

POTENTIAL AND STRATEGY FOR NATURAL TOURISM DEVELOPMENT (CASE STUDY OF KWALA SERAPUH VILLAGE, LANGKAT)

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Keywords:

System, Academic, School, Web

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Abstract:

An academic information system is a system created for the needs of managing school academic data by applying computer technology that makes academic processes easy to manage and produces useful information. SD Negeri 050729 Tanjung Pura District, Langkat Regency is a school or primary level state educational institution that requires an administration system to manage school academic data such as teacher data, student data, lesson data and lesson grade data, which can be managed with an information system making it easier for operators. schools can see future data, as well as teachers and students who can easily access grades and lessons at school. Based on all of that, here the author designs and creates an academic information system that can be used at SD Negeri 050729 Tanjung Pura. The system that the author created consists of three systems consisting of an information system for school operators, a system for teachers and a system that can be used by students.

INTRODUCTION

Indonesia has enormous natural wealth, ranging from mountains, beaches, seas, forests, to lakes. This natural wealth has great potential to be developed into a natural tourist destination. Nature tourism is one of the tourism trends that is developing in the world. Tourists are increasingly interested in visiting natural tourist destinations that offer natural beauty, tranquility and unique experiences. Like the opinion of (Ismayanti, 2010) which groups tourism into various types based on the type of tourism, such as culinary tourism, cultural tourism, historical tourism and many others.

Natural tourism development must be carried out in a sustainable manner so that it can provide benefits to society and the environment. The government's efforts to achieve equitable development require community support in exploring the surrounding potential, which can be used as a source of income for local communities in the tourism sector, because the tourism industry is an economic sector that makes a significant contribution to state income. Data from the Central Statistics Agency shows that in 2019 there were 7.83 million visits, an increase of 9.94% from 7.53 million visits in the same period in 2018, this shows quite large growth in the tourism sector in Indonesia (Badan Pusat

Statistik, 2019). In tourism development planning, there are several factors that must be considered, such as tourists, transportation to tourist locations and products, service facilities and information (Yoety, 1998). According to (Pitana & Diarta, 2009), physical conditions, accessibility, property ownership and use, obstacles and supports, as well as other factors such as labor wages and political stability, are location elements that influence the growth of tourism potential. This means that the components and factors involved in tourism development are interdependent.

One of the villages that has the potential to develop tourism is Kwala Serapuh village which is located in Langkat Regency. Kwala Serapuh Village has great natural tourism potential, namely; 1) Lau Serapuh River which is a river with clear and fast flowing water. 2) Batu Keramat Waterfall which has a height of around 20 meters. 3) The hills and forests are still beautiful. In connection with tourism potential development activities, a strategy is also required to achieve the desired optimal results. Strategy is defined as a pattern of goals, program policies or resource allocation that can determine whether an organization does what it does. Thus strategy is an extension of the mission to form a bridge between the organization and its environment (Bryson, 1999).

Based on the definition above, what is meant by development strategy is efforts made with the aim of advancing, improving and improving the tourism conditions of an object and tourist attraction so that it can become established and busy for tourists to visit and can provide good benefits for the surrounding community. tourist locations and further generate income for the government. Tourist attraction is another term for a tourist attraction that is more familiar to lay people. According to experts, attractiveness itself has several definitions. One definition of tourist attraction according to (Undang-Undang Nomor 10, 2009) is defined as something that has uniqueness, convenience and value which can be in the form of biological, cultural and man-made diversity which is the destination of tourist visits (Hermawan, 2017). According to (Yoeti, 2008) A tourist attraction is a tourist attraction which can be anything that can be offered to tourists who want to visit a particular country or tourist destination (DTW).

Tourist attractions consist of several types, including natural, cultural, social and artificial tourist attractions. A tourist attraction requires a development strategy to support tourism activities within it. According to (Cooper (ed), 1998) that a tourist attraction must have 4A elements in it which include attractions, amenities, accessibility, and ancillary or

additional services which are the main components of a tourist attraction. This research aims to discuss the potential for natural tourism in Kwala Serapuh Village, Langkat Regency, strategies for developing natural tourism and developing sustainable natural tourism. It is hoped that this research can contribute to tourism development in the village.

