

The Effect of the Role of Youth on the Development of Pantai Alam Datuk Tourism Batu Bara District

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Abstract. The tourism plays a vital role in improving economic growth, contributing to creating jobs and reducing poverty. The tourism industry is also one of the fastest growing sectors, contributing 9.1% of GDP. UU no. 40 of 2009 Article 6 concerning Youth, plays an active role in all aspects of national development, mobilizes moral strength, social mastery and advances change. Therefore, it is important for youth in tourism development, especially the extent of the role of youth in tourism development, in this case at Pantai Alam Datuk, Batu Bara Regency. The study was aimed to analyze the consequence of the role of youth as an agent of change, development and modernization partially and simultaneously influencing the tourism development of Pantai Alam Datuk, Batu Bara Regency. This research took place at Pantai Alam Datuk, Sei Suka District, Batu Bara Regency with 81 youths aged 18 to 30 years as a sample. The study used a quantitative descriptive approach while samples were determined randomly and purposively. The data was analyzed using a multiple linear regression along while the data was collected using a closed questionnaire which is measured by a Likert scale, interviews and documentation studies. The results showed that the youth took a significant role as an agent of change and development partially who affected the development of Pantai Alam Datuk tourism, while in terms as an agent of modernization, the youth showed no effect on the development in the tourism site at Sei Suka District. Batu Bara Regency.

Keyword: *Tourism Development, Youth Role, Pantai Alam Datuk*

Abstrak. Pariwisata memainkan peran yang sangat penting dalam mendorong pertumbuhan ekonomi, turut serta juga dalam membentuk lapangan kerja dan mengurangi kemiskinan. Industri pariwisata juga merupakan satu dari beberapa sektor yang tumbuh paling cepat, menyumbang 9,1% dari PDB. UU No. 40 Tahun 2009 Pasal 6 tentang Pemuda, berperan aktif dalam segala aspek pembangunan nasional, mengerahkan kekuatan moral, penguasaan sosial dan pemajuan perubahan. Oleh karena itu, penting bagi pemuda dalam pembangunan kepariwisataan, khususnya sejauh mana peranan pemuda dalam pengembangan pariwisata, dalam hal ini di Pantai Alam Datuk Kabupaten Batu Bara. Tujuan penelitian ini adalah untuk menganalisis peranan pemuda sebagai agent of change, agent of development dan agent of modernization secara parsial dan simultan berpengaruh terhadap pengembangan pariwisata Pantai Alam Datuk Kabupaten Batu Bara. Penelitian ini bertempat di Pantai Alam Datuk Kecamatan Sei Suka Kabupaten Batu Bara terhadap pemuda dengan usia 18 sampai 30 tahun sebanyak 81 orang sebagai sampel. Metode yang digunakan adalah pendekatan deskriptif kuantitatif dengan teknik purposive sampling. Analisis data yang di pakai adalah regresi linier berganda beserta teknik pengumpulan data menggunakan angket atau kuesioner secara tertutup yang di ukur dengan skala Likert, wawancara dan studi dokumentasi. Hasil penelitian dimana peranan pemuda sebagai sebagai agent of change dan agent of development secara parsial berpengaruh terhadap pengembangan pariwisata Pantai Alam Datuk, sedangkan peranan pemuda sebagai agent of modernization secara parsial tidak berpengaruh

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terhadap pengembangan pariwisata Pantai Alam Datuk di Desa Kwala Indah, Kecamatan Sei Suka, Kabupaten Batu Bara

Kata Kunci: Pengembangan Pariwisata, Peranan Pemuda, Pantai Alam Datuk

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1. Introduction

The tourism sector will not continue to post positive growth. This is because Indonesian tourism experienced very rapid growth in 2018, which was 12.58% higher than the average growth in the tourism sector which only reached 5.6%, and ASEAN which was 7.4%. Responding to the rapid growth of tourism, the government of Batu Bara Regency in the near future will propose a draft Regional Regulation (Perda) on Tourism. He stated that the regional regulation (Perda) on tourism is very much needed, in order to stimulate the awareness of the tourism village community in developing the potential of their respective villages. That way, the economy of the village community can improve. Research shows that when there has been a shift, many tourists travel with a background of adventure hobbies (special interests). This trend is closely related to the use of information technology used as a search medium and a source of information for a destination. The World Trade Organization also noted that the internet has become the main medium in searching for information about tourism destinations to be visited by potential tourists. It is estimated that 80 percent of tourists who come to Batu Bara Regency get information via the internet. For this reason, a good tourist destination must meet 3 basic dimensions for good tourism development, namely: Attraction, Accessibility, and Amenities. Several field surveys conducted by the local tourism office in the tourism sector in Batu Bara Regency show that the development of accessibility is still low, which is one of the 3 factors that meet the standard of good tourism requirements.

