

Social Community Birmingham Small Arm Owner Motorcycle (BOM'S) Intervention in Fight for Pedicab to Be a Local Transportation for Tourists in Pematangsiantar City, Sumatera Utara Province

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Abstract: This research purpose to describe the social intervention of the Birmingham Small Arm Owner Motorcycle Siantar (BOM'S) community in fighting for pedicabs with the Birmingham Small Arm (BSA) motorbike brand as a means of transportation for tourists. The research method was carried out with a qualitative approach, the informants in the study were the key informants and 4 main informants. The location of the study was carried out in Pematangsiantar City. The results of this study describe social intervention by the Birmingham Small Arm Owner Motorcycle Siantar (BOM'S) with 4 demands called the "Empat Tuntutan Rakyat Bikers Becak Siantar", with demonstration activities, besides the community also conducts social activities such as touring, tourism promotion in Pematangsiantar City. antique motorbike exhibitions, cultural arts performances, and the next action was the construction of the Becak Siantar monument in the Siantar City Square in 2018, which featured the Siantar pedicab with the Birmingham Small Arm/BSA brand motorbike as an icon of the Pematangsiantar City. The conclusion of this study is a model of social community intervention that is carried out using a model of social action and community development.

1 INTRODUCTION

The long journey of the motorized pedicabs by Birmingham Small Arm (BSA) in Pematang-siantar City from the beginning of its existence in 1960 until now as an object that has historical and cultural values has been famous in North Sumatra, Indonesia, and even the world. According to Warongan (2014), this is because Pematangsiantar City is the only city in the world that uses a large motorbike brand BSA (Birmingham Small Arms) en masse as a means of public transportation. (Putri, 2018).

BSA/Owner Motorcycle (BOM'S) social intervention in Pematangsiantar City together with community leaders, pedicab drivers, BSA motorbike owners filed 4 demands called "Four People's Demands Bikers Becak Siantar", including:

1. Revoke the Regional Regulation on the Elimination of Siantar Pedicab with the motorbike brand Birmingham Small Arm / BSA
2. Tax Relief of Old Motor Letters

3. Realize the regional regulation governing Siantar Pedicab with the motorbike brand Birmingham Small Arm/BSA as the only tourist transportation in Siantar
4. Requesting the government to take over maintenance and make rules prohibiting the sale of BSA motorcycles and Siantar Pedicab with the motorbike brand Birmingham Small Arm/BSA outside the Pematangsiantar City area. (Trisuci, 2018).

To see the originality of this study, the previous research collected by Putri and Hasanah (2018) with the title *Social Solidarity of BSA Owner Motorcycle 'Siantar (BOM'S) Organization Members in Pematangsiantar City*, Sitompul (2015) with the title *Adaptation Strategy for Siantar Becak Towing (Case Study: Towing Becak in Siantar Utara District)*, and Warongan (2014) with the title *Organizational Culture in BSA Owner Motorcycle Siantar (BOM'S) in Pematangsiantar City*.

Based on these titles, no one has examined the social intervention of the Birmingham Small

Arm/BSA Owner Motorcycle 'Siantar (BOM'S) community in the City of Pematangsiantar.

Pematangsiantar City is now in the spotlight both from within the city and outside the city, with the inauguration of the "Tugu/Monument Becak Siantar" as an Icon of Pematangsiantar City on 15 October 2016 (Putri, 2018).

The struggle to make Pematangsiantar City a tourist destination has become the motto of the Birmingham Small Arm Owner's Motorcycle 'Siantar (BOM'S), namely "transit no, destination yes". Various social interventions carried out by the Birmingham Small Arm Owner's Motorcycle 'Siantar (BOM'S) community in empowering pedicab drivers, making tourist destination routes for pedicab drivers in Pematangsiantar City, disseminating cultural festivals to the routine agenda of the Birmingham Small Arm Owner's Motorcycle 'Siantar (BOM'S) community. Thus the researcher has the basis to develop research towards the social intervention of the Birmingham Small Arm/BSA Owner Motorcycle 'Siantar (BOM'S) community in the City of Pematangsiantar. The purpose of this research is to Analyze the intervention model of the Birmingham Small Arm Owner's Motorcycle 'Siantar (BOM'S) in realizing the Becak Siantar using the Birmingham Small Arm (BSA) brand motorbike as transportation tourism in Pematangsiantar City.

