

Assistance of Integrated Thematic Tourism Village Pioneers in Pematang Johar Village, Labuhan Deli District

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Abstract. This Community Partnership Program aims to provide alternative solutions to the problems faced by partners, including: (1) lack of information and publications about tourism potential that can be exposed in Pematang Johar Village, (2) the absence of integrated media that can integrate all village tourism potential, (3) there is no location that is used as a tourist literacy center, (4) educational facilities are not optimal to support tourist interest in visiting Pematang Johar Village. Several series of activities in this PKM program are: (1) preparation (2) implementation of activities, (3) monitoring and evaluation, (4) follow-up. The method used. Based on the problems and activity plans, there are several activities carried out as solutions to partner problems, including: (1) integrated tourism concept assistance referring to the development of thematic villages, (2) making integrative tourism pocket books, (3) creating tourist literacy rooms, (4) designing a plank map of Pematang Johar tourist destinations. Through the activities produced by the output of integrative tourist destination pocket books, literacy rooms, x-banners of tourist information centers and plank maps of tourist destinations in Pematang Johar. The implementation of these activities is expected to optimize the management of village tourism carried out by the Tourism Awareness Group so that it can become an integrative thematic tourism area that is worthy of education in Pematang Johar Village, Kec. Labuhan Deli, Kab. Deli Serdang.

Keywords: Integrative Tour, Thematic Tour, Pematang Johar.

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1. Introduction

Tourism is one of the vital factors in the development of an area. The development of the tourism sector in a region can certainly support the acceleration of economic growth and create jobs for the surrounding community. Based on this, by looking at the high potential of local content in rural areas, each village is expected to be able to optimize the potential of the community and natural resources to be packaged into tourist destinations that can provide aesthetic experiences and educational value for tourists. Through law no. 6 of 2014, the government has provided an umbrella law for the existence of the village. The implementation of village regulations is regulated based on the principles of recognition, subsidiarity, diversity, togetherness, equality, empowerment and sustainability. This refers to the subject of village development with the aim of advancing the economy and community empowerment [1]. To achieve maximum results in village development, in addition to providing development assistance from the government, other activities related to village development are also needed and carried out in a coordinated and integrated manner, one of which is with thematic villages.

Thematic villages aim to overcome economic problems to meet basic needs, encourage local industries, by exploring the creative potentials of the community as a stimulus for regional development [2]. Thematic

villages are also seen as developments aimed at the formation of distinctive and unique ideas, topics. The thematic village concept involves the community to be proactive, so that it is not only community-based but can also create a community forum [3]. By referring to this concept, of course, combining all the potentials contained in the village can be packaged into integrated tourism that is economically feasible. Integrated tourism areas will facilitate and guarantee actors in the tourism sector to synergize and coordinate. The tourism area is an implementation based on several potentials including cultural development and natural tourism management, creative innovation arts and regional culinary specialties as unique selling points as the basis for promoting comparative advantage in terms of culture and tourism. Tourism management by synergizing various interests through management with promotions that reflect optimal tourism management using the Community Base Tourism and Community Based Culture and Nature Centered approaches [4].

Pematang Johar Village is located in Labuhan Deli District, Deli Serdang Regency, North Sumatra. This village is located at an altitude of 0-25 meters above sea level. The average temperature is around 20°C - 31°C with an average rainfall of 0 – 30 mm/ year. Pematang Johar village consists of 15 hamlets with an area of about 2,217.84 ha. Of the area, about 1,750 hectares are rice fields that function as livelihoods for local residents [5]. Pematang Johar Village is included in the Developing Tourism Village in accordance with the District Head's Decree. Deli Serdang with agro-tourism area specifications. The potential of rice fields makes the main attraction for tourists to visit and enjoy the beauty of Pematang Johar Village. The creativity of the community is of course also a potential that can be developed into a tourist destination including batik, art studios and traditional culinary specialties of Pematang Johar Village.

Several problems in optimizing tourism potential in Pematang Johar Village include: (1) the lack of cooperation from the POKDARWIS to help optimize some of the tourism potentials in Pematang Johar Village, (2) the lack of facilities that can integrate all village tourism potentials, (3) lack of POKDARWIS initiative to create a special literacy room as a village tourism information center, (4) lack of educational programs as a tourist attraction.

The implementation of this Community Partnership Program is in the form of assistance regarding the development of an integrated thematic tourism village involving 19 representatives of community groups that have the potential to be developed into integrated tourist destinations in Pematang Johar Village. The purpose of this Community Partnership Program is to try to collaborate with various community potentials to be integrated into a good tourism management so that it has an impact on improving the economy of the local community.



Fig 1. Batik Becomes Village Potential Pematang Johar



Fig 2. Art Studio as Potential of Pematang Johar Village

2. Method

This Community Partnership Program Implementation Method consists of four stages

a. Preparation

In the preparation stage, the PKM Team conducted initial observations aimed at obtaining profiles and also the problems faced by partners. Based on the results of observations, the formulation of partner problems can later be determined regarding priority problems and the formulation of solutions to these problems.

b. Implementation

There are four activities that will be used as solutions to partner problems.

