

Tourism Potential Of Percut Village, Percut Sei Tuan District, Deli Serdang Regency

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Abstract—Percut Village is one of the tourist destinations in Percut Sei Tuan District, Deli Serdang Regency. In this village, there is a culinary tour that serves a variety of flavors of fish food that can be ordered according to the tastes of visitors. When heading to the culinary location, visitors can enjoy the cool sea view until it reaches the border with Malaysia. To get to the culinary location, visitors will be crossed via a fishing boat for free provided by the cafe owner. In this village, there is also a Fish Auction Place (TPI) which attracts residents to buy fresh fish at relatively cheap prices compared to other places. The problem in this study is whether the tourist objects in Percut Village have been managed properly, what are the inhibiting factors for managing tourism in Percut Village, Percut Sei Tuan District. Based on the research, the objects in this area are still natural and have not been managed properly. In general, the community members work as fishermen. They do not have the insight to develop the potential of the village in order to attract tourists. People's insight about the procedures for maintaining a healthy environment and home is still low. The development of information technology regarding local tourism promotion has not been utilized by residents to introduce its potential so that the tourism potential of Percut Village is generally still limited to local community consumption. The awareness of residents to maintain the home environment so that it looks clean and comfortable is still very lacking. Especially when the sea level rises, many places in this village are submerged in water and often leave the remnants of garbage. The conclusion is, Percut Village, Percut Sei Tuan District has very good tourism potential to be developed. And the lack of public awareness about a clean and cool environment is an inhibiting factor for developing the tourism sector in Percut Village, Percut Sei Tuan District.

Keywords— Potential, Tourism, Percut Village.

I. INTRODUCTION

Percut Village is one of the tourist destinations in the Percut Sei Tuan District which is often visited by people from various regions. On working days, for the past 2 years, the development has continued to show improvement. From various institutions, this location is increasingly being used as a place for meetings or discussions, as well as for State Civil Apparatus and employees of several companies, many of which take advantage of this place as a lunch option because it is only about 30 minutes away by private two-wheeled and four-wheeled vehicles from Medan City. . In this village there is a Fish Auction Place (TPI) which is an attraction for residents to buy fresh fish at relatively cheap prices compared to other places. This village also has natural wealth in the form of the natural beauty of the sea and panoramic views of the beach overgrown with mangrove trees on the left and right towards the open sea, so it is very suitable as a tourist spot. "Modern tourism is tourism that defines itself as a product of modern business". (Bungin, B (2015)). Thus, it is necessary to create a good relationship between travelers and local residents. "Intimate relationships are characterized by high levels of hospitality and affection, trust, self-disclosure and responsibility" (Budyatna, M, 2015)).

"The tourism sector is considered an environmentally friendly industry, can increase people's pride in their own identity (culture), create mutual understanding between cultures, eradicate poverty, encourage development in remote areas" (Antariksa, B, 2018)). At this tourist location, visitors who have the desire to see the open sea can rent a boat to the ocean while gazing at the beauty of the Malakka Strait and the surrounding beaches, provided by the culinary manager. At the location of Percut village chart, the presence of culinary entrepreneurs continues to grow, providing a variety of food menus, thus providing a more varied choice of flavors for visitors to choose according to their individual tastes.

The exoticism of the panorama of culinary tourism and sea tourism in Percut Village is now starting to open the eyes of people from various parts of the country, especially local people, both from Deli Serdang Regency, Medan City, and from outside the region. The development of communication and tourism promotion through Social Media has helped a lot with information about Percut Village tourist destinations so that people can access it through YouTube, Facebook, and WA groups sent through friendship. For visitors who use two-wheeled and four-wheeled vehicles, parking space has been provided by the local community. But unfortunately, the parking fee is too expensive. For two-wheeled vehicles Rp. 5000 and four-wheeled vehicles Rp. 20,000, so visitors are often disappointed with the number of parking rates.

