



TOURISM VILLAGE DEVELOPMENT STRATEGY PEMATANG JOHAR, DELI SERDANG REGENCY

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ABSTRACT

The objectives of this thesis include: Analyzing the development of the tourist village of Pematang Johar, Deli Serdang Regency, analyzing the inhibiting and supporting factors that influence the development plan of the Tourism Village of Pematang Johar, Deli Serdang Regency and formulating and formulating a tourism development strategy in developing the Tourism Village of Pematang Johar, Deli Serdang Regency. To answer the first objective using the 4A theory analysis (attraction, accessibility, amenity and ancillary), to answer the second objective using the IFAS (Internal Strategy Factors Analysis Summary) and EFAS (External Strategy Factors Analysis Summary) methods, to answer the third objective is to combine the results 4A analysis and the results of the IFAS and EFAS calculations contained in the IE Matrix. The attractions in Pematang Johar Village are rice harvesting activities, rice field batik activities, enjoying food and drinks in huts in the middle of the rice fields, adequate accessibility, amenities, namely health facilities, security facilities, existing worship facilities and good, as well as ancillary or additional services through the existence of POKDARWIS (Tourism Awareness Group) and BUMDes which assist in the development of Pematang Johar village. From the results of the calculation of IFAS with a total value of 2.7 and EFAS with a total value of 3.14, then based on the results of the Internal and External (IE) matrix analysis shows that the development of the Pematang Johar tourist village is in cell II, namely growing and fostering, the strategy taken is to implement an intensive strategy, namely through market penetration, market development and product development.

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PRELIMINARY

The development of tourist villages will drive tourism economic activity in the countryside which will prevent the urbanization of rural communities to cities. The development of rural tourism will encourage nature conservation (landscapes, rice fields, rivers, lakes) which in turn will have an impact on reducing global warming (Ministry of Tourism and Creative Economy, 2020). Deli Serdang Regency with the capital city of Lubuk Pakam consists of 22 sub-districts, 14 sub-districts and 380 villages. Pematang Johar Village is one of five villages in Labuhan Deli District, Deli Serdang Regency. Pematang Johar Tourism Village offers natural scenery that is still beautiful typical of the countryside which we can see from one of its tourist attractions, namely Pematang Johar Rice Field Tourism Village which is located in Hamlet VI Rawa Badak, Labuhan Deli District, Deli Serdang Regency. Pematang Johar Village itself has an area of 2,217.84 ha, with most of the land use intended for lowland rice farming, plantations, settlements, ponds, offices and other facilities (Statistics, 2019). The POKDARWIS community together with the Village Government have managed by building several facilities in the rice field tourism village area, such as the construction of huts in the middle of the rice fields, building a culinary market, building a small artificial lake, constructing a bamboo bridge and preparing several instagramable photo spots that are very unique to the community. young generation. This effort is made to build a special attraction for the community, and at the same time become an alternative choice of comfortable and beautiful tourist locations to release fatigue in the midst of daily busyness, however, many changes have occurred in the rice field tourism village which was inaugurated on February 2, 2020, where the condition of the huts built in the middle of the rice fields is almost entirely vulnerable and easy to shake, there are even some cottages that can no longer be used due to total damage, and the bamboo bridges that were built have begun to break, such a situation is very vulnerable for the safety and security of the visitors, in the rice field village there is also a small artificial lake that provides rubber boats for children and this attraction is also no longer operating, because the less interest of visitors who bring children. The condition of the culinary market in the rice fields initially consisted of at least 40 (forty) traders who sold every day,

The explanation above provides an overview of the potential and problems that exist in Pematang Johar Tourism Village, especially in the rice field village which is the icon. Not optimal management is seen in inadequate facilities and infrastructure. There is no repair of damaged huts, lack of governance in the culinary market and the lack of local product offerings in the village tourist attraction area, and very few waste disposal sites in the village tourist attraction area. The purpose of this research is to analyze Pematang Johar tourism village development based on 4A aspects (attraction, accessibility, amenities, ancillary) and Analyzing the inhibiting and supporting factors that influence the development plan of Pematang Johar Tourism Village, Deli Serdang Regency.



LITERATURE REVIEW

Tourism Development

Development is a process, method, act of making something better, advanced, perfect and useful (Alwi Hasan et al, 2005). According to Anindita (2015) tourism development is an effort to develop or advance tourist objects to make them better and more attractive in terms of places and everything in them to attract tourists to visit.

Tourist Village

According to the regulation of the Minister of Culture and Tourism No. 26 of 2010, a tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that blends with applicable procedures and traditions.

