

Dynamics of Gudang Garam Beach Tourism Awareness Group (Pokdarwis) in an Effort to Develop Beach Tourism Objects in Kota Pari Village

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Abstract. This article aims to discuss the Dynamics of Gudang Garam Beach Tourism Awareness Group (Pokdarwis) in an Effort to Develop Beach Tourism Objects in Kota Pari Village. This article describes the results of in-depth exploration of the various factors that motivated the community to form a tourism awareness group (Pokdarwis) Gudang Garam Beach and also analyzes the dynamics of tourism awareness groups in an effort to develop beach tourism objects during the COVID-19 pandemic. This article is not only useful as a source of information, but significantly this article will be used for developing scientific insights into Tourism Anthropology. Then, this article will also be able to provide a reference for tourism awareness groups in efforts to develop tourism for the wider community.

Keywords: Pokdarwis, Dynamics, Tourism.

1 Introduction

Recovery in the tourism sector is currently still the main focus for the Indonesian government after the COVID-19 pandemic. Maximum efforts through various strategies to anticipate the expansion of the impact of the pandemic on the tourism sector have been carried out since the end of 2019. The Indonesian government initially predicted that it would be able to carry out a recovery process in the tourism sector in 2020. However, the recovery process in 2020 experienced delays. At that time, the government preferred the urgency of preventing the spread of the COVID-19 pandemic due to the emergence of the Delta and even Omicron variants. The strategy for the recovery process in the tourism sector was finally continued at the end of 2020.

The recovery strategy for the tourism sector will last until 2022. As stated by the Minister of Tourism and Creative Economy of the Republic of Indonesia (Dr. Sandiaga Salahuddin Uno, B.B.A., M.B.A.) in a booklet with the theme "Post-Pandemic Indonesian Tourism, Market Recovery, and Cooperation with the American Region "The Need for National Consolidation"

(15/03/2022), that: The Ministry of Tourism and Creative Economy (Kemenparekraf) has implemented various strategies to prepare for the recovery of tourism and the creative economy, one of which is certification in the tourism sector which is guided by CHSE (Cleanliness, Health, Safety, and Environmental Sustainability). Apart from that, in the booklet he also conveyed the importance of collaboration in the post-pandemic tourism sector recovery strategy. He emphasized that the efforts made by the Ministry of Tourism and Creative Economy would not be enough without cross-institutional, cross-ministerial and cross-provincial cooperation. [1].

Furthermore, regarding the importance of collaboration in the post-pandemic tourism sector recovery strategy as stated by the Minister of Tourism and Creative Economy, it should be interpreted carefully by all related parties, including local communities who are in contact with the existence of tourist destinations. This is also in line with what was conveyed by the Deputy Chair of the Indonesian MPR, Lestari Moerdijat at the Strengthening Tourism Post-Covid-19 Pandemic workshop in Balkondes, Borobudur District, Magelang Regency, Central Java, Friday (15/4/2022) that, a number of sector recovery policies health care has been implemented post-pandemic and a number of steps to improve policies in the tourism sector have also been taken by the government. Apart from conveying this, he also emphasized that, "Tourism actors who have international networks must collaborate with local tourism managers developed by the community..."[2]

Based on this, it can be assumed that recovery in the tourism sector refers to an increase in tourist visits which directly or indirectly encourages an increase in the community's economy in general and an improvement in local communities around tourist destinations in particular. So, to restore the tourism sector gaining trust through adaptation, innovation and collaboration between sectors. [2]

To respond to the revival of the tourism sector in Indonesia which will begin in 2022, it must be seen in a more narrow way. Especially regarding the importance of collaboration in the post-pandemic tourism sector recovery strategy. Based on literature studies, the recovery of the tourism sector after the pandemic at the policy level has not yet been specifically seen regarding the position, portion and role of local communities. In fact, long before the pandemic, we were aware of the tourism awareness movement and the existence of the Tourism Awareness Group (Pokarwis).

