

DEVELOPMENT OF SAWAH LUKIS TOURIST ATTRACTION AS A SUPPORT OF MUSLIM TOURISTS FROM MEDAN LIFESTYLE

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Keywords:

Tourist Attraction, Sawah
Lukis, Muslim tourists from
Medan, Lifestyle, Tourism

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Abstract:

This research is motivated by the lack of tourist activities that can be carried out by tourists in the tourist attraction of Sawah Lukis, and it is necessary to develop several other factors. The purpose of the study is to determine the development of tourist attractions in Sawah Lukis, so that this tourist attraction can be better and increasingly supporting the lifestyle of the people of Medan who want nature tourism to refresh the mind and body. The data analysis method used is Focus Group Discussion (FGD). The results are: First, it is necessary to provide dances and live music typical of ethnic groups in North Sumatra and rice planting and rice harvesting attractions. Muslim tourists from Medan should also be presented with rice planting and rice harvesting attractions. Secondly, it is necessary to provide giant swing and fish pond for adults. For children, Sawah Lukis provide children playground and games. Muslim tourists from Medan also can take photographs by photographer. For adults and children, Sawah Lukis also provide Agricultural Tour Packages to learn about rice, how to plant and harvest rice. The third, it is necessary to take care of Halal Licensing and sell memorable souvenirs in adequate souvenir shops. Fourth, Binjai City Government needs to provide public transportation at affordable prices to tourist attractions in this city. The last one, provides rustic but modern accommodation with price recommended IDR 300,000-IDR 500,000 in Sawah Lukis. The suggestions given are: First, the Owner of Sawah Lukis and the Government of Binjai City consider the result to be carried out. Secondly, the author recommends that this research be continued with further research using the theory of Ariyanto in Utama (2017: 144). Further research can also be carried out by examining the impact of the tourist attraction of Sawah Lukis on the economy, social and culture in Binjai City. In addition, further research can also be carried out in the form of the influence of tourist attraction, price and motivation on the decision to visit tourists in Sawah Lukis.

PRELIMINARY

The Covid-19 pandemic, which has been going on since March 2020, has changed people's lifestyles. According to Nur et al. in Rohim and Priyatno (2021:28), lifestyle is a person's way of living life in general and globally. Lifestyle can also be interpreted as a set of attitudes, traits or possessions related to a person or group of people who give a distinctive pattern to the behavior of activities and activities.

Based on Muslim Judicial Halal Trust (MJCHT), the halal lifestyle is "a person's behavior that is consistent with Islamic beliefs and is carried out accurately, honestly, with integrity, dignity, and fairness." Halal lifestyle is an obligation/must for a Muslim as an embodiment of his or her principles. The term "halal lifestyle" refers to a manner of living that

prioritizes and adheres to all of Islam's commandments (Jailani and Adinugraha, 2022:45)

The lifestyle consumption of the Indonesian halal sector in 2020 based on the State of the Global Islamic Economy (SGIE) Report 2020 was recorded at US\$203.2 million, the highest in Southeast Asia. This shows that the trend of the halal lifestyle is very concerned in Indonesia.

Healing has become a habit for people nowadays, including muslim tourists from Medan from Medan. The Covid-19 case has decreased now, and people have been spending a lot of time at home for 2 years. People like to spend time returning to nature to relieve boredom, fatigue, relax and seek entertainment. This tour is also relatively safer, because not many people are in tourist attractions and tourists are in open spaces.

The Qur'an is the holy book of Islam which is perfect and discusses various problems of human life. In the Qur'an there is also a call to travel, as stated in Q.S. Al Mulk verse 15 namely: *النُّشُورُ وَالَّذِي رَزَقَهُ مِنْ وَكُلُوا مَنَّا كَيْفَ فِي فَا مَشُونَا ذُلُولاَ الْاَرْضِ لَكُمْ جَعَلَ الَّذِي هُوَ*

"He is the one who made the earth easy for you to explore, so explore all its corners and eat part of His sustenance. And only to Him will you (return after) being resurrected."

Allah commands people to travel around the world, and eat the sustenance that He has given. Travel has been made easy by Allah, so there is not reason for humans to don't explore various regions and countries in the world.

