

Paninjauan Ecopark: Ecopark as An Offer of Academic Concept based on Muhammadiyah's Approach

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Abstract: Paninjauan is one of the villages included in the X Koto sub-district, which is the westernmost sub-district of the Tanah Datar Regency, which borders Agam Regency, West Sumatra Province, Indonesia with beautiful views leading to Singkarak Lake which is the second largest lake on Sumatra Island. . On November 21, 2021, the Muhammadiyah Paninjauan Branch Leader was given the mandate of a 5 ha waqf land by the local Walinagari. The land is planned for the development of a natural environment of green open space in the form of an ecopark in collaboration with a Muhammadiyah university which has a Faculty of Tourism and/or Creative Economy. The method used in this research is a literature review by taking the views of Mousa Shakeri, et al (Professor of Iranian Architecture) regarding Eco-Park Design and Dimitrios Diamantis (researcher at Les Roches Management School, Tourism Research Center, Switzerland) related to the concept of ecotourism which is then combined with the mission and vision of the Faculty of Tourism and Creative Economy which is owned by Muhammadiyah. The concept offered for the Ecopark Review is EDIBRACONEMS (Educatings | Innovatings | Bridgings | Brandings | Actuatings | Collaboratings | Networkings I Modelings I Servings) which is an ecopark in the format of a tourist village with the establishment of a series of educational institutions (schools of nature) based on the creative economy to produce various innovations in 16 sub-sectors of the creative economy, placing Muhammadiyah universities as consultants and facilitators as well as collaborators for learning forums for students of the Faculty of Tourism and Creative Economy of Muhammadiyah Higher Education, where local communities get a central place through PAIYO Brand which has 12 business channel as a facility that can be enjoyed by the ecopark visitors.

Keywords: ecopark, waqf, Muhammadiyah, Paninjauan, Paiyo, Edibraconems, tourism

I. INTRODUCTION

Nagari Paninjauan is a nagari (village) in X Koto Diatas District, Solok Regency, West Sumatra. The area of this Nagari is 37 km² or 14.40% of the District X Kota Above with a population of 1,852 people. Most of the population work as rice farmers and secondary crops farmers. The distance from the Wali Nagari Paninjauan Office to the sub-district capital is 3 km which can be accessed by motorcycle taxis and public transportation by paying a fee of IDR 3,000 up to IDR 3,000. IDR 5,000,-. While the distance to the

district capital is about 50 km. This Nagari has a market day (when people shop in a big way at the market where traders from various regions in West Sumatra come) which is on Saturday. This Nagari has 8 jorongs: Aia Batuumbuak, Gurun, Batu Lawas, Kayu Aro, Belansiah, Kubu, gantiang Tabek and Pasar. In 2018 there were only 2 PAUD, 3 SD and 1 SMP in this nagari. While there are no SMA/SMK, local residents have to go to neighboring villages or to other cities in West Sumatra. There are also no universities. In addition to formal schooling, children in this nagari receive informal education in TPA (1 unit) and MDA (3 units) based in mosques or prayer rooms or surau in various Jorong (5 mosques, 10 prayer rooms). There are no health facilities in the form of supporting health centers or pharmacies in this nagari. From the height of this area, you can enjoy the natural beauty of Lake Singkarak which is one of the second largest lakes in Sumatra after Lake Toba (Rahmi, 2019).

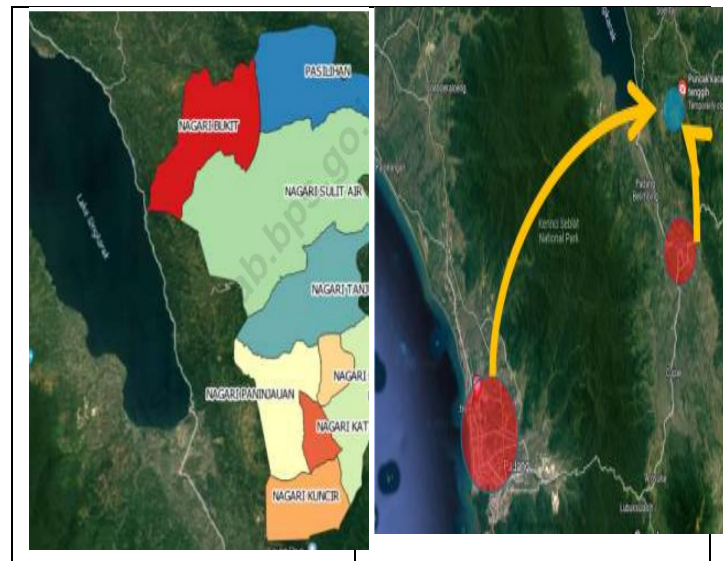


Figure 1 Map of Nagari Overview of Solok Regency (Rahmi, 2019)

Pledge of land waqf of 5 ha from the Chairman of the Nagari Customary Density (KAN) Mr. Burhan Ali, S.Pd Dt. Bagindo Kotik was handed over and received directly by the

Daily Chairperson of PRM Paninjauan A. Thibrani, A.Md on Monday, November 22, 2021. Of course, this is not the first time that Muhammadiyah as a well-known organization through its educational and health institutions is trusted by the community to get a mandate in the form of land waqf.