2 METHOD

This research uses a qualitative descriptive approach, the data collection method uses field observations, deep interviews, research locations in the Birmingham Small Arm/BSA Owner Motorcycle's Siantar (BOM'S) in Pematangsiantar City. This research was conducted in the following stages. The first stage was carried out by observing the Birmingham Small Arm/BSA Owner Motorcycle's Siantar (BOM'S) community in Pematangsiantar City carrying out empowerment activities for the bikers and pedicab driver's community, then the researcher determined the research informants (key informants, main actors and additional informants) to explore social intervention carried out by the BSA/Owner Motorcycle (BOM'S) Siantar community. Data analysis techniques using component analysis techniques (Component Analysis).

3 RESULTS AND DISCUSSION

At present, the population of the Siantar pedicab is getting down and disappearing from the streets of Pematangsiantar City. The more difficult it is to find pedicab drivers using the Birmingham Small Arm (BSA) motorbike as an indicator of the scarcity of motorcycles or pedicabs with the Birmingham Small Arm (BSA) motorbike brand. Many of these old motorcycle enthusiasts have resulted in many motorcycle and pedicab owners selling their motorbikes or pedicabs to buyers from outside Pematangsiantar City.

BSA is short for The Birmingham Small Arms Company. This company was originally founded to supply weapons to the British Arm during the Crimean War (1853-1856). After the war, The Birmingham Small Arms Company continued to develop its products. During World War II (1939-1945), the Birmingham Small Arm/BSA Factory became one of the main suppliers of military vehicles for the British Arm. At that time, they produced 126,000 M20 motorcycles with a 500 cc engine capacity. This motorcycle, which was first made in 1941, was brought by the allied forces to Pematang Siantar after the Japanese occupation of Indonesia. The Birmingham Small Arms Company product in Pematang Siantar is actually not only owned by allied troops, but also private entrepreneurs who own plantations around the city to the former Dutch East Indies government administrator. After the departure of allies and the nationalization of foreign companies in Indonesia, hundreds of Birmingham Small Arm (BSA) motorcycles in Pematang Siantar were left behind, including those of the British Arm. Some other Dutch and European planters were kind enough to give it to the indigenous population of their former employees. (www.boms-ssc.com)

The history of the Birmingham Small Arm (BSA) motorcycle would not have changed if there had been no idea of Pahala Siahaan bringing in an engine rickshaw from Medan as a means of transportation in Pematang Siantar other than sado in 1956. At that time, Pahala brought a motorized becak made by German brand KK motorcycles. What Pahala did was followed by several other Pematang Siantar people (Sitompul, 2015).

According to Kartiman, who is also one of the pioneers of the Siantar becak, the hilly topographical of Pematang Siantar City requires that motorized becahs be pulled by large engine capacity. Located on a ridge, about 45 kilometers from Lake Toba, the

streets of Pematang Siantar City are indeed up and down (Sitompul, 2015).

At the end of the 1950s, after seeing the many unused BSA wrecked motorbikes in various corners of the city, residents began to think of using them as rickshaw towing machines. Kartiman said at first there were around 20 to 30 people gathered, some of whom were veterans of freedom fighters. They gathered while talking about the possibility of utilizing motorbike from the war to be used as tricycles (Sitompul, 2015).

Not only Birmingham Small Arm (BSA), but other old fashion motorbikes, such as Norton, Triumph, BMW, to Harley Davidson, also exist. Siantar becak pioneers, Kartiman, Mbah Sari, Muhammad Rohim, and Tikno, tried all kinds of motorbikes to be used as pedicabs. Experiments carried out for two years (1958-1959) led to the conclusion, BSA was the most appropriate. Kartiman also added that Norton is actually strong for the condition of the hilly Pematang Siantar area, but the obstacle is that it is wasteful of consuming fuel when compared to the fuel-efficient BSA (Sitompul 2015).

Besides saving fuel, according to the Chairman of the BSA Owner Motorcycles Siantar Kusma Erizal Ginting, BSA parts are very easy to emulate. BSA can also accept parts from other motorbikes. As the BSA carburetor can be replaced using a carburetor from RX-King and also Honda CB (Sitompul, 2015).

Efficient in terms of spare parts becomes very important because the BSA factory has been closed since 1972 and is no longer in production, along with a large fire that hit their factory. Kartiman said, the success of the pedicab pedicab pioneers to re-operate the BSA motorbike moved the residents of Pematang Siantar to look for this motorbike to various regions. The goal is only one, made a pedicab (Sitompul, 2015).