The function of traveling according to the Qur'an is listed in QS. Muhammad verse 10 namely: *أَفَلَمْ يَسِيرُوا فِي الْاَرْضِ فَيَنْظُرُوا كَيْفَ كَانَ عَاقِبَةُ الَّذِينَ مِن قَبْلِهِمْ ؕ دَمَّرَ اللَّهُ عَلَيْهِمُ الظُّلْمَ وَالْكَافِرِينَ أَمْ لَهُمْ*

"Then do they not travel in the earth so that they can see how the end of those before them; Allah has inflicted destruction on them and the disbelievers will receive (consequences) like that.

Based on QS. Muhammad verse 10 above, it can be concluded that the function of traveling is to take lessons and wisdom. So that Muslims are expected to strengthen their faith after traveling.

According to Nusatrip, one of the tourism trends for the Indonesian people in 2022 is traveling to domestic destinations that are easy to reach. This is due to the pandemic situation which is still uncertain. Therefore, people travel to destinations that are easy to reach by private vehicle or train (travel.kompas.com).

The city of Binjai is a city adjacent to the city of Medan, only one hour drive away, so it is one of tourist destinations for the muslim tourists from Medan from Medan. Binjai has several reliable culinary tourism attractions, such as the Binjai Culinary Village, Kakuta Villas, Sawah Lukis, and Educational Parks. These tourist attractions are in accordance with the Vision of the Mayor of Binjai for the period 2021 – 2026 is "To Realize Binjai That Is More Advanced, Cultured and Religious, so the development of the tourism sector is directed towards culinary and culture based (dinaspariwisata.binjaikota.go.id)

Sawah Lukis is one of the tourist attractions with the nuances of rice fields. Tourists can enjoy food and drinks while enjoying views of the rice fields, and take pictures in the middle of the rice fields and see the sunset. In Sawah Lukis, unique chairs are also provided for taking pictures, making it easier for tourists to pose and have good photographs. The author sees that there is still potential for developing tourist attractions in Sawah Lukis, because the

activities carried out by tourists tend to be monotonous, namely only eating, drinking and taking pictures. In addition, there is still a need for development in other factors. This is what motivated the writer to research on the development of the tourist attraction of Sawah Lukis. Especially the tourist attraction of Sawah Lukis also offers tours with natural nuances that are in accordance with today's muslim tourists from Medan interests.

The purpose of the study is to determine the development of tourist attractions in Sawah Lukis, so that this tourist attraction can be better dan increasingly supporting the lifestyle of the muslim tourists from Medan from Medan who want nature tourism to refresh the mind and body. With the development of tourist attractions, it can have a positive impact on Binjai City as a tourist destination that emphasizes culinary and cultural tourism.

THEORETICAL STUDY

The definition of tourism according to Law of Republic of Indonesia No 10 of 2009 is various kinds of tourism activities and are supported by various facilities and services provided by the community, entrepreneurs and the government. Tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period.

Tourism as a phenomenon has emerged since a person started traveling to a place outside his daily residence to experience new sensations that can reduce boredom. Some important elements of tourism activities according to Judisseno (2017: 19-22) are:

1. Place of origin of tourists

Factors that support or hinder tourists' decisions to travel are income, the right time to travel, political aspects related to passports, visas and other travel documents, health conditions and dependence on drugs, modes of transportation from home to the airport, supporting information before traveling, safety factors, whether or not there are pets that need attention if left on vacation, the number of family members who are invited on vacation, time off or holidays together, concerns about things that can and cannot be done at a vacation spot, and distance to tourist destinations

2. Travel preparation

Activities carried out are seeking complete information about tourist destinations, preparing travel documents, booking hotels and transportation, and preparing goods to be carried.

3. Experience

Experiences that create new and refreshing sensations from natural and artificial attractions in tourist destinations.

4. Return journey

This is done in the form of preparing goods to be brought home in accordance with immigration and flight provisions.

5. Travel evaluation

Trip evaluation is a moment to think about the benefits of a trip that has been made by tourists based on a collection of elements from when deciding to go on a tour, preparing

for a trip, experiences and feelings felt during the trip, and on the way home.

While, according to Leiper in Ismayanti (2018: 1-3), there are three main elements that make tourism activities possible, namely:

1. Tourists are people who carry out tourism activities.
2. Elements of Geography
 - a. Areas of Origin of Tourists Is there an area of origin of tourists? In this area tourists carry out their daily activities, such as work, school, and others. In this area tourists seek information about tourist attractions, tourist destinations, hotels, restaurants and other information related to tourist activities. Tourists can also book transportation, hotels and other needs when traveling in this area.
 - b. Transit areas are areas passed by tourists when traveling to tourist destinations.
 - c. Tourist Destination Areas are areas that become tourist destinations intended by tourists. In this area, tourists can carry out activities that are different from the routine they usually carry out in the tourist's origin area.
3. The tourism industry is an industry that provides tourism services, tourist attractions and tourist facilities, so that tourists can enjoy their tourism activities in a pleasant and satisfying way. For examples are hotel, restaurant, café, travel bureau, event organizer, and theme park.

