

PUBLIC RELATIONS STRATEGY IN DEVELOPING WATER TOURISM IN SUNGGAL KANAN VILLAGE, SUNGGAL DISTRICT, DELI SERDANG REGENCY

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Abstract: The purpose of this study is to find out how the application of public relations strategies in developing water tourism in “Sunggal Kanan” village, Sunggal District, Deli Serdang Regency. This type of research is qualitative research using descriptive methods. In carrying out the research, the results were obtained that there is potential that can be developed by the indah dam water tourism manager together with the public relations of “Sunggal Kanan” village. However, there are also obstacles that hinder the development and visitability of the community to the Indah dam water tourism. Efforts in developing water tourism in “Sunggal Kanan” village that can be done by public relations are by analyzing and making a strategy in managing the management of the Indah dam water tourism which is under the auspices of BUMDes or “Sunggal Kanan” Village Owned Business Entity. This is the main capital in the development of tourism in the village of “Sunggal Kanan”. Therefore, in this research, a PUBLIC RELATIONS strategy will be designed to develop tourism in “Sunggal Kanan” village using a SWOT analysis.

INTRODUCTION

Indonesia is an archipelagic country rich in flora and fauna, culture, customs, and abundant natural resources. The abundant wealth is an attraction for someone or group to visit and travel in several tourist destinations in Indonesia. In general, Indonesian people make traveling into are flection of the mind and body and for fun. Law No.10 of 2009 states that tourism is all kinds of tourism and is supported by facilities that have been provided by the community, entrepreneurs, the central government, and local

governments. The development of aspects of the tourism sector at this time has become a concern for the Indonesian government (Hasudungan et., 2021). At this time, the development of village-based tourism and managed by the community has been widely carried out. Given that Indonesia consists of a pedesaan area and has a fairly abundant population and human resources (Cholik & SE, 2017). Therefore, efforts to utilize human resources in a village are very likely to be carried out by the village by developing the potential of a tourism in the village to drive the economy of the local community.

LITERATURE REVIEW

One of the efforts to develop the tourism sector within the scope of the village can be done by making a tourist village. According to Komariah, the concept of a tourist village is a form of sustainable regional development in the field of tourism which manages it independently by utilizing the human resources in the village. (Komariah et al, 2018). Sutiyono & Seni, argues that the development of n tourist villages is based on the intentions and characteristics of each in the village, including flora, fauna, customs, natural landscapes, handicrafts, traditional food, buildings, and so on. (Sutiyono & Art, 2012). According to Herdiana, there are two main elements in tourism, namely tourists and tourist attractions. Law No.10 of 1999 states, tourists are individuals or groups who travel, while tourist attractions are all the tensions owned; by an area that can attract tourists, both natural, cultural, socio-cultural potential, as well as a uniqueness and beauty of the place. (Herdiana, 2020). In (Soebagyo, 2012) said that the tourism business sector is a sustainable industrial sector that can be the main driver in the Indonesian economic sector. The tourism sector is a sector that helps the regional economy. Local communities can provide jobs for other villagers, such as opening food stalls, making preparations, making fruit stalls, and so on. Tourism is an activity that is needed by all circles of society, both young, old, male and female, local residents, and foreign residents.

North Sumatra Province, especially Deli Serdang regency, is one of the areas that has many natural tourist attractions that have the potential to attract potential tourists. Many famous places in Deli Serdang regency include Lake Linting, The Le Hu Garden, “Sampuren Putih” water fall, “taman Pramuka Siboangit”, and so on. As part of Deli Serdang regency, Sunggal Kanan village, Sunggal District, has a water tourism destination, namely “pemandian bendungan Indah”. The water tourism is managed directly by the people of “Sunggal Kanan” village who are directly under the auspices of the “Sunggal Kanan” village government. The tour was relatively new to open precisely in mid-2020 to encourage the local community's economy. Beautiful dam baths are only about the waist or waist of an adult, having water that is stagnant during the dry season. This water tour also offers a beautiful view of the water flow, as well as shady trees. The bath also provides dozens of seats, cottage stalls to relax and eat food.