The success of these pioneers really inspired the residents of Pematangsiantar City to look for BSA motorbikes all over the country. "All have been visited, in North Sumatra, almost all regions I have visited to look for BSA. Starting from Medan, Asahan, Deli Serdang, to Rantau Prapat. After in North Sumatra all BSA has been exhausted, we searched to Riau. Around the year In the 1980s we began to search beyond Sumatra, from Java to Sulawesi," said Mbah Lanang. Until finally during the 1980-1990 period in Pematang Siantar there were around 2,000 units of BSA motorized pedicabs. According to research conducted by the Chairman of BOMS Erizal said that at that time the number of

BSA motorcycles in Pematang Siantar was the largest in the World (Sitompul, 2015).

All Siantar pedicab use BSA motorcycles with an average year of manufacture from 1941 to 1956. In Pematang Siantar, motorized pedicabs initially used old motorbikes left by allied troops and plantation entrepreneurs from Europe, such as Norton, Triumph, BMW to Harley Davidson. However, since 1960, almost all motorized pedicab drivers in Pematang Siantar use BSA, because based on a survey of BSA motorcycles, the durability is the strongest. There are two types of BSA motorcycles that are used as rickshaw towing machines. The first type of M20 with a capacity of 500 cc made in 1941 to 1948. The second type of ZB31 engine capacity of 350 cc made in 1950 to 1956. Besides the engine capacity, a striking difference in the two types of BSA is the use of shockbreakers and engine valve types (Sitompul, 2015).

The following are the results of an interview with Chairman Birmingham Small Arm Owner's Motorcycle/Siantar (BOM'S) community:

"When talking about history, it is very long, but I can prove and present a living witness of the struggle of the BSA in this Pematangsiantar City. Year 60-70 Pedicab is very popular as a vehicle for transporting people or goods. Because the engine of this BSA motor is big and has strong power for this Pematangsiantar City, which is hilly and resilient. Seeing this opportunity we brought in, we bought the "kilo's", a used motorbike in Java, we brought it to Pematangsiantar using the Tampomas Ship. We re-assembled it there, the spare parts were cannibals, we made them according to our abilities. Because the motorcycle factory itself is closed in England. If there are only around 200 of them there still exist in Pematangsiantar City. That is one of our 4 demands that I just mentioned, demands number 1 and 2 were fulfilled by our movement in 2006 when the Government revoked the Regional Regulation on the Elimination of Siantar Motorized Pedicabs and Tax Relief of Old Motor Letters. It's not logical that an old motorbike is told to pay taxes. This is a World War 2 vehicle from Britain. High historical value, cultural requirements inherent in Pematangsiantar City, and I can say the only vehicle in the world of the second world war ex-vehicle used as a public transportation vehicle is only in Pematangsiantar City. To make a tourist vehicle, our struggle is still very long, because it is very difficult to unite the vision, mission with Pematangsiantar City Government, Dewan Perwakilan Rakyat Daerah (DPRD)/Council or related Satuan Kerja Perangkat Daerah (SKPD). Now this is another concern that we do not want to move to this

Pedicab Siantar to other areas. That is what we do not want, not only because of economic problems he sells his pedicab even though it is his right to sell because of the needs of economics and other school children. We demand the Government of Pematangsiantar City to buy and maintain Birmingham Small Arm/BSA motorized pedicabs. It hasn't been sold out of town after a long time, the pedicab or BSA motorbike in Siantar." (Interview with Kusma E Rizal Ginting, Pematangsiantar, 11 July 2019)

The same thing was also explained by other informants, such as the results of interviews with Syafii as the Head of Division Pedicab Driver the Birmingham Small Arm (BSA) Owner Motorcycle Siantar (BOM'S) Division as follows:

"Many times are sorry to sell pedicabs, because tempted by the rupiah. They sell it for 30-50 Million, and the results of the sale are also bought by rickshaws on Japanese motorbikes. Finally, they are now sorry because the price of BSA motorcycles is now a lot of fun and the market price (depending on conditions) can reach more than 80 million. Loss and regret they sell rickshaws to pull rickshaws too." (Interview with Syafi'i, Pematangsiantar, 12 July 2019)

The interview with the Chairman of the Biker Division of Birmingham Small Arm (BSA) Owner Motorcycle Siantar said similar things with the following emphasis:

