

The Role of Youths to Promote Global City in Medan Petisah Subdistrict

Mi'raj Purnama Sari¹, Erika Revida², Rujiman³

¹Postgraduate Student, Universitas Sumatra Utara, Indonesia

²Faculty of Social and Political Sciences, Universitas Sumatera Utara, Indonesia

³Faculty of Agriculture, Universitas Sumatera Utara, Indonesia

Abstract. The purpose of this study to analyze the role of youth in promoting a local city with global characteristics and to find out the obstacles of promotional activities carried out by youth in Medan Petisah sub-district. The research method used descriptive qualitative and the analysis technique consists of three activities simultaneously, namely data reduction, data presentation, and drawing conclusions or verification. The results of this study indicate that the active role of youth as a moral force has been going well, but the active role of youth as social control in the research location itself has not been seen significantly and the active role of youth as agents of change from observations in the field shows that several indicators of youth as the change agent has been made but still needs to be improved. The obstacles faced by youth are The special youth portal that has been prepared cannot be used optimally, as a result youth who want to join still have to register manually and the local government is considered not to have realized the potential of youth. In addition, the facilities and infrastructure to support promotional activities are not sufficient, nor is there a budget and a special community for youth in carrying out promotional activities.

Keyword: Globalization, Petisah Subdistrict, Potency, Promotion, Youth

Abstrak. Tujuan dari penelitian ini, yaitu menganalisis peranan pemuda dalam mempromosikan kota lokal berciri global dan untuk mengetahui kendala dari kegiatan promosi yang di lakukan para pemuda di kecamatan Medan Petisah. Metode penelitian menggunakan deskriptif kualitatif dan teknik analisis terdiri dari tiga kegiatan secara bersamaan, yaitu reduksi data, penyajian data, serta penarikan kesimpulan atau verifikasi. Hasil penelitian ini menunjukkan bahwa peran aktif Pemuda sebagai kekuatan moral sudah berjalan dengan baik, namun peran aktif Pemuda sebagai kontrol sosial di lokasi penelitian sendiri belum terlihat secara signifikan dan peran aktif Pemuda sebagai agen perubahan dari hasil observasi di lapangan menunjukkan bahwa beberapa indikator pemuda sebagai agen perubahan telah dilakukan namun masih harus ditingkatkan lagi. Kendala yang dihadapi pemuda yaitu Portal khusus kepemudaan yang dipersiapkan belum bisa digunakan secara optimal, akibatnya pemuda yang ingin bergabung masih harus melakukan pendaftaran secara manual dan pihak pemerintah daerah dianggap belum menyadari potensi yang dimiliki Pemuda, sarana dan prasarana pendukung kegiatan promosi belum memadai, serta belum adanya anggaran dan komunitas khusus untuk pemuda dalam melakukan kegiatan promosi.

Kata Kunci: Globalisasi, Kecamatan Petisah, Pemuda, Potensi, Promosi

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*Corresponding author at: Universitas Sumatera Utara, Indonesia

E-mail address: mirajpurnamasari@gmail.com

1. Introduction

Economic globalization is a necessity, it seems that there is no region that is not connected in the vortex of the world economy. For example: it is very easy to get icons or global economic products in various parts of Indonesia, namely coca-cola soft drinks, then themed playgrounds such as waterboom theme parks or products for household needs such as refrigerators and air conditioners. Economic globalization reaches almost all regions on this earth, reaching the niches and private spaces of human society. Areas that are dominantly exposed to the global economy are urban areas, cities grow massively in a nearly uniform scheme or model of world cities. The world city of the late 20th century to the early 21st century is a city with similar appearance content, there is a shopping mall, which is a shopping area that contains consumer products and lifestyles side by side with entertainment and recreation centers as well as indulgent snacks that make visitors unknowingly spend money and time in that place. And uniquely, the visitors do not feel bored and bored to continue and continue to visit them, even holidays are always used to spend time in the shopping mall area [1].

Medan is the third largest city in Indonesia after Jakarta and Surabaya is also the largest city outside Java. Not only that, Medan City is the gateway to the western part of Indonesia, namely the distance from Medan City to Singapore, Malaysia and Thailand in less than one hour by air. And in Medan City, in terms of buildings, entertainment, as well as the culinary field, it is no less interesting than other big cities. This should be an opportunity to attract tourists from that country to visit Medan City. But in fact, the third largest city in Indonesia is not a priority for visitors to travel in Indonesia, but the people of Medan City themselves are more interested in enjoying their holidays outside the city, especially cities on the island of Java or to neighboring countries, to take a vacation. nuances of the city, starting from visiting historic buildings, shopping, enjoying nightlife, to culinary tours.