When visitors arrive at the Fish Auction Place towards the culinary café, they will be greeted by cafe employees who are deliberately assigned by the café owner to offer culinary services to visitors. In accordance with the offer submitted by the cafe employee, visitors can choose their favorite café places that provide keyboard entertainment arenas, while singing their favorite songs accompanied by several keyboard players, visitors can enjoy the culinary served. At the cafe location, there is generally a prayer room and a place to take ablution for visitors who want to pray at the cafe location.

Travelers who enjoy culinary delights in the afternoon can also see the vast expanse of the sea with beautiful sunsets, the traffic of shipping cargo ships and fishing boats catching fish near the border of neighboring Malaysia will add to the beautiful view of the sea. This of course will make visitors want to stay longer at the tourist location. The cool sea breeze accompanied by the beauty of the mangrove trees makes this beach very suitable for people who want to relax. The Percut Beach area, which is close to local residents' settlements, adds to the comfort of being in a tourist location.



Figure: (1) Percut Chart Welcome Gate, (2). Boat crossing to culinary locations, (3). Culinary Café and (4). Fish auction

The sunset at Percut Beach will be seen more clearly in the afternoon, especially when the air is clear. Slowly the sun was seen setting in the west as the night grew darker. "In relation to efforts to achieve strategic national development goals, tourism can be utilized to support the achievement of a more general development master plan". (Antariksa, B, (2016)). At this location, travelers can sit back and relax at the cafes on the beach while playing the wifi provided by the cafe owner. The indulgence of visitors to sit for a long time enjoying the panorama of Percut beach will be stronger when they hear the roar of the waves touching the shore accompanied by the sea breeze blowing from the sea of the Malacca Strait. This atmosphere will inevitably make the eyes become sleepy and often make visitors reach for their sleep. "One of the tourism marketing communication strategies that are widely used by various government and private offices in managing tourism is a pull strategy, namely, a marketing communication strategy that has the aim of attracting tourists directly from marketing with awareness to visit and push strategy, namely, encouraging the domestic and foreign tourism industry. country to introduce Indonesian tourism products". (Bungin, B (2015)). With this strategy, it is hoped that the Indonesian tourism sector will be better in the future.

The problem in this study is whether the tourist objects in Percut Village have been managed properly, what are the inhibiting factors for managing tourism in Percut Village, Percut Sei Tuan District.

II. RESEARCH METHODS

Before This research was conducted from April 2021 to November 2021. The research location is in Percut Village, Percut Sei Tuan District, Deli Serdang Regency. The choice of research location is based on the consideration that Percut Village has tourism potential that has not been developed properly. This research is qualitative research, the main consideration in data collection is the selection of informants. This study does not use the term population.

According to Suyanto (2005, 171), the mechanism of research on research informants includes several types, namely key informants, main informants, and additional informants. In this study, the informants consisted of:

1. Key Informant: Head of Percut Village.
2. Main Informant: Culinary Business Percut Village.
3. Main Informants: Community Leaders and Youth Leaders.
4. Key Informants: Groups and individuals who are in tourist sites.

5. Additional Informants: Residents who know the object being studied.

The selection of informants used the snowball throwing technique. If the object asked the informant is the same, then the interview process will be stopped. To obtain accurate data, a qualitative historical approach is used, in which the research process is carried out with a natural or natural background, the process forms a cycle that focuses on understanding the object being studied using field research and the research team's farm of reference. In carrying out the field research, the following data collection techniques were used:

1. Direct observation, namely, Moleong, (2014) "is an observation technique carried out by researchers directly in the situation under study". With direct observation, researchers will be able to see factually the condition of tourist objects. Indirect observation, the author will be involved with the object being studied to see the real facts at the research site.
2. In-depth interviews, namely, Burhan, B, (2011), "a method of collecting data which is carried out directly face to face with informants with the aim of getting a complete picture of the subject which is carried out carefully and repeatedly".
3. Literature study, which is to obtain secondary data to explain the condition of the research taxis.

