

ANALYSIS OF TOURIST VILLAGE AND TOURIST CHARACTER IN KAMPOENG LAMA VILLAGE DELI SERDANG REGENCY

¹ Rahmi Khairani Nasution

²R. Hamdani Harahap

³Dewi Kurniawati

⁴Hatta Ridho

¹Doctoral Program in Development Studies, Universitas Sumatera Utara, Medan, Indonesia

²Doctoral Program in Development Studies, Universitas Sumatera Utara, Medan, Indonesia

³Doctoral Program in Development Studies, Universitas Sumatera Utara, Medan, Indonesia

⁴Doctoral Program in Development Studies, Universitas Sumatera Utara, Medan, Indonesia

ABSTRACT

The aim of this research is to analyze the potential of tourist villages and the characteristics of tourists in the Kampung Lama village of Deli Serdang district. This type of research is mixed method. Data analysis are carried out with stages of data reduction, data presentation and conclusion and then the data is analyzed qualitatively. The results of this study suggest that The Kampoeng Lama Tourist Village has tremendous potential, although it does not have a special tourist attraction but it can exploit the potential to become a tourist village. As for the characteristics of the tourists who visited it is seen from the demographic socio 18-24 years of age as 70 people (68%), more visitors male type 53 (51,5%), with a diploma education of 49 people (47.6%), unmarried status 73 people (70,9%).

Keywords: Tourist, Village, Character, Regency

INTRODUCTION

The Ministry of Tourism of the Republic of Indonesia (2016) mentioned that there are 4 (four) main pillars in tourism development. This pillar is also a criterion that has been formulated by the Global Sustainable Tourism Council (GTSC) which includes sustainable tourism management, economic benefits for local communities (social-economy), cultural conservation for communities and visitors (culture) and environmental conservation (environment). According to the National Tourism Development Master Plan 2006-2025, 50 National Tourist Destinations have been identified, two of which are in North Sumatra, namely, D.P.N. Nias Simeulue and its Environs and Medan-Toba and its environs. In both DPNs there are eight National Tourism Development Areas (KPPNs).

In an effort to accelerate the development of major national tourism destinations, the government has also established the National Strategic Tourism Area, three of which are located in North Sumatra, namely the Inner Gulf and its surroundings, Toba and its environs and Tangkahan and its neighborhoods, National Priority Strategic Area. (KSPN). The Government of Deli Serdang district belongs to the KSPN Territory of Toba and its Environs where Deli serdang is one of the districts located in North Sumatra that has the Kualanamu International Airport and makes Deli sardang the main gateway to the arrival of tourists to North Sumatera. Deli Serdang district has a total area of

249,772 Ha (2,497,72 km²) consisting of 22 districts, 14 villages and 380 villages (Badan Central Statistics (BPS) Deli serdang, 2022). According to the Deli Serdang District Tourism Development Master Plan, 2015-2024, the potential of tourist attractions in this district is quite varied according to the characteristics of the natural landscape. According to its topographic characteristics, Deli Serdang consists of mountainous or high plains, low plains and coastal areas. Each region has different characteristics with its own potential of attraction. On the other hand, Deli Serdang district is one of the districts that are geographically connected close to the centres of economic activity of the region, related to the national development plan and includes one of Mebidangro's National Strategic Area (KSN). This makes the district a great potential to develop including in the tourism sector..

Table 1. Tourist Interest in Deli Serdang

No	Description	2019	2020	2021	2022
1	Amount of Tourist Interest	80	83	128	128

Source: Data of the Ministry of Culture, Youth and Sports and Tourism of Deli district Serdang in 2022