RESEARCH METHODOLOGY

This study emphasizes the use of qualitative approach research methods with interpretive descriptive methods, descriptive analysis to answer the first objective, namely the development of the Pematang Johar tourist village based on the 4A (Attraction, Accessibility, Amenities, Ancillary) aspects and the second goal is about the inhibiting and supporting factors. development in Pematang Johar Village using IFAS and EFAS Matrix analysis techniques.

RESULTS AND DISCUSSION

4A analysis (attraction, accessibility, amenities, ancillary)

The result of this discussion is the development of tourism based on theory According to Cooper et al., (1995) in Setyanto and Pangestuti (2019) explained that in meeting all the service needs of a tourism destination, it must be supported by four main components in tourism or known as "4A", the four components are Attractions, Accessibilities, Amenities or Ancillary Services. The results of research based on the analysis of researchers are as follows:

1. Attractions

Table 1 Attractions in Pematang Johar Village

No	Attractions	Existing Condition
1	<i>Something to see</i>	a) Natural view of rice fields b) Farmers' activities at harvest c) Batik activity
2	<i>Something to do</i>	a) Farming rice at harvest b) Take a picture
3	<i>Something to buy</i>	a) Food and Drink b) Souvenirs (paddy batik)

Source: The results of the researcher's analysis, 2022

The tourist village of Pematang Johar is based on the something to see aspect, namely the natural scenery of the rice fields in the Pematang Johar rice field tourism can be seen from the huts placed in the middle of the rice fields. The atmosphere is still beautiful, cool, and far from air pollution makes this view and atmosphere very much in demand, especially for tourists who come from the city to enjoy the rural atmosphere.

Farmers' activities when harvesting are an aspect of something to do for tourists who want to see or feel what it's like to farm. This activity can also be developed into an educational tour for children or students who want to know how farmers work when harvesting, this activity can be further developed to become one of the attractions in Pematang Johar village. Batik is also one of the attractions in the village of Pematang Johar and began to be noticed and developed by the Pematang Johar government to become one of the cultural attractions, where tourists can directly see and participate in the process of making batik rice fields carried out by the local community of Pematang Johar Village.

The aspect of something to buy must be owned by every tourist attraction, in Pematang Johar village there is still minimal and less developed local products that can be purchased by tourists who visit as souvenirs, it can be seen when we visit the rice field tourism village which is sold only packaged food and foods such as noodle soup, fried noodles, fried rice, and so on. However, local products from Pematang Johar village such as brown and black rice, tempe chips and rice field batik are not visible in the tourist area of Pematang Johar village. If the rice field batik is developed and promoted better, then the rice field batik will be able to become a typical souvenir from the village of Pematang Johar, as well as tempeh,

2. Accessibility

Access includes facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rentals and local transportation, routes or travel patterns must be available. In general, Pematang Johar village is easily accessible either through private vehicles or public transportation, but narrow road access causes public transportation to be very rare and there is only 1 (one) transportation that passes through the tourist attraction of Pematang Johar village, namely public transportation no. 79 and other public transportation. such as pedicabs are not even seen around Pematang Johar Village and according to residents around Pematang Johar Village, rickshaw transportation is very rarely seen in their village.



3. Amenities (Amenities)

Table 2 Amenities in Pematang Johar Village

<i>Amenities(amenity)</i>		Facilities and infrastructure	Amount	Information
Public Infrastructure		Electric network		There is
		Clean water network		There is
		Lighting		There is
		Telecommunication Network		There is
Public facilities	Security Facility	Security pos	39	There is
		Firefighter	-	There isn't any
	Medical facility	Public health center	1	
	Financial Facilities	ATM		There is
		Money Changer	-	There isn't any
	Sanitation and Hygiene Facilities	Public toilet		There is
		Rubbish bin		There is
	Disabled Facilities			There isn't any
	Land Facilities Parking			There is
	Worship Facilities	Mosque	5	There is
		prayer room	10	There is
		Church	4	There is
	Tourism Facilities	Accommodation or Homestay		There isn't any
		Restaurant or Restaurant		There is
		Tourism Information and Services		There is
		Souvenir Shop		There isn't any

Source: The results of the researcher's analysis, 2022

4. Ancillary Service

Based on the results of the research that has been done, the researcher considers that the indicators of ancillary services in Pematang Johar Tourism Village have been fulfilled quite well. There are efforts made by the Government of Pematang Johar to improve and also improve the quality of life of the community by involving the surrounding community directly in the process

of managing tourism objects. This community involvement is realized by the existence of the Tourism Awareness Group (POKDARWIS) in Pematang Johar Tourism Village.

