

Analysis of Coastal Tourism Development in the East Coast Region of Sumatera Utara Province

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Abstract

This study aims to describe and analyze needstourists both in infrastructure development, development of hospitality support capacity, as well as the carrying capacity of the community and local government. The research method used in this study uses the mixed method method using scoring analysis. The results of the scoring analysis show that the problems of beach tourism in the East Coast Region are on average almost the same, namely infrastructure development, hospitality support capacity, and local government support capacity. So we need some recommendations. Such as recommendations for developing infrastructure support capacity, namely accelerating repairs and fulfilling tourism support facilities to provide comfort to tourists when traveling, recommendations for developing hospitality support capacity, namely an action plan to assist the implementation of the Sapta Pesona program for the community. Effective institutional management/strengthening from the community, government and private sector to manage tourism (Pokdarwis). And recommendations for developing the supporting capacity of the role of local governmentpreparing regulations to support east coast tourism activities in Sumatera Utara Province

Keywords: Coastal Tourism Development

INTRODUCTION

The East Coastal Region of Sumatera Utara, which has a 545 km long beach, faces the Malacca Strait which crosses several regencies that have beach tourism, namely Batubara Regency, Serdang Bedagai Regency, Langkat Regency and Deli Serdang Regency. This district is a district that has a fairly long coastline with good beach tourism potential. This can be seen from the uniqueness and attractiveness of its natural potential as a beach tourism in Sumatera Utara.

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Table 1. Tourism Potential of the East Coast of Sumatera Utara

Potency	Description
Ecology	It has quartz sand, feldspar and remnants of broken shells, so it can become a marine tourism object
Economy	Pelagic fish resources reach 126,500 tons/year, and demersal fish 110,000 tons/year, so it is not uncommon for coastal tourism in the East Coast of Sumatera Utara to develop into culinary tourism on the beach.
Geographical	The distance to beach tourism is not too far from Medan City
Topography	Beach tourism in the east coast of Sumatera Utara Province is generally sloping with shallow seas.

Source: Multiple sources, analyzed 2023

LITERATURE REVIEW

Tourism Theory

Several definitions of tourism have been explained by several experts, including definitions etymologically, definitions of tourism in general. The following will explain the definition of tourism from several experts:

The definition of tourism according to Freuler in (Yoeti, 1985) is as a phenomenon at this time based on the need for health and change of air. As well as giving rise to a conscious assessment and growing (love) for the beauty of nature and add to the association of various nations and classes of society. And it is the result of the development of commerce, industry, trade and improvement of means of transportation. Meanwhile, according to Wahab in Yoeti (1985) the meaning of tourism is as follows:

"A proposed human activity that serves as a link between people either within one same country or beyond the geographical limits or states. It involves the temporary displacement of people to another region, country or continent for satisfaction of varied needs other than exercising a remunerated function. For the concerned tourism is an industry whose product' are consumed on the spot forming "invisible-export". The benefits accruing there from can be witnessed in the economic, cultural and social life of its community."

RESEARCH METHODS

(Mustafa, 2000) this type of research is qualitative with 2 methods (mix method), namely qualitative and quantitative. Qualitative methods are used to obtain qualitative data and quantitative methods are used to obtain numerical data. These two methods are used to complement each other with 4 (four) research loci

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namely Batubara Regency, Serdang Bedagai Regency, Langkat Regency, and Deli Serdang Regency, with 4 variables studied namely potential tourist attraction, development (Lusabadun, 2013)

Table 2. Sampling Method Based on Target Respondents

Sampling Method	Respondents
Target sample (purposive sampling)	Main stakeholders and shareholders related to the study of the development of the east coast tourism area of Sumatera Utara
Simple random sample (simple random sampling), this method is included in probability sampling, which is a sampling technique to provide equal opportunities for each member of the population to be selected as a member of the sample	The tourist community as connoisseurs of tourist attraction objects in the east coast of Sumatera Utara. The number of samples/respondents taken were 10 tourists. 10 respondents were taken for each beach tour because this research was corroborated by qualitative research

Source: Analysis Results, 2023

(Moenir, 1992) The variables and indicators studied are as follows:

Table 3. Tourism Variable Indicators

Description	Variable	Indicator
Tourist Attractions	Activity type	Can see and enjoy the sunrise and sunset from the same place
		The beach is sloping with clear water and the distance between high and low tide is relatively long, allowing people to swim safely
		Has a wide coastline making it possible for group recreation
		The atmosphere of the fishing village is very thick, the fishermen's daily activities can be seen clearly
	Biodiversity on the beach	It has uniqueness and characteristics because there is mangrove vegetation