From Table 1 it can be seen that district of Deli Serdang has potential tourist attractions that are able to attract visitors to come spread out in 22 (twenty-two) districts, where every year there is an increase in tourism attractions in district Deli serdang in 2020 there is the addition of 3 (three) tourist attraction, in 2021 there is a significant increase of 45 attractions more in nature tourism and in 2022 fixed. Most of this tourism potential belongs to the community and is managed by the community as a family. The original income of Deli district of Serdang on tourism is obtained only through the Retribution of the Deli District Museum. Existing tours are not professionally managed unless they are made by a private entity. The existence of tourist attractions is only a source of data for data inventory only without any follow-up in meaningful development and improvement, let alone for its promotion. Tourism development requires accurate information and valid data about the characteristics of tourists visiting Deli Serdang tourist attractions. At the moment, in order to properly manage the demand of the tourism market by various stakeholders and to be developed, it is necessary to express reasons that directly and/or indirectly influence the behavior of tourists. It is difficult to predict the behavior of tourists from a one-dimensional perspective, as tourist behaviors are multifactorial in nature. In this case, it is important to understand the development of sustainable tourism that participates. Thus, it can be predicted the behaviour of future tourists while helping relevant stakeholders to offer and develop suitable products, services, and experiences. Through a comprehensive literature study, it is expected that tourists will contribute to the literature on segmentation and opinions about directing tourists to the type of tour to be given to destination managers, tour marketers, tour operators, travel agencies, nature groups associations, etc. (Karacaoğlu, 2023).

Identifying the characteristics of visitors is vital to do which will contribute to the business-related industry through actual analysis of some of the factors that influence the decision-making of the visitors at the tourist attraction, which has been proven by existing theoretical standards in accordance with the model that proposes structural relationships of the motivation of tourists, desire, attractiveness, participation, satisfaction, and visiting again (Kim dan Jeon, 2018). Seeing the potential in the Old Kampoeng Tourism Village but not developed sustainably as part of tourism development in Deli Serdang district researchers are interested in studying about how the potential of the Village Tourism and Tourist Characteristics in the Village tourism Kampoeng Lama district Deli serdang”.

LITERATURE REVIEW

Village Tourist

According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia (2021) a tourist village (Kampung, Nagari, Gampong, or other terms) is an area that has the potential and uniqueness of a distinctive tourist attraction that is to experience the unique experience of life and traditions of rural communities with all its potential. In addition, a touristic village is a village that has a unique potential and characteristic tourist attractiveness, both the physical character of the rural environment as well as social and cultural life of society managed and packed attractively and naturally with the development of its supporting facilities, in a harmonious environmental system and well-managed and planned so that it is ready to receive and move tourist visits to the village, and able to move tourism economic activity that can improve the well-being and revitalization of local communities. (Muliawan, 2008).

According to Podovac and Tončev (2016), village tourism is defined as any form of tourism in the countryside. By staying in the village, tourists enjoy the natural environment; they engage in typical rural activities and learn about the culture and traditions associated with the local community. In this respect, tourist villages contribute to economic, ecological, and socio-cultural revitalization with the aim of improving the standard of living of local communities. Rural tourism can be defined as a "country experience" that covers a variety of attractions and activities in agricultural or non-urban areas. The main characteristics include wide open spaces, low rates of tourism development, and the opportunity for visitors to experience the immediate environment of agriculture and/or nature. (Irshad, 2010).

Tourist villages are a small group of tourists who usually live in or near traditional settings in remote villages, and learn about rural life and surroundings. (Inskeep, 1991). Tourist villages in their purest form (Fagioli, Diotallevi, and Ciani, 2014) are located in the countryside, functional villages built on the unique features of small-scale rural enterprises, open spaces, contact with nature and nature, heritage, traditional communities and traditional practices, in the rural scale both in terms of buildings and settlements usually on a small scale, traditional character that is slowly growing and organic, as well as related to local families. It will often be locally controlled and developed for the long-term benefit of the region. Various types represent complex patterns of rural environment, economy, history, and location.

