



ANALYSIS OF YOUTH ROLE IN UTILIZING BERASTAGI TOURISM OBJECTS TO LOCAL ECONOMIC DEVELOPMENT

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ABSTRACT

This study aims to see how the Berastagi youth of Karo Regency use tourism objects for local economic development. This research is a qualitative method descriptive study. The results of this study are (1) the role of youth in using Berastagi tourism object for local economic growth is (a) in terms of attractions, youth creating Karo Cultural / Indigenous tourism like Dan-Mari and Odak-Odak Dances and Music, making mural art, establishing and maintaining galleries and offering horse riding and Sado equipment. (B) In terms of accessibility, there are also public transport facilities for youth design path 54 (limah empat), the road to Mount Sibayak through Doulu Village. (C) young people set up cafes, provide snacks, Berastagi souvenirs, resting tents, photo trips and become mobile photographer, in terms of amenities (D) using social media such as Facebook, Instagram, and Twitter to encourage and introduce Berastagi tourism as ancillary services (2) Factors that prevent young people from using Berastagi tourism objects are the lack of courage and cohesiveness to use of shared tourism objects and a lack of creativity and innovation. (3) The potential of natural tourism, agrotourism and various tourism objects in Berastagi are supporting factors.

KEYWORDS: Youth, berastagi tourism object, local economy

INTRODUCTION

Tourism has become one of the main financial industries in Indonesia. Tourism is receiving serious attention from the government as a major economic sector. The 2009 No 10 Tourism Law is the basis for the implementation of tourism. In this legislation, some of the tourism implementation goals are indicated, which include: a. Development in the economy, b. Improve people's well-being, c. Eradicating poverty, d. Unemployment

alleviating, e. Nature, environment, and resources are conserved, f. Culture promotion, g. Lifting the image of the nation, h. Keep a sense of patriotism, i. Strengthening national unity and identity, and, j. Strengthen country relations. The number of tourist arrivals in 2009-2014 to North Sumatra can be seen from the following table.

Table 1.
Tourism visiting data from 2009 to 2014 in North Sumatra Province.

Year	Number of Tourists (Person)	Growth (%)
2009	163.159	17,35
2010	191.466	17,35
2011	223.216	16,58
2012	241.611	8,24
2013	259.246	7,29
2014	270.837	4,47
Growth rate		10,79

Source: North Sumatra Province Central Statistics Agency (2015)

Table 1 indicates that North Sumatra's numbers of tourist visits have risen by year. From 2009 to 2014 average growth of 10.79% was supported by the intensity of North Sumatra tourism in the development

Karo Regency is recognized as an agricultural producing area and also as an Indonesian tourist destination. As the tourist center in Karo Regency, Berastagi is located 66 KM from Medan city and the government center 11 KM from Kabanjahe city.

Berastagi benefits from having many tourist objects as opposed to tourist objects in other areas, which are not too far different from one object in another. Berastagi provides many tourist objects. Bukit Gundaling, Kubu Bukit Bath, Lumbini Park, Bung Karno's Exile, Mikey Holiday, and other attractions are among the attractions. This is, however, inversely proportional to the number of job seekers in 2016 as shown below:

Table 2.
The number of job seekers by education level in Karo regency in 2016

Level Education	Male	Female	Total
1	2	3	4
Secondary	4	8	12
Junior High School	22	61	83
Highschool	65	92	157
Diploma/Graduate	20	65	85
Total	111	226	337

Source: Karo Regency in Figures 2017

There are quite a lot of jobseekers in the Karo Regency, comprising 337 people in Berastagi regency in 2016. As is well known, Berastagi is a city

with many places to visit and job opportunities. Participation of young people should be able to grow and use Berastagi tourism as a job provider

Table 3
Karo Regency Residents ' Demographic Bonus

Rare Regency Residents - Demographic Breakdown					
No	Gender		Age 15-59	All Age Groups	Percentage
1	Male (15-59)	Female (15-59)			
	24114	24105	237129	396598	60%

Source: Data from the 2016 Central Statistics Agency

The table above shows clearly that the demographic bonus in the age group of the Karo district. That is the number of the productive population more than the number of non-productive population.

Horticultural seed cultivation in Berjo, Ngargoyoso village, Karanganyar is one of the participation of youths in the development of agro-tourism. It shows that, in Berjo Village, some young people individually, without depending on themselves to other parties, are pioneers in the sector of agro-tourism.

Furthermore, the role of young people in developing tourism villages in the Kebonagung Village, Imogiri District, Bantul Regency and Special region of Jogjakarta is also supported by developing tourism packages such as outbound children's games, fire camps and arts such as jathilan and gejug lesung.