"They sell it because of economic reasons, we cannot ban it, then to Pedicab on a Japanese motorbike, we cannot ban this community, the reason are they bring it to look for food, to support the family not to look for rich "and they are also our friends, so we just respect each other when we meet in the street." (Interview with Akuang, 12 July 2019)

Based on the results of research from the history presented and the results of observations by researchers, it is known that the number of pedicabs that use BSA motorcycles are indeed increasingly difficult to find in Pematangsiantar City. This is due to several factors, namely the expensive operation of becak siantar (income and operational expenses of becak siantar is unbalanced), competition with pedicab use Japanese motorized, on-line transportation (Grab and Go Jek), the large of siantar pedicab owners who sell their pedicabs or motorcycles to people outside the Pematangsiantar City because of economic needs, school fees, housing needs and others. This is a number of factors that have caused drastic decreases in the number of pedicab use Birmingham Small Arm (BSA) Motorized in Pematangsiantar City.

Table 1: Periodic population of Becak Siantar Motorized Birmingham Small Arm/BSA in Pematangsiantar City.

Years	Total Pedicabs and Motorbike's Birmingham Small Arm/BSA in Pematangsiantar City
1958-1970	1.120 Unit
1970-1990	3.000 Unit
1990-1995	1.070 Unit
1995-2005	610 Unit
2005-2015	378 Unit
2015- now	227 Unit

Source: Results data processing of the Sitompul 2015 and Official BOM'S data for 2019.

3.1 Cultural Heritage

Based on Law Number 11 Year 2010 Concerning Cultural Heritage Article 5 namely objects, buildings, or structures can be proposed as Cultural Heritage Objects, Cultural Heritage Buildings, or Cultural Heritage Structures if they meet the following criteria:

- a. Aged 50 (fifty) years or more;
- b. Represents the shortest possible period of age for 50 (fifty) years;
- c. Has a special meaning for history, science, education, religion, and / or culture; and
- d. Has cultural values for strengthening the nation's personality.

The entire Birmingham Small Arm (BSA) branded motorbike in England should have become a cultural object in Pematangsiantar City. This is clearly seen from the history of the entry of Birmingham Small Arm (BSA) motorized vehicles as World War II vehicles in Indonesia, especially in Pematangsiantar City. Based on Law Number 11 Year 2010 Regarding Becak Siantar Cultural Heritage with a Birmingham Small Arm (BSA) motorbike brand should have obtained a special place in the museum, because the average age of a Birmingham Small Arm vehicle is above 50 years (used as a war vehicle in World War II

Making museums certainly requires a significant amount of funds such as places and buildings for museums, maintenance and others, according to the interview results from the Informants as follows:

"I will make this motorbike collection a museum, but a private museum and open to the public. If Pematangsiantar City Government wants to refer to Law Number 11 Year 2010 Regarding Cultural Heritage, course there is already a special BSA museum in Pematangsiantar City, but this community, especially us, in bikers division who have excess funds and love for this BSA motorbike have a determination someday there

will be a museum about BSA in Pematangsiantar City, it will become a tourist destination too later." (Interview with Kusma E Rizal Ginting, Pematangsiantar, July 11, 2019)

The statement was also supported by the Chairperson of the Birmingham Small Arm (BSA) Community Motorcycle Siantar (BOM'S) bikers division as follows:

"If for the museum there is indeed a discourse from Mr. Rizal (President of BOM'S) will make a museum. If he really has funds, and he has the most complete Birmingham Small Arm/BSA collection and many of us in the community. We often communicate this idea to community members when we meet up every Saturday night and the friends' response here is quite good, later we will also be joint ventures to donate our Birmingham Small Arm/BSA to be a display at the museum. So there will be memories for our children and grandchildren that the "Becak Siantar" Pedicab uses Birmingham Small Arm (BSA) Motorized is a characteristic of Siantar people."

Cultural heritage objects in the museum can be interpreted as old, obsolete or unproductive items. This becomes contradictory if you see that there are still people who make a living to become rickshaw pullers with the Birmingham Small Arm (BSA) motorbike. Although the number is decreasing every year with many factors that influence, but the identity as a pedicab becak has been firmly attached to the community that a Siantar Pedicab with a Birmingham Small Arm (BSA) engine is a characteristic of the people of Pematangsiantar City.