The 5 hectare land is located in Nagara Paninjauan, Solok Regency, West Sumatra in the form of land located on the hills of Kacang Tengguh which directly leads to Lake Singkarak. Lake Singkarak is one of the lakes that has become an icon of tourist attraction in West Sumatra with an area of 107.8 km² or about 1000 hectares and is recorded as the 2nd largest lake on the island of Sumatra (Putri, 2021). Recently, along with the reverberation of tourist villages, several hilly areas around Lake Singkarak have opened new tourist destination areas, including: Peak Gagoan, Panorama Aripun Puncak Gobah, Bukik Chinangkiek, Peak Aua Sarumpun.

Some of the attractions mentioned above were opened through the spirit of the local community by working together. The managers still rely on the capabilities of the nagari children (local people) and the help of the nomads of the Nagari. It has become national knowledge that the Minangkabau people (West Sumatra) are ethnic nomads.

The experience of managing waqf land is essentially a reinforcing factor for Muhammadiyah's ability to manage waqf assets into productive assets (Ribas, 2021). When the ulayat land from Nagari Paninjauan is handed over to Muhammadiyah through the Branch Managers of Muhammadiyah Paninjauan, it is open to create a more comprehensive ecopark concept by involving Muhammadiyah universities that have study programs related to Tourism and Creative Economy. At least there are several Muhammadiyah universities that already have these study programs, including: Muhammadiyah University of Tangerang, Muhammadiyah University of West Sumatra, Muhammadiyah University of Aceh, Muhammadiyah University of Gorontalo, Muhammadiyah University of Jember, Muhammadiyah University of Purworejo and others.

This article will review the Ecopark concept offer from the Nagari Paninjauan waqf land, Solok Regency, West Sumatra which was handed over to Muhammadiyah with the involvement of Muhammadiyah universities, especially those that already have Tourism Study Programs.

II. METHOD

This research is a literature review-based research where the author analyzes the ecopark concept offered by Mousa Shakeri, et al (Professor of Architecture of Iran) regarding Eco-Park Design and Dimitrios Diamantis (researcher at Les Roches Management School, Tourism Research Center, Switzerland) regarding the ecotourism concept that then combined with the mission and vision of the Faculty of Tourism and Creative Economy owned by Muhammadiyah, namely Muhammadiyah University of Tangerang and Muhammadiyah University of West Sumatra.

III. LITERATURE REVIEW

a. What is Ecopark

Ecopark is a concept that can be adapted as an effort to manage a landscape or park (part of a green open space) that is environmentally friendly and also seeks to make efficient use of natural resources through landscape design and spatial planning. The business side of an ecopark is very strong because it is turned on by the business community at various levels with a focus on providing services that are established with a sustainability approach with strong local community involvement so that they can disseminate information, materials, energy, infrastructure and various services for the business community itself. , the general public so that they can protect the environment with sustainable economic principles and have a social impact on the business community and local communities [Le Tellier et al., 2019].

Here it is clearly illustrated how an ecopark has elements that are important actors in its establishment, namely a business community that can finance the development of the ecopark itself and the local community that fills every activity that takes place in the ecopark. The business mission is not something that is taboo for an ecopark because the use of an ecopark that can attract visitors can be used as an economic turnaround in the form of entertainment or refreshing and education. The key is that the area that will be converted into an ecopark must maintain environmental aspects and ecological balance.

b. Purpose of Ecopark

The essential goal of an ecopark is the achievement of ecological sustainability so that environmental impacts must be considered through the establishment of infrastructure and supporting elements such as the provision of energy, water and management as well as the conservation of local plants and animals must be considered. In addition, the economic cycle of services and facilities available in an ecopark must take place simultaneously to provide financial breath so that the ecopark can continue to exist. What cannot be forgotten is that the social impact for local residents of the operation of an ecopark must be maximized (Le Tellier, 2019).

