


Analysis Of Tourism Object Development Strategie Mari Pro Sembahe Deli Serdang

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Article Info	ABSTRACT
Keywords: Analysis, strategy, Development, Tourism.	This research aims to conduct an analysis of the strengths, weaknesses, opportunities and threats in strategic efforts to develop the Mari Pro tourist attraction in Hamlet 2, Tambunan Village, Sibolangit District, Deli Serdang Regency. Then the application in carrying out development is analyzed by minimizing weaknesses and threats, optimizing the use of opportunities and strengths. Data was collected through literature study, observation and also interviews with informants, local communities and visitors. The data was analyzed in a descriptive manner, then analysis of the implementation of the strategy for developing Mari Pro tourist attractions was carried out through SWOT analysis. Based on the research results, it can be concluded that the strategy analysis in developing the Mari Pro Sembahe tourist attraction is optimizing the program by utilizing the potential of the Mari Pro Sembahe tourist attraction, utilizing communication and tel ecommunications technology in an effort to maximize promotion, improving the management of tourist attractions, improving facilities, as well as access to tourist attractions so that the analysis of Mari Pro's tourist attraction development strategy is getting better.
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INTRODUCTION

Analysis of tourist attraction development strategies requires a structured approach that covers various aspects to ensure the success and sustainability of tourist destinations. [1]. Indonesia as an archipelagic country has a variety of interesting tourist objects and is an attraction for both local and international tourists. [2]. According to Buchori (2020), development is a process or method and a way to make something progressive, good, perfect and useful. There is hope that in every development of a tourist attraction, it will not only have a positive impact on increasing community economic growth but will still pay attention to the character of the destination, culture and region. Apart from being able to preserve nature, advance culture, increase economic growth, the development of tourist attractions also aims to eradicate poverty, overcome unemployment and improve the welfare of the surrounding community.

Previous research in a journal made by [3] One of the latest trends in the tourism industry is the increasing interest in sustainable tourism. [4]. Modern travelers are increasingly concerned about the environmental impact of their travels and seek

authentic experiences that allow them to interact directly with local culture. In the last few years, let's pro-pray tourism has seen an increase in interest in tourist visitstates that facilities influence tourists' decisions in revisiting tourist objects. Then it will be able to influence tourists to return to the tours they enjoy [5].

Thus, the tourism potential in Mari Pro Sembahe tourism has the potential to be developed optimally, [6] because tourism is part of the community's economic activities,[7]where the aim of tourism development is to obtain economic benefits, both for the region and the region.[8] Therefore, there is a need for an analysis of tourism development strategies to make it more attractive to people who want to visit and have recreation at the Mari Pro Sembahe tourist attraction.[9]The next factor that influences the tourist's decision is the service provided in the tourism object.[10]

METHODS

This research uses a type of descriptive qualitative research, namely a type of research that describes a phenomenon, event or human life involved directly or indirectly by looking for meaning and understanding of what is being researched as a whole. Sugiyono (2015:15) explains that the qualitative research method is a method based on the philosophy of postpositivism, which is used for research in natural object conditions, as opposed to experiments where the researcher is the key instrument, sampling of data sources is carried out purposively and snowballing, a technique Data collection was done using triangulation, data analysis was inductive/qualitative and the results of qualitative research emphasized meaning rather than generalizations.

RESULT AND DISCUSSION

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Researchers observed several visitors who were on the Mari Pro praying tour. This can be used as data that supports this research. The results of these observations will later be used as a source of data and material for finding the right informants in this research. Researchers took pictures at tourist attractions where tourists took photos of the best spots according to visitors on the let's pro pray tour. This can be used as data that supports this research. The results of these observations will later be used as a source of data and material for finding the right informants in this research.

In this research, the researcher has obtained 3 informants who were interviewed regarding the analysis of the development strategy for the Let's Pro Pray tourist attraction, these informants have met the criteria determined by the researcher. The following are informants from tourist attraction managers and tourists.

