

# Pematang Johar Village As Culture-Based Tourism In Deli Serdang Regency

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**Abstract.** The village for city people is still a quiet and safe area. Pematang Johar Village is an interesting village because it has its own natural beauty. Pematang Johar Village still has a green area filled with rice fields and lots of trees even though it is right next to the factory area known as the Medan Industrial Area (KIM). This is an attraction for researchers to conduct deeper research using qualitative research methods with an ethnographic approach so that they can describe the condition of Pematang Johar Village more broadly. The purpose of this research is to find out how the developments made by the local community and the government to manage the village of Pematang Johar to become a tourism village, Pematang Johar Village is also an educational facility by providing a place to learn batik and recycling management that is utilized by the local community. local government always support for maintaining and developing.

**Keywords:** Villages, Tourism, Rice Fields, Batik.

## 1 Introduction

Visiting a tourist spot has become a trend for city people which is now called healing. Relieving fatigue and visiting the village are also still attractive for city people to have a vacation. Tourism is a travel activity for some of these activities which are carried out voluntarily and are temporary in nature to enjoy tourist objects and tourist attractions. Tourist objects and tourist attractions are everything that becomes a tourist target. Tourism is always related to tourists (Pendit) [1].

Tourism is considered capable of providing added value to potential resources that were previously unknown and not utilized to become a tourist attraction that can open business opportunities and improve people's welfare. In addition, tourism does not only cover the existence of the tourism industry itself, but also to other fields that are closely related to tourism such as accommodation businesses, transportation services, trade, food and beverages (food & beverages) and services.

Pematang Johar village has the potential to become a tourist village, Pematang Johar village has creative human resources who can help develop existing potential by working with the government. Starting with the extent of paddy fields around the factory area, it becomes an interesting thing. People are starting to come just to enjoy the green of the rice fields without any place to enjoy food and relax. This is used as a potential for the village head so that the village of Pematang Johar becomes better known by the wider community. Not only that, it is hoped that this tourist spot will open up jobs for the local community.

The village community is a community that has a close relationship, knows each other and the characteristics of the community still adhere to the prevailing traditions. This mutual helping relationship can also be used for the common good. The resources in the village can be developed in collaboration between village officials and the local community. Paddy field areas that are used as tourist attractions are defined as a series of tourism travel activities that utilize the location or agricultural sector starting from the beginning of production until agricultural products are obtained in various systems and scales with the aim of expanding knowledge, understanding, experience, and recreation in agriculture. This agricultural area has the potential to make an optimal contribution to the area and to the surrounding community around the tourist attraction. Tourism development is directed at increasing tourism as a mainstay sector that is able to balance economic activities and as a source of regional income. Good development and development in the tourism sector cannot be separated from good cooperation between the government, entrepreneurs and the community. This is starting to be shown by the desire to change paddy fields into rice field tourism with the attraction of city people being able to enjoy rice fields with a rural concept on the outskirts of Medan, at affordable prices and not far to go. By seeing the number of interested visitors to enjoy the tourist village and make it a tourist alternative.

The development of tourist villages is increasing and developing using rural concepts such as Paluhnaga village tourism, painting villages with the same concept of using rice fields as the main tour. 2 from being able to harvest when the harvest season comes, but it can also be an option for city people to come to capture it and post it on social media, rice fields are made instagramable, that is, the place is made unique so that visitors are interested in capturing the moment and sharing videos or photos on social media. they. If the attraction has not been developed and is still a potential resource then it cannot be called a tourist attraction, until a certain type of development exists, such as providing accessibility or facilities.

Pematang Johar Village is famous for its rice barn area in the Deli Serdang area. With the development of the village which has become a tourist village, the community continues to innovate so that visitors feel more interested, while still bringing up cultural concepts.