Based on data from the Youth, Sports, and Tourism Office of Batu Bara Regency (December 2019), it can be seen that Batu Bara Regency has 14 tourist destination objects consisting of artificial tourism, natural tourism, religious tourism, and cultural tourism spread across six sub-districts in Batu Bara Regency. Of all the tourist objects in Batu Bara Regency, there is one natural tourist attraction that has experienced very rapid development, seen from the number of tourists who have come in recent years, namely Pantai Alam Datuk or also known as Wisata Alam Datuk with the number of visits of 3218 people per the year 2018 has increased from the previous year 2604 people per year in 2017. Why is Pantai Alam Datuk so interesting to examine, Pantai Alam Datuk has experienced a good increase in visitors in recent years. This tourism is natural tourism which is located on the beach with a mangrove tree environment that is managed by local community groups, which is an interesting thing again Pantai Alam Datuk is developed by maintaining the mangrove ecosystem and is used as a tourist attraction where the mangrove forest environment is still abundant. wild monkeys that attract tourists. As time goes by, there are still many tourism problems that have not received attention on the natural beaches of Batu Bara Regency such as (1) Inadequate infrastructure to tourist attractions, (2) tourism facilities and infrastructure that need to be developed again, (3) promotion of places domestic and foreign tourism that need to be improved, (4) lack of human resources for tourism actors, (5) the emergence of tourist objects in other districts/cities increases competitiveness. (Source: Culture, Tourism, Youth and Sports Office of Batu Bara Regency). Batu Bara Regency has tourism potential that needs to be developed. Youth as a nation-building asset must have an important role in this development. The study of tourism objects in Batu Bara Regency is deemed necessary, especially for the development of tourism objects, so the authors are interested in analyzing this problem in the form of a thesis entitled: "The Effect Of The Role Of Youth On The Development Of Pantai Alam Datuk Tourism Batu Bara District"

2. Methods

This research took place at Pantai Alam Datuk, Sei Suka District, Batu Bara Regency with 81 youths aged 18 to 30 years as a sample. The method used is a quantitative descriptive approach with purposive sampling technique. The data analysis used is multiple linear regression along with data collection techniques using a closed questionnaire which is measured by a Likert scale, interviews and documentation studies.

3. Results and Discussion

Pantai Alam Datuk is a tourist spot located in Kwala Indah Village, Sei Suka District, Batu Bara Regency. Pantai Alam Datuk was opened and started to be managed in groups on December 30, 2008, by local residents in Kwala Indah Village, Sei Suka District, Batu Bara Regency with an area of 3 hectares. Pantai Alam Datuk is nature tourism that has natural potential in the form of mangrove forests which is a habitat for long-tailed macaques. This tour is located on the east coast to the east of Sei Suka District, Batu Bara Regency

Kwala Indah Village has 5 hamlets with an area of up to 505 km² and a population of 3600 people (2017) with a population density of 7 people / km². The population of Kwala Indah Village is dominated by ethnic Malays, followed by Javanese and Batak ethnic groups. The Mandailing people are the Batak ethnic sub-ethnic who live mostly here. Javanese ethnicity or known as Pujakesuma (Javanese born in Sumatra) makes up 43% of the total population. Based on the 2017 Population Census, the religious percentage of the population in Batu Bara Regency is Muslim 87.40%, Protestant Christianity 9.94%, Catholic 2.34%, Buddhist 0.31%, and Hindu 0.02%.