The secondary data sources include official documents from government agencies such as the Deli Serdang Regency Tourism Office, the Percut Sei Tuan District Head Office, the Percut Village Office, Percut Sei Tuan District. Related to the data collection mechanism, the data analysis mechanism is carried out through three steps, namely data reduction (data reduction), data display (data display), and drawing conclusions as follows:

1. Data reduction, namely selecting relevant and meaningful data, focusing data that leads to problem-solving, discovery, meaning, or to answer research questions. Then simplify and compile it systematically and describe the important things about the findings. In the data reduction mechanism, only data findings relating to research problems are reduced. Meanwhile, unrelated data will be discarded, making it easier for researchers to draw conclusions.
2. Presentation of data, which can be in the form of writing or words, pictures, graphs, and tables. With the aim of combining information so that it can describe the situation that occurred. In this case, so that researchers have no difficulty in mastering information either as a whole or certain parts of the research results, the researchers make narratives, matrices, or graphs to facilitate the mastery of information from the data. In this way, researchers can stay in control of the data and not get lost in conclusions that can be boring.
3. Withdrawal of conclusions/verification, which is carried out during the research mechanism such as the data reduction mechanism, after the data has been collected and is sufficient, then a temporary conclusion is drawn and after the data is completely complete, the final conclusion is drawn.

III. RESULTS AND DISCUSSION

Percut Village is a village where the majority of the population has a livelihood as fishermen or catching fish in the sea, the atmosphere of residential areas is still chaotic, garbage is scattered in various places. The characteristics of its citizens are classified as harsh, lack of communication ethics when talking to other people. "Communication is the process by which an idea is transferred from a source to one or more recipients with a view to changing their behavior." (Cangara, Hafied, (2014). Communication has a very important function. "Communication has functions, among others, humans can control their environment, adapt to the environment in which they are in, transform social heritage to the next generation "(Cangara, Hafied, (Cangara, Hafied, (2014). 2018)). Therefore, in the development of tourism, communication has a very strategic role.

The way they speak seems rude and their appearance is untidy, causing the immigrants to feel less comfortable when meeting them. Such characteristics are mainly due to the harsh environment and natural conditions that are classified as hot and arid so that it quickly triggers anger, including in communication.

Residents who have a livelihood as fishermen will usually go to sea before dawn and return in the morning and some in the afternoon. Some also go to sea at night and return in the morning. The fish caught will usually be sold at the Fish Auction Place (TPI) in the village. The location of the fish auction is adjacent to a food culinary cafe in the Bagan area. With these fishermen's routines, their opportunities to clean their yards are very limited, especially for residential areas that are often hit by tidal floods, which often leave remnants of waste made from plastic materials, wooden twigs and even animal carcasses, giving rise to an

unpleasant smell.

The education level of the Percut village community, in general, is a junior high school graduate, even some of them did not finish elementary school. This is mainly due to the idea that, for the work they carry out as a hereditary legacy as fishermen, no higher education is needed, it is enough to know how to write and read. With the level of education and community status belonging to the poor, the awareness of citizens to maintain environmental cleanliness is relatively low. This causes the awareness of residents to deal with standing water in their residential areas is very low.

Some of the residents have forward thinking, namely the desire to make handicrafts that can be sold to tourists who come to Percut Village as local souvenirs. However, due to the limited economic capacity and knowledge of the residents, they have not been able to produce various handicraft products needed by tourists, such as rice hoods, key chains, hand wipes, footwear, hand fans.

The population in Percut Village from year to year shows an increasing tendency. Percut Village, which consists of 18 hamlets, each led by a hamlet head, in 2019 was inhabited by approximately 15,812 people. Basically, the population of Percut village is very varied, consisting of various tribes, adherents of religion and ethnicity. However, the majority of the population comes from the Malay tribe as the original tribe that inhabits this area. Other tribes and ethnicities found in this village include the Toba Batak, Mandailing, Javanese, Karo, Simalungun and some non-natives.