It's, therefore, necessary for the authors to study how young people in Karo Regency are developing the local economy through tourism-based objects so diversified in Berastagi, so that the role of youth as agents of change can be analyzed in depth.

OBJECTIVES OF THE STUDY

Understanding how the role of youth to utilize Berastagi tourism for local economic development (viewed from the Cooper component of tourism)

RESEARCH METHODOLOGY

Researchers will explain the role of youth in using tourist Berastagi to grow the local economy. The quality data can follow the chronological flow of events and understand them, evaluate the cause and effect within the local minds and give many useful explanations, according to Matthew and Huberman (1994). Words and actions from informants through interviews are the key source of data in qualitative research, while additional information includes documents and others.

In this study, the key informants are the following.

- a. Youth communities engaged in tourism development
- b. Youth who live in Berastagi
- c. Head of the District of Berastagi

LITERATURE REVIEW

In a sociological dictionary (1990), the meaning of role is things that expected when a person takes a certain social position, their behavior, rather than the characteristics which exist, will be primarily based on what is expected when someone is in the same position. Heslin (2007) states that sociologists see social roles as central and roles reflect what people expect.

Law No.40, 2009 on Youth describes young people as Indonesians entering a primary growing and developing age of between sixteen and thirty years. Moreover, young people have a role, in addition to having ideas to be developed as intellectual and social soldiers, and as a change agent of this country and nation (Budi Prasetyo, 2015).

Youth is a moral power, social control, and an agent of change in the process of developing a country as an indicator of its strategic role characteristics, and potential for national development. Therefore, in accordance with the Pancasila values and the mandate of the Constitution of the Republic of Indonesia of 1945 based upon Almighty God, humanity, nationality, democratic diversity, justice and participation, equal treatment, the responsibilities and strategic role that young people have in all aspects of development need to be strengthened in the national legal context. (Public Relations and Law Bureau of the Ministry of Youth and Sports of the Republic of Indonesia, 2010).

The young communities involved in the development of tourism in Berastagi are:

- a. Lingga village, Nggra Simbelin District, committed to culture.

- b. Rumah Karya Indonesia community which works on traditional buildings, including traditional KARO houses.
- c. In Doulu Village, Berastagi, the Ranger valley of Sibayak, is a community of young people that clears 54 lanes down or up Mount Sibayak. There are also communities with just five members, namely the Voice Community of Lauti Mekap. This community works with traditional Karo music, tools, and traditional instruments. Komunitas De Tradisi, yang bergerak dalam bidang musik Suku Karo.

The term tourism derives from tourism (tour) activities, which alter a person's temporary shelter for any other purposes other than performing activities that may generate wages and salary (Muljadi, 2012).

According to the Indonesian Law No 9 of 1990, touristic objects are an embodiment of the creation of God, of living arrangements, of artistic arts, of national history and places of interest and natural conditions for tourist visits.

According to Munasef in Hadiwijoyo (2012), tourism growth is all about attracting visitors, providing all the facilities, infrastructure, and goods, services and facilities that will be needed to meet tourist needs.

Leiper in Marpaung (2002) argues in terms of the nature of tourism that there are 3 (three) tourism components, i.e. tourism, industrial sectors and the geographic location of tourist destinations. These three elements will support the development of tourism if we can better understand.

According to Clare A G, the tourism provision comprises four components. (In Anastasia, et al, 2014), as follows:

1. Information and Promotion
2. Facility
3. Attraction
4. Accessibility

Economic development and equality are very hard to achieve at the same time. Efforts are often conducted by local economic development to make sense of these two issues (Sobandi, 2003). Endogenous development policies, such as the exploitation of local human, institutional and physical resources, focus mainly on local economic development. (Blakely dalam Koesworo, 2008).

According to Supriyadi Blakely (2007), a number of indicators show the success of local economic development: 1) the expansion of opportunities for the smaller communities for jobs and business opportunities; 2) the increase in incomes for the community; 3) the empowerment in the production and marketing process of micro and small enterprises and 4) institutional empowerment of government-private and local communities collaboration networks.

