



Development Strategy of Village Tourism Based on Green Economy in Denai Lama Village, Deli Serdang

Ilham Habibi Lubis^{1*}, Maryam Batubara², Muhammad Arif³
Universitas Islam Negeri Sumatera Utara

Corresponding Author: Ilham Habibi Lubis ilhamhabiby1@gmail.com

ARTICLE INFO

Keywords: Strategy, Village Tourism, Green Economy, SWOT, QSPM

Received : 05, June

Revised : 10, July

Accepted: 14, August

©2023 Lubis, Batubara, Arif: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study identifies key strategies for developing Green Economy-based village tourism in Denai Lama Village, Deli Serdang. It assesses internal and external conditions and emphasizes crucial steps for focused development. Using qualitative methods like SWOT analysis and QSPM, 5 local SMEs and 5 experts responded to the questionnaire. SWOT analysis places strategies in Quadrant I, implying progressive use of strengths and opportunities. QSPM highlights showcasing authentic Nusantara art in Pasar Kamu as the top priority. This aims to attract both local and international tourists, establishing it as the village's unique attraction.

INTRODUCTION

Indonesia, renowned for its abundant natural and artificial tourist attractions, stands as a tropical nation brimming with tourism potential on both land and sea. This potential has led to a significant interest among people to explore various destinations, benefiting both the society and economy of Indonesia. The thriving tourism sector contributes significantly to the region's original source of income, known as the Potential Regional Revenue (PAD). Multiple factors drive individuals to engage in travel activities, ranging from exploring new places to seeking relaxation in the lap of nature, culture, traditions, and local customs. Moreover, human creations such as culture, traditions, local dances, and rituals play a role in attracting visitors (Situmorang, 2012).

The evolution of tourism significantly impacts various management aspects, encompassing economic, societal, political, and cultural dimensions. The tourism industry continuously evolves within the dynamic context of local and global environments. For many, the purpose of tourism is to rejuvenate both physically and spiritually, enabling them to engage in positive activities and leisure pursuits. This has led to the emergence and development of various tourist destinations, including the concept of "desa wisata" or village tourism.

Desa wisata, as an integrated concept, blends picturesque locations, accommodations, and additional facilities into the fabric of community life, weaving tradition seamlessly with modernity (Ervina D, 2018). One such promising destination in the vast Indonesian landscape is Sumatera Utara (North Sumatra), a province teeming with diverse culture and natural beauty. Its rich tapestry of ethnicities and traditions forms the foundation for a vibrant tourism sector. As tourists continue to explore its various attractions, Sumatera Utara thrives as a hub for both local and international visitors, contributing to economic growth and cultural preservation.

The emergence of "green economy" as a concept resonates deeply with the principles of sustainable tourism development. Championed by organizations like the United Nations Environment Programme (UNEP), green economy advocates for low-carbon practices, resource efficiency, and social inclusivity. This alignment with the principles of sustainable development and ecological harmony underscores the potential for green economy principles to guide the growth of desa wisata and similar initiatives.

In light of this, this study seeks to explore the strategies employed for the development of desa wisata in the village of Denai Lama, Pantai Labu District, Deli Serdang, with a focus on the principles of green economy. By analyzing the strategies and outcomes, this research aims to shed light on how the fusion of tourism, community empowerment, and environmental responsibility can foster a thriving and sustainable village tourism ecosystem.

LITERATURE REVIEW

Conceptual Framework

The conceptual framework is a model that explains the relationship between a theory and the important factors known in a specific issue. Based on the diagram below, it can be explained that the flow of this research will focus

on village tourism to understand both internal and external factors. From the internal factors, the researcher will identify the needs and weaknesses that will be reflected in the Internal Factor Evaluation (IFE) matrix. Meanwhile, from the external factors, threats and opportunities will be identified and reflected in the External Factor Evaluation (EFE) matrix. This will be followed by SWOT analysis and the Quantitative Strategic Planning Matrix (QSPM). The following section outlines the conceptual framework for this study.