Suwantoro stated, "The term tourism is related to tourist travel, namely as a change of a person's temporary residence outside their place of residence for a reason and not for wage-generating activities" (Suwantoro. (2002)). Yoeti, Oka A. (1996) stated, "Tourism is a trip that is carried out for a while, which is organized from one place to another with the intention not of doing business (business) or earning a living in the place visited, but solely for the purpose of making a living. enjoy the trip for sightseeing and recreation or to fulfill various desires").

According to interviews conducted by the service team with several residents represented by Mrs. Mursina Siregar, "one of the factors that makes it difficult to maintain environmental cleanliness in the area is the frequent occurrence of tidal floods or high tides. During the tidal flood, plastic waste, wood and even animal carcasses will be carried from the sea to the mainland and not a few will be left in the yard. This condition will result in an unpleasant odor and cause a slum atmosphere. Tidal floods usually occur 1 to 4 times a year, there is no way to overcome them, especially at high tide, the water level in front of people's houses reaches 1 meter".

The development of the tourism sector is not only determined by the tourism potential in the area, but must be supported by the readiness of the community to accept the arrival of tourists. An area that is designated by the government as a tourist destination, then to achieve its success it must be demonstrated by the readiness of the community. In this case, the readiness of the community can be in the form of hospitality in welcoming tourists, honesty in serving and doing business with tourists. Including the safety and comfort of tourists while in the area of tourist sites.

Regarding honesty in selling, including offering fish to visitors in Percut Village, not all are good. In order not to repeat the same incident in Percut Village, residents, especially business people such as fish sellers, culinary providers and souvenir sellers, should be honest. Because the best tourism promotion is word of mouth. If the information is good, it will quickly circulate to other tourists and vice versa if the information is bad, it will also quickly circulate to tourists or other travelers, especially with the existence of social media that can be accessed by every user anytime and anywhere.

Related to the safety of tourists and visitors who come to the village of Percut needs to be improved. According to several observations made by the service team, the security issues for migrants to Percut village are quite guaranteed, including the vehicles they bring. However, their complaint is that the parking fee charged by the manager is very high, namely Rp. 20,000 per four-wheeled vehicle, while the two-wheeled vehicle is between Rp. 5,000 to Rp. 7,000 per vehicle. Parking management around the chart of culinary locations and the Fish Auction Place are managed by local youth.

Culinary actors have not carefully identified customer orders, because from several informants the research team asked about an order error, for example the shrimp ordered by a customer with a size of 7 cm turned out to be cooked and served in a smaller size, making the customer disappointed. The pattern of eating at the café at the chart location can also be done by bringing the selected fish purchased at the Fish Auction Place (TPI), then the café only gets the cooking service, but in this case several times there is a mismatch between the size of the fish that is deposited with the one served so that tourists and visitors are conflicted.

With the spread of the Covid 19 outbreak to Percut Village, many culinary actors and community activities have stagnated, not even a few have closed their business activities. Visitors who are usually busy coming from the city of Medan, and from areas outside the city of Medan, are now getting quiet, especially during the Implementation of Restrictions on Community Activities (PPKM). Cafés and music entertainment which are usually crowded, are now much less. According to the explanation of the owner of Café Raja in Bagan Percut, their sales offset decreased by 70% compared to before the implementation of PPKM. This condition causes a reduction in the number of employees.

IV. CONCLUSION

Percut Village has tourism potential, especially in the field of marine tourism, beach tourism and culinary. Citizens' insight on the procedures for maintaining a healthy environment and home is still low. Socialization about tourism communication is very useful to open the horizons of travelers visiting culinary tourism in Percut Village. The spread of Covid 19 and the Implementation of Community Activity Restrictions (PPKM) greatly affected the reduction in tourist visits to Percut Village.

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