## **2 Method**

The type of research used is qualitative with an ethnographic approach. Qualitative research is research that aims to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and so on holistically and presented by way of descriptions in the form of words and natural language (Moleong) [2] . Ethnography can literally be interpreted as writings or reports about a tribe written by anthropologists based on field work. Ethnography can be in the form of research reports or as a research method that aims to describe the socio-cultural structure of a society.

The ethnographic approach used in this study is James Spradley's ethnography which seeks to discover how people organize their culture in their minds and use this culture in their lives. What is in the minds of these human members must be discovered by researchers. The task of the ethnographer is to find a picture of this organization of thought. Spradley defines culture as a system of knowledge acquired by humans through the learning process, this knowledge is used to interpret the world around them to develop behavioral strategies in dealing with the world around them (Spradley) [3].

Ethnography originally aims to examine how the culture of a group of people. The main method is observation which requires participation so that the researcher is fully involved in the culture being studied. Ethnography is concerned with cultural relativism, namely that every human group will develop its culture and that culture is appreciated as it is without bringing the values of the researcher's culture.

### **3 Results And Discussion**

Local culture is a culture that is owned by people who occupy certain localities or areas that are different from the culture owned by people who are in other places. Local culture teaches mutual cooperation, tolerance and work ethic (Rapana) [4]. The strategy for increasing local cultural tourism which is formulated based on the strengths, weaknesses, opportunities and threats of local culture includes:

- (1) increasing the potential of local culture through cooperation with the Government and the private sector.
- (2) increasing local cultural potential which is supported by cultural craft centers and the role of local communities and tourism awareness groups
- (3) improve the marketing of cultural tourism destinations through collaboration with related parties, the government and the support of local communities
- (4) improve supporting infrastructure at cultural tourism locations
- (5) improve governance in cultural tourism management
- (6) improving the quality of human resources in the tourism sector, especially cultural tourism with training and mentoring
- (7) maintaining the uniqueness of cultural tourism (Sugiyarto) [5].

Pematang Johar Village has extensive agricultural land, has a large area of rice fields, a wide expanse of rice fields near the Medan Industrial area makes tourists feel interested in visiting this rice field tourist spot. Village officials and the community work together to form a rice field tour so that it is interesting to visit. The community works together with village officials starting from the beginning of leasing the land to forming a rice field tour. After leasing paddy fields to people who own the land, the next step is to turn paddy fields into tourist attractions. The rice field manager began to build wooden and bamboo huts to give the visitors a natural and comfortable impression, then provided traditional food and traditional music as accompaniment when visitors came to the rice fields.

PKK women from Pematang Johar Village also take advantage of the busy tourists by starting to make Batik, the batik for the village of Pematang Johar is Sawah Batik, the choice of this motif is because there are many rice fields in Pematang Johar village, the motifs are rice, birds, with a little flower decoration. Not only introduced by tourists, this batik is used as a mandatory uniform for village officials, government officials, and school children in

Pematang Johar Village. With the aim that Batik Sawah is increasingly recognized by many people outside the village.

Tourists are also allowed to follow the way of making Batik, at a cost of Rp. 30,000, visitors are allowed to take part in making Batik. The huts in Pematang Johar Village are also used as a place to learn batik, not only batik, PKK women also sell several souvenirs made of Batik as souvenirs for tourists after visiting the village of Pematang Johar, Tourism in the Village Pematang Johar is growing with social media so that this tour can be known more widely.

#### **4 Conclusions**

Pematang Johar Village has become a Culture-based tourism by introducing rice field tourism with a rural concept and close to the Industrial area so that it becomes one of the tourist destinations in Medan City with prices and distances that are easy to reach. Batik Sawah, which is a symbol that Pematang Johar Village has extensive rice fields, is also one of the results of the creativity of the mothers of Pematang Johar Village so that it can be widely known through visits from tourists and promotions through social media. The Pematang Johar tourist village was formed from the collaboration of the community and the work ethic that belongs to the local culture in the village of Pematang Johar.

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