RESEARCH METHODS

The research method used is descriptive qualitative where the problems discussed in this research are temporary and will change and develop when in the field. According to (Sugiyono, 2018), qualitative research method is a research method based on the philosophy of postpositivism, used to research the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulated manner, data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalizations. Apart from that, this research method is not related or related to numbers, but rather the author describes, describes and illustrates the data obtained while in the field. This method can be interpreted as a procedure for solving the problem under study by describing the current state of the subject or object of research based on the facts that are visible and what they are (Soejono & Abdurrahman, 1999). The data used in the research is primary data and secondary data. According to (Sugiyono, 2019) What is meant by primary data is a data source that directly provides data to data collectors. Meanwhile, according to secondary data, it is a source that does not directly provide data for data collection (Sugiyono, 2019). Secondary data is obtained from sources that can support research, including documentation and literature.

RESULTS AND DISCUSSION

Potential of Kwala Serapuh Village

Kwala Serapuh Village is a village located in Tanjung Pura District, Langkat Regency, North Sumatra Province. This village has great natural tourism potential, namely in the form of:

1. Lau Serapuh River

It is a river with clear and fast flowing water. This river can be used for water tourism activities, such as swimming, rafting and fishing.



Figure 1. Lau Serapuh River

2. Sacred Stone Waterfall

Sacred Stone Waterfall which has a height of about 20 meters. This waterfall can be used for natural tourism activities, such as hiking and camping.

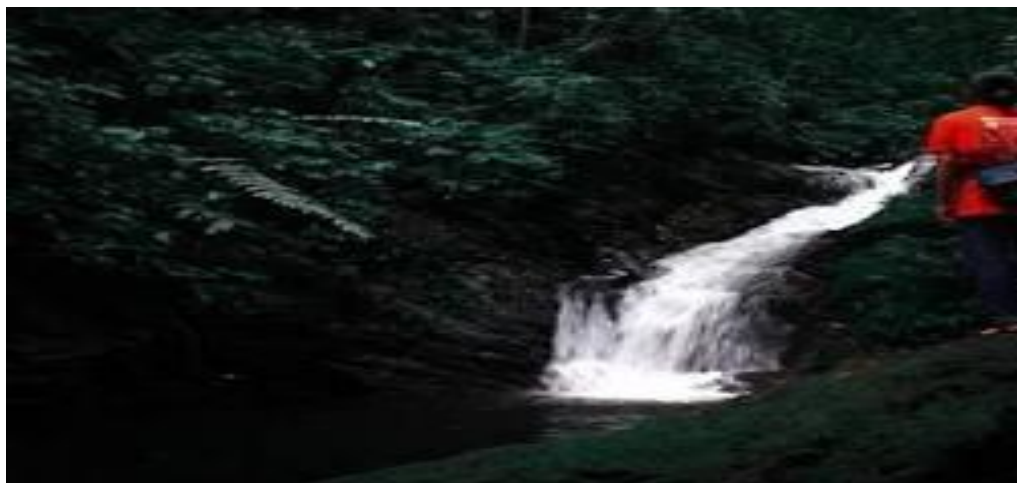


Figure 2. Batu Keramat Waterfall

3. The hills and forests are still beautiful

These hills and forests can be used for natural tourism activities, such as hiking, camping and bird watching.

Apart from natural tourism potential, Kwala Serapuh Village also has cultural and historical tourism potential. This village has several historical remains, such as old graves and cultural sites. The tourism potential of Kwala Serapuh Village has not been fully developed. To develop the tourism potential of Kwala Serapuh Village, cooperation is needed between the local government, local communities and investors.

Kwala Serapuh Village Tourism Development Strategy

The following are several recommendations for developing tourism in Kwala Serapuh Village:

1. Improve accessibility

The local government can work together with the local community to improve accessibility to Kwala Serapuh Village. Good accessibility will make it easier for tourists to visit this village.

