

Development Jona Garden Destination City of Binjai (Socio-economic Analysis Approach)

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Abstract

This research aims to find out how the development of Binjai City Tourist Destinations. The research method used is descriptive with a quantitative approach. Where the data gathered through observations, interviews, and queries will be sorted as efficiently as possible to be more easily understood by the reader. The analysis used is based on SWOT analysis, i.e. by looking for strengths, weaknesses, opportunities, and threats in the development of Jona Garden Destination City of Binjai. Therefore, the strategy to be developed is the strategy and treat with the maximum possible use of tourism development in order to prosper further. The strengths that Jona Garden Binjai has to develop are the beauty of tourist objects, preserving the uniqueness of the tourist attractions, enhancing the social sense with the tribal, racial, religious, social and cultural surroundings of the objects of tourism, improving the quality of the Human Resources of the staff, promoting it either through social media or through relations with the tourism service.

Keywords: socio-economic, tourism, SWOT, Binjai.

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1. Introduction

Jona Garden Binjai tourist attraction located in Kec.Sai Bingai, Kab. Langkat located in North Sumatra Province, this tour itself is a new destination set up in October 2022. Where Jona Garden Binjai this includes a homemade destination that has a nuance of family tourism and has an area of about 8 hectares, which has a beautiful panorama and its fairly massive development gives quite a significant boost in the economic growth of the local population. The beautiful panorama is not apart from the conditions of nature that are still awake its sustainability and customs that are in the area. As it is said (youtube @masbro official) Jona Garden Binjai is a more viral destination and hits in the northern province of Sumatra, where this tour has a panorama that soothes the eye as well as inserts its own longing for visitors. Where this tour already has adequate facilities and infrastructures, the development of which can be seen from the beauty of the park, the spacious and fresh baths, cheap dining places cheerful and halal, spacious parking, place of worship, accommodation (villa), children's playgrounds and tourist attractions that many visitors are in need of water tourism and the atmosphere of Bali nuances as well as the taraditional Java very felt with the presence of buildings such as gapura, statues, and other selfie photo spot plus green garden that makes visitors comfortable and refreshing. And more interestingly, the informants revealed that of all the tourist attractions in Binjai City, Jona Garden has the highest rating on tourist visits from all the other attractions that have been described above that the tour was just built in 2022. However, the development process of Jona Garden is not much different from other tourism in the process of its development also has an impact on the economy and social, but the impact is negative and positive on the life of the surrounding community, such as increased employment opportunities, improved infrastructure, and increased income of the people around. So to avoid the occurrence of negative influences, like the entry of illegal drugs, increased crime of criminal acts, and free movement. So there is a need for planning that covers some aspects of the social and economic aspects, in the previous research described "The tourism industry is one of the important supporters in the development and development of the region, also in some areas the tourist industry can separate the region from the backwardness and make it the main source of income"(Nst et al., 2023). Indonesia,

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which is the country with the largest natural wealth both in terms of water and land, has a high chance to make the tourism industry an alternative to economic growth. The rich nature and cultural attractiveness of tourism in Indonesia has become one of the main capital for tourism development. One previous study said that “the abundance of natural resources can improve the economy of a society when it is run properly as with what is most liked and demanded by the society so that in the development of such tourism does not spend a lot of time and material” (Nasution et al., 2022). From the explanation above, the researchers concluded that the presence of tourist attractions in the village, which is famous for its tourist objects, requires a renewal as well as dealing with problems in the planning of its development as an aspect of economic and social growth in the region. Which is why it is interesting to look at the Jona Garden Binjai tourist attraction, which aims to find out whether there are changes in social interaction, changes in complex social conditions, and whether this tourism can reduce unemployment and increase economic income.

2. Literature Review

2.1. Understanding the economy of tourism

Tourism economy is a group of production units in different industries that provide goods and services that visitors want, while economic growth is a process that can increase output in the long term (Anggarini, 2021). However, one of the main drivers is undoubtedly, due to the growing importance of tourism globally as an economic activity. Tourism is a compound commodity that comes from many industries. When taken into account, tourism becomes the largest industry in the world in creating production globally and increasing employment. Where, tourism is an industry that is constantly growing and developing (Suparman et al., 2023). On the demand side, tourism expansion is a reflection of global economic growth. The number of people around the world who earn an increase in per capita income and more have increased their leisure time, so the demand for tourism is elastic towards income and tends to increase with the continued availability of such leisure. These conditions have also triggered an increase in demand for tourism. From the explanation above we can conclude that “Tourism is a variety of activities or trips that tourists undertake and settle in a place with a temporary purpose to do various activities either for work (business), holidays, health, religious (religious), and so on”. In the Qur’an it is also explained that a servant who travels is guaranteed his safety by a country or a region and facilities available.