No	Name	Age	Position
1	Bapak Putra	38	Pengelola
2	Bapak Alam	36	Manajer
3	Ibu Rina	30	Wisatawan

Researchers conducted in-depth interviews with the aim of presenting constructions, recommendations, and projecting things related to expectations that would occur in the future (Sutopo, 2022). This interview is flexible and open, unstructured, strict, not in a formal atmosphere and can be carried out repeatedly with the same source. It is hoped that this leeway and flexibility can extract more accurate information from informants. The results of observations and interviews that researchers have carried out regarding the strategy analysis for developing the Mari Pro Sembahe tourist attraction through informants are that before it was developed into a Mari Pro Sembahe tourist area, in terms of travel or attractions to this tourist attraction, it was still very minimal. especially during the rainy season, the journey to this tourist attraction is very slippery, so tourists must be careful when driving. This is one of the reasons for analyzing the development strategy of this tourist attraction. This let's pro-worship tourist attraction development strategy, namely SWOT analysis, is an effective planning strategy tool for analyzing the impact of external and internal factors on an organization. The development process must be responsive and pay attention to various efforts to preserve the natural and cultural environment and must be able to avoid negative impacts that can reduce environmental quality and disrupt ecological balance (Pariyanti, 2020).

Discussion

Based on the research results above, it can be understood that analysis of tourism development strategies is very important. Analysis SWOT analysis consists of internal factors (related to strengths and weaknesses) which are used to examine an organization's assets, while external factors (related to opportunities and threats) are used to investigate macro environmental factors that influence an organization's performance.

Strength

Based on the results of research regarding the strength of the Mari Pro Sembahe tourist attraction, it was found that the Mari Pro Sembahe tourist attraction has a very good image because this tourist attraction is a tourist attraction that is widely known in the local area and the government has made quite a lot of efforts to develop the Mari Pro Sembahe tourist attraction. Judging from the additional development in tourist attractions, such as the construction of photo spots and the construction of unique and beautiful accommodation villas.

Weakness

Another weakness is the lack of tourist attractions that have not been updated, making this tourism unknown to people from outside the area. Apart from that, there is still a lack of playgrounds for children, which can also be seen from the conditions of tourism which are still less clean and well maintained. This can make it difficult for visitors to come to the Let's Pray tourist attraction.

Opportunity

With the existence of the Let's Pro Pray tourist attraction, it can create new jobs for the local community, such as opening food stalls and souvenir businesses. The government's strategy in developing the Mari Pro tourist attraction does not only involve government officials within the office, but also involves the community to create many

opportunities in the culinary business sector to help increase economic income.

Threats

From the research results, it was found that the threats that exist at the Let's Pro Pray tourist attraction are the biggest threats if landslides, flash floods and rain occur. Because the location of the tourist attraction is right under the foot of the mountain, if there is continuous rain it will cause landslides and overflow of river water around the tourist attraction. So it can cause enormous damage to tourist areas. Let's pro pray. Another threat is the tight competition for tourism, causing a lack of visitors to come to this tourism site. This can cause a reduction in tourism income and also the income of people who have businesses within tourist attractions. Because if there is a shortage of visitors, it can result in tourism income and community income decreasing. On the other hand, if you increase the number of visitors who come, tourism income and community income will increase.

CONCLUSION

Based on the results of the research and the author's discussion regarding the analysis of development strategies for the MARI PRO SEMBAHE TOURISM OBJECT, the following conclusions are obtained: Strength lies in improving the quality of the Mari Pro tourist attraction by having a good image because it is widely known by the public and additional construction such as bridges and other photo spots. Thus increasing the development of the Mari Pro Sembaha tourist attraction. Weaknesses (Weaknesses) The lack of budget for the tourism office has an impact on the low quality of facilities and infrastructure for tourist attractions managed by the Deli Serdang district government. There is a lack of tourist attractions that have not been updated so that the tourism is not yet known to people outside the area. Opportunities: This tourist attraction still has large areas of land to increase tourism development. This tourist attraction can create jobs for the local community, such as culinary businesses and souvenir businesses. The threat (threat) of damaged road infrastructure poses a threat to tourists, especially the many cases of traffic accidents that occur. Apart from that, the biggest threat is if a landslide occurs because the location of this tourist attraction is right under the foot of the mountain, which if there is continuous rain, it will cause landslides and overflow of river water in the tourist area.

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