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Analysis of the Strategy in Developing the Potential of Child-Friendly Tourism in Medan City

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Abstract: The purpose of this research was to analyze the tourism strategies in order to Developing the potential of Child-Friendly Tourism at Belawan Bahari Village, Medan Belawan District in Medan City. This research applied descriptive qualitative approach as its method. Sources of data are obtained from informants through interviews and focus group discussions, observation as well as documentation. The analysis of Data are divided into four stages, namely data collection, data reduction, data presentation and drawing conclusions. This research results have been found that the development of child-friendly tourism at Belawan Bahari Village, Medan Belawan District, Medan City has tourism potential that get further developed in the form of marine tourism, seafood culinary tourism and its cultural so it can be conclude that this area are worth to developed as child-friendly tourist destination or place. The potential of tourism at Belawan Bahari Village is seems very prospective to continue to be developed in the nearest future, especially for its natural and culinary tourism which own its uniqueness for tourists. The Provision of infrastructure facilities which is available even though still in minimal conditions which requires support and attention from the government and those are private sector companies as well as participation from its community. Supporting facilities such as short distance to access, the existence of adequate public transportation and also the enthusiasm of the local community who really hope that the stereotypes relates to Belawan Bahari Village about being slum village are change into a child-friendly coastal village which become the role model for developing sustainable of coastal tourism that is Child friendly.

Keywords: Strategy Analysis, Development, Tourism Potential, Child-Friendly

INTRODUCTION

Statistically, the development of human resources in coastal areas, particularly at Belawan District is still lagging behind compared to other areas such as in urban areas. This could be confirmed from the level of poverty, community education and its main type of occupation and its family economic background. But still, this Medan Belawan District has a

lot of potential, both in terms of natural resources and human resources which become essential factors that needs to be managed and developed for its region breakthrough.

One of the other potentials which can be developed from Medan Belawan District is the potential for its marine resources which are presents the great tourism potential such as for the beauty of sea, seafood culinary and natural educational tourism which spreads around Belawan Bahari Village because this Belawan Bahari Village is one of the villages at Belawan District, Medan which famous as fisheries area.

Belawan Bahari Village with an area of 169 hectares has potential for tourism development through optimizing several types of areas, namely 7.5 Ha ponds, 38.1 Ha Swamps/tidal swamps, 38.8 Ha Swamp Forests, 10 Ha Tourism Forests and 17.3 Ha Reservoirs/Water Bodies, so from the total area which has potential for sustainable eco-based tourism development covering an area of 111.7 ha or around 66.09%. The economic opportunities and potential of the Belawan Bahari Village are quite huge, apart from fishing there are also have several other potentials, which including increasing family income through empowering the creative economy for women. This Belawan Bahari Village can also be developed as beach tourism area and mangrove cultivation to protect the coastal habitats. Thus, home industries can also be develop, such as typical coastal processed foods, souvenirs and other tourism service sectors. The existence of child-friendly tourist destinations by the use of resources nearest coastal areas can become a new tourist attraction for people in Medan city which can later will encourage an increase in the welfare of the community as well.

The development of child-friendly tourism at Belawan Bahari Village, Medan Belawan District, Medan is considered as capacity to bring various changes into the community. These changes are likely had their own impact to the social, cultural and economic life of its society. The Public Participation Communication Forum for the Welfare of Women and Children (FK PUSPA) had once created a program called “Child Friendly Tourism Village” in 2020 which succeeded in turning the village of begal, slums, dirty and garbage dumps into a promising tourist destination.

Tourism development is not only become the government’s business, but also there are numerous tourism actors who have responsibilities in building, developing and maintaining the tourism. The society as the main actor who plays an important role in supporting the development and its tourism progress with the scope in developing local potential based on nature, social culture of the society or economy of the community itself. In the city of Medan itself during 2018 there were 220 hotels, consisting of 62 star hotels and 158 jasmine (non-star) hotels and increased in 2021, by 318 hotels consisting of 60 star hotels and 258 jasmine (non-star) hotels. Strong impact from real and systematic efforts in tourism development can be seen from the development in the number of tourists visitors to Medan. In 2018 the number of tourists visitors to Medan ranged from 221,185 people, in 2019 there were 211,270 people, but significantly decreased in 2020 due to the impact of the Covid-19 pandemic, which is from 41,958 people to 11,732 people in 2021.