Another option is to empower the pedicab puller community to become a tourist vehicle that takes every tourist, both domestic and foreign, to tourist sites in Pematangsiantar City. The choice is to make the only Siantar Pedicab with the motorbike brand, Birmingham Small Arm (BSA), as a tourist transportation in Pematangsiantar City becomes more rational when viewed from an economic point of view because it will revive the passion of tourism in Pematangsiantar City, there will be many multi-player effects with the rise of Pematangsiantar City tourism among others, increasing the income of the surrounding community, opening new jobs, increasing the (Anggaran Pendapatan dan Belanja Daerah (APBD) of Pematangsiantar City from tourism tax revenue and the other. This is in line with the results of the interview as follows:

"Look at that overseas in Thailand in the Philippines. Look they have the characteristics of a tourist transportation that is guarded by the government and used as an official tourist transportation. It became one of the attractions because it was incomplete to visit a trip to

Thailand or the Philippines did not ride their special tourist transportation. Well, we have a place here too, why don't we use it the same as foreigners. They considered (Pematangsiantar City Government and Pematangsiantar City Council/DPRD) Siantar pedicabs were not original/typical siantar, because the Birmingham Small Arm/BSA motorbike was made in England, it was not our local wisdom. That's wrong. Because with the cultural acculturation BSA motorbike is juxtaposed with a passenger like that of our society's local wisdom. Just look at what the shape of a pedicab becak is like that of a pedicab in Padangsidempuan City? The difference is, of course, that is our local wisdom with the acculturation of the Birmingham Small Arm/BSA motor culture that is a relic of World War II. I think it has a high selling value for foreign tourists because I have traveled to Europe, America to the factory directly closed, they are surprised to see a BSA motorcycle made a pedicab for people transportation in Pematangsiantar City. I said in Pematangsiantar City, North Sumatera, Indonesia. where I came from, the BSA motorbike was used as a pedicab transportation, they were surprised and said that you are all rich people, because BSA is an expensive motorbike, how can it be used as a pedicab to transportation? Just look at foreigners who want to come to see the BSA motorbike directly coupled as a public transportation pedicab. Strange if we don't want to see it as an opportunity for Pematangsiantar City as a potential tourist in Pematangsiantar City." (Interview with Kusma E Rizal Ginting, Pematangsiantar, 11 July 2019)

The story of the tour vehicle going on abroad (Thailand and the Philippines) and the Siantar Pedicab use Birmingham Small Arm/BSA Motorized are also able to be a special attraction for domestic and foreign tourists, much like the second world war vehicle used as public transportation in Manila, Philippines, called "Jeepney" and become a special tourist attraction for foreign tourists or like a tourist transportation known as "Tuk-Tuk" (transportation like "Bajai" in Indonesia with the right and left open and there is only a roof) in Thailand. This similarity can be developed or modified with the Siantar Pedicab which has a Birmingham Small Arm motorbike combined with a local pedicab made in Pematangsiantar City, and of course if used as a tourist transportation can attract local and foreign tourists to visit Pematangsiantar City with its tourist destinations such as spiritual tourism, culinary tourism, historical tourism, cultural tourism, which is not inferior to other tourist destinations in North Sumatra.

This condition can only be realized if there is coordination between the Pematangsiantar City Government as the implementer of the policy,

Pematangsiantar City DPRD as the Regional Lawmaker, and active participation from the community that owns the pedicab with the Birmingham Small Arm (BSA) engine combined with a side bed (Sianar Pedcab) the local wisdom of the people in Pematangsiantar City. That is the hopes and ideals of the Birmingham Small Arm (BSA) Motorcycle Owner Siantar (BOM'S) community that is continuously until now. The following are the results of the researcher interview:

"Of course our struggle in this community is not over yet, there is still a long struggle to push Pematangsiantar City Government, Pematangsiantar Council related that we have something of cultural value that is not possessed by other cities in the world, I can say the only used vehicle pedicab The World War II used as passenger transportation only exists in Pematangsiantar City, but we are not aware or do not want to know because of other interests. What is certain is that this community will continue to fight for this Siantar pedicab as an icon of the pride of the citizens and the only transportation for tourism in Pematangsiantar City. "(Interview with Kusma Rizal Ginting, Pematangsiantar, 11 July 2019)