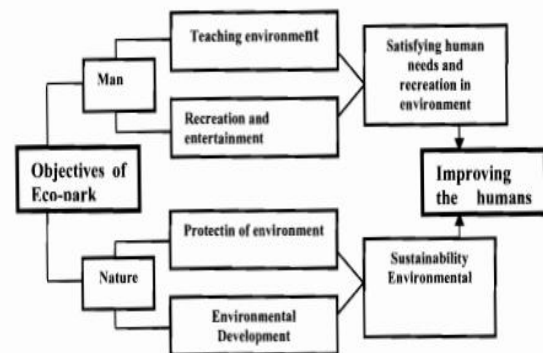


Figure 2 Purpose of Ecopark Existence (Shakeri, 2010)

The targets of the existence of an ecopark are humans and nature. Where for humans there are 2 aspects covered, namely the teaching environment and recreation and entertainment which lead to the fulfillment of aspects of human psychology. Meanwhile, from a natural perspective, ecoparks take on a role for protection of the environment and environmental development which then leads to the birth of a sustainable environment. These two poles in the end again lead to an increase in humanity itself (Shakeri, 2010).

c. *Ecotourism*

Ecotourism is a form of tourism that relies on natural beauty. The debate that arises regarding ecotourism is its position in protected areas (nature reserves) and unprotected areas. There is a need for a paradigm shift from 'tourism-centered' to 'nature-centered' which puts forward the principles of preserving nature rather than solely focusing on the principles of tourism. To realize the essential goals of ecotourism, a structured educational program is needed. Ecotourism which is now growing day by day has turned it into "mass-ecotourism" where people flock to nature-based tourist attractions. The problem is, of course, that the preservation of nature in the ecotourism area requires no small amount of money (Diamantis, 2010).

d. *Tourism and Creative Economy at Muhammadiyah Universities*

In Muhammadiyah itself, the Muhammadiyah Tourism Network (JWM) has been established which is expected to be in line with the establishment of Tourism Study Programs at various Muhammadiyah Universities. With the existence of these various networks, it is certain that the management of waqf assets can be carried out properly, massively, and beneficially for the general public (Andi, 2020).

There are at least 2 Tourism Faculties within the Muhammadiyah tertiary institution that are interesting to put forward regarding this ecopark review, namely the Muhammadiyah University of Tangerang and the Muhammadiyah University of West Sumatra. The reason is that the University of Muhammadiyah Tangerang is a PTM that initially established the Faculty of Tourism. Meanwhile, the Muhammadiyah University of West Sumatra plays a vital role because the Paninjauan is located in the West Sumatra region.

The Faculty of Tourism and Creative Industries, Universitas Muhammadiyah Tangerang was formed in 2017 to assist the government in accelerating the preparation of competent human resources according to the demands of the Asean Economic Community and Globalization era. The creative young generation of Indonesia can choose one of the study programs according to their talents and interests in both the tourism and creative industries. One of the flagship programs initiated by the Faculty of Tourism and Creative Industries, University of Muhammadiyah Tangerang is the business incubator program which has been started since the

soft launching activity on Monday 12 April 2021. Although in a relatively short time, the business incubator program initiated by students of the Faculty of Tourism and Creative Industries Universitas Muhammadiyah Tangerang (UMT) is currently in the process of exploring cooperation with the Association of Indonesian Village Governments (APDESI) with the hope that a Muhammadiyah Business Center IBU-MBC Business Incubator will be established in every village. As a Role Model, the UMT Chancellor issued a policy with the target of educating five village youths with a youth scholarship scheme that drives tourism villages which are expected to become engines of driving the tourism economy and creative industries in their respective villages (Parinkraf UMT, 2017).

The Faculty of Tourism, Muhammadiyah University, West Sumatra, places a strong emphasis on local wisdom to produce tourism people who are faithful and devoted and master applicable science and technology. In addition, UMSB is also committed to collaborating with external institutions in the tourism sector (UMSB Tourism Faculty, 2021).

IV. DISCUSSION

a. *Ecopark as a Creative Community Ecosystem*

The world recognizes three waves of economic development starting from an economy based on agriculture, industry, and information technology. Changes in the order of world civilization today are so fast, we are not finished yet we are amazed by the speed of the economic wave based on information technology at the same time unconsciously has been present in the midst of the world community what Richard Florida in his book "The Rise of the Creative Class" called creative communities, namely community groups whose livelihoods are based on the creative economy (Florida, 2002).

What is the creative economy? Creative Economy is economic added value that comes from the creativity of individuals who have knowledge, technology and arts and culture to produce goods, services or works of art. This creative community class is currently starting to grow in various countries including Indonesia, and is predicted to give a new color to the order of economic, social and social life in the future.
















In accordance with its nature, it can be predicted that the level of the creative economy will grow for a long time and it can even be said that it will never stop let alone be limited by the barriers of time, space and national boundaries.