2. Improving the quality of tourism facilities and infrastructure

The local government and local community can work together to improve the quality of tourism facilities and infrastructure in Kwala Serapuh Village. Good tourist facilities and infrastructure will provide comfort and safety for tourists.

3. Develop unique tourism products

Regional governments and local communities can work together to develop unique tourism products. Unique tourism products will attract tourists to visit Kwala Serapuh Village.

4. Increase tourism promotion

The local government and local community can work together to increase tourism promotion in Kwala Serapuh Village. Effective promotion will introduce Kwala Serapuh Village to tourists.

SWOT Analysis Strategy for Tourism Development in Kwala Serapuh Village

SWOT analysis is a method for analyzing the strengths, weaknesses, opportunities and threats of an organization or company. According to (Rangkuti, 2015), SWOT analysis is an analysis based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. According to (Fahmi, 2017), to analyze more about SWOT, it can be seen in terms of external factors and internal factors. SWOT analysis can be used to develop strategies for tourism development in Kwala Serapuh Village. The following is a SWOT analysis for tourism development in Kwala Serapuh Village:

1. Strength (Strength)

- a. Great natural tourism potential
- b. Friendly community
- c. Strategic location

2. Weakness
 - a. Poor accessibility
 - b. The quality of tourism facilities and infrastructure is inadequate
 - c. Ineffective tourism promotion
3. Opportunities
 - a. A growing natural tourism trend
 - b. The presence of Kualanamu Airport
 - c. Increasing community welfare
4. Threats
 - a. Competition with other tourist destinations
 - b. Climate change
 - c. Environmental damage

Based on the SWOT analysis, the tourism development strategy for Kwala Serapuh Village can be formulated as follows:

1. Improve accessibility

The local government and local community can work together to improve accessibility to Kwala Serapuh Village. Good accessibility will make it easier for tourists to visit this village.
2. Improving the quality of tourism facilities and infrastructure

The local government and local community can work together to improve the quality of tourism facilities and infrastructure in Kwala Serapuh Village. Good tourist facilities and infrastructure will provide comfort and safety for tourists.
3. Develop unique tourism products

Regional governments and local communities can work together to develop unique tourism products. Unique tourism products will attract tourists to visit Kwala Serapuh Village.
4. Increase tourism promotion

The local government and local community can work together to increase tourism promotion in Kwala Serapuh Village. Effective promotion will introduce Kwala Serapuh Village to tourists.

With proper development, Kwala Serapuh Village can become an attractive natural tourism destination that can provide benefits to the community and the environment. The following are several specific strategies for developing tourism in Kwala Serapuh Village:

1. Build road and bridge infrastructure
2. Building tourist facilities and infrastructure, such as accommodation, restaurants and sports facilities
3. Develop interesting tourism activities, such as educational tourism, culinary tourism and cultural tourism
4. Increasing tourism promotion through social media and mass media

With the right strategy, Kwala Serapuh Village can become a competitive natural tourism destination and can improve community welfare.

CONCLUSION

Kwala Serapuh Village has great natural tourism potential, namely the Lau Serapuh River, Batu Keramat Waterfall, and pristine hills and forests. However, the tourism potential of Kwala Serapuh Village has not been fully developed. To develop the tourism potential of this village, cooperation is needed between the regional government, local communities and investors. Some tourism development strategies for Kwala Serapuh Village are:

1. Increasing accessibility, namely by building road and bridge infrastructure.
2. Improving the quality of tourism facilities and infrastructure, namely by building accommodation, restaurants and sports facilities.
3. Develop unique tourism products, namely by developing educational tourism activities, culinary tourism and cultural tourism.
4. Increasing tourism promotion, namely by promoting Kwala Serapuh Village through social media and mass media.

With proper development, Kwala Serapuh Village can become an attractive natural tourism destination that can provide benefits to the community and the environment.

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