RESULT

Table 4
Types and tourist attractions in the District of Berastagi Karo Regency

No	Types and tourist attractions	Lokasi	
		Desa	Kecamatan
A	Natural tourism		
1	Sekulikap Waterfall	Doulu	Berastagi
2	Panorama Doulu	Doulu	Berastagi
3	Mejuah-juah Park	Gundaling II	Berastagi
4	Bukit Gundaling	Gundaling I	Berastagi
5	Deleng Putu	Guru Singa	Berastagi
B	Agrowisata		
1	Agrotourism (rice, tea, etc.) for food crops and plants)	Menyebarkan di setiap kecamatan	
2	Fruit Agrotourism (citrus orchards, passion fruit, etc.)	Menyebarkan di setiap kecamatan	
3	Agrotourism vegetables (cabbage, greenhouse of carrots, etc.).	Menyebarkan di setiap kecamatan	
4	Flower agrotourism	Menyebarkan di Kecamatan Berastagi dan Simpang Empat	
C	Culinary and Souvenir Tourism		
1	Berastagi Traditional Market	Berastagi	Berastagi
2	Berastagi Fruit Market	Berastagi	Berastagi
3	Berastagi Flower Market	Berastagi	Berastagi
D	Wisata Minat Khusus		
1	Tracking	a. Berastagi & Bandar Baru From Basam Village (6 km from Berastagi) through the Mount Barus. b. Berastagi-Bukit Lawang c. Berastagi-Semangat Gunung (hot water bath) dimulai dari Desa Lau Gumba	

Youth role for local economic development in the utilization of the Berastagi tourism object

The results and interviews of these observations with the Cooper four-component approach for tourism

Table 5
The role of young people in Cooper's attraction

The Role of Youth	Component of tourism		
		Activity	Description
Agen of Change	Attraction	1. Music and dance in Karo Cultural Tourism.	1. Music and Dance Mari-mari, Odak-odak, patam and Silengguri.
		2. Mural	2. Traditional Karo house Mural, traditional Karo clothes and the like.
		3. Gallery	3. Paintings gallery, sculpture gallery, sculpture engraving, ring engraving, etc.
		4. Horse and sado riding.	4. The Berastagi Fruit Market and Bukit Gundaling center for horse and sado riding.

Source: Report of the researcher

1. Mural

Mural paintings or designs created on walls with paint, pilox and similar tools are unique and interesting. The image is not as smooth as a canvas painting, but the form and nature of the created image can be seen clearly. Tourists typically use murals for a photograph as background. The wall includes many styles of paintings, including landscapes, drawings the history of Karo and so on. There are very different forms of murals created by young people. The various murals include traditional Karo houses, traditional Karo clothing, abstract drawings, and metal.

2. Gallery

A gallery is a place where works of art are displayed. There is one gallery discovered by researcher, namely the Deep Tarigan gallery. He is a young man who studied in the Fine Arts program at one of the universities in Medan city.

3. Karo Cultural Tourism

The no less important role of youth is for young people to begin to create tourist attractions in Karo. Culture is very much in the complexities of modern life. Also, hundreds of Karo cultures are available. From traditional houses, dances, instruments of art, clothes, cultural heritage, and so on. Examples of dances and music such as Mari-mari, Odak-odak, Patam, and Silengguri are shown.

4. Horse Riding

Tourists will see horses and sado walking around Berastagi City's streets when they travel in Berastagi, especially the Fruit market. The horse is usually ridden with a young man walking along. And some people are using sado from a jockey-led man.

Researchers have found many young roles to establish easy access to travel in observations made by studies. The researchers were able to summarize some of the following.

Table 6

The role of young people in Cooper's accessibility component

The role of youth	Tourism Component	Kegiatan		Keterangan	
		of			
Agen of Change	Accessibility	1. Services of public transport.		1. Services for City Transportation (angkot).	
		2. Lane 54 (five four)		2. This path leads to the summit of Mount Sibayak through the village of Doulu..	

Source: Report of the researcher

Line 54 of Mount Sibayak

Mount Sibayak can be reached by different routes as one of the most favorite natural tourist destinations of young people like students. Start from the way that can be taken on foot and by public transport. The activity is essentially to enable tourists to reach Mount Sibayak's highest point.

Services of public transport

When the tourism infrastructure is developed, the government is more dominant because it will be able to benefit all the more from such developments in terms of the higher flow of information, economic traffic and the flow of human mobility between regions, etc. And that's what the Berastagi youth experience, not many roles from the accessibility component. In this part, the government is very dominant.

Table 7

The role of youth in the Cooper Amenity component

The role of youth	Tourism Component	Description
Fasilitas (Amenity)	1. Setting up a cafe	1. Deep Art Cafe, Black Seed Cafe, and City Coffee are included in the coffee shops.
	2. Snacks are available	2. Snacks are roasted corn snacks, sugar cane juice, fried foods, martabak, etc.
	3. Special souvenirs Berastagi are offered	3. Gifts like accessories, clothing, scarves, fruit, and vegetables.
	4. Easy access to tents for rest	4. Rest tents are blue tents on Berastagi Hill Gundaling.
	5. Booth for photos	5. The booth for photos is in Bukit Gundaling Berastagi
	6. Service of tupoling (travelling photographer)	6. Berastagi Fruit Market and Bukit Gundaling's tupoling services are at the center position.