3.2 Social Community Interventions

The social intervention carried out by the BOM'S community is to carry out social actions by demonstrating the gathering of all pedicab with Birmingham Small Arm/BSA Motorized owner, Birmingham Small Arm/BSA antique motorcycle owners and demonstrating/protesting against the BSA Becak Rejuvenation Regional Regulations in the Pematangsiantar Mayor's Office and Pematangsiantar City Dewan Perwakilan Rakyat Daerah (DPRD). This can be seen from the results of the interview as follows:

"At that time we gathered because we were all worried. What is this, why do you want to replace the Siantar pedicab with a Japanese motorcycle. We were mobilizing the community, at that time there were still many Siantar Pedicab owner who joined us, there were approximately 2,000 older Pedicab owner plus our BSA motorcycle owner demonstrated at the Pematangsiantar Mayor's Office, and this action was not only done once, as many times as I recall there were 6 to 9 times we took action until we met with the mayor at that time, there was a dialogue and at that time we succeeded because the local regulation was revoked. "(Interview with Kusma E Rizal Ginting, Pematangsiantar, 11 July 2019)

Community action support was also obtained by researchers, based on the following interview results:

"We from the BSA rallied to the House of Representatives, members of the House of Representatives from certain factions were sought by a pedicab driver, if it looks like it could have died, that was the problem first, he disappeared, sought him into the council's office, he was hiding somewhere, because in the year 2006 there was still a lot of BSA." (Interview with Mr. Saff'i, Head of BOM'S Community Becak Division, July 12, 2019)

The results of interviews with other informants also support the actions of the BOM'S community as follows:

"The demand has actually passed a long time ago, in 2006, so throughout 2006 until here the struggle, even like heroes, continued to prove what they wanted to do was not true. Yesterday they planned to burn down, change Siantar Pedicab with Birmingham Small Arm/BSA Motorized and to pedicab with Japanese Motorized, that was not true, that the Siantar Pedicab With Birmingham Small Arm/BSA Motorized should not be burned, instead it had to be preserved, course: 1. He was an object of cultural heritage, 2. The icon of the city of Siantar, so what the BOM'S community routinely continue promotion, want from social media or from any events, we tell that the Siantar Pedicab use Birmingham Small Arm/BSA is like this, the Siantar Pedicab is good, the Siantar Pedicab is unique, the Siantar Pedicab is an icon, actually a characteristic, like that. We have done it and it was very intense in 2006, for sure, in the first 3 years we went on a massive trip to the Pematangsiantar City Council, but if we just choose the creative path." (Interview with Nurzanah Secretary of BOM'S Community on July 14, 2019)

3.3 The Becak Siantar Monument is an Icon of Pematangsiantar City

Year 2016 is the first step towards the peak of the struggle of the Birmingham Small Arm (BSA) Community Owner Siantar (BOM'S) Community, with the inauguration of the "Becak Siantar Monument as an icon of Pematangsiantar City proving that the long struggle of this community was well received by Pematangsiantar City Government, Pematangsiantar City Council and Pematangsiantar City community as a sign that Siantar Pedicab with the brand of BSA motorbike is owned by Pematangsiantar City and is the only one in the world. Now the Siantar Becak Monument has become one of the photo spots used by both local and foreign tourists to take self-photographs (selfies). It's incomplete to visit Pematangsiantar City if you don't take photos with the background of

the Becak Siantar Monument. The following are the results of interviews conducted with informants:

"The Becak Siantar monument is a symbol of BOM's struggle to realize the Siantar becak as a tourist transportation in Pematangsiantar City. That is self-funding from myself and a member of BOM's, the Pematangsiantar City Government has provided the land that we are going to build, the lobby with the City Government, Council has been a long time and was realized in 2016. At the time of the inauguration, we invited Bikers from all over Indonesia and International, together with BOM'S Community Birthday there were also comedian figures who came from Indro Warkop, then from Governor of North Sumatra. Mr. T. Rizal Nurdin and all ranks of the Pematangsiantar Municipal Government who were in full swing. Proof of real work, without limits, to realize Siantar City as a Tourist City, not a Transit City. That is the 10-year real work of the BOM's Community. (Interview with Kusma E. Rizal Ginting, Pematangsiantar, 11 July 2019)

