ends of the building where the middle floor is cut off. The entrance is from the center of the building which is first through a staircase made of wood. The windows are arranged as much as possible based on two doors per room. What distinguishes Balairung from Rumah Gadang is that the Balairung does not have a room and a kitchen. Likewise, it can be seen in the Balairung located on the West Sumatra Pavilion, where the shape and variety that looks the same as that found in the Gadang House. While the function of the Balairung is intended for the purposes of meetings or performing arts and traditional ceremonial activities.

4. Mosque / Surau

According to Minangkabau customs, mosques may only be established in a community on a Nagari scale. In this case, nagari is a term used to replace the term village where the term refers to the division of administrative areas after the sub-district (part of the Nagari Community). In other words, the mosque is the only house of worship that can be used for Friday prayers, while other houses of worship such as surau are not allowed. Moving on from this, it is necessary to know.

Figure 1. Traditional clothing for rent at the West Sumatra Pavilion

Obstacles encountered in the implementation of tour guide activities at the West Sumatra Pavilion

Based on the observations made by the author, the performance of the tour guides at the West Sumatra Pavilion in serving visitors can be said to be less in accordance with the ideal conditions which refer to the three basic concepts of excellent service. In this case, the tour guide from the West Sumatra Pavilion lacks discipline in providing guiding material to visitors to the West Sumatra Pavilion. The author has several times found tour guides who tend to ignore visitors who are present at the pavilion so that there are no guiding processes between tour guides and visitors, thus these visitors do not get related material that should be given by the tour guide when guiding, this is clearly not in harmony with three basic concepts of excellent service, attitude, attention, and actions. In the application of the concept attitude or attitude is the success of the service industry business which will greatly depend on the people involved in it. The service attitude that is expected to be
embedded in employees is a good attitude, friendly, sympathetic and has a high sense of belonging to the company. The attitudes that are expected based on the concept of excellent service are:

1. Excellent service attitude means having a sense of pride in work.
2. Have a great dedication to work.
3. Always maintain the dignity and good name of the company.

According to the author of a local guide who works at the West Sumatra pavilion, he has not met the criteria for excellent service because he does not have the discipline that causes a tour guide to not have excellent service. The following are examples of non-discipline at the West Sumatra Pavilion, for example:

1. Operational working hours at the TMII West Sumatra Pavilion apply 6 working days in 1 week, for the number of working hours in 1 day 7 working hours and 1 hour resting for Tuesday to Friday while Saturday and Sunday 8 hours of work and 1 hour of rest.
   a. Tuesday Thursday : 08.00-16.00
   b. Friday : 08.00-16.30
   c. Saturday Sunday : 08.00-17.00

   It should be during these working hours that all employees are not allowed to leave the workplace. However, in reality the hours above are just a mere formality because the pavilion is too quiet to make employees sometimes leave the workplace faster, either just to get rid of boredom by going around TMII or going home.

2. Ignoring tourists, for example, when doing an internship at the West Sumatra pavilion, I often see tour guides just standing still, while in the concept above, an employee must have good responsiveness. Looking at this example, it can be concluded that the concierge at the West Sumatra pavilion does not have a good enough responsiveness, besides that it can reduce a person's assessment of excellent service.

3. The lack of excellent service that the pavilion guides have can be seen in the competency of the guides in handling visitors, for example on 27 November 2015 when the author accompanied a West Sumatran bridge guide to handle visitors, it appears that the tour guide holds guiding material to explain objects on the West Sumatra pavilion. Before someone is said to be a local tour guide, they must master the material first. These points can reduce excellent service.

4. The number of guides is only one person. This means that one tour guide must handle all tourists who come to the West Sumatra bridge if by chance the group is not accompanied by the Tour Leader. Of course this can cause information from tour guides to tourists not to be digested properly due to the lack of guide resources and the large number of tourists.

   Seeing what is written in the Government Regulation of the Republic of Indonesia number 67 of 1996 concerning the implementation of tourism, article 50 page 10 says organizers of the exploitation of cultural tourism objects and attractions must:
   1. Provide safety and security facilities and facilities
   2. Employ tour guides and/or experts who have the required skills
   3. Maintaining the preservation of cultural tourism objects and attractions and their environmental arrangements.

   If seen from paragraph 2, it can be understood that the existence of an expert local tour guide is an obligation in cultural tourism objects such as the TMII West Sumatra Pavilion. But in fact, the West Sumatran TMII bridge has not provided a tour guide who can provide more services to tourists. So that this is related to the rights that must be obtained by tourists when visiting the West Sumatra pavilion, as stated in the Law of the Republic of Indonesia No. 10 of 2009 concerning tourism Chapter VII Article 20 regarding Rights, Obligations and Prohibitions
Page 14 it is stated that every tourists are entitled to:
1. Accurate information about tourist attractions.
2. Tourism services in accordance with standards.
3. Legal protection and security.
4. Health services.
5. Protection of personal rights.
6. Insurance protection for high-risk tourism activities.