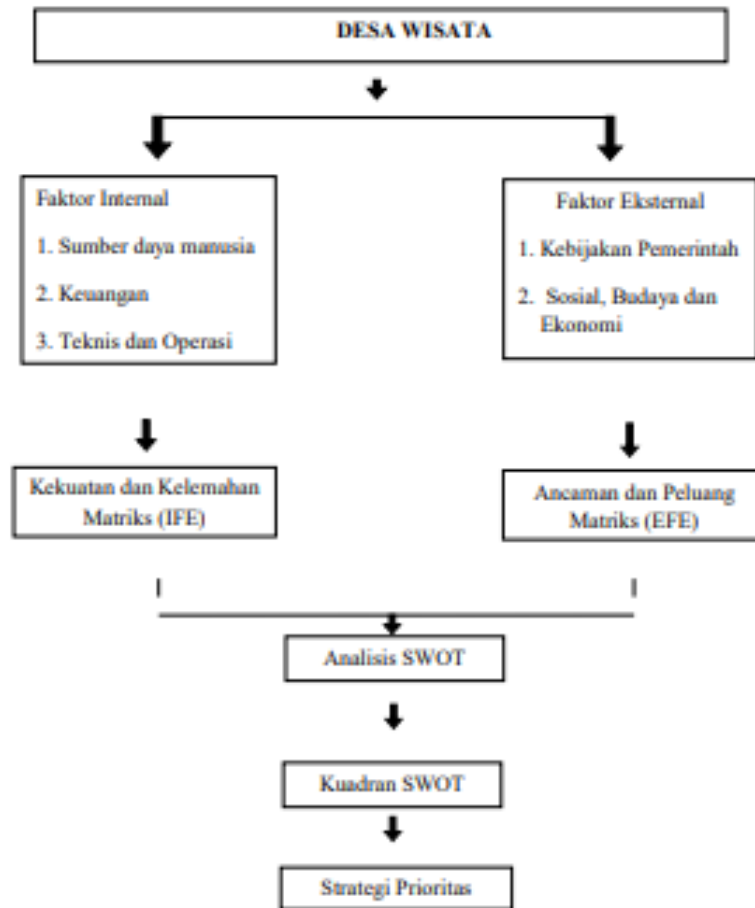


Figure 1. Conceptual Framework

METHODOLOGY

The research methodology employed in this study is Qualitative Methodology. Qualitative research aims to provide a comprehensive understanding of a subject from the perspectives of the individuals being studied. It is concerned with ideas, perceptions, opinions, or beliefs of the individuals under investigation. This type of research does not compare variables, but instead focuses on problem-solving through descriptive or explanatory statements about the conducted research (Nawawi, 1994). Additionally, the analysis utilized in this study comprises the SWOT Analysis and QSPM (Quantitative Strategic Planning Matrix).

The choice of SWOT Analysis is grounded in its significance in determining the success of a company. This analysis generates recommendations to highlight strengths, mitigate weaknesses, capitalize on

available opportunities, and anticipate potential threats in the future. On the other hand, the decision to use QSPM analysis is driven by its role in prioritizing Alternative Strategies derived from the SWOT Analysis. Therefore, these two analyses are interconnected; SWOT Analysis serves as an initial stage of business planning, while QSPM Method is essential for a more detailed and informed decision-making process, ranking various strategies yielded from the SWOT Analysis based on their Total Attractiveness Score (TAS) for implementation under specific conditions.

The research process for this thesis was executed sequentially, encompassing stages such as planning, preparation, pre-research, questionnaire distribution, and conducting interviews, which constitute the core activities of this study. The research was carried out offline, engaging informants including agrotourism managers, UMKM merchants in Pasar Kamu, UMKM Deli Serdang, and the head of Denai Lama Village. The research was conducted from January 2023 to completion. The details of the undertaken research are outlined below.

Both Primary and Secondary data sources were utilized. Primary data was collected through questionnaires and interviews distributed to respondents. Additionally, secondary data, derived from various literature sources including previous research journals (both national and international), books, official news portals, statistical data, and more, were included to complement and bolster arguments (Istijanto, 2005). Prior to the QSPM stage, two data analysis techniques were selected to yield the most effective strategies for inclusion in the QSPM matrix: the IE Matrix analysis and SWOT analysis.

RESULT AND DISCUSSION

Research Location

The research was conducted in Deli Serdang Regency, situated between 2°57" - 3°16" North Latitude and 98°33' - 99°27' East Longitude. It is positioned within the crossroads of the West Pacific Trench region, covering an area of 2,497.72 km² (249,772 Ha) or 3.34% of the total area of North Sumatra Province (Nur, 2019). Geographically, Deli Serdang Regency falls within the East Coast Development of North Sumatra and exhibits diverse topography and climate.