So, this is what is of interest to us in researching the dynamics of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) in Kota Pari village, Serdang Bedagai district. Phenomenally, the Tourism Awareness Group (Pokdarwis) was formed during the pandemic, namely in 2020. At that time, Gudang garam Beach, as one of the tourist attractions affected by the pandemic, also experienced various problems that had a significant impact on the socio-economic life of the local community. . So starting in 2020 when the COVID-19 pandemic was still ongoing, the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) was still carrying out various recovery efforts so that visitors (tourists) would return to Gudang Garam Beach. Therefore. Analyzing the formation process and dynamics of the Gudang Garam Beach tourism awareness group (Pokdarwis) in optimizing Gudang Garam Beach as a beach tourist attraction is the main focus of the research.

2 Methods

Based on the results of observations of social situations related to collecting data and information for research purposes, this research uses qualitative methods with a descriptive approach. This aims to enable us to describe the results of observations in more detail, explore data through field notes, and then analyze them objectively. The main data was collected through in-depth interview techniques with informants as well as observations of relevant social and cultural phenomena. This aims to help researchers be able to summarize the complexity of the phenomena being seen, as well as allowing the development of a deeper understanding.

However, this research also uses data in the form of numbers, which was obtained through questionnaire distribution techniques. The questionnaire referred to in this research contains several basic questions that will capture data related to the informant's profile in general. This is due to various considerations, one of which is that under certain conditions data in the form of numbers can provide valuable additional insight, especially in providing an overview of the level of trends in social life. Apart from that, data in the form of numbers or percentages can also help in comparing and classifying qualitative findings systematically. This can allow researchers to identify patterns or trends that are not directly visible in the text.

3 Results and Discussion

Currently, Kota Pari village is not only known as a fishing village that produces stingrays, but has developed into a tourist village. Even though the Tourism Village Network (Jadesta) page states that Kota Pari village is a marine tourism destination in North Sumatra [3], the beach tourism destination in the Kota Pari village area is not yet worthy of being categorized as a marine tourism destination (water tourism). Several important characteristics that support the marine tourism destination category are not yet clearly visible. It should be noted that the characteristics of marine tourism destinations refer to the activities of visitors (tourists) who are in direct contact with the marine environment, including: water sports activities such as on lakes, beaches, bays or the sea, fishing, sailing, diving while taking photos, surfing competitions, rowing races, see the marine park with beautiful views below the water surface.[4]

The Kota Pari village area is located on the edge of the beach, directly bordering the Malacca Strait. Kota Pari Village has a number of beach tourism destinations within its area [5]. Based on information from village officials and the surrounding community, there are at least 8 (eight) tourist attractions in the Pari City village area. These beach tourist attractions include: 1). Gudang Garam Beach; 2). Wong Rame Beach; 3). Wong Pulo Beach; 4). Dua Rasa Beach; 5). Struggle Beach; 6). Kuala Deli Indah Beach; 7). Pearl Beach; 8). Pondok Permai Beach. Furthermore, based on the results of observations, it is also known that there are several beach tourism destinations that are in the process of improvement even though they are not yet officially operational and registered with the village government.

Regardless of whether or not it is suitable to be categorized as a marine tourism destination, the beaches in the Kota Pari village area have long been known by the public as beach tourism destinations. These eight beach tourist destinations tend to always be busy with visitors

(tourists) before the COVID-19 pandemic, both local tourists, national tourists and even some foreign tourists. Although in general. In general, from the past until now, the development of beach tourist attractions in Kota Pari village has not shown significant development like several other beach tourist attractions in Serdang Bedagai district. Likewise with the Gudang Garam Beach tourist attraction. Even though this tourist attraction is quite famous among the people of North Sumatra in general, the development of this tourist attraction tends to be monotonous so that it does not have any particular uniqueness that makes it different from other beach tourist attractions in the same area [6]. It is also related to this that the main focus of this research is about the dynamics of the existence of the Gudang Garam Beach tourism awareness group (Pokdarwis) in managing beach tourist attractions, especially from the pandemic period until now.