According to Muhi (2010), tourist villages include a wide range of activities, services, and additional content provided by hosts (farmers, farmers) in farms and family farms attracting tourists to their areas to create additional income, respecting the principles of sustainable development and conservation of natural resources. Wilson dkk. (2001) argues that a tourist village is a village with a variety of characteristics and its uniqueness can be an attractive tourist attraction that is easily accessible and developed. The development approach by developing tourist villages is becoming increasingly popular and attractive so that it is thought to be able to withstand the pace of urbanization and its impact, both in abandoned villages and in backward villages. (Zhang, Duan dan Han, 2021). Currently, out of 83,820 villages in Indonesia, 1,877 villages are tourist villages. (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). This number has increased and spread to various provinces in Indonesia.

Tourist

A tourist is a person who lives in a country regardless of his nationality and visits a place in the same country for more than 24 hours. A tourist is a person or group of people who undertakes a tourist trip, if they stay for at least 24 hours in a region or country visited. For example, if they live in a country they visit for less than 24 hours, they are called excursionists. (Suwanto, 2004). According to the instructions of the President of the Republic of Indonesia No. 9/1969 contained in chapter 1 of section 1, a tourist is any person who travels from his place of residence to visit another place enjoying the journey of that visit (Spillane, 2001). According to Spillane, a traveler is a temporary visitor who stays at least 24 hours in the country to be visited and his visit can be classified as follows:

- a. A tourist is generally a group of people who visit a region to make a tour, but not to stay in the destination or work

for a salary. Tourists are an integral part of the world of tourism. Tourists are very diverse, old people, rich people, foreigners, all have different desires and expectations. If reviewed from the meaning of the word "tourist" which is derived from "travel" then it does not actually stand as a substitute for the word 'tourist' in the English language. A tourist means a person or group of people who visit a place in a temporary or non-permanent manner.

According to the WTO (2009), a tourist is divided into three categories: a. A visitor is any person who connects to another State where he or she has a place of residence, on the grounds of doing a job assigned by the State to which he/she is a visitor. b. a tourist is any person residing in a State regardless of his nationality, who visits a place in the same State for more than 24 hours. c. a non-tourist or excursionist is a temporary visitor who stays in the State visited for less than 24 hour, including a person travelling around by cruise ship. In the Basic Books of Tourism, a tourist is a person or group of people who travel tourism is called tourist, if the length is at least 24 hours in the area or in the country visited. If they live in the region or country visited in less than 24 hours then they are called tourists. (excursionist). As for the types of tourists such as: a. Foreign Tourist Foreign tourist or foreign tourist.

This type of tourist is often also referred to as a national tourist or abbreviated as a tourist. A foreign tourist will travel to a country other than the country where he normally lives. This type of tourist means a foreigner who resides or resides in a country because of his duties and travels tourism in the territory of the country where he is living. c. Indigenous Foreign Tourist This type is a citizen who because of their duties or duties is abroad and then returns to his country of origin to travel in his own country. d. Domestic Tourist A citizen of a country who is travelling tourism within his own territory without crossing the borders of another country. So, this type of tourist travels to a destination that is still in the administrative territory of the country where he lives.

METHODOLOGY

Reviewed from the type of data, this study uses a mix-method approach, which combines two forms of approach, quantitative and qualitative. According to Sugiyono (2011), the mix method combines two research methods, namely quantitative and qualitative into a research activity, so that the data obtained will be more comprehensive, valid, reliable and objective. Assuming that where researchers combine statistical trends (quantitative data) with stories and personal experiences (qualitative data), the combined power will produce a better understanding of research problems than if it were to stand alone. Researchers use quantitative methods to decide what to study, ask specific questions or hypotheses, measure variables to find answers to questions, use statistical analysis to obtain information in answering questions/hypotheses and make interpretations of results. While qualitative research, researchers generally provide questions and collect data in the form of text, audio recordings, or video.