As in the newly opened tourist destinations in general, there are still many visitors outside the village of “Sunggal Kanan”, especially the Deli Serdang regency area who know the tourist attractions. Therefore, the role of public relations or (public relations) of the “Sunggal Kanan” village government is needed in developing and engenalizing the

water tourism to a wide audience. *Public relations* or public relations (public relations) is a communication process carried out by groups or individuals that are persuasive or solicitation in order to achieve a certain goal. Public relations is expected to be a liaison that can provide understanding to the community about something they want to convey. A government has a wide range of fields in it including public relations or PR which has a role to create harmony, cooperation, and create an image of government institutions in society (Lamarang, 2013). In the realm of work, public relations will communicate directly verbally or using media such as electronic communication media such as radio, television, social media, and others.

According to Frida Kusumastuti (2002), the target of public relations is the public, which is a group of people in society who have the same characteristics of interests. In public practice it is grouped into two, namely: 1) The internal public which includes: shareholders, managers and employees. In this research, those who became internal public were the “Sunggal Kanan” village government and the daily manager of the Indah dam water tour. 2) The external public consists of parties who have the same characteristics of interests. For example, similar communications, investors, the wider community, and the government. The external public in this study are visitors to the Indah dam water tourism, food and beverage sellers in the Indah dam water tourism environment, and the community around the tourist attractions. Stephen Robbins (1990) in Morissan (2008) posits that strategy as determining the long-term goals of the company and deciding the direction of action and obtaining the necessary sources to achieve the goals. An expert in public relations, Ahmad S. Adnan Putra in the pr strategy workshop manuscript said that strategy is an integrated part of a plan, while a plan is a product of a plan, which in the end planning is one of the functions of the management process. Rosady Ruslan (2005). Based on this description, the identification of problems is a public relations strategy in the development of water tourism in “Sunggal Kanan” village, Sunggal district, Deli Serdang regency as an effort to develop water tourism that is useful for encouraging the economy of the surrounding community.

RESEARCH METHODS

Research on the public relations stratum in the development of water tourism in “Sunggal Kanan” village, Sunggal district, was carried out using a qualitative descriptive method with the approach used, namely field studies with interviews and direct observations at the Indah dam water tourism site. The method used to develop the Indah dam water tourism uses a SWOT analysis. The analysis is an analysis that describes the strengths and opportunities of the object to be developed by considering the threats and weaknesses of the object (Rangkuti, 2005).

RESULTS AND DISCUSSION

“Sunggal Kanan” Village is approximately 12 km from the city of Medan and takes about 30 minutes by motorized vehicle. The village of “Sunggal Kanan” has an

area of 2,241.68 km² and has a population of 1. 791.667. Meanwhile, the Indah dam water tour is located west of the “Sunggal Kanan” village office with a distance of ± 500 meters only takes about 10-15 minutes on foot. The distance from the “Sunggal Kanan” village office to the Indah dam water tourist spot is quite easy because the road access has been paved *by the block*. From the results of observations and direct approaches in the Indah dam tourism, “Sunggal Kanan” Village, it was obtained regarding the potentials that can be developed in the Indah dam. Some of these potentials show that the Indah dam can be used as a public relations reference in considering in the development more related to water tourism, the Indah dam consists of 1) a cool natural panorama. 2) Have land that can be used as a camping ground, where the land has criteria suitable for camping, including firewood that is easy to obtain, a source of clean water flowing from the river that can be used during camping activities. 3) Have an unused pond that can be repurposed into a family fishing pond. 4) It has a long and wide water flow, so it can be used as an extreme vehicle such as arum rapids.

So far, the participation that can be done by the community has been good, it can be seen from the strength of the mutual cooperation every Sunday morning from seven to eight o'clock in the morning. To introduce and promote the village of “Sunggal Kanan”, the role of public relations in increasing the capacity of tourists is needed. The task of public relations is not just to target the number of tourist visits to the Indah dam tour, but the management of tourist attractions in a sustainable manner. By preparing and completing the facilities needed by tourists when visiting the Indah dam water tour is very necessary in the area around the tourist attraction. Bringing out a sense of comfort and pleasure towards tourists after a visit is indispensable. Therefore, the embodiment of *Sapta Pesona* must be applied by the surrounding environment of Sunggal Kanan village. *Sapta pesona* is a condition that must be realized in order to attract tourists to visit an area or region in our country. With attractive and comfortable conditions and atmosphere, the tour will feel at home staying longer, feeling satisfied with the visit. *Sapta Pesonan* consists of seven elements, namely: 1) Safe. 2) Orderly. 3) Clean. 4) Cool. 5) Beautiful. 6) Suave. 7) Fun.