Based on the background that underlies the author's interest in conducting this research with the aim of completing this thesis with the title " The Role Of Youths To Promote Global City In Medan Petisah Subdistrict"

2. Methodology

This analysis technique consists of three activities simultaneously, namely data reduction, data presentation, and drawing conclusions or verification.

- a. Data reduction can be defined as the process of selecting, concentrating attention on simplifying it, abstracting, and transforming the "rough" data that appears in field notes. Researchers collect data that is still not neat from the results of data search. Then it is reduced through the process of sharpening, classifying, categorizing according to the required quality dimensions, directing, removing unnecessary data, and organizing the data in such a way that finally the data collected is verified.
- b. Data presentation is describing a set of structured information that provides the possibility of drawing conclusions and taking action.

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3. Result and Discussion

Medan Petisah District is directly adjacent to Medan Baru District in the south, West Medan District in the north, Medan Sunggal District in the west, and West Medan and West Medan Districts in the east. Medan Petisah Subdistrict is one of the Districts in Medan City which has an area of approximately 4.93 km². The distance from the sub-district office to the Medan mayor's office is about 3 km. Of the 7 Kelurahan in Medan Petisah Subdistrict, Petisah Tengah Village has the largest area, namely 1.27 km², while Sei Putih Timur I Village has the smallest area, namely 0.32 km².

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When the researcher was visiting the research location, the first party who was asked for information was a representative from Medan Petisah Subdistrict, who was considered the most knowledgeable regarding the location and what was attracting the visitors, after conducting the interview then the researcher visited several places that were targeted by visitors and interviewing informants who are considered as researchers. Like in Cambridge City Square, there are 2 female students who are enjoying the culinary delights there, then 1 online motorcycle taxi driver who is waiting for orders from customers, and still around the research location there is a man who works as a plastic waste service provider for several malls and hotels. In the vicinity of the research area, as well as several other informants who were visiting this location, the researcher chose accidentally to be asked for information or information.

All 11 informants were selected accidentally at the research location. It can be seen that as many as 5 of the 11 informants are included in the youth category. 6 of whom were female informants and 5 of whom were male informants. 3 informants are community representatives, 2 postgraduate students, 1 lecturer from a university in the city of Medan, 1 employee of the Procurement Equipment and Services section representative from the Medan Mayor's Office, 1 employee of the Community Empowerment section, a representative from the Medan District

Head Office Petisah, 1 private employee, 1 more female student and 1 representative of Medan City Madya Kadispora who handles the youth department.

Table 1. Informant Data

Number Informant	Gender	Age (Year)	Job-status	Level of education
1.	M	53	enterpriser	SMA
2.	M	50	enterpriser	SMP
3.	M	40	Online Driver	SMA
4.	F	25	Student	S1
5.	F	25	Student	S1
6.	F	25	Medan city government employees	S1
7.	M	52	Medan Petisah District Staff	S1
8.	F	53	Lecturer	S2
9.	F	19	General employees	SMA
10.	F	20	Student	SMA
11	M	38	Kadispora employees	S1

Source: Primary Data Processing Results

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Table 2. The Role Of Youths To Promote Global City In Medan Petisah Subdistrict