Analysis of the inhibiting and supporting factors of Pematang Johar Village Development

1. Internal Environmental Analysis of Pematang Johar Village

Some of the variables used in the analysis of the internal environment are tourist attraction (attraction), accessibility (accessibility), facilities/comfort (amenities), and supporting services provided by the government and private (ancillary service). The results of the questionnaires that have been distributed to respondents, the existing indicators are put into the category of strengths and weaknesses according to the average results obtained. If the indicator is more than an average of 2.5 it will be included in the strength category, while if it is less than 2.5 it will be included in the weakness category (Rangkuti, 2000). Based on the results of the questionnaire analysis obtained from the assessment of 29 respondents, namely local tourists to the internal environment of Pematang Johar Village which consists of 12 indicators, the results are as follows:

Table 3 Matrix Results of Internal Factor Analysis Summary (IFAS)

No	Internal Strategy Factor	Weight	Rating	Scoring
Strengths				
1	Natural view of rice fields	0.13	4	0.46
2	Cultural potential through batik activities	0.13	3	0.44
3	Parking facilities	0.13	4	0.46
4	Educational tour	0.12	3	0.41
5	Safety and health facilities	0.12	3	0.40
				2.17
Weaknesses				
1	Culinary tourism is less varied and has no culinary characteristics	0.06	2	0.08
2	Availability of tourist maps and directions for tourists	0.05	1	0.07
3	Public toilets in village tourist attraction areas have not implemented cleanliness and safety	0.05	1	0.06
4	The quality of service in village tourist attractions is not maximized	0.05	1	0.06
5	Garbage disposal sites in tourist sites are inadequate	0.05	1	0.08
6	POKDARWIS in Pematang Johar village already exists but is not yet active but has not been active in the development of tourism villages	0.06	2	0.08
7	community empowerment	0.06	2	0.08
				0.53
		1.00		

Source: The results of the researcher's analysis, 2022(**data processed**)

The indicators that fall into the category of strength are as follows:

1. For the aspect of tourist attraction, there are two indicators that are included in the strength, namely the natural scenery of rice fields with a weight of 0.13 and a rating of 4 and cultural potential through batik activities with a weight of 0.13 and a rating of 3.



2. For the aspect of amenities, indicators that fall into the category of strength parking facilities with a weight of 0.13 and a rating of 4.
3. For the aspect of supporting facilities, there are two indicators that fall into the strength category and have the highest weight than other strength indicators, namely the security and health facility indicator with a weight of 0.12 and a rating of 3 and the Educational tourism indicator with a weight of 0.12 and a rating of 3. .

The indicators that fall into the weakness category are as follows:

1. In the aspect of tourist attraction, the indicator of culinary tourism is less varied and does not have culinary characteristics, it falls into the category of weakness with a weight of 0.06 and a rating of 2.
2. On the aspect accessibility, indicators that fall into the category of weakness are indicators of Availability of tourist maps and directions for tourists with a weight of 0.05 and branch 1.
3. On the aspect amenities or facilities, there are two indicators that fall into weakness, namely public toilets in village tourist attraction areas that have not implemented cleanliness and safety with a weight of 0.05 and a rating of 1 and an indicator of inadequate waste disposal in tourist sites with a weight of 0.05 and a rating of 1.
4. In the aspect of ancillary service, there are three indicators that fall into the category of weakness, namely the community empowerment indicator with a weight of 0.06 and a rating of 2, the POKDARWIS indicator in Pematang Johar village already exists but is not yet active but has not been active in tourism village development with a weight of 0.06 and a rating of 2, and the service quality indicator in village tourist attractions has not been maximized with a weight of 0.05 and a rating of 1.

2. External Environmental Analysis of Pematang Johar Village

There are several variables in the external environment, namely technology, visitors, competitors, social, cultural, economic, security and private. To categorize these elements, it is necessary to calculate a questionnaire conducted by 29 respondents, namely local tourists to the internal environment of Pematang Johar Village which consists of 12 indicators to get the following results:

Table 4 Matrix Results of Internal Factor Analysis Summary (IFAS)

No	External Strategy Factors	Weight	Rating	Scoring
Opportunity				
1	Technological developments that make it easier to promote and market tourism villages	0.12	4	0.48
2	There are job opportunities in the field tourist	0.11	4	0.40
3	Government support for the development of tourist villages	0.10	3	0.34
4	Cooperation between tourist villages in Deli Serdang Regency	0.10	3	0.36
5	Cooperation of tourist villages with government and private parties (hotels, tours & travel, etc.)	0.10	3	0.35
6	Increased tourist arrivals on weekends	0.12	4	0.48
7	Security in the tourist village of Pematang Johar	0.10	3	0.35
				2.76
Threats				
1	Lack of awareness of visitors in protecting the village's tourist attraction environment	0.05	2	0.08
2	Competition between similar tourist villages that are developing	0.05	2	0.09
3	There is a similar attraction, namely agro-tourism in the district deli serdang	0.04	1	0.05
4	The COVID-19 pandemic which is still unstable	0.05	2	0.09
5	Global Influence warming upto the coolness and beauty of the village	0.05	2	0.07
				0.38
		1.00		