Theoretically, it can be seen that the benefits and impacts of tourism development could be reviewed from at least four perspectives which include economic benefits, socio-cultural benefits, nation and state benefits and environment benefits (Sedarmayanti, 2005). Based on her theory , from economic (welfare) perspective, it can be verified through foreign exchange earnings, business opportunities, opening of employment vacancy, increasing public and government income as well as boost the regional development. As For socio-cultural point of view, the benefits obtained are preserving customs, increasing people’s intelligence, improving physical and spiritual health and fitness and also reducing social conflict (Sedarmayanti, 2005).

It is very important to review previous research in order to compare the subsequent research studies. One of the studies that have been conducted regarding child-friendly tourism is from Sugiarti et al (2020) whom declared that the latest issue regarding friendly tourism appears due to the existence of directives regarding child-friendly tourism-based rural tourism which was sparked by the tourism minister and the commission for the protection of women and children. There are 4 criteria for child-friendly tourist destinations which are discussed as the main topics lately. Those are security, safety, service and compliance that need to be considered by all tourist destinations in Indonesia. Meanwhile, Rizky Handayani, the Deputy for Industrial and Institutional Development at the Ministry of Tourism urged the tourism businesses actors and its society to take part in realizing this child-friendly tourism.

This current research results which conducted by researchers are supported the results from previous research which found that child-friendly tourist villages should be encouraged to protect those child tourists and those are from the tourism environments or areas. Belawan Bahari Sub-District as one of the sub-districts in Medan Belawan District which has a lot of potential in natural resource which can be utilized as support for development programs in Medan City. A child-friendly tourism development strategy requires the participation from the local community in all stages of development starting from planning, implementation as well as monitoring stages in order to achieve sustainability and great benefits for the community without neglecting child basic rights and child protection.

LITERATURE REVIEW

Tourism Potential

Potential by means as collection of factors that exist within the entity or outside the entity that are interconnected and can be developed in accordance with its development objectives. Tourism potential is everything that exists inside or outside tourism that can be developed in accordance with the objectives of tourism development. Tourism potential is everything that is found in a tourist destination area, and is an attraction so that people want to come to visit the place. Furthermore, Sukardi (1998) also expressed his common understanding of tourism potential, as everything that is owned by tourist attraction which is useful for developing the tourism industry in that area.

Tourism Development

Tourism planning and development could be referred to a dynamic and sustainable process which leading to higher level of value by making adjustments and corrections based on the monitoring and evaluation results as well as feedback against the implementation of previous plans as fundamental of policy and the mission that should be achieved. Tourism planning and development is not stand-alone system, but depend to other development planning systems in inter-sectoral and inter-regional basis. Cited from Joyosuharto (1995) who declared that the tourism development has three functions, which is: 1) promoting the economy, 2) maintaining national identity and preserving the function and quality of the environment, 3) fostering sense of love for the motherland and nation. Furthermore, Munasef in Hadiwijoyo (2012) argues that tourism development could be said as all coordinated efforts and activities to provide tourist attractions for tourists, provide goods and services, facilities and infrastructure which are required to serve the needs of tourists. Tourism development explains the area that need to get fully attention in several stages such as marketing research, marketing targets, tourism promotion and local community empowerment.

Tourism Development Strategy

A Strategy can be interpreted as a way or method used in order to achieve a certain goal (Riyanto et al., 2021). Strategy appears as an attempt to solve a problem in order to achieve goals (Prasetyo & Ariawan, 2022; Prasetyo et al., 2021). Strategy is a set of essentially planning and management to achieve a goal. But to achieve this goal, these strategy did not function as a road map but only as a lead to the right direction that could be use as operational tactics. Chandler in Rangkuti (2000) defines strategy as the use and allocation of all important resources to achieve these long-term targets. Meanwhile, according to Salusu (2000), strategy is a art of using an organization's skills and resources to achieve its goals through an effective relationship with the environment under conditions of mutual benefit. Salusu (2000) also said that strategy can be carried out at all levels from small organizations to organizations that have a wider scope, including organizational strategy, program strategy, resource strategy as well as institutional strategy. Karyono (1997) through his book suggests that strategies that can be applied in order to increase Indonesia's tourism development activities are tourism development master plans, regional development priorities, construction of facilities and infrastructure, procurement of administrative staff and tourism promotion.