In relation to the broad scope of community intervention, Mayo refers to Gulbenkian Report 1969 (in Adi, 2013) seeing at least the community has three different levels at which a community intervention can be carried out, namely:

a. Grassroot or neighborhood or work

The BOM'S community moved away from a shared sense of responsibility that would be the loss of the Siantar Pedicab or a motorcycle with the BSA brand in Pematangsiantar City due to the Regional Regulation of the Pematangsiantar City which would rejuvenate the Siantar pedicab with a Japanese motorcycle brand.

b. Local agency and inter-agency work (President of BOM'S with the community, community leaders who fight for the BSA pedicab present in Pematangsiantar City conduct interventions to Government and DPRD of Pematangsiantar until the Governor of North Sumatra.

c. Regional and national community planning work
The BOM'S Community intervenes by proposing the Siantar Pedicab as the only tourist vehicle in Pematangsiantar that will have an impact on increasing tourists and making Pematangsiantar a tourist destination rather than a transit city, opening new jobs.

Based on the Rothman Community Intervention model (in Adi, 2013) it can be illustrated that the process of community empowerment carried out by the BOM's to the community and members of the BOM's community in Pematangsiantar uses a model of social action, social planning and policy, and community empowerment. For more details can be seen in the following tables.

Table 2: Model of social intervention BOMS related to revocation of regional regulation on the elimination of Siantar pedicab use Birmingham Small Arm/BSA Motorized.

Social Intervention BOMS Community Revocation of Regional Regulation on the Elimination of Siantar Pedicab use Birmingham Small Arm/BSA Motorized		
Model A	Model B	Model C
Local Community Development	Policy Social/ Social Planning	Social Action
Solidarity building because it has the similarity will be eliminated by the Pedicab Siantar use Birmingham Small Arm/BSA Motorized.	Open dialogue space with the City Government and Pematang-siantar City Council	Demonstration to Pematang-siantar City Government and Pematang-siantar City Council

Source: Researchers' data processing results for 2019.

Table 3: Model of social intervention BOMS related to tax relief of old motor letters.

Social Intervention BOMS Community Tax Relief of Old Motor Letters		
Model A	Model B	Model C
Local Community Development	Policy Social/ Social Planing	Social Action
Solidarity building because it has the similarity will be eliminated by the Pesicab Siantar use Birmingham Small Arm/ BSA Motorized.	Open dialogue space with the City Government and Pematangsiantar City Council	Demonstration to Pematang-siantar City Government and Pematangsiantar City Council

Source: Researchers' data processing results for 2019.

Table 4: Model of social intervention BOMS related to the local regulation governing the Siantar pedicab as the only tourist transportation in Pematangsiantar City.

Social Intervention BOMS Community		
The local regulation governing the Siantar Pedicab as the only tourist transportation in Pematangsiantar City		
Model A	Model B	Model C
Local Community Development	Policy Social/ Social Planing	Social Action
a. Giving guidance to members of the Siantar Pedicab division of to serve tourists respectful, friendly and not to make expensive tariffs b. Training for community members to make Siantar Pedicab carving art as one of the typical souvenirs of Pematangsiantar City	a. Open dialogue space with the City Government and Pematang-siantar City Council b. Make a tourist route/line that will serve as a tourist spot as a tourist destination in Pematang-siantar City	Demonstration to Pematang-siantar City Government and Pematang-siantar City Council

Source: Researchers' data processing results for 2019.

Table 5: Model of social intervention BOMS related to maintenance and make a regulation prohibiting selling BSA outside the Pematangsiantar City area.

Social Intervention BOMS Community		
Requesting the government to take over maintenance and make a regulation prohibiting selling BSA outside the Pematangsiantar City area		
Model A	Model B	Model C
Local Community Development	Policy Social/ Social Planing	Social Action
a. Pedicab Driver empowerment in communicating to passengers, especially tourists. b. Siantar Pedicab treatment at BOM'S Community Workshop.	The construction of the Siantar Becak Monument as an icon of Pematangsiantar City	a. Demonstration to Pematangsiantar City Government and Pematangsiantar City Council b. Cultural performances. c. Promotion of travel through social media

Source: Researchers' data processing results for 2019.

4 CONCLUSION

The BOM'S community intervention model favors the tourist rickshaws as a tourist transportation in Pematangsiantar City using a model of social action, social planning/social policy and the empowerment of local communities.

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5 SUGGESTION

To the BOM'S Community continue intervene in the community in fighting for the Siantar Pedicab as the only tourist Transportation in Pematangsiantar City and to continue to empower local communities, especially members of the BOM'S community.

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