Source: The results of the researcher's analysis, 2022(data processed)

The indicators that fall into the opportunity category are as follows:

1. In the technological aspect, the indicators of technological development that make it easier to promote and marketing tourist villages are included in the opportunity category with a weight of 0.12 and a rating of 4.
2. In the visitor aspect, the indicator of increasing tourist visits on weekends is included in the opportunity category with a weight of 0.12 and a rating of 4.
3. In the competitor aspect, it shows that there are two indicators that fall into the threat category, namely the existence of a similar attraction, namely agro-tourism in Deli Serdang Regency with a weight of 0.04 and a rating of 1 and an indicator of competition between similar tourism villages that are developing with a weight of 0.05 and a rating of 2.
4. On the social aspect, namely the indicator of Cooperation between tourist villages in Deli Serdang Regency, it is included in the opportunity category with a weight of 0.10 with a rating of 3.
5. In the cultural aspect, namely the indicator of the lack of awareness of visitors in maintaining the environment, the village tourist attraction is included in the threat category with a weight of 0.05 and a rating of 2.
6. On the economic aspect of the indicator The existence of jobs in the field tourism is included in the opportunity category with a weight of 0.11 and a rating of 4.



7. On the aspect security namely there are three indicators of Security in the tourist village of Pematang Johar that fall into the opportunity category with a weight of 0.10 with a rating of 3 and the Covid 19 Pandemic indicator which is still unstable with a weight of 0.05 and a rating of 2, and the Global Influence indicator warming upon the coolness and beauty of the village with a weight of 0.05 and a rating of 2
8. In the private aspect, there are two indicators of cooperation between tourism villages with the government and the private sector (hotels, tours & travel, etc.) that fall into the opportunity category with a weight of 0, 10 and a rating of 3. And the indicator of government support for the development of tourist villages with a weight of 0.10 and rating 3.

IE Matrix Analysis

Based on the results of calculations on the analysis of the internal and external environment of Pematang Johar tourism village, the total value of internal environmental factors is 2.7 and the total value of external environmental factors is 3.14. Furthermore, the total value obtained is entered into the Internal External Matrix (IE).

Table 5 Matrix IE Tourism Village Pematang Johar

		IFAS Total Score		
		Strong(3.00-4.00)	Average(2.00-2.99)	Weak(1.00-1.99)
EFAS Total Score	High (3.00-4.00)	I	II	III
	Medium (2.00-2.99)	IV	V	VI
	Low (1.00-1.99)	VII	VIII	IX

Source: The results of the researcher's analysis, 2022

The meeting between the internal environment and the external environment of Pematang Johar Village based on the IE Matrix is in cell II, namely growth and development (Growth and Build), the right strategy to be applied is an intensive strategy (market penetration, market development and product development) or integrative strategy (integration). forward, backward and horizontally) (David, 2002). Market penetration strategy has important implications for interacting between companies and consumers through their marketing mix, as the key to obtaining and identifying company goals, satisfaction and customer needs well compared to company competitors (Harini & Yulianeu, 2018). Effective promotional activities are very essential in the development of tourism in an area.

CONCLUSION

Based on research on the development of Pematang Johar Tourism Village, the following conclusions are obtained:

1. Tourism Village Development based on 4A (4A) aspects (*attraction, accessibility, amenities, ancillary*) still need to be fixed and better organized, for the attractions that we can do in Pematang Johar village, namely, enjoying the view of the rice fields, participating in rice harvesting activities, and the process of making rice field batik. Accessibility Getting to Pematang Johar Village via public transportation, such as angkot and rickshaws are rarely seen in the tourist area of Pematang Johar, the road conditions are narrow, and the lack of directions around the village and the absence of a tourist map that offered for tourists. Amenities, namely public facilities such as toilets and trash cans that must be improved, facilities for people with disabilities (disability) are not yet available, tourism facilities such as souvenir shops for local products are still difficult to access. Ancillary services at the Pematang Johar Tourism Village have been fulfilled quite well, there are efforts made by the Pematang Johar Government to improve and also improve the quality of life of the community by involving the surrounding community directly in the process of managing tourism objects.
2. Supporting factors in the form of strengths in Pematang Johar village are natural scenery of rice fields, cultural potential through batik activities, good road access, in terms of opportunities, namely the use of technology to facilitate the promotion and marketing of tourist villages, and government support for the development of tourist villages. . The inhibiting factors are in the form of weakness, namely culinary tourism which is less varied and has no characteristics, there is no tourist map for tourists who want to visit Pematang Johar village, and in terms of threats, namely the lack of public awareness in maintaining the environment of village tourist attractions, and competition between a similar tourist village that is developing.

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