Child-Friendly Tourism

According to the Exploitation-Free Child-Friendly Rural Tourism Guidebook issued by the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia, it defines that child-friendliness as "A condition in which children in tourist destinations do not become child laborers that endanger their growth and development, and do not become an objects of sexual exploitation by tourists, both domestic and international." The concept of child-friendly tourism is also line with the Regulation of the Minister of Culture and Tourism Number: PM.30/HK.201/MKP/2010 concerning Guidelines for the Prevention of Sexual Exploitation of Children in Tourism Environments. According to the Indonesian Child Protection Commission (KPAI), there are four criteria that should be fit for tourist location in order to qualify as a child-friendly tourist location, such as security, safety, service and compliance.

Relevant Research

Research by Sugiarti et al. (2020) found that child-friendly village-based tourism could be said as something by means a homework for tourism actors and the government in Bali, especially with the number of tourists increase every year and the tourists demands for visiting. Quoted from these results it was found that child-friendly villages based tourism in Bali apply the sustainable concept of ecotourism based on locality, moreover it is also famous as tourist destination with special interests. Furthermore, research by Gunawan et al (2016) tells that the proper strategy used in developing the Puhsarang tourism object area was through increasing tourism promotion activities, developing and managing the facilities as well as its infrastructure and increasing the role of local community. Lastly, research by Harun et al (2017) states that the development strategy which performed by the government of Bitung City has not been able to provide significant progress in optimizing the existing tourism potential on Lembeh Island, so to optimize and increase tourist visits those planning are needed in an effort to develop the tourism sector which has not been done completely at Lembeh Island , the district of south Lembeh, especially those are in Pasir Panjang and Dorbolaang Subdistricts, where this planning is captured through the existing conditions, tourists perceptions, local communities and related stakeholders actors, in this case that the Bitung City government.

METHODS

The design of this current research using descriptive research with qualitative method to approach fundamental problems and describes systematically and clearly about social situations or phenomena in locations (Mulyadi, 2012). The author's tendency to use this research method because it is considered appropriate method to explored the research problem, namely to describe the issue and gathered valid data. The research took place at Belawan Bahari Village, Medan Belawan District, Medan. This research was conducted during for 4 (four) months from April to July 2022.

The informants chosen by purposive sampling. Determination of informants criteria based on position, experience and understanding of the research object. Those criteria are: 1) informants who hold crucial positions, such as the head of Belawan Bahari Village, the Medan's Tourism Officers, Medan City Women's Empowerment and Community Empowerment Service staff. 2) Informants who came from groups of local community members, namely the Head of Community-Based Integrated Child Protection at Belawan Bahari Village, Head of Dasawisma at Belawan Bahari Village, Members of Belawan Bahari Village Tourism Group. As for Data collection techniques the use of method in order to gathered the information through 1) field research by observation, interviews, focus group discussions; 2) research library. These are complete by several stages, namely data collection, data reduction and presentation.