Description	Variable	Indicator
Infrastructure Development	Basic means	It has diverse animal habitats and ecosystems
		Mangrove-made tourism has a beautiful and natural panorama
		Availability of utilities (health center, pharmacy, drug store)
		Availability of accommodation (homestays, inns, restaurants and supermarkets)
	Infrastructure	Availability of tourist service facilities (crafts typical of local communities)
		Availability of beach tourism supporting facilities (parking lot, entrance counter, toilets, security post, guard tower, and places of worship)
		Availability of means of transportation
		Availability of a good road network
		Availability of clean water network
		Availability of garbage and drainage systems
		Availability of electricity network
		Availability of telecommunication network
Hospitality Support Capacity Development	Comfort, Convenience, Satisfaction and Security	Affordable entry fee
		The costs incurred during the trip to the tourist attraction are very affordable
		The cost of renting mats and umbrellas is affordable
		Affordable parking fees
		The price of food at this tourist attraction is affordable
		Prices for souvenirs around the monitor are affordable
		There are seats both inside and outside the tourist attraction

Description	Variable	Indicator
Community Support Capacity Development		Clean public restrooms
		The condition of the worship facilities is well maintained
		Safe when playing at beach attractions
		Feel safe because of the many illegal levies
	Incentive participation	There are people who serve as gatekeepers
		The community participates in voluntary work
		There are people who work as parking attendants
		There are people who become beach security officers
		The community participates in building supporting facilities for tourism objects
	Initiative participation	The community opens a restaurant business around the beach
		The community opens small kiosks such as food and soft drinks
		The community took part in making events on the beach
	Interactive Participation	The community participates in socialization meetings for the development of coastal tourism
		The community often becomes the committee in managing this coastal area
Supporting Capacity of Local Government	Local government programs	Promotion Conformity of RPJMD, Strategic Plan Have local regulations

Source: Analysis Results, 2023

RESULTS AND DISCUSSION

(Uswatun Hasanah, 2022)Based on the findings using the scoring method, it can be seen which variable has the most priority in dealing with the development of

beach tourism on the East Coast of Sumatera Utara, the lower the value of each variable, the more priority (highly priority) these variables are for handling, because based on the survey results, these variables are variables that encourage tourists to travel

(Hasanah, 2023) the analysis of the development of beach tourism in the East Coastal Region of Sumatera Utara includes 4 regencies as research objects namely Serdang Bedagai Regency, Langkat Regency, Batubara Regency and Deli Serdang Regency. The beaches that were sampled in this study consisted of Sri Mersing Beach, Kuala Lama Village, Cermin Beach District; Mangrove Beach, Sei Nagalawan Village, Perbaungan District; Kuala Serapuh Beach, Kuala Lama Village, Tanjung Pura District; Perupuk Historical Beach, Perupuk Village, Limapuluh District; Bunga Beach, Bandar Rahmat Village, Tanjung Tiram District; monkey Beach, Denai Lama Village, Pantai Labu District; Muara Indah Beach, Denai Kuala Village, Pantai Labu District. As for (Hasanah, Uswatun, 2022) *Five indicators are measured to determine the development of beach tourism in the eastern coastal area of Sumatera Utara Province, namely:*

- a) Potential tourist attraction
- b) Infrastructure development
- c) Hospitality support capacity
- d) Community support
- e) Local government support

Table 3 . Scoring Analysis of Coastal Tourism Development in the East Coast Region of Sumatera Utara Province

Aspect	Variable	Coal District			Serdang Bedagai district			Langkat Regency			Deli Serdang Regency		
		Score	Mark	Information	Score	Mark	Information	Score	Mark	Information	Score	Mark	Information
Potential Tourist Attraction	Activity Type	0.75	7.50	less priority	0.75	7.50	less priority	0.75	7.50	less priority	0.75	7.50	less priority
	Biodiversity	0.67	6,67	less priority	0.67	6,67	less priority	0.67	6,67	less priority	0.67	6,67	less priority
Infrastructure Development	Basic tourism facilities	0.70	7.00	less priority	0.70	7.00	less priority	0.20	2.00	very priority	0.20	2.00	very priority
	Tourism infrastructure	0.33	3,33	priority	0.33	3,33	very priority	0.20	2.00	very priority	0.20	2.00	very priority
Hospitality support capacity	Comfort	0.25	1.25	very priority	0.60	3.00	very priority	0.33	1.65	very priority	0.33	1.65	very priority
	convenience	0.50	2.50	very priority	0.60	3.00	very priority	0.33	1.65	very priority	0.33	1.65	very priority
	Satisfaction	0.22	1.11	very priority	0.60	3.00	very priority	0.33	1.65	very priority	0.33	1.65	very priority
	Security	0.50	2.50	very priority	0.60	3.00	very priority	0.33	1.65	very priority	0.33	1.65	very priority