A sign of qualitative research is that researchers collect data through observations on participants or directly ask participants using open questions using tools such as interview sheets, focus group protocols or questionnaires. As for the research issues that are to be investigated using qualitative research is the creativity and role of SDM actors in the Village Tourism Kampoeng Lama as well as the role of the regional government and the collaboration of stakeholders. All the elements of qualitative and quantitative research are incorporated into a Mixed Methods (Creswell dalam Malini, 2020). In this study, the researchers carry out the collection and analysis of quantitative data which is then followed by the collecting and analysis the qualitative data carried out to strengthen the results of their research. At the time of the field, the researchers obtained data filling out a questionnaire of 103 respondents. To obtain qualitative data through an interview with an informant, then that informant is determined under the following conditions:

- a. Persons who are directly involved in the Old Kampoeng Tourism Village
- b. People who are indirectly engaged in the old kampoeng tourism village
- c. Officials of the village and the area associated with the old Kampoeng Tourist Village

DISCUSSION

The tourist village of Kampong Lama has a very large farmland of 170 hectares which is exploited as a tourist attraction. Besides, there is local wisdom and cultural art that is exploited as a tourist attraction supported by its culinary preservation.

Tabel 2. The potential of the village tourism Kampong Lama

No	Criteria	Value of Score Mximum	Scores obtained	%
1	Nature/Biology	32	10	31%
2	Environment and Physics	37	24	65%
3	Culture (Khususnya kesenian, kuliner, sistem pengobatan tradisi, situs)	38	25	66%
4	Amenities/Infrastructure	19	13	68%
5	Institutional	16	5	31%
6	Human Resource	18	15	83%
7	The attitude and order of life of the people	18	15	83%
8	Accessibility (Keterjangkauan, dan Moda Transportasi)	20	11	55%
	Amount	198	118	

Based on the above table, it can be seen that the highest value of potential in the village tourism Kampong Lama on attitude and order of life of the community and human resources (SDM) with a percentage of 83%. Amenities of infrastructure is at 68% which is then followed by Culture (especially art, culinary, system of traditional medicine, site) of 66% as well as Environment and Physics of 65%. Accessibility of 55% and Nature / Biology of Life of 41%. Seeing the data that need to be accelerated to accessibility so that it can make it easier for tourists to visit and development by making use of the nature of Bio Life that exists in the Village Tourism Kampong Lama.

1. Sanggar Lingkaran



Figure 1 Sanggar Lingkaran

Quantum Indonesia Circle is a social foundation with the vision of creating a decent life for growing children and young people, supported by a living standard of families and societies that are prosperous and dignified. Established in 2011 in Deli Serdang District, North Sumatra Province, Indonesia. Concern over the low level of education with high school dropouts in the coastal area of Pantai Labu district of Deli Serdang, was the reason for the establishment of the Quantum Indonesia Circle, which started from the sanggar activities of art and youth creativity. A series of non-formal education activities are organized to ensure the best interests of the growing children and youth in the coastal areas. Promote the ability to shape the best life in the future, through character education, artistic culture and vocational skills. Currently, the series of activities of the Quantum Circle of Indonesia has an impact on the improvement of the economy of the people, driving the village Denai Lama into a tourist village in 2018, then in 2021 the village Kampong Lama was successfully visited by the Minister of Tourism and Creative Economy Bapak Sandiaga Salahuddin Uno, with the uniqueness of the village tourism based on education, cultural art and local intelligence. We are committed to continuing to organize empowerment programmes in backward areas, by applying the strengths of the Three Pillars: society, corporations and governments..

2. Agrowisata Paloh Naga



Figure.2 Agrowisata Paloh Naga

Agrowisata Paloh Dragon is situated in the middle of the savannah in the Old Kampong Tourist Village. One of the spots of this tourist village visitors can enjoy the greenery of the Savannah as well as fresh air. There are cottages where we rest with the family while enjoying the typical cuisine of the village. The location of Agrowisata Paloh Dragon is instagramable and suitable for taking photos for visitors. The area is also equipped with an entertainment stage that displays the art and dance of the students sanggar circles. Then provide the typical cuisine of the village sold by the local community, where for payment using Wooden Money. 1 (one) wooden money is paid with Rs. 2,000,-. In addition, there is also a Swimming Pool for children at the price of Rs. 10,000,-/persons who can add activity during visiting Agrowisata Paloh Dragon.