Before discussing tourist attractions, the author will explain about tourism destinations first, because tourism destinations are broader than tourist attractions. According to Hidayah (2019: 4-5), if interpreted broadly, tourism destinations are regions, regions, cities, provinces or countries that are destinations for tourists to carry out tourism activities. A place is said to be a tourist destination if it contains components of tourism activities (tourist attractions, tourism support facilities, infrastructure) and there is tourism management in that place.

According to Law of Republic of Indonesia No 10 of 2009 Article 1 paragraph 6, tourist attractions include natural tourist attractions and artificial tourist attractions. The definition of tourist attraction is contained in Law No. 10 of 2009 Article 1 paragraph 5, namely "Tourist attraction is anything that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made assets that are the target or purpose of visits traveler".

An area can become a tourist destination for various reasons, one of which has an attraction. As stated by Marhendi in Novarlia (2022:25401) that the existence of tourist attractions in tourist destinations is able to influence the interest of tourist visits because the elements of tourist attraction include originality, diversity, scarcity (scarcity) and the need for tourist attractions.

The types of natural tourist attractions are contained in the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010 – 2025, as follows:

1. Natural tourist attraction based on the potential for diversity and uniqueness of the natural environment in marine waters, in the form of (a) coastal stretches, such as: Kuta Beach, Pangandaran Beach, Gerupuk Beach – Aan, and so on; (b) seascapes, both the waters around the coast and offshore that reach a certain distance that have maritime potential, such as the sea waters of the Thousand Islands, the seas of the Wakatobi islands, and so on;

and (c) water ponds and seabed, such as the Bunaken Marine Park, Wakatobi Marine Park, marine parks and the small islands of Raja Ampat, Kakaban Island Atoll, and so on.

2. Natural tourist attraction based on the potential for diversity and uniqueness of the natural environment in the mainland, in the form of, among others (a) Mountains and natural forests/national parks/natural tourism parks/grand forest parks, such as Mount Rinjani National Park, Komodo National Park, Bromo – Tengger – Semeru National Park, and so on; (b) rivers and lakes, such as Lake Toba, Lake Maninjau, Lake Sentani, Musi River, Mahakam River, Situ Patenggang, and so on; (c) plantations, such as Gunung Mas agro-tourism, Batu-Malang agro-tourism, and so on; (d) agriculture, such as the Jatiluwih rice fields, Ubud rice fields, and so on; and (e) special natural landscapes, such as caves, karst, deserts, and the like, such as Jatijajar Cave, Gong Cave, Gunung Kidul Karst, Maros Karst, Barchan Parangkusumo sandbank, and so on.

There are conditions that must be met for a place to become a tourist attraction at a tourist destination. Maryani in Utama (2017: 144) states these conditions consist of:

1. Attraction that can be witnessed (what to see)

Tourists can see natural scenery, community activities, arts and other cultural attractions.

2. Tourism activities that can be done (what to do)

In addition to the diverse scenery, tourists also need to carry out a variety of diverse tourism activities. Adequate facilities are needed so that tourists extend their visit time at the place.

3. Something that can be bought (what to buy)

Souvenirs and typical handicrafts that function as souvenirs are also very important to provide at tourist attractions.

4. Means of transportation (what to arrive)

In order for tourists to visit, of course a vehicle is needed. How long it will take to reach the place also needs to be considered.

5. Lodging (where to stay)

Tourists need a place to stay temporarily, so it is necessary to provide adequate lodging.

Ariyanto in Utama (2017: 144) states that there are five factors that determine a person to buy services or visit tourist attractions, namely (1) location; (2) facilities; (3) image; (4) price or tariff; and (5) service.

RESEARCH METHODS

The research location is in Wisata Sawah Lukis, Cengkeh Turi District, North Binjai, Binjai City. The data used is qualitative data. Research method used is qualitative research with descriptive type. According to Denzin and Lincoln in Noor (2015: 35-36), qualitative shows that the emphasis on process and meaning is not examined in terms of quantity, amount, intensity or frequency. So it can be concluded that the emphasis is not studied strictly. A qualitative approach is a process of research and understanding based on a methodology of investigating social phenomena and human problems. Researcher emphasizes the close relationship between researcher and subject studied. Descriptive research is research

that describes symptoms, events, and current events.