Several interesting things are related to this beach tourist attraction, one of which is regarding various perceptions and even history related to the name of the village of Kota Pari. Based on various literary sources, and also the results of direct interviews with village heads and native residents of Kota Pari village, we found the same thing. There are various backgrounds that are the origin of the name of the village of Kota Pari. Likewise, with the name given to the Gudang Garam Beach tourist attraction, many people perceive that the name adopted the name of a cigarette brand from one of the companies (Gudang Garam cigarettes) which was quite popular at that time. However, based on literature studies combined with direct search results through interviews with residents around the Gudang Garam Beach tourist attraction, the name Gudang Garam Beach comes from the local natural resources of the area which used to be an icon for this beach.

In the past, the coastal area was rich in white sand and was a location for collecting sea salt around the beach, becoming part of the source of life and economy of the village communities around the beach. Many of the village people who live around this coastal area work as salt farmers. Currently, along with the development of beaches in this region, the function of becoming a marine tourism attraction is becoming increasingly common, so that people's activities as salt farmers are almost no longer visible. [7]

The distance to the Gudang Garam Beach tourist attraction from the center of Medan City is around 52 km, with a travel time of approximately 1 hour 7 minutes. Based on information obtained from the Mesia Center website of Serdang Bedagai Regency, Gudang Garam Beach is on Jalan Pantai Kanan, located in Kota Pari Village, Pantai Cermin District, which is 43 km from the capital of North Sumatra Province (North Sumatra) and 23 km from the Regency Capital. Serdang Bedagai (Sergai). The location of this tourist attraction is close to several other beach tourist attractions, including: Pondok Permai Beach and the Mutiara 88 Beach tourist attraction. [8]

Based on the research results, it is known that the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) is a community formed by the people of Pari City village. The people who join the Gudang Garam Beach Pokdarwis are especially people who live or live around the Gudang Garam Beach area. Based on the results of observations and interviews, members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) are dominated by residents from hamlet 1, Kota Pari village, but there are also some members who live outside hamlet 1. In certain activities, the Beach Tourism Awareness Group (Pokdarwis) Gudang Garam also collaborates with several people from different villages.

Through interviews with the founder of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis), namely Mr. Suhardi, it is known that the formation of this Tourism Awareness Group was purely initiated by the local community who live around Gudang Garam Beach. Initially, Mr. Suhardi, his wife (Syafriana Sari) and several other community members formed the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) in 2020. At the time it was formed, there were 22 (twenty two) members of this Tourism Awareness Group. Membership in this Tourism Awareness Group is based on a kinship system, where generally membership is initially initiated by the head of the family and followed by other family members (children/wife). Based on several studies that have been conducted previously, things like this are characteristics of rural communities in general.

However, currently there are only 19 (nineteen) people who are actively active as members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis). (one) person works as an Indonesian Migrant Worker (TKI) abroad, and 1 (one) person works outside the city. This can be understood as part of the dynamics of socio-cultural life and even the economy of society in general. The research data regarding the membership profile of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) based on age, gender and marital status, will be presented in Table 1 below:

Table 1. Profile of Gudang Garam Beach Tourism Awareness Group (Pokdarwis) Members Based on Age, Gender and Marital Status

No	Name	Age	Gender	Marital Status
1	Suhardi	53	Male	Married
2	Ilyas	60	Male	Married
3	Sunardi		Male	Married
4	Suhartono	30	Male	Married
5	Ponijo	47	Male	Married
6	Syafriana Sari	48	Female	Married
7	Rudi	58	Male	Married
8	Hasan	50	Male	Married
9	Ucok Siregar	50	Male	Married
10	Zailani	39	Male	Single
11	Anto	30	Male	Married
12	Kahrisma Meilia S	26	Female	Married
13	M. Iqbal	25	Male	Married
14	Aidil Arvaliansyah	23	Male	Single
15	Ardi Wijaya	21	Male	Single
16	Nadia Putri	20	Female	Single
17	Riki	20	Male	Single
18	Gilang Apriandi	20	Male	Single
19	Dewi Bulan	18	Female	Single

In Table 1, it will be seen that the membership of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) based on age is quite diverse. Although in general it is dominated by the elderly age group (46-65 years), namely 8 (eight) people, there is also an adult age group (26-45 years) with 5 (five) people, and the remaining 6 (six)) people are the youth age group (12-25 years). Basically, a kinship-based community membership system will form a dynamic community structure with representation of several age groups.

