

Strengthening of Character for the Young Generation through Walking Tours in Tourism Destinations of Semarang City

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Abstract. Strengthening character for the younger generation today has become an issue that is widely discussed in society after various reports spread about social problems that arise in society, such as acts of violence, intolerance, and other crimes committed by the younger generation. This study aims to determine the effectiveness of the Walking Tour as a medium and educational solution in strengthening the character of the younger generation. This study used a qualitative approach with a qualitative descriptive analysis method. Data collection through observation, interviews, documents, and literature. The results of the study show that walking tours in tourist destinations in the city of Semarang can be an effective innovation in strengthening the character of the younger generation with a variety of activities that are not just adventurous, but with learning about historical values and local cultural heritage which are integrated with non-traditional learning approaches with a fun and interactive formal. In addition, it also increases a sense of nationalism, social awareness, pride in local products, and empathy for local indigenous cultures.

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1 Introduction

The younger generation has a very strategic position, apart from being a productive human resource asset for development, as well as being the holder of the nation's leadership succession in the future. Moreover, in 2020 -2030, Indonesia will enter a demographic bonus, which is a condition where the productive population or workforce (ages 15-64 years) is greater than the unproductive population (under 5 years and above 64 years). Indonesia needs to prepare a young generation who understands the problems of its future. However, currently the younger generation in the era of advances in digital technology is facing various challenges, both disruptive, competitive and destructive. All of these challenges require the readiness of quality human resources (HR) who have personal figures with strong characters, and are adaptive to deal with rapid changes. Meanwhile, the problem of strengthening character for the younger generation is currently an issue that is widely discussed in the community after various reports spread about social problems that arise in society, such as acts of violence, intolerance, and other crimes committed by the younger generation (Iriyanto Widisuseno, 2020: 14).

UNICEF data for 2016 shows that violence against fellow adolescents in Indonesia is estimated at 50 percent. In addition, from data from the Indonesian Ministry of Health for 2017, there were 3.8 percent of students who stated that they had abused narcotics and dangerous drugs (FKKMK-UGM, 2020). The data illustrates that there is a situation that is still concerning among Indonesia's younger generation, especially regarding the problem of character crisis which until now has not been completely resolved by the government. Although various ways through education have been carried out by the government to overcome this, it seems that they have not been effective.

It is necessary to find alternative ways of character education for the younger generation that are more effective in the current Tourism 4.0 era. One of the efforts that can be made to achieve this goal can be done by utilizing the role of tourism as an alternative learning media for the younger generation as a more meaningful form of character strengthening. One of the effective educational tours to strengthen the character of the younger generation is through tourism activities with the Walking Tour. Like what was done by the Happy Walking Tour Agency group in Semarang. The Walking Tour here is not just an ordinary tourist trip carried out by a group of people, but a tourist experience that is packaged

interactively to strengthen the critical sides of the younger generation through learning history, culture and locality as well as developing a sense of social attachment. Walking Tour or Walking Tour, since the pandemic has become an increasing trend among tourists, both domestic and foreign. According to one walking tour operator in Indonesia, he concluded that tourists now want a more in-depth experience, away from conventional tourist spots and try something more authentic. Walking tours are the answer. By joining the walking tour, participants can experience the daily life of local residents, explore hidden corners of tourist destinations, and gain deeper insight into local culture. Moreover, walking tour operators such as Jakarta Good Guide and Bandung Good Guide promote themselves in a modern way through Instagram and TikTok channels with viral content. The trend of walking tourism is increasing and is in great demand in Indonesia (Source: Ariyo, Reasons to take a Walking Tour, <https://bandungwalkingtour.id/7-alasan-kenapa-harus-ikut-walking-tour/>).