The number of samples used is 15 people, this number is in accordance with the opinion of McMillan and Schumacher in Satori and Komariah (2017: 58), namely the number of samples in qualitative research can range from 1 to 40 or more. The characteristics of the sample are at least 17 years old, domiciled in Medan, have at least high school education and have traveled to Sawah Lukis in 2022.

Data collection techniques carried out by the author are:

1. Observation

Observations were made on 10-21 September 2022 by observing the field and making a checklist based on Maryani in Utama's theory (2017: 144).

2. Interview

Interviews were conducted on 10, 11 and 18 September 2022 with samples that met the predetermined sample characteristics.

3. Documentation Study

Documentation studies are carried out by the author by reading journals, books, and other references.

The data analysis technique used in this research is Focus Group Discussion (FGD). While the data analysis process used is the Flow Model according to Milles and Huberman in Satori and Komariah (2017: 218-220), which consists of:

1. Data reduction

The data obtained is reduced, summarized and selected important things.

2. Presentation of data

Presentation of data in this study was done in the form of narrative text.

3. Conclusion/verification

Conclusions are drawn by comparing the initial conclusions made by the researcher with the data obtained in the field, so that a credible final conclusion is made.

DISCUSSION AND RESEARCH RESULTS

The benefit of the research results is to find out the condition of the tourist attraction of Sawah Lukis and suggestions for its development based on Maryani in Utama's theory (2017: 144), namely attraction that can be witnessed (what to see), tourism activities that can be done (what to do), something that can be bought (what to buy), means of transportation (what to arrive) and lodging (where to stay). So, development of this tourist attraction is expected can strengthen the lifestyle of the current Muslim tourists from Medan from Medan who like to travel in nature to clear their minds, breathe fresh and clean air, and see views of rice fields which are increasingly rare in the city of Medan. As a result, an increasingly mutually beneficial relationship can be created between the cities of Medan and Binjai, boosting the economies of Binjai and North Sumatra in general. Unemployment in the city of Binjai can be reduced and people can switch to maintaining a beautiful and green environment, not selling their land for housing or office complexes.

The results of the study are:

1. Attraction that can be witnessed (what to see)

The condition of the rice fields in the tourist attraction of Sawah Lukis is good. The vast rice fields are also pleasant to look at for a long time, because the location of the Sawah Lukis is far from buildings and people's houses. Tourists can see the sunset, because the operational hours of Sawah Lukis are every day from 9.00 – 21.00 (Weekdays) and 7.00 – 21.00 (Weekends).

To develop a tourist attraction for what to see factor in Sawah Lukis, it is necessary to provide dances and live music typical of ethnic groups in North Sumatra. The schedule for dances and live music is posted on location and posted on Sawah Lukis Instagram, so that muslim tourists from Medan from Medan can adjust their visiting hours.

Muslim tourists from Medan should also be presented with rice planting and rice harvesting attractions. So that tourists can see the typical arts of North Sumatra and learn new things about agriculture. This attraction should be posted on Instagram or Sawah Lukis social media, so that the public knows when the rice planting and harvesting schedule is scheduled. The last one, muslim tourist also can see the sunrise, so the operational hours should be extended from 5.00 – 21.00 for Weekends.

2. Tourism activities that can be done (what to do)

Tourists can enjoy food and drinks, even before entering tourists must pay an entrance ticket of IDR 25,000, including sweet tea. Tourists can take pictures at the spots provided. In addition, tourists can fly kites, but there is not writing announcement that offers this service.

To develop a tourist attraction for what to do factor in Sawah Lukis, it is necessary to provide giant swing and fish pond for adults. For children, Sawah Lukis provide children playground, games such as trampoline, and mini ATV. Tourists also can take photographs by photographer that is provided by Sawah Lukis. For adults and children, Sawah Lukis also provide Agricultural Tour Packages to learn about rice, how to plant and harvest rice. So, tourists who come can simultaneously add their knowledge and experience while visiting. These activities can also be a differentiation for Sawah Lukis compared to other rice field tourist attraction, as well as increasing the length of tourists visit to Sawah Lukis.

Activities undertaken to increase faith for the tourists, especially muslim tourists from Medan, is organizing Religious Tour Packages in the form of activities going around the Sawah Lukis location while contemplating the meaning of life, gratitude and the blessings that Allah has given to humans, led by a well-known Ustadz in the city of Medan. This tour package requires the development of facilities, such as mosques, lodging, and places to eat which are expanded to meet the needs of tourists.