Administratively, the regency is divided into 22 districts, comprising 389 villages and 14 sub-districts. Distances between the district capitals and the regency's administrative center, Lubuk Pakam, vary from 4 to 61 kilometers. The farthest district capitals from the regency's center are Sibolangit and STM Hulu, situated at 61 and 51 kilometers respectively. Predominantly located along the East Coast of North Sumatra, Deli Serdang Regency generally lies at elevations ranging from 0 to 1000 meters above sea level.

Description of SWOT Analysis Results in the Development of Green Economy-Based Village Tourism in Denai Lama Village, Deli Serdang

Based on the principles of green economy, several strategies are presented for the development of village tourism itself. This is explained by Mr. Head of the Small and Medium Enterprises Empowerment Division of Deli Serdang Regency, who stated that aside from Pasar Kamu in Denai Lama

Subdistrict, it is not the only village tourism destination; there are many other village tourism sites in Deli Serdang, which generally offer water-related attractions such as rivers and beaches. Pasar Kamu stands out as a village tourism destination that showcases the natural beauty of rural areas with vast rice fields and is enriched by local wisdom created by the community. According to Anwar, Pasar Kamu has become a booming and popular destination in North Sumatra due to its picturesque scenery and the incorporation of a traditional concept into the modern era.

Furthermore, Mr. Pamu, the head of Denai Lama Village, revealed how Pasar Kamu has been managed over time. Local community involvement has played a dominant role in Pasar Kamu's operations, as it serves as a platform for people who are unemployed or looking to supplement their income. The objective is to improve the quality of life and the local economy. Pasar Kamu's role has enhanced the village's economy. However, with the presence of Pasar Kamu, potential issues have emerged that could affect the social fabric of Denai Lama Village, such as environmental degradation of their living spaces and the disruption of the primary livelihood, which is farming. Not all visitors understand how to preserve the environment, as evidenced by improper waste disposal. Many visitors still litter, especially while consuming food and discarding trash along the roads leading to and from Pasar Kamu, which passes through residential areas and viable farmland.

There are several challenges faced by village tourism SME participants, particularly in their understanding of digital marketing. The appropriate solution in this context is digital marketing. Digital marketing involves strategies to promote products through various digital media channels, including the internet, telephone, and television. Mr. Mesdianto, the Secretary of Denai Lama Village, elaborated on the government's involvement in tourism education and training.

To conclude, Mr. Pamu, the head of Denai Lama Village, outlined their future plans for the development of green economy-based village tourism at Pasar Kamu, aiming for community prosperity while ensuring environmental preservation. Therefore, in the village tourism sites of Deli Serdang, numerous opportunities can be harnessed by SME participants in Pasar Kamu. Successful entrepreneurs are those who not only capitalize on opportunities but also learn from their own experiences and those of others. Through such experiences, an entrepreneur's mindset is shaped, avoiding repeated mistakes. This independence allows entrepreneurs to remain focused on their goals and established vision.

Calculation of Weight and Rating in SWOT Analysis

Prior to obtaining the final IFE and EFE results from the SWOT analysis, the researcher will begin by inputting questionnaire data collected from 5 respondents. Two calculation processes are involved: determining weight values and relative rating values. To calculate these, the researcher adds up all numeric inputs per indicator item using Microsoft Excel software. Subsequently, the sum is divided by the number of respondents (5 individuals)

to obtain an average value. The average value from all categories (strengths-weaknesses-opportunities-threats) is calculated based on these averages. Next, the average value per item is divided by the total average value. This process yields the final weight values, which are then input into the IFE and EFE tables. As for rating values, only the average per item is calculated.

Strengthening Agrotourism Development in Denai Lama Village Based on Green Economy

Agrotourism in recent times has gained popularity in Indonesia and has rapidly evolved, garnering significant interest from the community to boost the economic growth of villages. One of the key strengths in agrotourism development lies in the presence of an expansive and appealing agrotourism location. Undoubtedly, the allure of vast landscapes attracts visitors, particularly those arriving from various regions beyond Denai Lama Deli Serdang, such as Medan, Binjai, and Tebing Tinggi. The majority of these visitors use private vehicles, necessitating the provision of ample parking space alongside extensive and suitable facilities. Pasar Kamu, in this regard, effectively fulfills these requirements.