In line with the creative community movement, as part of the global community association, Tourism Study Programs within Muhammadiyah seek to participate in encouraging the growth of the creative community through a learning approach to creative thinking to build a smart, dignified and independent society. For this reason, the presence of the Tourism study program in Muhammadiyah should be able to participate in:

1. Developing creative industries nationally, regionally and internationally,
2. Play a real role in the world of education in responding to the challenges of creative industry needs, especially in the provision of Human Resources (HR).

b. Ecopark as Gallery and Study Center

What is meant by the gallery function in the context of ecopark development is the existence of nature-based learning facilities supported by various facilities that can be used as miniature world villages (global villages) with animated icons for 16 creative industry sub-sectors. In addition to the creative industry saung, on this land there will also be a main building in the form of a cruise with the function of a homestay or lodging complete with a study room and a library room with 15 main meeting rooms dedicated to the leaders of Muhammadiyah. The fifteen learning figures who have successfully brought Muhammadiyah as a progressive mass organization and are known to the world as a modern organization are:

No	Name/Period	Photo	No	Name/Period	Photo
01	K.H. Ahmad Dahlan (1912-1923);		09	KH Faqih Usman (1968-1968);	
02	K.H. Ibrahim (1023-1934);		10	K.H. A.R. Fachruddin (1968-1990);	
03	K.H. Hisyam (1934-1937);		11	K.H. Ahmad Azhar Basyir (1990-1995);	
04	K.H. Mas Mansur (1937-1942);		12	Prof. Dr. H. Amien Rais (1995-1998);	
05	Ki Bagoes Hadikoesoemo (1942-1953);		13	Prof. Dr. H. Ahmad Syafii Maarif (1998-2005);	
06	Buya A.R. Sutan Mansur (1953-1959);		14	Prof. Dr. KH. Din Syamsuddin MA (2005-2015);	
07	K.H. M. Yunus Anis (1959-1962);		15	Prof. Dr. K.H. Haedar Nashir, M.Si. (2015-2020)	
08	K.H. Ahmad Badawi (1962-1968);				

Through Ekopark, the presence of PTM (Muhammadiyah College) is expected to be a potential driving force for the growth of creative industry centers based on local wisdom through various applied research and community service. With the capabilities of the existing intellectual community (Muhammadiyah residents) and a network of educational business charities (+ 70 elementary, junior high, vocational education charities) it is hoped that

innovative works that are tested to be developed will have an impact on increasing creativity in the creative industry as well as increasing the number of students. patent rights, as well as various research activities published in national/international journals, public policies and appropriate technologies that are beneficial for the development of creative industries in Indonesia. This means that PTM can be a trigger point in the future that will grow and develop a creative society (from the land of Jawara to Champion) a class of society that is able to contribute to national economic growth for the realization of the nation's welfare.

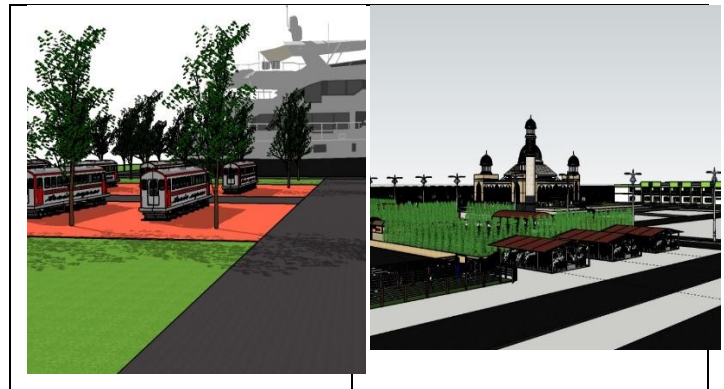


Figure 3. Mockup of Ecopark Overview

At the same time, it is necessary to start thinking together in a planned way so that PTM in the future will not only contribute to the academic learning process, but can act as an institution for protecting and rewarding copyright for creative products to avoid the rise of piracy which weakens the spirit of creativity. today's creative society. Protection of intellectual property rights will provide a sense of justice including economic justice for creative sector actors. This justice is the key to increasing incentives to work and triggering the growth of the creative industry in Indonesia. Finally, from all this is how the implementation of the development of the Creative Industry by PTM towards the brilliance of a nation.