3. Pasar Kamu Kawan Lama



Figure.3 Pasar Kamu

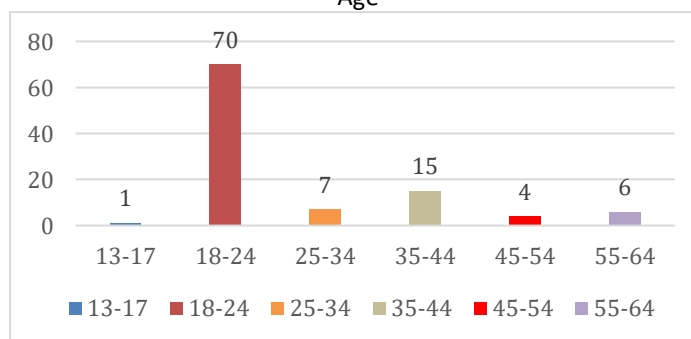
Your market was first opened on August 9, 2020 by Old Friends of the Area, a youth community of Denai Lama Village led by Dedy Sofyan. Your market is designed like a traditional people's market that combines doeloe tempo with Malay and Java culinary domination, according to the majority of the tribes that live in Kampoeng Lama. This market is only open on Sundays at 06.00-12 wib. Upon arrival at this location, visitors will be looking for their own bars and seats at the same location as your market. As long as they are in the location to make payment transactions visitors are asked to convert money into TEMPU (Tempurung), where 1 tempu is equivalent to Rs. 2,000,-. There are hundreds of UMKM traders who sell traditional foods like lupis, cenil, klepon, nail-ongol, gemblong, gatot, tiwul, dodol, rengginang, corn grontol, and red sugar on your market. Art and dance performances are also available for visitors who display sanggar-sanggar from the Old Kampoeng Tourist Village. Besides, every week there are event-events to attract visitors to the crowd.

Characteristics of the tourist village of Kampoeng Lama of Deli Serdang Regency

Socio-Demographic

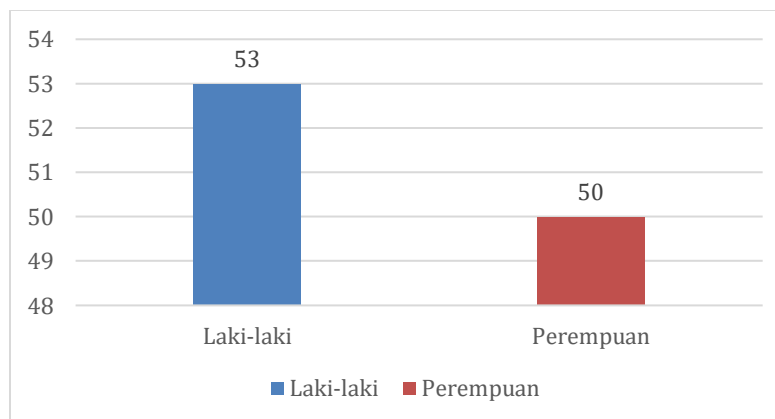
The results of the questionnaire to see the characteristics of tourists in Kampoeng Lama Tourist Village viewed by age, gender, education, marital status, travel, tribe, job, income, distance, vehicle, tribes and motivation were processed using SPSS and obtained results that can be seen in the chart below:

Graphic .1
Age



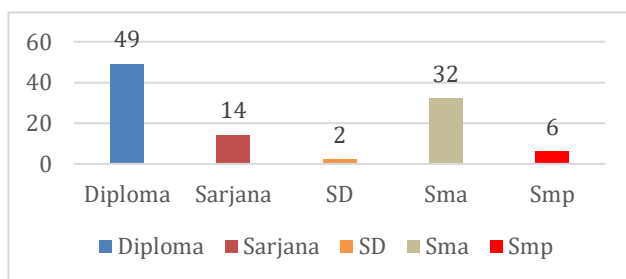
Based on the above data, it can be concluded that of the 103 tourist visits, the most 18-24 years old 70 people (68%), 35-44 years old 15 people (14.6%), 24-34 years of age 7 people (6.8%), 55-64% 6 people (5.8%), 45-54 4 people (3.9%), while it is the least 13-17 years old (1%). The age of 18-24 is a productive and active age in the use of information and communication technology, especially social media, and some respondents get information about the tourist village through social media Instagram. This is different from the results of the study of Pratama, Dewi and Karini (2020) on the characteristics, motivation and perception of tourists from the country to the tourist village of Trunyan, Kintamani where the age of the tourists is 15-30 years. Meanwhile, the research of Latifah and Hudionousia (2020) about the Tourist Profile Analysis of Tourist Objects Gazebo in the touristic village of Kemetul district of Semarang supports this research, where the ages of 15-24 years are the most dominant tourists.