Membership in a community with members from several age groups can provide various positive benefits for the community. Some of these benefits include: (1). Diversification of Knowledge and Experience: Different age groups bring diverse knowledge, experiences, and views to the community. This can improve a community's ability to address diverse problems; (2). Intergenerational Solidarity : Intergenerational membership can promote close relationships between younger and older members, create a sense of unity, and reduce generational inequality; (3). Skills Exchange : Members of different age groups can teach each other their skills and knowledge. For example, younger members can teach technology to older ones, while older ones can share wisdom and life experiences; (4). Career and Education Development: Intergenerational communities can provide opportunities for young members to gain mentorship and guidance from their elders in career and education matters; (5). Improved Psychological Well-Being: Interaction with various age groups can improve psychological well-being. Seniors may feel more passionate and involved in daily life, while younger members can learn from older people's experiences; (6). Changing Negative Perceptions of Ageism : Intergenerational communities can help overcome negative stereotypes of ageism and honor the contributions of each generation; (7). Project Collaboration Possibilities : Communities consisting of several age groups have the potential to collaborate on diverse projects, such as village tourism projects, educational programs, or social activities.

Basically, you need to know that certain age standards (age groups) can be used as a reference for membership requirements in the Tourism Awareness Group (Pokdarwis). The potential age for membership in the Tourism Awareness Group (Pokdarwis) may vary depending on the rules and policies implemented by each Pokdarwis. Usually, Pokdarwis who are active in managing village tourist attractions are community groups in villages who work together to develop tourism in their area. Most pokdarwis allow members of various ages, from adults to the elderly, to join. Likewise with community groups based on gender and marital status.

Since its inception, the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) has developed an organizational (community) leadership structure which until now has not undergone any changes. Based on the research results, this happens because the age of the Tourism Awareness Group (Pokdarwis) is still relatively new or young (3 years). Another thing, Mr. Suhardi, as the founder of the community, was known from the start by the local community as a youth figure who was active in youth organizations in the area. So it can be said that the existence of the founder as a central figure influences the dependence of community members. The role of a central figure in a community can be considered key to community management and leadership. Therefore, communities seem to tend to maintain the same leadership structure.

The research findings also illustrate that member satisfaction with leadership performance in the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) is also one of the factors that has not changed the leadership structure in the past 3 years. Group members consider that the current structure is effective enough in meeting the community's needs and goals, so there is no pressure to change. This also shows that there is group resistance to change. Comfort in group dynamics tends to form a defensive attitude towards this comfort zone and this is relevant to the existence of a leader who is able to act as a central figure in the community. Thus, it would be logical that if community members feel comfortable with the existing structure, they may insist on maintaining it without change.

The management structure of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) and the length of time members join the membership will be shown in the Table. 2, as follows :

Table 2. Membership structure and duration of joining the Gudang Garam Beach Tourism Awareness Group (Pokdarwis).

No.	Name	Membership Status	Duration of Joining The Group
1	Suhardi	Group Leader	3 years
2	Ilyas	Deputy Group Leader	3 years
3	Sunardi	Group Secretary	3 years
4	Suhartono	Deputy Group Secretary	3 years
5	Ponijo	Financial Coordinator 1	3 years
6	Syafrina Sari	Financial Coordinator 2	3 years
7	Rudi	Member	3 years
8	Hasan	Member	3 years
9	Ucok Siregar	Member	3 years
10	Zailani	Member	3 years
11	Anto	Member	3 years
12	Kahrisma Meilia S	Member / Casual Daily Employees	3 years
13	M. Iqbal	Member	3 years
14	Aidil Arvaliansyah	Member	3 years
15	Ardi Wijaya	Member	3 years
16	Nadia Putri	Member	3 years
17	Riki	Member	3 years
18	Gilang Apriandi	Member	3 years
19	Dewi Bulan	Member / Casual Daily Employees	3 years

Table 2 shows data that all members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) have joined as members since this community was founded. This change in membership structure in the Tourism Awareness Group (Pokdarwis) is only part of the group dynamics related to social life in society in general. A membership system based on kinship has a positive side, especially in minimizing turmoil within the community. In its phenomenon, several young members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) are the children of several elderly members (46-65 years).