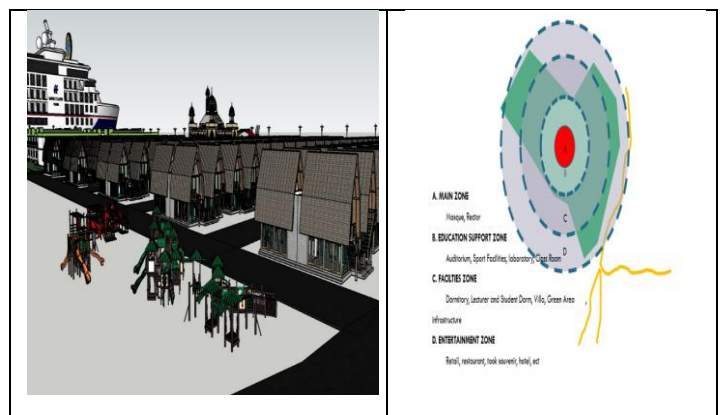


Figure 3. Mockup of Ecopark Overview

As a Study Center, Eco-Park can also function as a miniature global village outlet, Tourism Village and Digital

Village. Research Field. Meanwhile, in the context of the role as a miniature world village, there are at least sixteen animator mascots and their illustrations for branding the name of the creative community club.

No	Animation Icon	Creative Communities	Animasi Animation Icon Illustration
01	Advy	Advertising Community	
02	Fothy	Photography Community	
03	Publy	Publishing Community	
04	Printy	Printing Community	
05	Packy	Packaging Community	
06	Devy	DKV Community	
07	Crafty	Craft Community	
08	Culinary	Culinary Community	
09	Filmy	Film Community	
10	Styly	Style Community	
11	Feshy	Fashion Community	
12	Animacy	Animation Community	
13	Archy	Architectural Community	
14	Rady	Radio Community	
15	Tivy	Television Community	
16	Travy	Travel Community	
17	Trapy	Transportation Community	

As a miniature world village (global village), VISION Ecopark Paninjauan of course wants to be a Tourism Village and Creative Industry Model for Advanced Islamic Da'wah Spreading benefits to the world. This vision will be translated into Action Programs, including: International Culinary and Tourism Center, Community Empowerment Cadre School (SEKAM) and World Scout Camp Area (Scout Camp). Even as an effort to implement a natural school (School of Universe) on a 5 hectare land as suggested by ecotourism business actors, it is possible to make plots of 150 meters each with a sawung building, each plot of 6 (3 queens bawor, 3 musangking, 3 black thorns).

The function of the nature school and tahfiz qur'an as well as health clinics are also made possible by the existence of various supporting facilities, including: There is a chili garden, There is a banana garden, There is a taro garden, There is cassava, There is sweet potato, There is papaya, There is corn. In addition, there can also be a natural atmosphere for activities, including: There is conch cultivation, There is catfish cultivation, There is a cow, There is bio gas, There is a goat, There are laying hens, There are turkeys, There are geese, There are horses, There are deer. These are all examples of embargo villages (independent) where all activities involve the local community by forming various creative communities as village-level as there is currently a GEMPA (Generasi Muda Paninjauan) community.