FINDINGS AND DISCUSSION

Findings

The first informant of this research was The head leader of Belawan Bahari village. Based on interview results with him, it States that Belawan Bahari Village is one of the areas that has potential of fisheries sector with majority people are works as fishermen to fulfilling their household income. According to informant 1, since 2018, Belawan Bahari Village has developed child-friendly coastal tourism as a form of participation and collaboration between its village Governance and various community organizations and the business actors. The institutions collaborating in supporting this activity include Fajar Sejahtera Indonesia Foundation (YAFSI), Smile Foundation, North Sumatran Public Participation Communication Forum for the Welfare of Women and Children (PUSPA) as well as Pelindo. As for kids-friendly coastal tourism at Belawan Bahari, it will add culinary tours on the list such as processed food from shrimp, shellfish, fish and others. There are also several strategic locations relates to this area such as Lingkungan XII with support from Dasawisma, which is a fishing and family recreation area and Lingkungan VI as an educational tourism location for making salted fish. One of ways to develop tourism potential at Belawan Bahari Village which is through cooperating with Dasa Wisma, who started by the emergence of points in Lingkungan 12, according to Sonang, these are location is strategic and has natural potential that can be exploited. According to Sonang, village regulations on tourism are based on Tourism Awareness Group Decree but still incomplete, because the legal framework still not in perfect shape. In its program, Belawan Bahari Village supports various activities in developing tourist villages, such as increasing the capacity of community resources through tourism awareness groups, dasawisma, PKK, as well as local farmer groups. Training is one of the synergy media between existing components. Through the donation of chili seeds to flower seeds. The involvement of Belawan Bahari Village government during this child-friendly tourism planning to facilitate some of necessary needs. Informant 1 were also appreciated the institutions which helping the Belawan Bahari in community empowerment, namely YAFSI and several institutions that are members of the Public Participation Communication Forum for the Welfare of Women and Children (PUSPA) in North Sumatra. He also explained that YAFSI's process in builds community development as well as

empowering women and child protection. Under his supervision, the government of Belawan Bahari Village makes regular visits through monthly meetings. The child-friendly concepts that were built were discussed, such as wifi facilities for children studying during covid 19 pandemic. Currently the evaluation of the tourism awareness group, dasawisma, PATBM, and kids forum are still ongoing further, this certainly encourage the development of child friendly tourism at Belawan Bahari Village would be more develop properly.

Second Informant is the Officer of Women's Empowerment, Child Protection and Community Empowerment at Medan City. Currently the Medan City government policy regarding child-friendly tourism still not yet exist specifically. As a Places of complaints for violence or exploitation of children in tourism locations also did not hold a special place. In accordance with this statement, the way the government guarantees, protects and fulfills children's rights in doing their free time and their participation, is carried out by the government through the establishment of the Medan City Children's Forum, the District Children's Forum, and the Village Children's Forum. Although in its implementation the District and Village Children's Forum has not been formed in all sub-districts and villages in Medan City. The role and participation of the Medan's P3APM Office in realizing kids-friendly tourism through collaboration between Regional Apparatus Organizations (OPD). The program which designed by the Medan City DP3APM in an effort to child-friendly tourism which is to carry out special socialization during the Child Friendly City assessment, as one of the indicators at cluster IV, namely education, the use of free time and cultural activities where one of the achievement indicators is the availability of facilities for creative activities as well as child-friendly recreation outside of school which accessible to all children. The Medan's P3APM Service promotes child-friendly tourism through social media accounts and also by official forum meetings, through maximizing the programs that have been launched and ensuring synergy collaboration with multi-stakeholders. Currently, the Medan's DP3APM has a target of increasing the number of child-friendly tours by increasing the number of child-friendly facilities that are match to its standards as well as achieving indicators of Medan as a Child Friendly City.

The Medan City Tourism Office became the third informant of this study. Recently found that the tourism potential in Medan city is categorized as very good, this is support by so many tourist objects that can be visited by tourists. For the advantages of this tourist attraction in Medan, those variety of heritage buildings which are historical evidence of the development which had occurred in Medan city. The numbers of Tourist who visits to Medan City in 2019 were 211,270, while in 2020 to 2021 there's the decrease in tourist arrivals due to Covid-19 which was only achieved around 41,958 – 11,732. As for now there is still no increase in tourists as a result of the emergence of Covid-19 however, in 2022 along with the decreasing level of exposure to Covid-19 it is hoped that the number of tourist visits will continue to increase. The main tourist attractions in Medan City are Maimun Palace and Tjong A Fie's House. For coastal tourism at Medan Belawan sub-district, namely Sicanang Mangrove Ecotourism which has received support from the Medan City tourism office so that it is expected to become a mainstay tourist attraction in Medan City. One of the programs that have been designed as a marketing strategy is to introduce the city of Medan through the branding of "Medan as Kitchen of Asia". Kesawan, which is a North Sumatra Heritage area, was chosen as the location to present Medan and Asian specialties as its main attraction. The latest program of Medan City Tourism Office is to launch the branding of "Medan Medical Tourism" in which this program are collaborates program of tourism potential and health potential or hospitals in Medan City, while the local government as facilitator is organized to manage the intention of the people of North Sumatra and Aceh which No longer seek treatment from abroad but only in Medan City. Meanwhile, the media used by the Medan City Tourism Office is more for the use of electronic media such as airport television, radio,

billboards, video Tron, SMS blasts, even social media. The tourism segmentation are applies to anyone, but the main focus is more on Culture lovers tourists. This could be proven by the patterns that tend to be interested in interactive activity-based tourism activities with showing the natural talents of local people who are not staged so the tourists would feel a different experience. Through this cultural and historical activity.