Aspect	Variable	Coal District			Serdang Bedagai district			Langkat Regency			Deli Serdang Regency		
Community Supporting Capacity	Incentive participation	1.00	6,67	less priority	1.00	6,67	less priority	0.60	4.00	less priority	0.60	4.00	priority
	initiative participation	1.00	6,67	less priority	1.00	6,67	less priority	1.00	6,67	less priority	1.00	6,67	priority
	Interactive participation	1.00	6,67	less priority	1.00	6,67	less priority	1.00	6,67	less priority	1.00	6,67	priority
Supporting Capacity of Local Government	Conformity of RPJMD, Strategic Plan and Renja	0.00	0.00	very priority	0.67	4.77	Priority	0.67	4.47	priority	0.67	4.47	priority
	Promotion	0.00	0.00	very priority	1.00	6,67	less priority	0.67	4.47	priority	0.67	4.47	priority
	Tourism Regional Regulation Support	0.33	2,22	very priority	0.67	4.45	priority	0.67	4.47	priority	0.67	4.47	priority

Source: Analysis, 2023

Matrix of Work Plan for the Study of Coastal Tourism Development in the East Coast Region of Sumatera Utara Province

Based on the presentation of the recapitulation table above, it can be seen in the table, which variables are very influential/highly prioritized to be addressed immediately in order to support east coast tourism, namely the carrying capacity of hospitality, namely comfort, convenience, satisfaction and security. While other variables that are also necessary are the facilities and infrastructure of coastal tourism, as well as the supporting capacity of the local government. For this reason, several strategies are proposed for very influential / very priority variables to immediately provide hospitality support capacity, namely:

1. Preparation zoning plan for coastal areas and small islands (RZWP3K) that is integrated with the Regency RTRW
2. Accelerating repairs and fulfillment of tourism supporting facilities to provide comfort to tourists when traveling.
3. Effective institutional management/strengthening from the community, government and private sector to manage tourism (Pokdarwis).
4. Prepare official rules drawn up by the Tourism Office (can be in the form of Perkada) so that all tourist areas implement Sapta Pesona.
5. Incorporate a beach tourism management and development program into the RPJMD or Renja OPD
6. Adding to the superior potential of the beach on the Ripparda change.
7. Action plan to assist the implementation of the Sapta Pesona program for the community.

8. Include programs for the development of tourism supporting facilities and infrastructure in the RKPD in each Regency.
9. Prepare regulations related to tourist attraction fees.

This work program can be outlined through the matrix of work plans in each district for the development of beach tourism on the East Coast of Sumatera Utara

Table 4. Sumatera Utara East Coast Tourism Program 2023-2033

Regency	PROGRAM	SUB-PROGRAMS
Coal	Coastal abrasion control program	Mangrove planting kick off movement
		coastal damage control through surface water modeling system studies
		implementation of spatial control based on RTRW
		Increasing the database on the number and area of beaches in collaboration with the Provincial Government of Sumatera Utara
	Tourism Object Development Program	Preparation zoning plan for coastal areas and small islands (RZWP3K) integrated with the RTRW of Batubara Regency
		Preparation of RIPPARDA of Batubara Regency
		Preparation of a tourism area master plan
		Increasing the development of tourism facilities such as parking e-tickets, wifi corners
		Increasing the development of tourism infrastructure such as electricity networks, clean water networks, garbage networks, drainage networks
		Routine or periodic