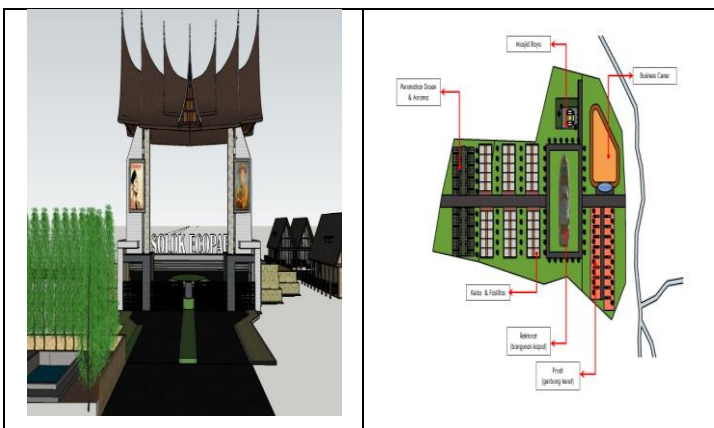


Figure 4. Mockup Ecopark Overview

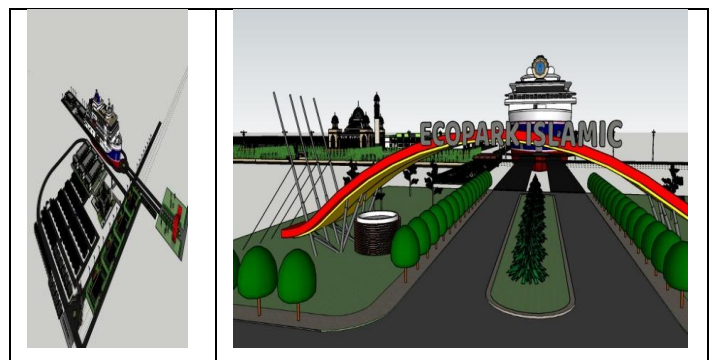


Figure 5 Mockup Paninjauan Ecopark

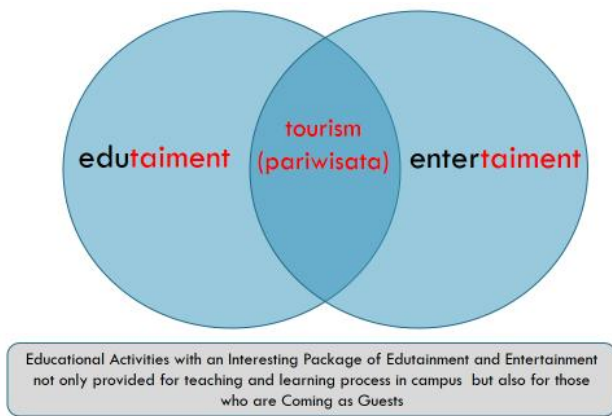
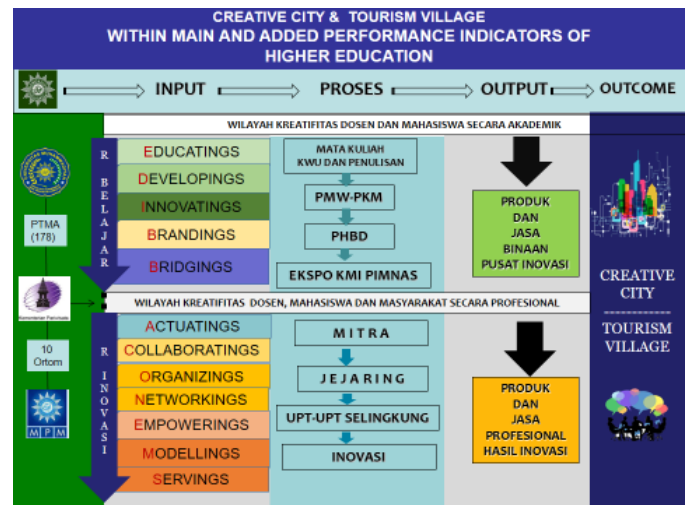


Figure 6 Learning Circle in Ecopark Islamic Boarding School

B. Edibraconems Tagline Incubator Turn On The Branches Advance The Society For A Great Indonesia

EDIBRACONEMS is an acronym for Educatings | Innovating | Bridgings | Branding | Actuatings | Collaborating | Networking | Modeling | Serving. Edibraconems has become the tagline word that was agreed to be the formulation of the performance indicators of the Pandu Hizbul Wathon Business and Business Incubation Center (IBU) action program. This word inspired the writer even more when he was present in a series of Village Potential Exhibition held by the Ministry of Disadvantaged Villages at the Jakarta Convention Center, from 13 to 15 October 2016. The stages of struggle to encourage the growth of the creative class through villages to build the nation within the framework of single diversity.

It seems that the village's Golden Gate tagline is in line with the EDIBRACONEMS tagline, which is of course synonymous with village girl names that are easy to remember so that they are accepted by the wider community. This tagline was also introduced in front of the Creative City Regency self-assessment guide team by the National Creative Economy Agency (2016). These self-assessment activities can be expressed through the EDIBRACONEMS mission (Educatings, Developings, Innovatings, Brandings, Bridgings, Actuatings, Collaboratings, Organizings, Networkings, Empowerings, Modellings, Servings) which in terminology has meaning as described in the scheme below. With this tagline, IBU Pandu Hizbul Wathon certainly sees the correlation of input, process, output and outcome of higher education to the potential for the formation of creative cities and tourist villages through a network of 178 universities in Indonesia. Especially with the potential for partnerships with other PTMAs that have tourism study programs. This means that the existence of educational charities, health charities and economic business charities in the form of Baitul Tamwil Muhammadiyah at the district/city level can be relied upon as a support for the formation of various creative cities and tourist villages in Indonesia. The following is an illustration of the performance achievements of higher education in encouraging the growth of creative urban villages and tourist urban villages in Indonesia.