This study aims to examine the effectiveness of Rejoicing Walking Tour in Semarang City tourist destinations as a media and educational solution to strengthen the character of the younger generation. The target of the research object is the young generation in the city of Semarang with the status of employees and students who actively participate in the Walking Tour. They are assumed to have knowledge and ideals of the future of life. In addition, they are synonymous with the digital generation, which is always close to various information. This research method uses a mixed method, namely a combination of quantitative and qualitative methods using qualitative descriptive analysis. This is done so that researchers in studying quantitative data can explore the reasons (reasons) or social meanings hidden behind the quantified actions. Qualitative methods allow researchers to understand people personally and view them as they express their world views (Robert Bodgan and Teven J. Taylor, 19930: 30). In addition, with qualitative methods, researchers can find reasons (reasons) hidden behind the actions of actors of social action or find the social meaning (social meaning) of a social phenomenon. For data collection through observation, interviews, documentation, and literature study. The collected data is carried out by a qualitative descriptive analysis process, namely describing the situation or status of the phenomenon with words or sentences. The aim is to find out and describe certain social phenomena and try to analyze them in accordance with reality based on the data obtained. The results of this study are expected to prove that the

Walking Tour Rejoicing model in Semarang City tourist destinations is an effective innovation for strengthening the character of the younger generation in Semarang City through various activities tour. This tourism activity is not just an adventure, but with learning about historical values and local cultural heritage which is integrated with fun and interactive non-formal and non-conventional learning approaches. In addition, it also increases a sense of nationalism, social awareness, pride in local products, and empathy for local indigenous cultures.

2 Results and Discussion

2.2 The Phenomenon of the Development of the Walking Tour

Walking tour is a new way to vacation in the city through tourism activities on foot to explore certain areas. This kind of tour activity is guided by a tour guide or tour guide. The aim is that the tour participants can understand various knowledge and historical information contained on their travel routes. During the tour, participants are not only invited to know the tourist destinations, but also to understand various things about the roads, areas, and buildings that are passed. The trip will be carried out accompanied by a tour guide or tour guide who conveys information about visiting points. There are several interesting things that can be obtained from the walking tour. In general, walking tour rates are more affordable than other types of vacations. In addition, the duration of the walking tour is quite short, which is a few hours. The next interesting thing is that tourists do not only walk and see, but also know and know more about the ins and outs of a city or an area. Tourists can also find out the history and cultural values of a destination. One more interesting thing that can be obtained is physical fitness. Walking a few kilometers for several hours will make the body move as if it were exercising. Through walking tours, tourists can enjoy the atmosphere, views, stories, history, and various things related to an area. The trip will make tourists feel closer to certain places. Based on the survey, there are already several walking tour options in various cities.

2.2.1 Jogja Good Guide

Jogja Good Guide offers itineraries on weekdays and weekends. This walking tour route is approximately 1-3 kilometers with a travel duration of 2-3 hours. Some of the Jogja Good Guide walking tour routes are Malioboro, Kotabaru, Kotagede, Pakualaman, and Jaba Beteng.

2.2.2 Yogya Walking Tour

If we want a walking tour with a focus on tourism and history, Jogja Walking Tour can be the answer. This walking tour agency is managed by a community of historical activists, namely the Museum Malam Community. Jogja Walking Tour uses a pay as you wish payment system, which is a payment system that is adjusted to the participants' satisfaction with the services of tour guides or tour guides. Several routes that can be taken are North Square, Kotabaru, Sambisari Temple, Ketandan Village, and South Square.

2.2.3 Jakarta Good Guide

This includes a popular walking tour agency in Jakarta. The agency also uses a pay as you wish payment system. Jakarta Good Guide offers 2 types of routes, namely regular routes (on weekdays) and weekend routes. Each route will be completed within 2-3 hours. The number of participants in one trip is between 1 and 15 people. You can also book a walking tour for a group. The routes offered include Old Town, Chinatown, Menteng, Pasar Baru, and Tanah Abang.

2.2.4 Have fun Walking Tour Semarang

Bersukaria Walking Tour offers walking tours to explore Semarang City. The implementation schedule is weekends, Saturday and Sunday. The agency offers regular routes and special routes, such as the Heroes' Cemetery on National Hero's Day. Apart from that, there are also mini-trekking, cycling tours, and walking tours while culinary tours (like snacks). The walking tour routes offered by Bersukaria Walking Tour Semarang include Chinatown, Spoorweg, Kota Lama, Pleburan, and Radja Gula. The payment system is a booking fee (for regular routes) and pay as you wish as a tip to the tour guide. (Source: ERA.id - Walking. <https://era.id/travel/116886/walking-tour-adalah>).

