

Field Trip Educational Tourism as A Mean Strengthening Cultural Literature of Students in Pematang Johar Village, Labuhan Deli District

Try Wahyu Purnomo¹, Masta Marselina Sembiring², Sri Mustika Aulia³, Erlinda Simanungkalit⁴
{twahyu@unimed.ac.id}

Fakultas Ilmu Pendidikan Universitas Negeri Medan¹²³⁴

Abstract. This study aims to be able to develop learning facilities for students by utilizing the potential of local tourism in Pematang Johar Village. The benefits of this research are (1) increasing the ability and understanding of students' cultural literacy through utilizing local potential, (2) increasing student competence in learning strategies that are integrated with local potential, (3) Provide alternative outing class learning to students so that they can increase the love for the homeland and nation, (4) increase product sales, increase creativity in rural communities, and (5) community in the economic aspect as an effect positive tourist visits. The research method uses a descriptive approach to describe the process of implementing an educational field trip by utilizing the local potential of the village. The conclusion from the research activities that have been going on is that the field trip education tourism, agro-tourism, rice fields, oyster mushroom cultivation, batik and culture (dance) are very effective in being used as a means to strengthen the cultural literacy of Pematang Johar students.

Keywords: field trip education, cultural literacy, tourist village

1 Introduction

An educational process is not only always applied in a formal or non-formal environment but can also be carried out through tourism activities. In the concept of education-based tourism, the process aspect is carried out with the active involvement of tourists physically, mentally and emotionally in the tourist objects that are followed. According to Wiwin [1] today, the level of motivation of tourists has changed, which was originally just a desire for recreation as a physical need, but then is more oriented towards self-esteem/development motivation, actualization and the need for appreciation. In the North Sumatra region, there are several creative villages that have various tourism commodities so that they can be used as public educational tourism destinations.

BPS [2] describes Pematang Johar Village is located in Labuhan Deli District, Deli Serdang Regency, North Sumatra with an area of about 2,217.84 hectares. Of the area, about 1,750 hectares are rice fields that function as livelihoods for local residents. Based on these data, it can be concluded that the majority of the people of Pematang Johar Village use rice fields as their livelihood. To answer the issue of the development of the education-based tourism sector in the North Sumatra region, the Pematang Johar Village Government has taken the initiative to develop the potential of rice fields to become one of the tourism commodities.

The Village Government has the idea that rice fields can not only be managed for the food needs of the community, but can also be used as a comfortable, inexpensive and educational means of learning and family recreation. Rice field tourism in Pematang Johar Village is a form of the BUMDES (Village Owned Enterprise) program and is managed directly by the community who are members of the POKDARWIS (Tourism Awareness Group) community.

Through strengthening cultural literacy by utilizing the potential of local tourism, it can certainly form students with character and love for the homeland. This study aims to be able to develop learning facilities for students by utilizing local potential at the Rice Field Tourism destination in Pematang Johar Village, North Sumatra. The benefits of this research are (1) Improving students' cultural literacy skills and understanding through the use of local potential, (2) Increasing student competence in designing learning materials and strategies that are integrated with local potential, (3) Providing students with an alternative outing class learning process so that can increase the sense of love for the homeland and nation, (4) Increase sales of products created by the village community's creativity, and (5) Improve community welfare in the economic aspect as a positive effect of high tourist visits.

2 Research Methods

This study uses a descriptive qualitative approach, namely research that aims to create a descriptive picture in the form of a clear description of the research object under study, namely the process of implementing field trip educational tourism as a means of strengthening student literacy aspects. According to Tarmizi [3] Data processing is carried out descriptively in accordance with the opinion of Moleong which states that qualitative research is descriptive, meaning that the data analyzed, and the results of the analysis will also be in the form of descriptive. Furthermore, Vredeberg in Astutik [4] states that the goal in qualitative research is to describe complex social realities in such a way, this also refers to the relationship between sociological-anthropological relevance relationships achieved.

This study describes the process of implementing field trips starting from agro-tourism field trips, cultural arts field trips and edupreneur field trips starting from the stages of preparation, implementation, evaluation and potential outcomes of the program.

3 Result and Discussion

From the research that has been done, it can be seen that there are 4 types of field Trip Education Tourism facilities that can be used as media to strengthen the cultural literacy of Pematang Johar Students, North Sumatra, as follows:

- a. Field trip activities for agro-tourism to introduce the cycle of rice cultivation. In this activity, students provide an introduction to material about the potential of rice as a staple food for Indonesian people. Students are taught theoretically about the process of planting rice starting from the stages of sowing seeds, seeding, planting seeds to harvesting rice.