EDIBRACONEMS may be an Outcome Performance Indicator (IKL) that is set to exceed the National Higher Education Standards (SN-Dikti). The existence of the IBU institution is a concrete form of synergy with the Muhammadiyah association as a result of the coordination meeting of the Hizbul Wathan Banten Scout Movement, the Community Empowerment Council (MPM), the Cadre Education Council (MPK), and the Basic and Secondary Education Council (Madikdasmen), on March 2, 2019 in order to advance the association. Muhammadiyah in Banten. From the aspect of governance, this tagline becomes a tool of control and control over 12 performance achievements, including: Educatings (Education); Developing (Development), Innovatings (Innovation), Brandings (Branding), Bridgings (Connectors), Actuatings (Implementation), Collaboratings (Cooperation), Organizings (Learning Organizations), Networkings (Networking), Empowerings (Empowerment), Modellings (Modeling), Servings (Services).

The following is an overview of the implementation cycle of Muhammadiyah Higher Education synergy collaboration with target communities at village level:

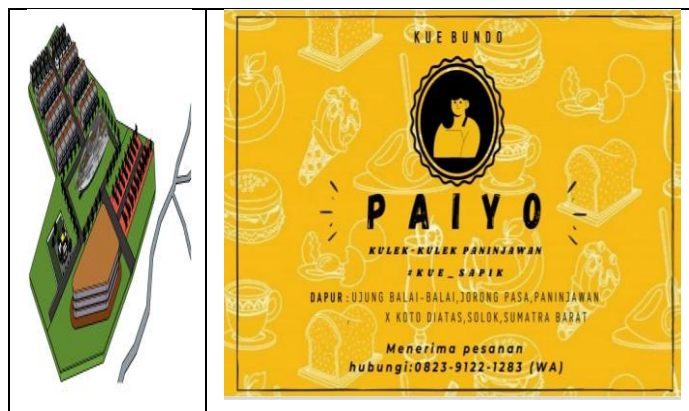
NO	STRATEGY PROGRAM AND ACTION PLAN
A	Educatings, conducting village community development through the process of creative and innovative entrepreneurship education.
	<ol style="list-style-type: none"> 1. Changing the perspective of rural communities from job seekers to job creators; 2. Instilling an entrepreneurial spirit among village communities, especially youth or the younger generation; 3. Making entrepreneurship a medium for shaping the nation's character; 4. To produce entrepreneurial village youths who are creative, innovative, and productive with excellent abilities to create job opportunities for themselves and for others; 5. Making entrepreneurship a driving force for the growth of the rural community-based economy and creative industry on a micro, small, even medium and large scale. 6. Making education an effort to create a generation of

	village entrepreneurs who have characters with good intellectual, emotional and spiritual intelligence.
B	Developings, conducting research on the development of various tourism potentials and village creative industries.
	<ol style="list-style-type: none"> 1. Conduct research on the development of village handicraft products. 2. Conducting research on the development of a typical village culture 3. Conduct research on the development of village tourism potential 4. Conduct research on the potential development of village creative industries
C	Innovatings, encouraging village innovation works to be market-worthy.
	<ol style="list-style-type: none"> 1. Innovating village entrepreneurship through research activities based on economic science or creative industry; 2. Conduct research on collaboration between universities as a form of village development detachment. 4. Take an active role in leading national strategic research activities as a form of developing cooperation insights; 5. Take an active role in leading research activities in universities and industry. 6. Take an active role in competency research activities in accordance with the field of study and teaching competence; 7. Actively involved in MP3EI national priority research activities (Masterplan for the Acceleration and Expansion of Indonesian Economic Development)
D	Bridgings, bridging village business actors with the world of education, business and banking
	<ol style="list-style-type: none"> 1. Expand and strengthen partnerships with various stakeholders at national, regional and international levels; 2. Develop a pattern of synergy, collaboration and contribution with various Government Stakeholders, Regional Governments, Business, Industry, Education, Entrepreneurs Associations, Youth and Community Organizations; 3. Performing vertical and horizontal integration with various economic and industrial growth businesses in centers of economic and industrial growth; 4. Increasing the role of facilitation and mediation in spurring the business growth of young village entrepreneurs; 5. Optimizing the use of existing information, communication, education, socialization and advocacy technology media to spur the implementation and development of the Village Community Entrepreneurship Program.
E	Brandings, growing the brand image of village entrepreneurship products in the market free.
	<ol style="list-style-type: none"> 1. Entrepreneurship incubator brand for village 2. Promotion of marketing of domestic and foreign hip products; 3. Brand One Village One Scholar. 4. Branding One Village One Product 5. Branding One Village One Scout
F	Actuatings, implementing real action on entrepreneurial prospects based on research results at the village level.
	<ol style="list-style-type: none"> 1. Establish IBU-MBC at the branch level of partner institutions assisted by MSMEs at the Village Level; 2. Establishing the Academia Industry Gallery and Innovation Center as a university-model IBU-UMT-MBC Business and Business Incubator laboratory; 3. Offered the establishment of the IBU-PTMA Academia Industry Gallery and Innovation Center to 174 other PTMAs in Indonesia.