The Role of Youth	Criteria / Categories	Findings in the field
1. As a Moral Force	a. Developing ethical and moral aspects in acting in every dimension of youth life. b. Strengthen faith and piety as well as mental-spiritual endurance; and/or c. Increase legal awareness.	a. The head of the youth division, Fadhy, SH, always emphasizes the management and youth to always prioritize ethics and manners in every activity. b. Through Friday Barokah activities held by local youth. Namely the implementation of Friday prayers in congregation and providing assistance to those in need. c. Programs that are running or implemented for youth are carried out in accordance with the direction and regulations that apply.
2. As a Social Control	a. Strengthen national insight. b. Raising awareness of responsibilities, rights, and obligations as citizens. c. Generating a critical attitude towards the environment and law enforcement. d. Increase participation in the formulation of public policies. e. Ensuring transparency and public accountability; and/or f. Provide easy access to information.	a. Every year there is a dialogue meeting, an activity that is attended by each youth from each district and discusses emerging issues related to youth as the nation's successor. b. Youth are educated to be aware of caring for the environment and maintaining cleanliness in the environment, and obeying the law. c. Youth are trained to be courageous and firm in reminding or reporting to the public regarding things that violate the law. d. Youth does not yet have a role. e. Youth does not yet have a role. f. Ease of information can be through the website provided or through social media, the youth division manager.
3. As an Agent of Change	a. Political education and democratization; b. Economic resources; c. Care for the community; d. Science and technology; e. Sports, arts, and culture; f. Care for the environment; g. Entrepreneurship education; and/or h. Youth leadership and pioneering.	a. Some youth have been coached since they were in high school, they are trained to choose apparatus for their community positions in a democratic manner. b. Youth are trained to equip entrepreneurial skills from manufacturing to marketing products. c. In the event of fire or natural disasters such as floods in the area around the Deli river, the youth in this area come together to participate and help the victims and provide assistance. d. Along with the times and technological advances, various activities carried out by youth and the variety of potential they have are promoted through social media. Even all forms of daily activities require the role of applications from smart phones. e. On Friday morning, routine sports activities are held, as well as for art and culture which is thick in Medan Petisah District, this is the art of Indian culture. Medan's original culture is not left behind, it's just not a priority.

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- f. Youth and the local community always maintain cleanliness and urge visitors to keep clean.
 - g. In terms of entrepreneurship, this young man in Medan Petisah sub-district has started by opening a business such as making flower boards, other handicrafts and hena painting services.
 - h. This is provided for youth through the Paskibra program.
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In reference [1] that overall it can be said that both youth and society, whether they realize it or not, have followed the lifestyle of globalization, high levels of consumption, local customs still exist, but are no longer a priority, even often young people who are met no longer know their mother tongue, whereas what we know is that the city of Medan is identical to the Malays and Batak tribes, but here the Indian culture.

Indirectly, this shows that in Medan City, to be precise in Medan Petisah District, is exposed to globalization but does not completely abandon regional culture, for example, occasional regional dance performances for the opening of public discussion events or wedding parties still exist and regional specialties such as Bolu Meranti and Bika Ambon are still present. be the main attraction for visitors who come.

Local Cities with Global Characteristics in Medan Petisah District

As for the activities carried out by researchers to obtain information from informants at the location of this study, researchers conducted interviews with informants and filled out a questionnaire in terms of several aspects, including:

- a. The Informant's View of Local Cities, That as a whole the informants described their local cities which are currently exposed to globalization, namely from the touch of global products to people's tastes, and local cities are designed to meet the tastes of the people who also follow the trends of the times, even experts such as architects imported directly from Europe. One of the representative informants from the Medan Petisah Sub-District Office also stated that “work has been using the Watsaap application starting from the Medan City government, Sub-district, Kelurahan, to delivering information to the community. To order food also via online using an application from a smartphone”. One of the efforts of the local government to attract tourists is promotion through the installation of banners, building a gate for Indian culture, as well as the Pagaruyung Culinary Gate.
- b. Economic Aspects. If viewed from an economic point of view, it can be said that most of the people who are able to enjoy the feel of a global city are middle and upper-class people. It can be said that in this location there is an imbalance or gap where, the dominant people living in urban areas are mostly middle-up economic groups, while the middle to lower economic communities is in certain areas, for example, the Kampung Kubur community. Even so, it can be said that the community in Medan Petisah Subdistrict is diverse but has minimal social conflict. The city of Medan itself has not been free from poverty problems. Based on the results of the 2018 Susenas, around 8.25 percent of the population is below the poverty line, which is around 192.45 thousand people.
- c. Social Aspects, meanwhile social life can be said to be peaceful because although in this sub-district the population is predominantly Muslim, the sense of mutual respect with people of other religions in this area is still strong because racial conflicts are rarely found.

When talking about local cultural life such as regional dance performances, it is still there, but only managed by certain parties who need it, such as weddings and certain Grand Openings. Because this area is still very thick with Indian culture, routine activities related to art performances that are held regularly every year are Taipusam performances. As well as for culinary, local city specialties are not immediately abandoned even though there are many worldwide food choices found in this location. This can be seen from several posts or reviews of people who have visited this location, both enjoying the city nuances and culinary delights on social media accounts.