2.2 Benefits of Walking Tour

The walking tour itself has various benefits that can be obtained for the culprit. The benefits of this activity are as follows:

2.2.1 Get to Know More History

On a walking tour, you will usually be invited to visit locations that have historical value. Thus, you can have the opportunity to get to know more about the culture and stories of the past involving tourist objects on this tour.

2.2.2 Encounter Various Hidden Gems

Not only limited to knowing the history related to tourist objects, walking tour activities are a means that can bring tourists together with hidden gems. In this case, hidden gems are places that many people don't know about and would be a shame to miss. In general, these places have aesthetic value and benefits that can be felt by visitors. Therefore, if tourists try this tour, make sure to carefully observe all the areas that are traversed.

2.2.3 Healthy Body

Of course, a walking tour requires you and those closest to you to actively move while traveling. Therefore, this kind of vacation can nourish the body. You can get various benefits from walking, such as burning calories, increasing thigh and calf muscle strength, and even lowering blood sugar levels. In addition, while outside, tourists will be exposed to enough sunlight so that the need for vitamin D can be fulfilled. Vitamin D is very beneficial for blood cells, bones, and the immune system (Source: <https://www.sehataqua.co.id/walking-tour/>)

2.3 Contextualization of the Walking Tour by Strengthening the Character of the Young Generation

Research on strengthening the character of the younger generation through the Joyful Walking Tour in Semarang City has high relevance in the context of education and tourism in the digital and globalization era. This is evident from the majority of respondents who answered that they were very interested in participating. Where in this fast-paced and complex era

of change, young people often find it difficult to strengthen their character in empathy, courage, and independence. Therefore, this research can provide educational solutions that are effective and innovative in strengthening the character of the younger generation through educational tourism activities, so as to help them deal with rapid social and environmental changes. In addition to relevance, this research also has high significance in the form of a contribution to the development of tourism education and programs with an educative, innovative and interactive approach. Bersukaria Walking Tour carries a collaboration between interesting and fun non-conventional tourism and learning activities, so that the younger generation can learn about local culture and the surrounding environment, as well as increase their understanding and appreciation of the uniqueness and diversity of the region. In addition, this research also shows that the development of tourism based on local culture through the media Bersukaria Walking Tour in Semarang City can have a positive social impact and increase the economy for the local community, so that it can open opportunities for increasingly optimal welfare for the parties involved. The results of this study also have the potential to show and change perceptions that tourist tours can also be an alternative means of tourism programs to improve the welfare of local communities and have a positive impact on the development of tourism and education development in the city of Semarang.

2.4 Educative Principles in Building a Walking Tour as an Alternative Solution to Strengthening the Character of the Young Generation

In an effort to strengthen the character of the younger generation through the Walking Tour, it is important to understand that there are aspects that must be considered in character education. The intended aspects are knowledge (cognitive), feeling (feeling), and action (action) which must be integrated in a balanced way so that character education can run effectively and succeed in strengthening the character of students (Lickona, 2003: 2). These three character components are needed so that children are able to understand, feel and at the same time practice virtue values (Iriyato, Widisuseno, 2023: 7). In addition, character strengthening can also be implemented by implementing the five main values listed in the book *Concepts and Guidelines for Strengthening Character Education*, including religion, nationalism, independence, mutual cooperation, and integrity (KEMENDIKBUD, 2018: 45). Integration of these important

aspects is expected to be able to make the younger generation as individuals who are qualified and resilient, build a better nation, ready to face challenges in the future. In addition, it also achieves the vision of realizing a noble, moral, ethical, cultured and civilized society based on the Pancasila philosophy (Sutiyono, 2018: 56) One of the efforts that can be made to achieve this goal can be done by utilizing the role of tourism as an alternative learning medium. for the younger generation as a more meaningful form of character strengthening. One of the effective educational tours to strengthen the character of the younger generation is through tourism activities with the Bersukaria Walking Tour. Enjoying the Walking Tour is not just an ordinary tourist trip, but an experience that is packaged interactively to strengthen the critical sides of the younger generation through learning history, culture and locality as well as developing a sense and attachment