2.2. Concept of development of tourism economy

The concept of tourism economy is basically a conventional model, in which the concept only advances foreign exchange income and investment as high as in the tourism sector. From the sharp criticism of the concept of conventional tourism economics is born a concept known as the “concept of development of sustainable tourism with an environmental perspective” (Septiadi et al., 2024). Where this strategy prioritizes the empowerment of the optimization of the benefits of tourism for the community and the sustainability of the physical and non-physical environment at the tourist destination. Where the main focus of this concept is not just for the growth of large-scale investments and the acquisition of foreign exchange. But more than that, this concept of sustainable development also focuses on the preservation of the ecological environment, sustained development, economic improvement of the community especially in the community around the tourist attractions. Where the shift from the “conventional” concept to the concept of “sustainable tourism development and environmental hospitality” has significant differences in terms of improving the economy of the surrounding tourist attractions.

From the Table 1, it can be concluded that the shift in the concept of tourism economic development seems so important and the strategy of important things undergoing shift. However, this has not been fully implemented in tourism development especially in Indonesia due to a number of frequently occurring obstacles (Luchman, 2004).

2.3. The concept of tourism economy in the perspective of Islamic economy

In the perspective of Islamic economics, the economy is not apart from three main concepts, namely the concept of property, management, and use of property as well as the concepts of distribution of property. The activities carried out in the economy according to the Shariah economic perspective are not free from three things (Condro, 2017) namely: First: Ownership, where this ownership is absolute according to Sharial and becomes the basis for determining who is entitled to receive profits from such enterprise, Second: The use of ownership, that is, the use of goods for consumption regulated by Sharial, which means the owner must obey the legal and illegal provisions, As described in the previous research “The halal certification becomes mandatory in the knowledgeable society, Notwithstanding that a number of businessmen, especially those who are in the small and medium-sized trade sectors, are still confused with the process of filing and the importance of legal certification. Business activities involving the

production, manufacture, or processing of goods in accordance with the principles of Shariah, with a focus on the validity of products are called Halal Food Industry.(Barus et al., 2024). Finally, the development of ownership means that every property that we will develop is governed by the Shariah with the provisions permitted by the Qur'an and the Shara'a.

Table 1. Paradigm shift and strategy of tourism development

No	Characteristics	Pradigma of tourism development	
		Growth	Sustainable
1	Focus	Growth: mass tourism	Development
2	The desired value	Foreign exchange and investment	Community based and green tourism
3	Size	Number of visits, length of stay, and tourist expenditure	Multiple impact of tourism
4	Government contribution	Entrepreneur and developer	Facilator
5	Public participation access	Private	public
	Role	Pasif	Participher
	character	Beneficiaries	Entrepreneur
	Position	Marginal	Stakeholder
6	Quality of Human Resources	Standar local	Standar universal

2.4. Tourist Destination Development Strategy

There are three main reasons why economic development should focus on sustainability. First, morally, the availability of natural resources for future generations needs to be thought of from an early age, and secondly, ecologically, economic activity needs to take account of biodiversity and ecological functions. (Irawan et al., 2024). Therefore, there is a need for planning in the development of sustainable tourism, where development of a tourism will be well implemented when supported (co-operation) with the private government or often also called public private partnership(Djabbari et al., 2022). A public-private partnership (PPP) is a legal agreement between a company or organization and a government or state. The core principles of this public private partnership (PPP) are to participate in improving the economy, including: accelerating economic growth, sustainable development, adequate financing needs for sustainable infrastructure development, and improving quality of infrastructure management. Good cooperation between government, private, and society enables us to build unique characteristics in order to create attractive and pure tourist attractions. (Haryanti, 2020). While other researchers say the approach of the concept of partnership between government and private as well as society where using partnership design dynamics collaboration aims to enhance the SDM of society that can enable the development of more creative ways of thinking, innovation thus creating creative industries (Akbar & Ikhsan, 2019). Another study also says “With the support of the government, tourism development will run effectively because it has obtained help or support from the local authorities.”(Yusrizal & Nasution, 2023). Where this public-private partnership is in nature an investment, then from it can be known the relationship that will arise later between government and the private sector will be a symbiosis of mutualism. Where there will be mutually beneficial relationships in the planning of infrastructure development in terms of the provision of funds or other requirements. “Tourism development strategy is an effort to enhance the potential of tourism in a place, the method can be to make improvements to the existing infrastructure, both physically and non-physically, where all the efforts are made only to improve the economy of the community around the tourist objects.”(Ramadhan & Imsar, 2023). In this case, what is being done to succeed in the plan of construction of inter-national tourism infrastructure: a. Create a tourist environment that prepares for competition b. Create a cooperative tourism c. Create a tourism that coordinates with the public, private, and government, in order to create characteristic and pure characteristics.