3. Something that can be bought (what to buy)

Tourists have no other choice but food and beverages for souvenirs. The author observed that all of food and beverages are halal menu, but Sawah Lukis does not have Halal Label.

To develop a tourist attraction for what to buy factor in Sawah Lukis, it is necessary to take care of Halal Licensing, so the muslim tourists from Medan can feel sure that all the food and beverages are Halal. Secondly, it is necessary to sell memorable souvenirs in adequate souvenir shops. Thus, tourists can keep in mind this tourist attraction. Souvenirs that are sold should be related to rice and rural nuances, such as capil hats used by farmers when in the fields, bamboo bag, t-shirts with rice fields pictures, and so on.

4. Means of transportation (what to arrive)

Tourists must visit Sawah Lukis using private, rented vehicles, or public transportation with high price such as Grab and Gojek because there is not other public transportation provided, such as public bus. For travel time, tourists from Medan spend approximately 1 hour drive to reach Sawah Lukis.

The development of tourist attractions for what to arrive factor is that the Binjai City Government needs to provide public transportation at affordable prices to tourist attractions in this city, making it is easier for tourists who do not have private vehicles to reach them. For muslim tourists from Medan who take Religious Tour Package

5. Lodging (where to stay)

There is not lodging is provided at Sawah Lukis, so usually muslim tourists from Medan from Medan only visit for a few hours, then return to Medan.

The development of tourist attraction for where to stay factor is by providing accommodation in Sawah Lukis. This inn can have a rustic feel, but is still modern, by providing TV, air conditioning, warm water and a shower in the bathroom. The price per night offered must also be in accordance with the facilities and services provided and competitive prices. The recommended price is around IDR 300,000-IDR 500,000/night. This accommodation can also be combined with Agricultural Tour Package and Religious Tour Package.

CONCLUSION

The conclusion that can be drawn to develop the tourist attraction of Sawah Lukis are:

1. To develop a tourist attraction for what to see factor in Sawah Lukis, it is necessary to provide dances and live music typical of ethnic groups in North Sumatra. The schedule for dances and live music is posted on location and posted on Sawah Lukis Instagram, so that muslim tourists from Medan can adjust their visiting hours.

Muslim tourists from Medan should also be presented with rice planting and rice harvesting attractions. This attraction should be posted on Instagram or Sawah Lukis social media, so that the public knows when the rice planting and harvesting schedule is scheduled. The last one, muslim tourist also can see the sunrise at Sawah Lukis.

2. To develop a tourist attraction for what to do factor in Sawah Lukis, it is necessary to provide giant swing and fish pond for adults. For children, Sawah Lukis provide children playground, games such as trampoline, and mini ATV. Muslim tourists from Medan also can take photographs by photographer that is provided by Sawah Lukis. For adults and children, Sawah Lukis also provide Agricultural Tour Packages to learn about rice, how to plant and harvest rice.
3. To develop a tourist attraction for what to buy factor in Sawah Lukis, it is necessary to take care of Halal Licensing, so the muslim tourists from Medan can feel sure that all the food and beverages are Halal. Secondly, it is necessary to sell memorable souvenirs in adequate souvenir shops.
4. The development of tourist attractions for what to arrive factor is that the Binjai City Government needs to provide public transportation at affordable prices to tourist attractions in this city, making it easier for tourists who do not have private vehicles to reach them.
5. The development of tourist attraction for where to stay factor is by providing rustic but modern accommodation with price recommended IDR 300,000-IDR 500,000 in Sawah Lukis. This accommodation can also be combined with Agricultural Tour Package and Religious Tour Package.

SUGGESTION

The suggestions given are:

1. As well as the development of the tourist attraction of Sawah Lukis which has been described previously, preferably the Owner of Sawah Lukis and the Government of Binjai City consider it to be executed.
2. The author recommend that this research be continued with further research using the theory of Ariyanto in Utama (2017: 144) states that there are five factors that determine a person to buy services or visit tourist attractions, namely (1) location; (2) facilities; (3) images; (4) prices or tariffs; and (5) services.

Further research can also be carried out by examining the impact of the tourist attraction of Sawah Lukis on the economy, social and culture in Binjai City. In addition, further research can also be carried out in the form of the influence of tourist attraction, price and motivation on the decision for Muslim tourists to visit Sawah Lukis.

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