The fourth informants of this study were community groups who are members of Community-Based Integrated Child Protection (PATBM), Tourism Awareness Groups (Pokdarwis) and Dasawisma. The Interviews were conducted through a Focus on Group Discussion (FGD) with the Head of PATBM. Based on Muhammad Nur Arifin as the head of PATBM, initially the Child Friendly Tourism Village at Belawan Bahari Village was jointly managed by the community in order to create educational parks, learning parks which were expected to change the environment and no more children dropping out from school, so indeed many parties helped to these implementation of child-friendly tourist village. Lilis, one of Pokdarwis members, added that the tourism awareness group also did not have activities such as going directly to the community like it did before the pandemic. This likely happens due to restrictions on activities in the community that lead to the decrease in the number of visitors. This explanation is also in line with Mak Inong's explanation. Where at the beginning of the creation of child-friendly tourism in the environment, Mak Inong together with the local community cleaned up the trash which is now become fish pond, with huts built by residents. According to Arifin, those alliances in Medan City such Fajar Sejahtera Indonesia Foundation (YAFSI), Smile Foundation and others institutions which affiliated to the Public Participation Communication Forum for the Welfare of Women and Children (PUSPA) of North Sumatra Province which have become the representative of the village so the village would be often visited by government including ministries. One of that is the Ministry of Disadvantaged Villages which provides assistance in making hydroponics.

Through these FGD, the researcher also had interviewed with the Head of Dasa Wisma which is Mak Inong. At the beginning of conversation, Mak Inong explained what tourism had been developed by Dasawisma at the Lingkungan XII. Based on his interview the concept of child-friendly coastal tourism was conducted initially through collected money which gathered once a week. At that time, nearly 20 houses who did this jimpitan. Furthermore, Belawan Bahari Village Head, Sonang Saing, adding that in developing the ponds, by providing fish seeds, these proceeds were then developed by collecting dasawisma funds and then built to repair damaged roads as well as made a wall at the front entrance of Lingkungan XII. Before the pandemic, there are so many visitors came for tours, they mostly doing culinary tours, as well as training. According to Mak Inong, the farthest visitors came from outside the city of Medan, such as Sibolga and Bagan Batu. However, the Covid-19 pandemic has reduced the visitors for tours. Only one or two local guests come for fishing. The FGD also presented a child from lingkungan VI of Belawan Bahari Village, named Aulia who is still in grade 3 of junior high school. According to her opinion, one of the beautiful and attractive tourist spots she has visited is Bukit Lawang Park. Her opinion about the tourism potential at Belawan Bahari Village which sounds good and the processed of salted fish in Lingkungan VI is also interesting.

Discussion

Belawan Bahari Village is a densely populated area, with an area of 169 ha which inhabited by 13,383 people with composition of 6,802 men and 6,581 women, and 35% of them are children (age 0-17 years) or around 5,306 people. 80% of families at Belawan Bahari Village have a heavy dependency to their income as fishing laborers and poor families. A new source of income and utilization of natural resources at Belawan Bahari Village, Medan Belawan District is urgently needed, tourism potential based on this local