The spacious and creatively designed dining areas offer tourists a chance to relive the rural past. Traditional foods and delicacies from diverse regions are presented, catering to the tastes of both the older generation and the youth. A unique food-purchasing mechanism, involving a traditional token called "tempu," adds an interesting touch. This token system, equivalent to IDR 2,000, utilizes coconut shell waste, enhancing the experience for visitors. The conscious commitment to providing Halal and Thoyyiban food and beverages further elevates Pasar Kamu's appeal, especially to Muslim visitors who prioritize these principles.

The affordability of food prices enhances the attractiveness of Pasar Kamu. Local entrepreneurs ensure that reasonable and accessible pricing prevails, encouraging visitors to sample a variety of dishes without budget constraints. Moreover, the inclusion of traditional Nusantara art performances, such as wayang (shadow puppetry), orkes melayu (traditional Malay orchestra), and regional dances, creates a strong rural ambiance that contrasts with the urban bustle. Pasar Kamu also offers regional accessories as souvenirs, enriching the visitors' experience.

The collaborative nature of the community members in agrotourism development is another strength. Their shared commitment to cleanliness, demonstrated by collective cleaning efforts after operating hours, exemplifies the sense of togetherness that prevails. Moreover, Pasar Kamu contributes to local employment by providing opportunities for the community, especially farmers, to sell their produce and snacks on weekends, boosting their income.

However, amidst these strengths, several weaknesses require attention for the sustainable growth of agrotourism in Denai Lama Village. The absence of public facilities such as a mosque (Musholla) and public restrooms poses a significant challenge. Addressing this issue is crucial to ensure the comfort and convenience of visitors. Additionally, the visual impact of post-harvest landscapes affects the aesthetics of agrotourism during harvest season,

warranting alternative strategies to maintain its appeal. Pasar Kamu's development, specifically the provision of essential facilities like public restrooms, is ongoing and needs immediate completion. The limited operational days, confined to weekends, also limits visitor engagement.

Enhancing management practices, particularly in terms of proper seminar participation and skills training for sustainable agrotourism, is pivotal. Equipping local entrepreneurs with knowledge of modern marketing techniques, especially on digital platforms, will maximize the benefits of their businesses. Moreover, aligning with government initiatives, such as cultural advancement policies and financial support for UMKM, ensures a robust foundation for Pasar Kamu's development.

To fully capitalize on existing opportunities, strategic actions are essential. Developing infrastructure such as bridges and photo spots, supported by government initiatives, will enhance the tourist experience and divert attention from seasonal changes. Moreover, continuous engagement with social media promotion and collaborative marketing efforts by Pasar Kamu and local authorities will expand its reach. The alignment of Pasar Kamu's development with government policies for cultural advancement will solidify its role in community empowerment and sustainability.

However, potential threats to agrotourism in the future must be considered. The lack of adequate public facilities could lead to visitor dissatisfaction and hinder repeat visits. The emergence of similar concepts from competitors may divert tourists to alternative destinations. Vigilance in adapting and updating Pasar Kamu's offerings while maintaining its core values is crucial. Furthermore, effective utilization of social media, awareness of environmental impact, and preservation of local social bonds are essential to ward off potential challenges.

In conclusion, the discussion highlights the current strengths, weaknesses, opportunities, and threats facing the development of agrotourism in Denai Lama Village. By addressing weaknesses and capitalizing on opportunities, Pasar Kamu can establish itself as a sustainable and appealing agrotourism destination, contributing to the local economy and cultural preservation. As efforts align with green economy principles, strategic planning and continuous adaptation will be key to Pasar Kamu's enduring success.

Strategies for Green Economy-Based Agrotourism Development in Denai Lama Village

In the pursuit of developing green economy-based agrotourism in Denai Lama Village, several key strategies have emerged as priorities for successful implementation. Firstly, leveraging the expansive and captivating agrotourism location holds significant potential. By providing a spacious and strategically situated destination, visitors are more likely to feel comfortable and inclined to explore.

Secondly, the emphasis on offering Halal and Thoyyiban products plays a vital role in building trust and attracting Muslim consumers. Ensuring the quality and integrity of products contributes to sustained patronage. A distinct

aspect of the agrotourism experience lies in showcasing authentic Nusantara art forms. Highlighting traditional performances, such as music and puppet shows, adds a unique cultural dimension that sets Pasar Kamu apart.