Furthermore, from the results of the interview on the same occasion, Mr. Suhardi also explained that there were 2 (two) main factors that were the urgency for the formation of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis). These two factors are: (1). community concerns regarding the condition of the ecosystem in coastal areas affected by abrasion. Apart from that, (2). management of beach tourism objects which tend not to provide direct benefits for local communities around Gudang Garam Beach.

One form of impact of coastal abrasion is damage to village roads which disrupts the mobility and activities of village residents as well as the mobility of tourist visitors (tourists) to the Gudang Garam Beach tourist attraction. Although the main cause of road damage is the process of coastal erosion. However, Mr Suhardi saw that tourism activities in the area also contributed to the damage. The tourism activities in question place more emphasis on the

activities of building tourist facilities and infrastructure by several tourist attraction managers in the Pari City village area, such as: traffic transporting materials, heavy equipment, and so on.

Furthermore, the management of the Gudang Garam Beach tourist attraction, which was previously not managed directly by the local community but by other parties, resulted in the existence of the Gudang Garam Beach tourist attraction not providing direct benefits to the local community. In the previous period, the income from managing the Gudang Garam Beach tourist attraction was insufficient to maintain, build and develop village facilities and infrastructure which also supported tourism activities. This has the potential to cause conflict between communities, and even potentially trigger criminality among the community. Mr. Suhardi's concerns also emerged after observing the development of tourist attractions in the Kota Pari village area in general and in particular in the Gudang Garam Beach area which was not significant to the development of the socio-cultural environment of the village community.

An example of a problem related to the management of tourist attractions that is not organized (chaotic) is the unavailability of organizations or communities that can become a forum for the community to jointly manage beach tourist attractions that are already running at that time. This is in line with the statement that the Tourism Awareness Group (Pokdarwis) is one of the stakeholder elements originating from the community which of course has a strategic role in developing and managing the potential natural and cultural wealth of an area to become a tourist destination. [6]

In general, the formation of Tourism Awareness Groups (Pokdarwis) is: to optimize the existence of community groups who are expected to be able to act as motivators, mobilizers and communicators as part of efforts to increase the readiness and awareness of local communities around tourism destinations or tourist attraction locations so that they are able to appear as hosts who support tourism development, and have awareness of the opportunities and value benefits that can be developed from tourism activities to improve the economic welfare of local communities. [9]

Related to this, ideally there should be special characteristics that serve as a reference for the membership structure in the Tourism Awareness Group (Pokdarwis). For example, level of education, employment (main livelihood), or organizational experience and experience of relevant self-development activities (seminars/workshops, workshops/training). Table 3 will show data that the average member has a high school (SMA) educational background, some are even still students. Although there are also 3 (three) people with junior high school (SMP) education, there are also those who are in college (students). Educational background conditions like this are a common condition for people in rural areas. Through the data displayed in Table. 2, it is also shown that there are members who are currently pursuing undergraduate education. This describes that there has been a change in society's paradigm regarding the importance of education for the availability of human resources in rural areas. Especially for coastal communities in North Sumatra who generally have limited paradigms regarding higher education.

Table 3 also shows data that describes that there has been a socio-cultural transformation in local communities in the field of education. This illustrates that tourism has had significant implications and contributed to the educational transformation of local communities. Tourism can influence education in a variety of ways that can form positive transformations. The

existence of tourism in local communities can influence mindsets, shape their perspectives, values and attitudes towards various aspects of life.