resources, especially marine tourism and women's creativity. Belawan Bahari Village has abundant marine natural resources. Geographically it consists of sea, land and mangrove areas which has various cultural potentials so that it can be developed as a child-friendly tourist destination or place. The tourism potential of Belawan Bahari Village is very prospective to continue its development in the future, especially those in natural and culinary tourism which has its own attractions for local and foreign tourists. Based on the research results, the researcher obtained several statements from informants who said that the Belawan Bahari Village did have tourism potential, such as culinary tourism in the form of processing seafood and processing fish into salted fish. However, based on opinion of an informant from the Medan City Tourism Office, he declared that Belawan Bahari Village is not ready yet as a child-friendly tourist destination because there were still many inadequate infrastructure facilities. Currently the Medan City Tourism Office still focusing on the promotion and development of culinary tourism, namely "Medan as Kitchen of Asia" which is located at Kesawan area of Medan City which becomes an existing tourist destinations. From the total of 14 tourist objects that could be visit include Medan Zoo, Great Al-mahsun Mosque, Tjong A Fie's House, Maimun Palace, Rahmat Gallery Museum, Mangrove Forest Ecotourism, Avros Park, Graha Annai Velangkani, Plantation Museum, Lake Siombak, Shri Mariamman Temple, Sumatran Money Museum, TNI Museum and Crocodile farm. Based on Berutu's research (2020) entitled Implementation of Child-Friendly Tourism Village Program and its Efforts to Fulfill Children's Rights at Belawan Bahari, Medan City whom defined that the existence of one place one program in one of Lingkungan at Belawan Bahari is a tourism potential that must be developed. However, based on field research conducted by researchers, the tourism potential at Belawan Bahari is not only in the products which Noni had mentioned in her research but culinary tourism is also potential that should be developed.

Culinary diversity at Belawan Bahari have a great potential to be developed as support for tourism development which is also child-friendly. Culinary tourism is an alternative besides other tourism potential choices, such as nature, culture and maritime tourism. Local resource-based tourism development has multiplier effect on the economic sector at Belawan Bahari. With an evidence of the increases in added value and an increase in people's income, an increase in the use of labor at tourism development which refers to child protection, can increase people's income and could able to create employment opportunities as well as reduce poverty levels. The tourism potential owned by Belawan Bahari is in culinary tourism, nature tourism and marine tourism. The potential of this tourist attraction could be strengthen the attractiveness of tourists to visit. Culinary tours include fresh seafood with the right blend of spices. Such as crabs with Padang sauce, boiled clams with pineapple peanut sauce and grilled fish with spicy soy sauce. Those culinary tour is an effective venue to seize opportunities to promote regional specialties of Belawan Bahari.

Tourism development are performed as an effort to encourage and increase the flow of tourist visits so as to enable the local regional economy to progress and develop. According to Nurisyah in Asia (2004), tourism development could be directed at increasing sustainable welfare. Marine tourism with meaningful impression is not merely to obtain entertainment from various attractions and natural presentations of the coastal and marine environment, but it is also hoped that tourists could participate directly in developing environmental conservation while providing a deep understanding of the ins and outs of coastal ecosystems. The community's strategy in developing child-friendly tourism at Belawan Bahari Village by involving community participation from the start so that it will ensure the suitability of the development program with the aspirations of the local community, suitability with existing capacities and guarantee community commitment due to a strong sense of belonging. In addition, the community could promotes mouth to mouth through social media such as Facebook and Google Business accounts. In addition, the community's tourism development

strategy also carried out through online media advocacy. Based on this statement, the researchers see four things that should be considered by the local government and the community in developing child-friendly tourism at Belawan Bahari. Based on the observations results made by researchers on child-friendly attractions in Belawan Bahari are:

1. Strengths/potential: The results of field research indicates that Belawan Bahari has potential in developing marine and culinary tourism, as well as those potential in carrying out MICE tourism as echoed by the Medan City Tourism Office, through reading huts which have been built by the Belawan Bahari village and its community. The area has also demonstrated a child-friendly tourism policy, by smoking bans in huts and children's play areas.
2. Weaknesses/constraints: The development of child-friendly tourism at Belawan Bahari is certainly still in the process of getting even better. At the present, the weakness experienced in its development frequent occurrence because of tidal floods and social conflicts (brawls) between residents. The next weakness is the lack of attention from the Medan City government towards the development of child-friendly tourism at Belawan Bahari. As well as the lack of professional tourism services at Belawan Bahari.
3. Opportunity: Belawan Bahari is one of the sub-districts in Medan City where the majority of the population are fishermen so that marine tourism and culinary seafood can be further promoted. Starting to grow public awareness to make their area developed and become one of the sub-districts that has child-friendly tourism potential.
4. Challenges/threats: There is still lack of government attention in promoting the potential for child-friendly tourism at Belawan Bahari. As well as the lack of community ability to manage the development of child-friendly tourism at Belawan Bahari.