Regency	PROGRAM	SUB-PROGRAMS
		maintenance of tourism object facilities and infrastructure
		Making landmarks or clarifying signage towards the beach
		Development of the concept of beach tourism based on mangrove education
		Action plan to assist the implementation of the Sapta Pesona program for the community
		Management/strengthening of community, government and private institutions in the development of digital marketing
		Draft regional regulations on tourism management and services
Serdang Bedagai	Tourism Marketing Development Program	Increasing the use of information technology in tourism marketing through e-commerce platforms (travel expenses, tour guides, lodging, restaurants, etc.)
		Development of QRIS digital payment transactions
		Promo vouchers for tourist destinations on certain days such as the birthday of the Serdang Bedagai Regency Government
		Co Branding tourist attraction with Wonderful Indonesia Service Ambassador

Regency	PROGRAM	SUB-PROGRAMS
	Tourism Destination Development Program	The master plan for the development of a connecting road network along the east coast, namely Pantai Cermin District, Perbaungan District, Teluk Mengkudu District, Tanjung Beringin District, Bandar Khalifah District by utilizing access from Kualanamu International Airport
		Development of cooperation with Poltekpar related to increasing tourism human resources in Serdang Bedagai Regency
		Study the need for integrated modes of transportation between tourist objects, both public transport and feeder modes of transportation
		Feasibility study for the development of a tourist village homestay in Serdang Bedagai Regency
		Increasing the development of tourism infrastructure such as electricity networks, clean water networks, garbage networks, drainage networks, internet networks, ATM centers and polyclinics
	Tourism Development Acceleration Program	Preparation of RIPPARDA of Serdang Bedagai Regency
		Preparation zoning plan for coastal areas and small islands

Regency	PROGRAM	SUB-PROGRAMS
		(RZWP3K) that is integrated with the RTRW of Serdang Bedagai Regency
		Routine or periodic maintenance of tourism object facilities and infrastructure
		Honorable mention incentives for tourist objects that have the most visitors
		Draft regional regulations on tourism management and services
Langkat	Tourism object development program	Master plan for the development of ecological tourism strategic areas
		Increasing the development of tourism infrastructure such as electricity networks, clean water networks, garbage networks, drainage networks, internet networks in the RKPD
		Routine or periodic maintenance of tourism object facilities and infrastructure
		Action plan to assist the implementation of the Sapta Pesona program for the community
	Tourism Development Acceleration Program	Management/strengthening of community, government and private institutions in the development of tourist objects
		Preparation zoning plan for coastal areas and small islands (RZWP3K) integrated with the Langkat Regency RTRW

Regency	PROGRAM	SUB-PROGRAMS
		Settlement of land disputes, determination of compensation for private land/plantations to the Regional Government through the Regional Budget
		Application of the PPP (Public Private Partnership) concept to optimize the development of tourist objects
		Honorable mention incentive for the best tourism object in its management
		Draft regional regulation on tourist attraction fees
Deli Serdang	Tourism Object Promotion Development Program	Increasing the use of information technology in tourism marketing through e-commerce platforms (travel expenses, tour guides, lodging, restaurants, etc.)
		Development of QRIS digital payment transactions
		Promo vouchers for tourist destinations on certain days such as the birthday of the Deli Serdang Regency Government
		Maritime festival collaboration and Malay culture on the east coast of Sumatera Utara (Districts of Deli Serdang, Langkat, Serdang Bedagai, Batubara)
	Tourism Development Acceleration Program	Preparation zoning plan for coastal areas and small islands (RZWP3K) integrated with the RTRW of Batubara Regency

Regency	PROGRAM	SUB-PROGRAMS
		Ecotourism Grand Design
		Increasing the development of tourism infrastructure such as electricity networks, clean water networks, garbage networks, drainage networks, internet networks in the RKPD
		Compilation of the Draft Regional Regulation on tourist attraction fees
		Compilation of draft regional regulations on tourism management and services
		Action plan to assist the implementation of the Sapta Pesona program for the community
		Honorable mention incentive for the best tourism object in its management
		Routine or periodic maintenance of tourism object facilities and infrastructure

CONCLUSIONS AND RECOMMENDATIONS

Some of the proposed strategies for highly influential/highly priority variables to immediately provide hospitality support are:

1. Accelerating repairs and fulfillment of tourism supporting facilities to provide comfort to tourists when traveling.
2. Effective institutional management/strengthening from the community, government and private sector to manage tourism (Pokdarwis).
3. Prepare official rules drawn up by the Tourism Office (can be in the form of Perkada) so that all tourist areas implement Sapta Pesona.
4. Incorporate a beach tourism management and development program into the RPJMD or Renja OPD
5. Adding to the superior potential of the beach on the Ripparda change.

6. Action plan for assisting the implementation of the Sapta Pesona program to

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