2.5 The Effectiveness of the Joyful Walking Tour as an Educative Tour for the Young Generation

Indicators of the effectiveness of the Rejoicing Walking Tour as an educative tourism medium for the younger generation are measured from a number of elements of character building attitudes, namely character strengthening is felt to be important for the future, interested in Rejoicing Walking Tour as an educational tour, can get to know the history and culture of the Walking Tour, improve impersonal skills, more confident, helps increase empathy, increases creativity, improves English skills, improves leadership skills, is willing to recommend to other friends. The results obtained from the research show that from all respondents (70 people) the majority answered strongly agree and agree that the Berlikarial Walking Tour as an educative tourism activity for the younger generation is able to foster a number of elements of character-building attitudes: character strengthening is felt to be important for the future, interested in Rejoicing Walking Tour as a educational tour, get to know history and culture from the Walking Tour, improve impersonal skills, have more self-confidence, help increase empathy, increase creativity, improve English skills, improve leadership skills, willing to recommend to other friends. The data from this research shows that the Joyful Walking Tour as an educational tourism activity is effective for strengthening the character of the younger generation. Other evidence from the results of the research found the following facts.

2.5.1 The Walking Tour factors into a Fun Activity

Interactive learning method and not boring. Add friends and relations from different backgrounds or have common interests and backgrounds in history, archeology, art, or other social science fields. Visit directly the location and destination of objects of interest. Can communicate and exchange perspectives with others so as to foster critical and collaborative thinking. His journey is interspersed with humor and interesting facts that have been validated by truth (not just word of mouth). The object visited also has aesthetic value to be studied or just photographed. Access to bookings is easy and the price of payment is affordable. An atmosphere of adventure and excitement that is inspiring and different from conventional tours. Fun, skilled, and communicative guides or storytellers.

2.5.2 The Fun Walking Tour activities strengthen the character of the younger generation

When visiting the Dutch Ereveld tomb, you can study and stop by and read information related to the object. If you're lucky, you can join the flower-laying and candle-giving event. A visit to the Mandala museum, which is complete with dioramas and relics as a form of real visualization of the storyteller's explanation. Routes related to heroism also provide a lot of exemplary values, train communication and critical thinking. Walking activities during the tour have also formed individuals who can drive and walk well on the streets. Visits or old city routes where many sellers are elderly, we usually meet and can buy them as a form of empathy. Raise awareness about social, historical, or environmental issues. When the activity is related to cultural visits or unique traditional things, it causes the development of a sense of connectedness and pride in local cultural identity. When the route is related to ethnic and cultural diversity in the city of Semarang (Chinatown, Kampung Melayu, Kauman), apparently it can increase understanding of pluralism, tolerance and cultural diversity. The choice of various types of tours is not only concentrated in the city. Flexible activity time and increasingly interactive explanations. The more flexible for ordering, the more diverse and inspiring social media educational content.

3 Conclusion

Enjoying a Walking Tour in a tourist destination in the city of Semarang can be an effective travel innovation for strengthening the character of the younger generation, through a variety of tourism activities that are not just adventurous, but also by learning about historical values, local cultural heritage which is integrated with a learning approach. fun and interactive non-formal and non-conventional. Thus a sense of nationalism, social awareness, pride in local products, and empathy for local indigenous culture will grow. On the other hand, Enjoying the Walking Tour in the tourist destination of Semarang City will encourage regional economic growth in the tourism sector.

4 Recommendations

The Walking Tour Agency needs to undertake a more extensive and active marketing campaign to increase public awareness. Offers special packages and discounts for students and students. Establish partnerships with local cultural institutions, such as museums and art galleries, to integrate walking tours as part of their learning experience. Collaborating with local communities and non-governmental organizations that focus on preserving cultural heritage. Using technology or digital things such as augmented reality, louder speakers, and applications on mobile phones that provide additional information, stories, or activities that involve participants directly. Involve influencers or public figures who are popular among the younger generation to expand marketing reach. The government must facilitate facilities and infrastructure for regional tourism objects.

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