G	Collaborating, encouraging the formation of a creative village entrepreneurial community based on local wisdom
	<ol style="list-style-type: none"> 1. Facilitating village entrepreneurs in meeting outstanding young entrepreneurial idols with students, university students, scouts and youth organizations; 2. Facilitating the activities of village business actors at the Ministry of Village Village Potential Expo and other relevant government institutional programs; 3. Facilitating village residents in utilizing access to banking capital; 4. Facilitating village residents in the formation of Bumdesa and Village Entrepreneurship Capital Institutions (LPKD); 5. Facilitate Bumdesa managers in developing youth entrepreneurship management systems.
H	Networkings, building a network of village entrepreneurs nationally, regionally and International
	<ol style="list-style-type: none"> 1. Encouraging Bumdesa managers to be active in village entrepreneurship Stakeholder communication forums; 2. Encouraging Bumdesa managers to be active in village entrepreneurship development study forums involving the press, domestic and foreign universities, Employers' Associations, Professional Associations; 3. Encouraging Bumdesindo managers to be active in the Village Entrepreneur Website-Based Information Exchange; 4. Encouraging Bumdesa managers to contribute to the dissemination of information in the village entrepreneurship journal.
I	Modelings, establishing model businesses (PT, CV, Cooperatives) in the village environment as well as the association's network cooperation model business
	<ol style="list-style-type: none"> 1. Make the Bumdes C-Pay unit a model business unit for every Bumdesa incorporated in the Bumdesindo container; 2. Encourage the formation of a Bumdesa model business unit as a target for internships and comparative studies of other Bumdesa managers; 3. Apprenticeship of domestic and foreign village entrepreneurs; 4. Selection of outstanding village entrepreneurs; 5. Development of Village Entrepreneurship Business Incubation; 6. Establishment of a village creative entrepreneurship center; 7. Establishment of provincial and district/city level village entrepreneurship forums;
J	Servings, providing consulting services for the establishment of new businesses, training and product development research both for Bumdes members as well as the general public
	<ol style="list-style-type: none"> 1. Provide consultancy services for the establishment of new businesses for villagers; 2. Providing consultancy services for the management and management of Bumdesa business management; 3. Providing consulting services and packaging design for Bumdesa business products; 4. Provide consultancy services and research for the development of Bumdesa business.

c. PAIYO Brand Merk Model Usaha Khas Nagari Paninjauan

To support the existence of Ecopark Paninjauan, the establishment of a business incubation center is a necessity. A brand must be provided so that his name is attached to the hearts of those who hear. In this case, the author proposes the name PAIYO as a business brand for Ecopark Paninjauan. Where the brand will later be used for several business incubation centers in the Paninjauan ecopark area, including: 1. PAIYO Dining Hut; 2. PAIYO shop; 3. PAIYO restaurant; 4. PAIYO outlets; 5. PAIYO Gallery; 6. Minang Restaurant PAIYO; 7. PAIYO Studio; 8. PAIYO property; 9. PAIYO Farm; 10. PAIYO Tour; 11. PAIYO Tour & Travel; 12. PAIYO-TV. The branded incubator is going to be under coordination cooperation held by Paiyo Sejahtera Koperasi, Ikatan Keluarga Paninjawan Saiyo.



V. CONCLUSION

The Ecopark Paninjauan concept, which is a follow-up to the 5 ha waqf land from Walinagari Paninjauan, pays attention to sustainable infrastructure aspects with a consistent commitment to nature care. The infrastructure that will be built is creative economy-based business outlets and lodging for visitors who are guided by the local Paninjauan community called PAIYO. In addition, in this ecopark area, a Natural School with various levels of education will be built as well as a Qur'an tahfidz house to facilitate local wisdom where Paninjauan is part of the Minangkabau traditional area which is very thick with Islamic values. Creative industry-based business outlets will later be facilitated and supported by the Faculty of Tourism, University of Muhammadiyah Tangerang and University of Muhammadiyah West Sumatra. Then, other Muhammadiyah autonomous organizations such as the Hizbul Wathan Banten Scout Movement, Community Empowerment Council (MPM), Cadre Education Council (MPK), and the Basic and Secondary Education Council (Madikdasmen) were also maximally involved. Ecopark concept This review covers 12 performance achievements, including: Educatings (Education); Developing (Development), Innovatings (Innovation), Brandings (Branding), Bridgings (Connectors), Actuatings (Implementation), Collaboratings (Cooperation), Organizings (Learning Organizations), Networkings (Networking),

Empowerings (Empowerment), Modelings (Modeling), Servings (Services).

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