Source: Report of the researcher

Setting up Cafe

The young people in Berastagi developed the cafe in some ways. Firstly, the public consumption of

coffee is very popular. Not just local, but internationally as well. Coffee is a new nuance to be enjoyed everywhere and every time in a state of

relaxation, meetings, and discussions. Second, as a coffee producer and closely supported by the coffee producer Sidikalang. This will raise coffee connoisseurs' confidence that coffee is delicious coffee in the Berastagi cafes. Third, as a cold city, Berastagi, the number of tourists defines a large share in the market. This is one of the factors combined with cool Berastagi air for coffee lovers.

Snacks

There are many tourist destinations in Berastagi, which are provided with snacks of roasted corn, fried corn, cane sugar, boiled peanuts, etc. And this is also done by many young people, not only in the Berastagi community. First the fruit market of Berastagi. We find youngsters selling boiled corn, roasted corn, cane juice, boiled peanuts and different types of drinks here. Indeed there are also young people selling popcorn, fried mushroom, Karo-type vegetables, and fruits.

Special souvenirs of Berastagi

The Pajak Buah Berastagi (the word used on the market) is the cornerstone of the souvenirs of Berastagi. There are numerous sold at this Fruit Market

by young people and the community. This market does not only supply fruits. But clothing, special accessories, bags, fruit, and vegetables are also available. Tourists can, therefore, pick souvenirs by taste. They are durable and can be used for clothing, bags, knitting chains, scarves labeled as Berastagi. Also, various bracelets, key chains, necklaces, and other accessories are provided. Natural souvenirs for sale are Tanah Karo natural products, not other regions

Easy access to tents for rest

In Bukit Gundaling, there are many blue tents with an area of approximately 3 square meters. Below is a pad for sitting and relaxing. That's what the researchers call tent-rest. Tourists, usual tourists with their families, are rented this tent by the family.

Booth for photos

In Gundaling Hill, this photo booth is. The booth for photos is like a garden that is placed on the edge of Gundaling Hill, in a small garden with beautiful decoration (spiked with flora). Typically for the young people who travel to Berastagi in Bukit Gundaling,

Table 8
Youth's role in the ancillary services in the use of tourism objects of Berastagi

	Tourism Componen	Activity	Descriptions
Agent of Change	Ancillary Service	Facebook, instagram, Twitter, and many more social media	<ol style="list-style-type: none"> 1. You can see the Instagram in @berstagikeren, @berastagihits, @berastagi, @berastagifoodcourt and other accounts. 2. The Tanah Karo Simalem Tourism, AkuBerastagi and others are available on Facebook. 3. You can view Twitter from @karobukanbatak, @karoglobal, @karorantau, etc ... accounts..

Source: Report of the researcher

Young people play a role in this situation. No matter how big the attraction is, as far as any tourist destination is concerned, if the information is not provided then a tourist object will not be consumed or visited by tourists. In addition to the visitor of cafés and galleries, Ori Sembiring also added his views on the role of young people, namely the social media role played by young people.

The promotion of tourism was highly influenced by Youth. Social networks are the most powerful device in the digital age of today. We don't need to trouble to rent print media as an alternative by using social media such as Facebook, Twitter, Instagram, and others for the promotion of tourism objects in Berastagi. The impact will be greater than that of print media.

CONCLUSION AND SUGGESTIONS

Conclusion

In Cooper's four components, young people's role in using Berastagi tourism to grow a local economy is as follows:

- a. As far as attractions are concerned, young people's role is supported by the use of tourist objects by Berastagi to grow the economy in the region through tourism by way of Karo Culture, music and dance, wall and gallery work and horse and sado services.
- b. Concerning accessibility, it has been the role of the youth to create Path 54 through Doulu Village in the use of tourism products in Berastagi for local economic future development.
- c. Concerning the facilities and amenities, a café, snacks, Berastagi special souvenirs, tents for rest, booths for photos and, traveling photographers play a role for young people in using tourism

objects in Berastagi's development of the local economy.

- d. The role of youth in the use of Berastagi tourism in the development of the local economy is to encourage and introduce Berastagi tourism concerning ancillary services through the use of social networks such as Facebook, Instagram, Twitter, and others.

Suggestions

If we see the role of young people who only depend on the implementation stage, the role appears to be so minimal. The authors, therefore, recommend that the Government of the Karo Regency involve young people in the plan and evaluate the use of tourist objects from Berastagi. In other words, not only should young people play a role in implementation but also in preparation and evaluation. To show cultural tourism such as regional dance or art, local authorities should also provide an on-going position for young people. Therefore, young people perform not only on certain occasions but also in a continuous period

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