In Table 3, below, data will be displayed regarding the structure of members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) based on education and employment levels. The data in table 3 is as follows:

Table 3. Profile of Gudang Garam Beach Tourism Awareness Group (Pokdarwis) Members Based on Educational Level and Job/Occupation

No	Name	Age	Educational Level	Job/Occupation
1	Suhardi	53	High School (SMA)	Food Vendors
2	Ilyas	60	High School (SMA)	Food vendors
3	Sunardi	56	High School (SMA)	Food Vendors
4	Suhartono	30	High School (SMA)	Food Vendors
5	Ponijo	47	High School (SMA)	Food Vendors
6	Syafrina Sari	48	High School (SMA)	Food Vendors
7	Rudi	58	Junior High School (SMP)	Food Vendors
8	Hasan	50	Junior High School (SMP)	Visitor Assistance Officer
9	Ucok Siregar	50	Junior High School (SMP)	Visitor Assistance Officer
10	Zailani	39	High School (SMA)	Food Vendors
11	Anto	30	High School (SMA)	Visitor Assistance Officer
12	Kahrisma Meilia S	26	High School (SMA)	School Teacher
13	M. Iqbal	25	High School (SMA)	Visitor Assistance Officer
14	Aidil Arvaliansyah	23	High School (SMA)	Alfamidi Mini Market Employee
15	Ardi Wijaya	21	High School (SMA)	Indonesian Workers Abroad
16	Nadia Putri	20	High School (SMA)	Food Vendors Employee
17	Riki	20	High School (SMA)	Freelancer (out of town)
18	Gilang Apriandi	20	College Student (Mhsw)	College Student (Mhsw)
19	Dewi Bulan	18	High School Student	High School Student

Table 3 also shows that some members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) are families who own businesses (entrepreneurs) at the Gudang Garam Beach tourist attraction. In general, they are family groups who sell food and drinks around the beach. Some families also sell rental services for several tourist equipment/facilities, such as: swimming tires, huts for tourist visitors (tourists) or seating mats (mats). Several members of the Gudang Garam Beach Tourism Awareness Group (Pokdarwis) serve as accompanying officers for visitors (tourists). On normal days (not holidays) the task of accompanying visitors (tourists) can be carried out by members who have time to accompany them. However, on Sundays and national holidays they are on full duty and some members even act as casual daily employees who are paid daily.

4 Conclusion

The research results show that the paradigm transformation of local communities around the Gudang Garam Beach tourist attraction, especially for members (families) of the Tourism Awareness Group (Pokdarwis) occurs in several ways, namely: (1). Views of the Outside World: Significantly, the tourism industry will bring tourists from various backgrounds and

cultures to certain areas. This directly and quickly changes people's view of the outside world and opens their minds to differences in culture, language and values; (2). Opening Economic Opportunities: Directly the existence of the tourism industry also creates economic opportunities, especially in employment and business ventures related to tourism activities. This can change the community's paradigm regarding job differentiation from conditions of simply doing traditional work to conditions of the ability to see creative economic opportunities in the tourism industry and entrepreneurship; (3). Income and Welfare: Additional income from tourism can improve the welfare of local communities. This can change their paradigm from living in economic constraints to having more opportunities and access to better services and facilities; (4). Approach Toward Education: People living in tourism destinations may have a more positive view of education, as they recognize the importance of knowledge and skills for success in the tourism industry; (5). Skills Development: Tourism can provide training and skills development in various fields, such as travel guidance, culinary arts, and crafts. This can open the community's paradigm to new opportunities in developing skills; (6). Approach To Innovation: The tourism industry is always changing and evolving. This can stimulate local communities to be more open to innovation, change, and adapt to changes in tourism trends; and (7). Approach Toward the Environment: Sustainable tourism promotes environmental awareness and sustainable practices. This can change society's paradigm from an attitude that is less concerned about the environment to one that cares more about and contributes to nature conservation.

However, it is important to remember that the paradigm transformation of local communities as a result of tourism is like two sides of a coin. In some things it can have a positive impact, but in other things it also has the potential and risk of having a negative impact on the socio-cultural life of the community. This is of course closely related to tourism management itself and how local communities are able to accelerate well in integrating tourism as an industry with local culture. In the context of sustainable tourism, efforts must be made to ensure that its positive impacts dominate and contribute to improving the quality of life of local communities.

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