Fig 1. Submission of Materials by Students Regarding the Rice Cultivation Cycle

In this activity, resource persons (Farmers in Pematang Johar Village) guided Salsa Private Junior High School students to directly practice the process of seeding and planting seeds directly.



Fig 2. Rice Planting Practice Activities by Salsa Junior High School Students

- b. Field Trip Activities for oyster mushroom cultivation as an effort to optimize the village's potential as a leading commodity in Pematang Johar Village. In this activity, students play a role in providing material regarding the process of making oyster mushroom fermentation media, the nutritional content of mushrooms, and the marketing potential of oyster mushrooms as a leading commodity in Pematang Johar Village.



Fig.3. Submission of Materials by Students Regarding Mushroom Cultivation

Mushroom cultivation activities continued with the practice of making oyster mushroom fermentation media facilitated by the Rice Field Tourism Manager. This activity aims to guide students in the process of mixing the materials needed in making baglog as a medium for oyster

mushroom cultivation. Students were also introduced to F4 seeds as a medium for oyster mushroom fermentation.



Fig.4. The Process of Making Baglog as Oyster Mushroom Fermentation Media

The results of making baglogs that have been made in the previous Field Trip activities then continue with the cultivation process in the Salsa Private Junior High School environment. Students, assisted by teachers, monitor the mushroom cultivation process so that later it produces mushrooms that are ready to be harvested.



Fig.5. Mushroom Cultivation Monitoring Activities at Salsa Junior High School

- c. The Batik Field Trip activity was carried out by providing material by students about batik as a means of strengthening cultural literacy and alternative millennial entrepreneurs. Students provide material reinforcement for various kinds of decorative potential in North Sumatra which can be developed into batik designs that have local characteristics.



Fig. 6. Activities to Strengthen Batik Materials as Local Potential Based on Cultural Literacy

The practice of hand-drawn batik uses canting as a means of student creativity. This activity was facilitated by the batik studio Liza Mangrove as a resource person. Salsa Private Junior

High School students are invited to be able to hone their creativity by creating batik art while getting to know various alternative decorations that can be used as batik designs.



Fig.7. The Practice of Batik Using the Canting Technique By Liza Mangrove Batik Studio

The next activity was a Cultural Field Trip by explaining the concept of Traditional Dance as a means of strengthening students' cultural characters. In this activity, students explained about the various ethnic groups in North Sumatra and discussed the characteristics of each ethnic group. This activity will be held on 19-20 November 2021



Fig.8. Presentation of Materials by Students Related to Strengthening Cultural Literacy Through Introduction to Traditional Arts of North Sumatra

The next activity was the practice of dancing by Salsa Private Junior High School students as an implementation of understanding the material presented at the previous meeting. The dance practice activity was led by resource persons from the Alfhun Art Studio, Pematang Johar Village.



Fig.9. Dancing Practice Accompanied by Alfhun Art Studio Pematang Johar Village

Based on the implementation of the above activities, the benefits and opportunities of sustainability can be seen as follows:

Educational Aspect

- a. The Field Trip Educational Tourism activity is an alternative outing class activity that can be a reference for partner schools to develop students' cultural literacy skills and understanding through the utilization of local potential in the tourist destination area of Pematang Johar Village
- b. The Field Trip Educational Tourism activity is a forum for students to be able to get to know the object of the lesson directly so that it can increase students' analytical power and creativity as the goal of the Higher Order Thinking Skills aspect.
- c. Student Learning Experience Activities outside campus are a means to improve student competence in designing learning materials and strategies that are integrated with local potential.

Economic Aspect

- a. Field Trip Educational Tourism activities are a means to increase sales of products created by the people of Pematang Johar Village
- b. This activity can also stimulate rice field tourism managers to be able to package educational tour packages so that they can increase rice tourism income
- c. This activity can be a means to improve the welfare of the community in the economic aspect as a positive effect of the high tourist visits

Social Aspect

- a. Field Trip Educational Tourism activities as a step to empower the people of Pematang Johar Village to be able to optimize the potential of the village which has economic value
- b. Field Trip Educational Tourism activities as a means of increasing a sense of togetherness and collectivity between creative components in Pematang Johar Village so as to create an advanced Creative Village

4 Conclusion

The conclusion from the research activities that have been going on is that the field trip education tourism, agro-tourism, rice fields, oyster mushroom cultivation, batik and culture (dance) are very effective in being used as a means to strengthen the cultural literacy of Pematang Johar students. Even though there are actually many tourism facilities based on local wisdom in Pematang Johar village, if it's just a tour without absorbing the educational elements in it, then it's just an ordinary tourist attraction.

References

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