- d. Characteristics of a Global City in a Local City. It can be said that the local city in the research location has now joined the global world, among others, with the many global products found in this city ranging from the design of new buildings such as malls, hotels, and flats that almost forgetting local wisdom and product variety ranging from primary secondary to tertiary needs that have been touched by a variety of global products. Simply put, starting from the needs for technology and information such as cell phones or cell phones with various brands that we now know are one of the basic electronic products for the community, and don't forget the famous fashion brands and global culinary can be enjoyed at Cambridge City Square and several other malls. Talking about the social life of local cities with global characteristics. Among other things, for urban communities, many of us have encountered people who live in the same housing complex, perhaps only knowing a few houses in between their places of residence. This is based on the fact that social activities in urban areas are generally busy in carrying out their respective affairs so that the attitude of mutual cooperation has almost disappeared. Global city people seem indifferent because most of those who attend this city come from other areas with the aim of work, education, and even vacation, so they finally choose to live in this region. From this it can be seen that social stratification varies, there is social inequality, the growth of consumerism, individualism, and hedonism depending on the motives of those in this area, and dependence on things that indicate external technology is also high. Given that talking about today's technology, local cities cannot be separated from global products. As well as one of the remaining local strengths is the harmony between cultures of various ethnicities, religions, and nations.
- e. Promotion by Youth, Talking about youth, in Medan Petisah District there is a Youth Organization that is involved in MTQ activities at the city level. There are also routine activities carried out, namely Friday Blessing to provide assistance to the less fortunate. Currently, it is not surprising for us to know that social media has a significant influence on an object and youth are the most current users, one of which is through the Instagram application. So it can be said that the type of promotion that is often used by youth is digital promotion, where young people share posts through their respective social media accounts regarding activities that are preferred in this area, both from social activities enjoying entertainment, culinary delights, and shopping for global products which can then be seen by many people as well as attracting other people to visit this region. The facilities available related to the development and marketing of local cities with global characteristics are that the city is designed as attractive as possible by paying attention to parks and city cleanliness which are also equipped with easy transportation and several

free wifi spots available to provide a sense of comfort to visitors and youth and easy to access. the internet is also social media which also promotes this location.

The Role of Youth in Promoting Local Cities with Global Characteristics

From several existing theories regarding the role and youth, it can be concluded that the role of youth is an action taken by youth in accordance with their rights and obligations as well as their position in order to achieve expectations in an event. This cannot be separated from the role of youth. The role of youth has been regulated in Law No. 40 of 2009 [6], looking at the conditions in the research location in accordance with Law no. 40 of 2009 the role played by youth has not been seen significantly.

In reference [7] Every layer of regional development elements should work hand in hand to fix the existing potential, such as local wisdom, the local language, and culture, which is almost forgotten, should be addressed again, as well as increasing the productivity of regional specialties and handicrafts Let the flow of globalization continue and the youth are expected to seize the good opportunities from globalization, introduce and promote the location and potential that is owned so that the outside community is interested in visiting. It is hoped that with this opportunity, young people will grow with an entrepreneurial spirit and act as actors in the driving force of the regional economy, which causes the economy to grow and economic inequality to decrease. There are no longer upper and lower-middle economic groups, but the average person lives in prosperity.

4. Conclusion

From the results of research on the role of youth in promoting local cities with global characteristics, using descriptive research methods using a qualitative approach, it can be concluded that:

- a. The role of youth in the research location, namely Youth's active role as a moral force has gone well, the active role of youth as social control in the research location itself has not been seen significantly, the active role of youth as agents of change from observations in the field shows that several indicators of youth as agents of change have been carried out but still need to be improved.
- b. Constraints faced by youth are the special youth portal that has been prepared cannot be used optimally, as a result, youth who wish to join still have to register manually, the local government is deemed not yet aware of the potential of Pemuda. Also, the facilities and infrastructure to support promotional activities are inadequate, nor is there a special budget and community for youth in carrying out promotional activities.

The suggestions from this research are as follows:

- a. The role of youth as social control, such as strengthening national insight, awareness of responsibilities, rights and obligations as citizens, a critical attitude towards the environment

and law enforcement, increasing participation in the formulation of public policies and ensuring transparency and public accountability have not been found, youth should be involved in programs related to this; the things that must be improved in relation to the role of youth as agents of change are in the fields of political education and democratization, concern for society, concern for the environment and entrepreneurship education for youth.

- b. Related to the obstacles faced by youth, namely it is better if local governments make a special budget and form a special youth community for promotional activities and a special youth portal that can be used optimally, building cooperation between the government and youth to form connections or collaborate with many institutions related to promotional and business activities at local, national and international levels.

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