Beside that, as one of the vulnerable groups, protecting the rights and needs of children is a shared responsibility between the government and society. The issuance of regulations regarding Child-Friendly District/City Policies in 2009, became the initial milestone for the government's seriousness in providing good quality of life for children. All tourism activities have safe infrastructure for child tourists to see marine tourism at Belawan. The condition of tourism in the midst of the Covid-19 pandemic has reduced the number of tourists visits To rebound the tourists numbers, it is necessary to synergize all parties to provide secure facilities for tourists. For example, providing handwashing stations, hand sanitizers as well as temperature gauges at these destinations. Elicited from previous research who written by Sugiarti et al (2020) with entitled Child-Friendly Tourism at tourism Village of Permuteran Tourism Village, Buleleng Regency, Bali Province, defines the development of child-friendly tourism should consider to these following matters: First, there is a sense of secure feeling and comfort in which means by cleanliness and serenity. This first point is concern for the government and the people of Belawan Bahari in developing child-friendly tourism, due to the lack of cleanliness at Belawan Bahari area. Second, safe infrastructure for tourists. If there are child tourists who visit and sight seeing to the sea or lake areas, the organizers must ensure that these infrastructure is safe for children. The third is building public trust in protecting the environment. And the fourth is child-friendly tourism management. This is in line with Medan City's middle-level of Child-friendly predicate, so the tourism management in Medan City should be act accordingly in fulfilling the children's rights and Child Protection Act.

CONCLUSION

Build up from the findings in the discussion that has been described above, these several conclusions which can be convey such as : 1) Belawan Bahari Village has tourism potential that could be developed in the form of marine tourism, culinary tourism of seafood and has cultural potential so that it can be developed as a child-friendly tourist destination or

place. The potential for tourism in the Belawan Bahari Village is very prospective to continue to be developed in the future, especially natural and culinary tourism which has its own uniqueness for tourists; 2) The available of infrastructure, although still in minimal condition that's way it requires support and attention from the government and the private sector companies as well as the participation of community on its development, such as road facilities that should be replace and the environment which is not clean enough, just like lots of garbages which are seen in everywhere, the neighborhood is dirty and tidal floods. However, supporting facilities such as short distance to access, the existence of adequate public transportation and the enthusiasm of local people who really hope that there will be change in the stigma of Belawan Bahari Village from a slum village to a child-friendly coastal village that become the role model in developing the coastal tourism which is child-friendly; 3) Mainstreaming of children's rights which is not yet optimal in planning and implementing development, from the indicators of fulfilling children's rights in Child Friendly Cities, especially cluster 4, namely Education, The use of Free Time and Cultural Activities, the number of policies contains about protecting and fulfilling children's rights, quality of service structure and percentage of resources human beings in regional apparatuses and service institutions who understand the children's rights, and 4) There is no special program related to child-friendly tourism launched by the Medan Tourism Office and the Women's Empowerment office in Medan City, Child Protection and Community Empowerment in Medan City, especially those are who at Belawan Bahari Village.

Cited from the analysis results and conclusions above, the suggestions could be convey such as 1) Tourism development could be said to be successful if it has fully support by the government, private sector companies as well as local residents in the community, both in the construction of supporting facilities and other attractions, so that tourism can build the economy of its surrounding community and also contribute to regional revenues; 2) Conduct socialization to the people who are live nearby around the tourism objects regarding tourism awareness, protecting and preserving the environment, maintaining cleanliness and security. Especially for child-friendly tourism where children in tourist destinations do not become child laborers that endanger their development, do not become an objects of sexual exploitation by tourists, both domestic and international; 3) Improving facilities in order to realize children's rights through strengthening the policies, institutions and programmatic fulfillment of children's rights related to the realization of Medan City as a Child-Friendly City and 4) Making Belawan Bahari a child-friendly tourist village which is as "entry gate" or pilot program so it will make it easier to replicate to other sub-districts at Belawan District because the similarities of characteristics of the area and population as coastal communities.

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