A. Test the Validity and Reliability of the Role of Youth

The validity and reliability test on the results can be seen in Table 1 below:

Table 1. The Results of Testing the Validity and Reliability of Variable Youth Role

Variabel	Q	r-hitung	Sig	r-hitung > 0.361	Koefisien Alpha	r-hitung > 0.6
<i>Agent Of Change</i>	1	0.459	0.000	Valid	0.797	Reliabel
	2	0.576	0.000	Valid		
	3	0.571	0.000	Valid		
	4	0.815	0.000	Valid		
	5	0.729	0.000	Valid		
	6	0.753	0.000	Valid		
	7	0.768	0.000	Valid		
<i>Agent Of Development</i>	1	0.411	0.000	Valid	0.721	Reliabel
	2	0.715	0.000	Valid		
	3	0.762	0.000	Valid		
	4	0.487	0.000	Valid		
	5	0.737	0.000	Valid		
	6	0.548	0.000	Valid		
	7	0.556	0.000	Valid		
<i>Agent Of Modernization</i>	1	0.775	0.000	Valid	0.796	Reliabel
	2	0.785	0.000	Valid		
	3	0.739	0.000	Valid		
	4	0.586	0.000	Valid		
	5	0.791	0.000	Valid		
	6	0.528	0.000	Valid		

Based on table 1, it is found that the results of instrument testing had a value greater than 0.361. Thus it can be concluded that all instruments used were valid and could be used further in research. This conclusion is reinforced by the significance value (2-tailed) of all instruments which is smaller than the α value of 5%. In addition, the relationship (r) between alpha value of each parameter was greater than r table (0.60), thus all statement items are declared reliable.

B. Test the Validity and Reliability of Tourism Development

The results of the validity and reliability test of the Tourism Development variable can be seen in Table 2 below:

Table 2. Results of Testing the Validity and Reliability of Tourism Development Variables

Variabel	Q	r-hitung	Sig	r-hitung > 0.361	Koefisien Alpha	r-hitung > 0.6
Pengembangan Pariwisata	1	0.647	0.000	Valid	0.893	Reliabel
	2	0.579	0.000	Valid		
	3	0.439	0.000	Valid		
	4	0.556	0.000	Valid		
	5	0.775	0.000	Valid		
	6	0.692	0.000	Valid		
	7	0.785	0.000	Valid		
	8	0.521	0.000	Valid		
	9	0.774	0.000	Valid		
	10	0.521	0.000	Valid		
	11	0.536	0.000	Valid		
	12	0.782	0.000	Valid		
	13	0.785	0.000	Valid		
	14	0.780	0.000	Valid		
	15	0.787	0.000	Valid		
	16	0.495	0.000	Valid		
	17	0.521	0.000	Valid		

Based on table 2, it is found that the results of instrument testing of the Tourism Development variable have a value greater than 0.361. Thus it can be concluded that all question instruments from the Tourism Development variable used are valid and can be used in research. This conclusion is reinforced by the significance value (2-tailed) of all instruments which is smaller than the α value of 5%.

Then based on table 2, it can be seen that the r alpha value of the Tourism Development variable is greater than the r table (0.60), thus all statement items are declared reliable.

C. Multiple Linear Regression Test

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.153	5.146		1.390	.169
Agent Of Change	1.835	.183	.671	10.008	.000
Agent Of Development	.498	.114	.259	4.382	.000
Agent Of Modernization	.337	.195	.110	1.729	.088

a. Dependent Variable: Pengembangan Pariwisata

The results of multiple linear regression analysis in table 3 obtained the following equation:

$$Y = 7,153 + 1,835 X^1 + 0,498 X^2 + 0,337 X^3 + e$$

Based on this equation, it can be seen that:

1. A constant of 7.153 which is positive means that if all independent variables Agent Of Change (X^1), Agent Of Development (X^2) and Agent Of Modernization (X^3) are zero (0), then the Tourism Development variable (Y) is worth 7.153.
2. The regression coefficient for the Agent Of Change (X^1) variable is positive, indicating a unidirectional relationship of 1.835. This means that the higher the role of youth as agents of change, the higher the development of Pantai Alam Datuk Tourism, Batu Bara Regency, with an increase of 1,835.
3. The variable regression coefficient for Agent Of Development (X^2) is positive, indicating a unidirectional relationship of 0.498. This means that the higher the role of youth as Agents of Development, the higher the development of Pantai Alam Datuk Tourism, Batu Bara Regency with an increase of 0.498.

4. The variable regression coefficient for Agent Of Modernization (X^3) is positive, indicating a unidirectional relationship of 0.337. This means that the higher the role of youth as agents of modernization, the higher the development of Pantai Alam Datuk Tourism, Batu Bara Regency with an increase of 0.337

D. Result of Determination Coefficient Test (R^2)

Table 4. Result of Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 ^a	.791	.782	3.558

a. Predictors: (Constant), Agent Of Modernization, Agent Of Development, Agent Of Change

From table 4. above, the value of Adjusted R Square obtained is 0.782 or 78.2%. This shows that the variable ability of Agent Of Change (X^1), Agent Of Development (X^2), and Agent Of Modernization (X^3) has an effect on the Tourism Development variable by 78.2%. Meanwhile, 21.8% is influenced by other variables.