Graphic 3
Sex



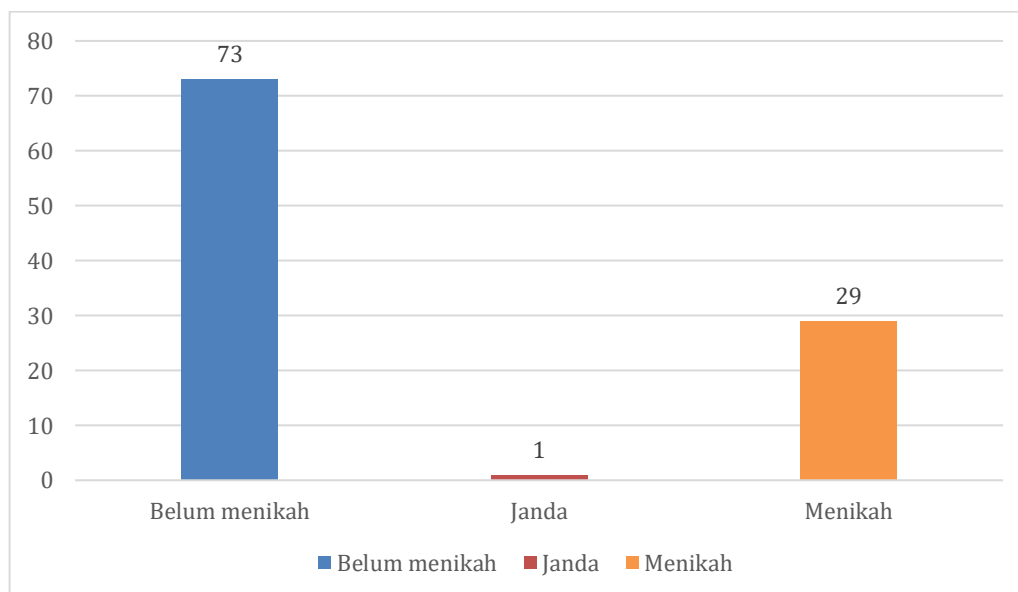
Based on the above data, it can be concluded that the most visiting tourist villages of the old campoeng were 53 men (51.5%) and 50 women (48.5%). It proves that the visitor rate of male or female tourists is only 3% different. The number of male tourists is higher than that of female tourists but is not predominant. Based on this data, the difference between the number of visitors by male sex and tourists by female sex is not significantly different, so the spread of tourists men and women tend to be equal. This study supports the results of the Latifah and Hudionousia (2020) study on the analysis of tourist profile of the gazebo tourist attraction in the tourist village of the district of Sarang where the number of tourists is male rather than female, where of the 126 participants who filled the lift, there were 66 men and 60 women with the percentage of 52.4% and 47.6%. Meanwhile, Bambang (2019) study on Identification of the characteristics of the Tourist Village Visitor in Banyumas district supports this study where the tourists are male with 57% and the respondents are female with 43%.