In order to realize the development of water tourism in Sunggal Kanan village, the thing that must be considered by a publicist is to settle down the appropriate strategy so that the development carried out can run well and as expected. Strategy is the key to obtaining an attractive product advantage that can compete optimally from existing resources. The following is the result of a SWOT matrix analysis used for the development of water tourism in Sunggal Kanan village.

Table 1.0
SWOT Matrix Analysis strategy for developing water tourism in Sunggal Kanan village

Internal	<i>Strengths</i>	<i>Weaknesses</i>
	<ol style="list-style-type: none"> 1. Asr rural atmosphere 2. High Community Motivation 	<ol style="list-style-type: none"> 1. Tourist facilities, promotions, and budgets 2. Minimal community resources and no management system
External		
<i>Opportunities</i>	SO Strategy	WO Strategy
<ol style="list-style-type: none"> 1. <i>Instagrammable</i> photo background trend 2. Village support 	<ol style="list-style-type: none"> 1. Focusing on promotion among young people 2. Establish appropriate tourist activities 	<ol style="list-style-type: none"> 1. Increased cooperation between the village and the government 2. Doing work with the college 3. Create promotions on social media, and other supporting media
<i>Threats</i>	ST Strategy	WT Strategy
<ol style="list-style-type: none"> 1. Competition of similar tourist attractions 2. The crime rate is still high. 3. Overflow of the river during heavy rains 	<ol style="list-style-type: none"> 1. M improves village security 2. Expand and complete facilities 	<ol style="list-style-type: none"> 1. Conducting counseling 2. Create a tourism management management system

Figure 1.0 SWOT Matrix Analysis Results Table

Based on the swot matrix analysis results obtained and presented in table 1.0, it shows that strategies that combine strengths with opportunities to produce SO strategies include: 1) Focusing promotion on young people. 2) Establish appropriate tourist activities. Perp complaints between weaknesses and opportunities to produce WO strategies include: 1) Increasing cooperation between villages and the government. 2) Cooperating with universities. 3) Promoting social media and other supporting media. The combination of Force with threats resulted in an ST strategy including: 1) Improving village security. 2) Expand and complete the facilities. The combination of weaknesses with threats results in a WT strategy including: 1) Conducting counseling. 2) Create a tourism management system. 3) Make management problems related to natural disaster floods in tourist sites.

CONCLUSION

From the results of the presentation above, it shows that the tourism potential contained in the Indah dam tourism consists of natural potentials: 1) cool natural

panoramas. Although the panorama is formed through bushes along the access path to the beautiful dam water tour. 2) Have land that can be used as a camping ground. 3) Have a pond that can be used as a family fishing rod. 4) It has a long and wide river flow, so it can be used as an extreme vehicle such as arum rapids.

Based on the results obtained through the SWOT matrix analysis, it consists of strategies that combine the strengths and opportunities to produce SO including: 1) Focusing promotion on young people. 2) Establish appropriate tourist activities. The combination of weaknesses and opportunities to produce WO strategies includes: 1) Increasing cooperation between the village and the government. 2) Cooperating with universities. 3) Promoting social media and other supporting media. The combination of Force with threats resulted in an ST strategy including: 1) Improving village security. 2) Expand and complete the facilities. The combination of weaknesses with threats results in a WT strategy including: 1) Conducting counseling. 2) Create a tourism management system. 3) Make management of problems related to natural disaster floods at tourist sites.

Some suggestions that can be used as input to support the development of Indah dam water tourism are: 1) Holding art and cultural performances in tourist attractions, such as dances and exhibitions of typical products of Sunggal Kanan village. 2) Make a plan for the beautiful dam water tourism site.

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