E. Concurrent Test Results (F-Test)

Table 5. Concurrent Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3680.507	3	1226.836	96.911	.000 ^a
Residual	974.777	77	12.659		
Total	4655.284	80			

a. Predictors: (Constant), Agent Of Modernization, Agent Of Development, Agent Of Change

b. Dependent Variable: Pengembangan Pariwisata

Based on Table 5 above, it can be seen that the calculated F value is 96.911 and the F table value at 5% alpha is 2.72. Thus, the Fount value ($96.911 > F$ table (2.72)). With a significance level of $0.000 < 0.05$, together or simultaneously the variables Agent Of Change (X^1), Agent Of Development (X^2), and Agent Of Modernization (X^3) have a positive and significant effect on the Development of Pantai Alam Datuk Tourism in Batu Bara Regency. So based on the criteria for testing the hypothesis H_a is accepted and H_0 is rejected.

F. Partial Test Results (t-test)

Table 6. Partial Test Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.153	5.146		1.390	.169
Agent Of Change	1.835	.183	.671	10.008	.000
Agent Of Development	.498	.114	.259	4.382	.000
Agent Of Modernization	.337	.195	.110	1.729	.088

a. Dependent Variable: Pengembangan Pariwisata

Based on table 6 of the results of the t-test above, it is known that:

1. The agent of change variable (X^1) has a positive and significant effect on tourism development (Y), this can be seen from the t value ($10.008 > t$ table (1.99)) with a significance level of $0.000 < 0.05$.
2. The variable Agent Of Development (X^2) has a positive and significant effect on tourism development (Y), this can be seen from the t value ($4.382 > t$ table (1.99)) with a significance level of $0.000 < 0.05$.

3. The variable Agent Of Modernization (X^3) does not have a positive and significant effect on tourism development (Y), this can be seen from the t value (1.729) < t table (1.99) with a significance level of $0.088 > 0.05$.

G. The Role of Youth as Agent Of Change in Tourism Development

In the humanitarian aspect, youth can apply the knowledge they get from the educational process which is manifested in the form of community service to provide a change for the better. As described in chapter two, youth as Agents of Change have a major role as a catalyst [7], namely, moving people to want to make changes, this is in line with what youth in Kwala Indah Village are doing, to move the community. To make changes, namely, by holding discussions and seminars on the use and development of local tourism which is often done until now regularly once a month, this education aims to provide insights to the community to make people aware of the importance of tourism development to improve community welfare. Then youth as givers and solutions to social problems that occur in the community, the increasing unemployment rate, made the youth in Kwala Indah Village take the initiative to form a youth group called the Kwala Indah Youth Movement (GEPKI) where this youth-driven institution in Kwala Indah Village serves as a control. social media that provide criticism and suggestions and work together with village governments to alleviate poverty by utilizing natural resources and developing tourism. In line with Law No. 40 of 2009 Article 17 concerning the active role of youth as social control, manifested by enrichment of national knowledge; foster awareness of the responsibilities, rights and obligations as citizens; Building a critical attitude towards the environment and law enforcement; Fostering participation in the formulation of public policies; Transparency and public accountability; and / or open access to information widely

H. The Role of Youth as Agent of Development for Tourism Development

Youth in Kwala Indah Village, Sei Suka District, Batu Bara Regency play an active role in the development of tourism on Pantai Alam Datuk, both physically and non-physically. UU no. 40 of 2009 Articles 17 & 19 concerning the active role of youth and youth responsibilities in national development. The Kwala Indah Village Youth set up a training center for local youth to educate and train the competence of youth in Kwala Indah Village, some of the areas that are the focus of development are the development and preservation of Malay culture, coaching and training of small and medium enterprises, coaching and handcraft training. , and tourism management coaching and training. Youth and society through the Kwala Indah Village government and the Batu Bara Regency government together with the Badung government of Bali Province work together and agree to the tourism development process at Pantai Alam Datuk which includes investment, coaching and training as well as art and cultural exchange, which has resulted in a combination of tourism concepts between Malay culture and Balinese culture which can be seen in several tourist spots that are provided at Pantai Alam Datuk. The Kwala Indah Village Youth then formed a community group organization that handles and manages small community-owned businesses to be directed to natural coastal attractions in Datuk, which then has an impact on business expansion and provides new opportunities for new jobs, and this has had an increasing impact. income and standard of living of the local community for the last 5 years.