Graphic 2
Education



Based on the data on the above chart, the most likely conclusions can be drawn are the Diploma of 49 (47.6%), High School of 32 (31.1%), Bachelor of 14 (13.6%), Primary School of 6 (5.8%) and the least SD of 2 (1.9%). From the chart it can be seen that tourists with Diploma education are the most among others. The results of this study are different from the Bambang (2019) study on the Identification of the Characteristics of the Visitor to the Tourist Village in Banyumas district where the largest visitor comes from teenagers of upper secondary school with a percentage of 37%. The results also differ from the study of Latifah and Hudionousia (2020) on the Analysis of the Profile of Tourist Tourist Objects Gazebo in the tourist village of Kemetul district of Semarang where the average tourist with the last level of high school education with 63 people or 50% has the highest rate of visits.

Graphic 4
Marital Status



Based on the above data can be drawn the conclusion that the most visited tourist village campoeng old unmarried as 73 people (70,9%), married as 29 people (28,2%) and widows as 1 person (1%). This is in line with the study Latifah and Hudionousia (2020) on Tourist Profile Analysis of Tourist Objects Gazebo In Village Tourism Kemetul District Semarang which shows the most tourists i.e., Unmarried with 94 people or 74,6%. In addition, this study is also

influenced by Bambang (2019) who researched Tourists in Village Tourist District Banyumas where the proportion of marital status of tourist objects visitors is unmarried respondents of 55%. Based upon this reinforcement can be concluded that, unmarried tourists have visited a lot of village tourism.

CONCLUSION AND RECOMMENDATION

The Kampoeng Lama Tourist Village has tremendous potential, although it does not have a special tourist attraction but it can exploit the potential to become a tourist village. There are 3 tourist spots like your market as a culinary market that offers a variety of traditional dishes, this spot is open only on every Sunday from 07.00-11.00 p.m., agrowisata dragon paloh presents a spectacular view of the savannah and various gastronomic facilities as well as cultural arts, the spot is only open on Saturdays and Sundays at 07.00-11.00 P.m. and the sanggar circle as a cultural art container is open every day. All these spots can be reached through a tour package that offers educational tours such as planting strawberries, cooking traditional dishes and other rural activities. The characteristics of visitors in the old campsite tourist village are seen from the demographic socio aged 18-24 years of age of 70 people (68%), more visitors male type 53 (51,5%), with a diploma education score of 49 people (47.6%), unmarried status of 73 people (70.9%). Creativity in the old campoeng tourist village is the art of dancing to preserve the local wisdom of the village in the sanggar circle and is also displayed in the agrowisata of the dragon frogs, the local culinary that is displayed at your markets, agrowissata of dragonfrogs as well as the peacock market. Many of the actors involved in the development of the tourist village, ranging from the pioneer of the idea to the head of the village supported by the village devices as well as the community. Share the duties and responsibilities to the managers of each spot and conduct an evaluation once a month to see the development of the tourist village.

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ABOUT THE AUTHORS

Rahmi Khairani Nasution, email: rahmikka20a@gmail.com

Rahmi Khairani Nasution is a Student of Doctoral Program in Development Studies, Universitas Sumatera Utara, Indonesia. She also a lecture in Graha Kirana University , Medan Indonesia.

Prof. Dr. R. Hamdani Harahap, M. Si is a lecture in Doctoral Program in Development Studies, Universitas Sumatera Utara. Email: r.hamdani@usu.ac.id. Prof. Dr. R. Hamdani Harahap, M.Si. was born in P. Siantar on February 27, 1964. He is a lecturer in Anthropology at the University of North Sumatra. He completed his final education at S3, the PSL/SDAL study program, at the University of North Sumatra in 2010.

Dr. Dewi Kurniawati, M.Si is a lecture in Doctoral Program in Development Studies, Universitas Sumatera Utara. Email: dewi.kurniawati@usu.ac.id. She is a researcher and he also active in writer book or journal.

Dr. Hatta Ridho, M.SP is a lecture in Doctoral Program in Development Studies, Universitas Sumatera Utara. Email: ridhohatta71@gmail.com. Hatta Ridho, S.Sos., MSP. Men of High Born 13 May 1971, completed his studies in the Business Administration Studies Program of Universitas Sumatera Utara. The last publication is Strengthening Community Participation in Spatial Planning of Riverflow Regions in Medan City.