- Assistance in integrated tourism concepts refers to the development of thematic villages
- Making an Integrative Tourism Village pocket book
- Making the Literacy Room as a tourist information center
- Making a plank map of tourist destinations in Pematang Johar Village

c. Monitoring and Evaluation

- Process evaluation that aims to unite and measure the success of PKM is to increase participants' understanding and skills in managing village tourism potential in an integrated manner with the thematic village concept.
- The evaluation of the results aims to measure the level of program success that has an impact on increasing the effectiveness of village potential management so as to create village thematics that support the growth of the village's creative economy.

d. Follow-up

Follow-up programs are a result of the programs carried out, including:

- Making Pematang Johar Village a sustainable village guided by LPPM UNIMED.
- Carry out community service with the same concept on a wide scale, including the tourism potential of other villages and sub-districts in North Sumatra.

3. Findings

The initial activity was carried out by coordinating with the village government to map out several potential villages that could be used as tourist destinations. Based on information from the Head of Pematang Johar Village, there are several destinations including:

Table 1. The Potential of Pematang Johar Village

No	Tourist Destination	Address
1	Bank Sampah/Ecobrick Suka Mulia	Bangun Street, Dusun XV
2	Rengginang Bu Sakinah	Dusun X
3	Wisata Sawah	Dusun VI, Jl Johar Raya
4	Sanggar Seni Alfhun	Dusun VI Rawa Badak
5	Kampung Batik/Sanggar Batik Liza Mangrove	Dusun IX-B
6	Keripik Singkong Al Amin	Dusun VI Rawa Badak
7	Dodol Bu Jainah	Dusun X-A
8	Taman Air Percut	Jl. Kawasan Industri, Paluh Gelombang

9	Keripik Tempe	Dusun VII
10	Indo Roti	Sidoharjo, Street Dusun XI
11	Keripik Pare Eli	Dusun VI
12	Rengginang Mak Oyot	Dusun IX-A
13	Bandrek Jahe Merah Udung	Dusun VIII
14	Kelompok Ternak KTP KDDPI	-
15	Pabrik Tempe dan Tahu	Dusun X
16	Kebun Buah Bumdes	Dusun XV
17	Pabrik Desa Gua	Dusun X
18	Sanggar Seni Haroan Bolon	Dusun XII

After coordinating with the Community Service Team, they made observations to gather information about the potential of the village which would later be described in an integrative pocket book. The Service Team involved students of Elementary School Teacher Education, Faculty of Education, UNIMED to conduct interviews so that the information obtained could be more optimal. The following is some documentation regarding the observations made by the Service Team.



Fig 3. Observation of one of the creative communities that have the potential to be developed as a tourist destination

Furthermore, service activities are carried out by installing a Tourist Destination Plank Map. Tourist Destinations Map is a medium of information that will be provided to see about the potential of villages that can be visited by tourists when visiting Pematang Johar Village. The Plank Map is accompanied by a barcode which will later be integrated with a pocket book regarding the description of the village's potential which can later be used as a medium for tourist information



Fig 4. Travel Destination Plank Map Design.



Fig 5. Providing Tourist Destination Map Facilities to Village Parties

The activity was continued by summarizing all the potential of the village into a pocket book which could later become a reference for the people who came to Pematang Johar Village. This service also designs an information corner that is packaged with the concept of literacy so that later it can be an information center for visitors.



Fig 6. Travel Destinations Pocket Book in Pematang Johar Village.

The next activity is the Mentoring and Socialization activity regarding the Integrative Thematic Tourism Village Pilot. The activity began by conveying information about several information media designed by the Service Team as an information center for tourists later. The presentation of material about the Integrative Thematic Tourism Village Pilot was delivered by Mrs. Dr. Femmy Indriany Dalimunthe, A.Md.Par, SE, M.Si, CHE, CEE as an academic and also an expert in tourism management. In his material Dr. Femmy said that the concept of developing a tourist destination in an area must embrace all parties, both from policy makers, surrounding communities, destination owners and also external parties who assist in the publication and promotion of tourism potential.



Fig 7. Travel Destinations Pocket Book in Pematang Johar Village

The next activity is carried out with joint discussions with all parties who have the potential to be developed into tourist destinations. In this discussion the Village as a policy maker also plays a role in facilitating opinions and input from the community to be able to optimize the potential of the village which can be used as a tourist destination.

The Service Team also designed an information corner which will later function as an information center for tourists to gain knowledge and information about tourist destinations in Pematang Johar Village. In the final stage, monitoring activities are carried out after the series of service activities are completed. Some things that will be evaluated are the sustainability of the management of tourist destinations in Pematang Johar Village which is integrative by connecting all tourist destinations in a good managerial concept. The village party also makes plans for tour packages that can be made so that later it can increase destination sales and improve the economy of the village community. Follow-up programs are carried out to see the sustainability of the program by developing other innovative tour package concepts.

4. Conclusion

- a. The preparation stage is carried out by coordinating with the village to conduct observations aimed at digging up data on the potential of the village which will later be developed into a tourist destination. Furthermore, the Service Team made observations in the field by forming several teams so that data and information could be more optimal.
- b. At the implementation stage, a mentoring program has been implemented regarding the socialization of the concept of Integrative Thematic Tourism by collaborating with all village potentials that can be developed. The service team also provides facilities regarding the Tourist Destination Plank Map which will also be equipped with a barcode description which will later be integrated with a pocket book of tourism potential in Pematang Johar Village.
- c. Activity monitoring activities are carried out after the series of service activities are completed. Some things that will be evaluated are the creation of the management of tourist destinations in Pematang Johar Village which is integrative by connecting all tourist destinations in a good managerial concept. The Village Party also makes plans for tour packages that can be made so that later it can increase sales goals and improve the economy of the Village community.
- d. Follow-up programs are carried out to see the program by developing other innovative tour package concepts.

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