I. The Role of Youth as Agent of Modernization in Tourism Development

Modernization theory originated from the ideas of the German sociologist Max Weber (1864-1920). The use of technology carried out by the youth of Kwala Indah Village is by switching to conventional promotional methods which are replaced with digital methods, youths are carrying out conventional marketing reforms to digital marketing by holding youth training every once a month, this coaching and training is directed at introducing technology, as well as the use of technology, the result that is felt is the process of promoting Pantai Alam Datuk tourism using digital media, one of which has been applied until now is the use of SEO (Search Engine Optimization) technology as the basic foundation of digital marketing used, thus changing

from conventional to digital has changed the order of the local tourism development process. Law No. 40 of 2009 Article 1 paragraph 4 & 9 Article 17 paragraph 3 concerning Youth with the development of youth pioneering. With the modern knowledge and insights possessed by the youth, this has brought the youth of Kwala Indah Village to become a pioneer in conscious renewal and development of local tourism. Kwala Indah Village youths continue to participate in the process of development and development of tourism, control and provide input to the village government, and try to find solutions and update methods in tourism development so that this slowly affects increasing youth and local community insight into the use of technology

J. The Role of Youth in the Development of Pantai Alam Datuk Tourism

According to ref. [4] a tourist destination must have its charm to bring in tourists. With the existence of a strong tourist attraction object, it becomes a magnet to attract tourists. Tourism development must have three important aspects of tourism products, namely: Potential Attraction, Access, Activities and Facilities. The role of the Kwala Indah Village Youth in the development of Pantai Alam Datuk tourism is applied in the presentation of entertainment, natural beauty and regional arts. Every once a week at Pantai Alam Datuk there will be an art performance carnival featuring local dance works, then showcasing local artist performances as entertainment and tourist attraction, then the Pantai Alam Datuk is conceptualized with a blend of natural mangrove trees designed with the construction of photo facilities for visitors to take photos, some of which are hobit houses, hanging houses, dayak villages, lesehan houses, giant clocks of wood, romantic lakes, waterboom baths, and a track for riding ATV motorbikes, this design concept cannot be separated from the contribution of the youth of Kwala Indah Village, so this is what makes Pantai Alam Datuk crowded every weekend. Tourism develops in place basically because the place has an attraction, which can encourage tourists to come to visit in the form of attraction. A tourist attraction is something that is prepared in advance so that it can be seen and enjoyed, such as: dances, songs of traditional folk arts, traditional ceremonies, and so on. The management of Pantai Alam Datuk continues to be improved, starting from road repair and mapping of destination locations so that visitors can easily visit there, then the youth also contribute ideas and ideas for the construction of tourist facilities in the form of a bridge that crosses and divides the mangrove forest into the middle of the mangrove forest. heading west, which makes it possible for visitors to enjoy the natural stretch of mangrove forest. The development of Pantai Alam Datuk tourism also pays attention to the aspect of facilities, youth together with GEPKI build and conceptualize the supporting facilities needed by visitors, such as the provision of parking lots where they function as entrances and buy tickets to enter tourist sites, and the construction of houses of worship in the form of musholla , the provision of culinary facilities managed by local youths, and tourism facilities that combine natural tourism, water boom, photo tours, entertainment, clean water facilities and culinary tours.

5. Conclusion

Here are the conclusions that we can draw from the results of the research that has been done:

1. The role of youth as agents of change partially affects the development of Pantai Alam Datuk in Kwala Indah Village, Sei Suka District, Batu Bara Regency
2. The role of youth as agents of development partially affects the development of Pantai Alam Datuk tourism in Kwala Indah Village, Sei Suka District, Batu Bara Regency
3. The role of youth as agents of modernization does not partially affect the development of Pantai Alam Datuk tourism in Kwala Indah Village, Sei Suka District, Batu Bara Regency
4. The role of youth as the agent of change, the agent of development and, the agent of modernization simultaneously influences the development of Pantai Alam Datuk tourism in Kwala Indah Village, Sei Suka District, Batu Bara Regency

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