Points a and b clearly say that information and services are rights that must be given to visitors to the TMII west Sumatra pavilion. So that visitors get knowledge about the history of the building, the cultural history of West Sumatra to the history of the founding of the West Sumatran pavilion itself. Psychologically, this will have an impact on the wider knowledge of visitors and satisfaction with services at the West Sumatra Pavilion.

But in reality on the bridge West Sumatra does not yet have a tour guide who has good capabilities in foreign languages, besides that it does not have the standardization of being a tour guide but only a support staff of the West Sumatran Pavilion who understands many things about West Sumatran culture and serves concurrently as a bridge guide, for the Tour Guides referred to in this article. The above categories are only found in the TMII center but not on existing platforms.

According to Mr. Ghifari who was interviewed on 27 November 2015, one of the local cultural guides of the West Sumatra Pavilion said: "So far, we don't have local guides who have foreign language skills for the West Sumatra pavilion, so usually when there are foreign tourists visiting, it's usually Mr. Adam who handles the tourists because only Mr. Adam knows foreign languages well."

According to Mas Reza who was interviewed on November 27, 2015, one of the students who was visiting the West Sumatra Pavilion said:

"The tour guide who was at the West Sumatra Pavilion was still unsatisfactory because when I was asking about tourist objects at the West Sumatra Pavilion Mr. Ghifari still used text to explain the object to me".

According to the scouting techniques that the author has studied while on campus, local tour guides also have a function as free marketing, because a tour guide who provides good service and information related to the West Sumatran bridge has indirectly promoted the place if the tour guide service is satisfactory.

According to the author, guides at the West Sumatra Pavilion also play an important role in straightening people's views of the Padang people themselves, because many people think that Padang people are stingy and easily provoked emotionally. However, this negative stereotype is actually wrong because in reality not all people of Padang have such characteristics and character, this is where I think the important role of a tour guide is in straightening out people's views on this.'

According to the author, the role of tour guides at the West Sumatra Pavilion is still not good because the tour guides at the West Sumatra Pavilion still do not meet the ideal criteria to become a tour guide. Where the criteria include a mandatory tour guide if necessary to be a translator regarding the overall explanation, especially regarding the tourist objects visited, why do I say that, because the tour guide at the West Sumatra Pavilion does not really understand the function and role of the tour guide who says that the tour guide must guide the journey while with the tourists to achieve the predetermined destination in accordance with the task of the tour guide based on the facts found in the field, the fact is that the tour guide at the West Sumatra Pavilion does not fully undergo this.

Related to the author's opinion on the problems above, TMII should hold training for tour guides who are in TMII so that tour guides get sufficient knowledge to become a good tour guide, one of which is holding foreign language training such as English, Mandarin, or other
languages, which is often the language of foreign tourists. And for the tour guides who have not mastered the object materials on the platforms where they work, TMII should select more guides who want to work on the platforms in TMII.

In addition, other things that need to be considered in order to improve the quality of tour guides include: appearance.

The West Sumatra Pavilion upholds tidiness and cleanliness because appearance is very important in daily work activities, appearance also has many benefits, namely:

For yourself:
- b. Reflecting the character of a good employee.
- c. Become the Image of the Workplace.

For friends around:
- a. Not bothered by body odor.
- b. Be a good reference for co-workers.
- c. Pay attention and correct each other.

For Travelers:
- a. Guests are happy and comfortable.
- b. Guest trust will arise.
- c. Become a positive impression on the Pavilion and employees in the eyes of tourists.

The uniforms used are not regulated in their daily life but are required to wear clothes like people who work in an office. In fact, the author often sees a tour guide at work wearing pants that do not match office clothes such as wearing jeans and sometimes only wearing sandals. This happened solely because of the lack of controlling on the part of the West Sumatra platform.

CONCLUSION
Based on observations and research conducted by participating in work practices at the West Sumatra Pavilion, it can be concluded: The performance of tour guides in serving visitors is still lacking in aspects of discipline, appearance and suitability of working hours, so it can be concluded that the performance of tour guides does not meet the requirements in the context of excellent service. The unavailability of local guides who master foreign languages, makes foreign visitors who are not accompanied by tour leaders or tour guides can only enjoy the existing art props without a detailed explanation by a tour guide, as well as the Tour Guides at the West Sumatra Pavilion with attention, attitude, and the action given to visitors is still not optimal.

RECOMMENDATION
Based on the results of the final project, there are several suggestions that need to be made by the West Sumatra Pavilion tour guide, as follows: The holding of controlling from the West Sumatra Pavilion to discipline the employees of the West Sumatra Pavilion.

Maintain a professional culture by:
- a. Recruiting employees with tourism backgrounds.
- b. Conduct scouting training in order to provide better service to visitors.
- c. Provide English language training based on English for tourism and increase the time to learn English in order to master English thoroughly.
- d. Employ local tour guides who master foreign languages, especially English, Dutch, German, French, Chinese and Malay or according to the arrival of the most foreign visitors.

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