Affordability and fairness in food pricing form another crucial strategy. By maintaining reasonable prices, the attraction becomes more accessible, allowing visitors to sample a variety of offerings without financial constraints. Lastly, preserving the collaborative work culture, embodied by the Ta'awun spirit of mutual assistance, is essential. This culture ensures a sense of community involvement and commitment, contributing to the overall appeal and sustainability of the agrotourism venture. Incorporating these strategies collectively can create a thriving green economy-based agrotourism destination in Denai Lama Village. This development not only holds economic promise but also supports cultural preservation and community well-being.

CONCLUSION AND RECOMMENDATION

In conclusion, the SWOT analysis positions the Green Economy-based Village Tourism Development Strategy in Quadrant I, leveraging current strengths like the expansive and captivating Agro-tourism location, Halal-certified food offerings, affordable pricing, diverse artistic entertainment, and a cooperative workforce. However, there are challenges such as the absence of public facilities and potential threats like reduced visitor interest and environmental degradation. Opportunities arise from government support and policies. The prioritized strategy, as revealed by the QSPM analysis, focuses on optimizing the attractive Agro-tourism location for enhanced visitor satisfaction.

To capitalize on these findings, several recommendations are proposed. UMKM stakeholders at "Pasar Kamu" should fortify existing strategies to mitigate threats and enhance their offerings. The Deli Serdang Office could provide specialized training and guidance to UMKM stakeholders, promoting a better understanding of green economy-based village tourism. Researchers are encouraged to build upon these insights, exploring additional strategies to further develop sustainable tourism practices within the green economy framework.

Incorporating these suggestions is expected to foster the growth and success of Denai Lama Village in Deli Serdang as a thriving and sustainable green economy-based tourist destination.

ADVANCED RESEARCH

Further studies in the realm of Green Economy-based Village Tourism in Denai Lama, Deli Serdang, could delve into several key areas for a more comprehensive understanding and effective implementation. Exploring the direct feedback of visitors through surveys, interviews, or focus groups would provide valuable insights into their experiences and satisfaction levels, aiding in the refinement of existing strategies. Additionally, investigating the socio-economic implications of tourism on the local community would offer a clearer picture of the community's engagement and the equitable distribution of benefits. A thorough environmental impact assessment could highlight ecological concerns and suggest mitigation strategies, ensuring the preservation

of the region's natural resources. Exploring innovative digital marketing approaches and collaborating with academic institutions could foster fresh ideas for promoting the destination sustainably. Establishing a long-term monitoring mechanism and drawing comparisons with successful similar destinations would provide a roadmap for continuous improvement. These research avenues promise to contribute significantly to the long-term success and sustainability of Denai Lama's green economy-based tourism initiative.

ACKNOWLEDGEMENT

We extend our sincere gratitude and appreciation to Universitas Islam Negeri Sumatera Utara (UIN-SU) for their invaluable support and guidance throughout the course of this research. The academic environment provided by UIN-SU has been instrumental in shaping our understanding and fostering our research skills. We acknowledge the faculty members for their insightful feedback and encouragement, which significantly contributed to the quality of this study. The resources and facilities offered by the university have been instrumental in enabling us to conduct our research effectively. We also extend our thanks to the staff and administration of UIN-SU for their assistance and cooperation. Our academic journey has been enriched by the opportunities and knowledge imparted by UIN-SU, and we are grateful for their role in our research endeavors.

REFERENCES

- Agustiana, Laili Dwi, dkk, Green Economy Dalam Pengembangan Desa Wisata Miru Kecamatan Kedamean Kabupaten Gresik, Jurnal Penelitian Pendidikan Sosial Humaniora, Vol. 7 No.2 November 2022.
- Antasari, Dewi Wungkus, Implementasi Green Economy Terhadap Pembangunan Berkelanjutan di Kota Kediri, Jurnal Ekonomi Pembangunan, Vol.5 No 2. 2019.
- Aricindy, argitha. "Pelestarian panganan tradisional melalui pasar kamu kawan lama dalam mengembangkan wisata kuliner di daerah pantai labu." Jurnal Antropologi, Vol.4 No.1 Juni 2022.
- Nur, Afifah Yeni. "Tinjauan Teori Perencanaan Dalam Pelaksanaan Program Pemanfaatan Dana Desa." Jurnal Litbang Sukowati 1 ISSN : 2580-541X | e-ISSN : 2614-3356, 2019.
- Situmorang, Syafrizal Helmi dan Muslich Lufti. Analisis Data untuk Riset Manajemen dan Bisnis, Medan: USU Press, 2012.