3. Research Method and Materials

This research uses quantitative methods, with a descriptive analysis approach. Where in this study the researchers will disaggregate the data obtained through the results of observations, interviews, and queries so that the readers get a good picture of the object studied in the form of descriptions. The sample is selected through purposive sampling, which means that the location of the research is deliberately selected based on a specific criterion that matches the

purpose of the study. The sample approach used is non-probability sampling (Rukin, 2019). The research was conducted at the Jona Garden Binjai tour and focused on the socio-economic. This tourism was chosen as a place of research due to its development which is considered quite rapid and is a newly built tourism. This research uses primary and secondary data sources. Primary data is collected by conducting live interviews with people, often the general public, using a predefined set of questions known as questionnaires. In addition, data is collected through library studies, such as scientific works and books. To assess the potential of tourism development in socio-economic aspects Jona Garden uses validity tests, reliability tests and SWOT. Where in SWOT analysis we will evaluate the strengths, weaknesses, opportunities, and threats that exist in a company or business to find out what needs to be looked at in order to thrive. (Rangkuti, 1998). In order to carry out the analysis, the company must determine the purpose of the business or identify the object to be analyzed. Strengths and weaknesses.

4. Results and Discussion

To find out the results of the calculations conducted validity tests and new reality tests continued with research using SWOT.

4.1. Validity Test

The validity test is used to determine the validity or non-validity of the question instrument used for this study. The validities test is done by comparing r- and r-Tables with the $r > r\text{-table}$ condition so that the data can be validated, and vice versa. Validity test results are presented in Table 2.

Table 2. Validity Test

Question Item	r-count	r-Table
X1 Business Opportunity		
X1.1	0.717	0.198
X1.2	0.717	0.198
X1.3	0.712	0.198
X1.4	0.712	0.198
X1.5	0.626	0.198
X1.6	0.556	0.198
X2 Capital		
X2.1	0.567	0.198
X2.2	0.765	0.198
X2.3	0.876	0.198
X2.4	0.643	0.198
X2.5	0.789	0.198
X2.6	0.665	0.198
X3 Growth of Shrimp Seeds		
X3.1	0.567	0.198
X3.2	0.499	0.198
X3.3	0.467	0.198
X3.4	0.567	0.198
X3.5	0.786	0.198
X3.6	0.589	0.198
Y Income		
Y1	0.678	0.198
Y2	0.713	0.198
Y3	0.679	0.198
Y4	0.724	0.198
Y5	0.745	0.198
Y6	0.673	0.198

Based on the validity test results in Table 2, all data has r-Calculation > r-Table values. Then all data in this study can be declared valid.

4.2. Reliability test

Reality tests are conducted to determine whether the questionnaires used in this study are reliable or not. The reliability test can be performed in conjunction with the question details on the questionnaire (Yusup, 2018). A data can be said to be reliable when the cronbach's alpha value of a variable is above 0.6. The reliability test for this study is presented in the Table 3.

Table 3. Reliability test

Variable	Cronbach's Alpha	Description
Business opportunity (X1)	.884	Reliable
Capital (X2)	.871	Reliable
Tourism Growth (X3)	.780	Reliable
Income (Y)	.881	Reliable

Based on the reality test results in Table 3, it is stated that the cronbach's alpha value of the whole variable is above 0.6 which means the questionnaire used in this study is reliable and can be used as a data collection instrument in this research.

Based on the results of the research carried out through literature studies, field surveys, identification, questioning and in-depth interviews of the Jona Garden destination management system in Binjai City, as well as the stage of identification of the destination area management to be developed into a sustainable development strategy, the researchers described the results shown on Table 4.

Table 4. Matriks IFAS

No	Internal Factor's	Weight	Rate	Score	Comment
Strength					
1	The Uniqueness And Beauty Of The Tourist Attraction	0.216	3.15	0.680	Good
2	A Variety Of Tourist Attractions Such As, Wave Pools, Atvs, Banana Boot And Selfie Photo Spot	0.192	2.8	0.537	Less Good.
3	Strategic Location And Easy Reach	0.225	3.15	0.708	Good
4	There's A Place Of Worship.	0.216	3.25	0.702	Good
5	The Positive Attitude Of The Public Towards The Existence Of Tourist Attractions	0.147	2.9	0.246	Less Good
Total Sub		1		2.873	
Weakness					
1	The Budget Is Limited For Development And Maintenance.	0.235	1.8	0.423	Strong
2	Lack Of Local Community Involvement In Tourism Management	0.280	2.8	0.784	Weak
3	Road Access That Still Needs Repair	0.257	2.9	0.745	Weak
4	Lack Of Trained Human Resources.	0.226	2.7	0.610	Weak
Total Sub		1		2.562	
Final Values				0.311	

Description:

Total final value of strength: 2.873.

Total final value of weakness: 2.562.

Then we will continue with the analysis of external factors as shown in the Table 5.

Internal factor assessment (IFAS) and external (EFAS) are arranged and incorporated into the matrix and SWOT diagrams to see the start-up selection towards the development of Jona Garden destinations in Binjai shown on Table 6.

Table 5. Matriks EFAS

No	External Factor's	Weight	Rate	Score	Comment
Opportunity					
1	Increase tourists	0.282	3.40	0.958	Good
2	Workforce absorption around tourist attractions	0.217	2.95	0.640	Good
3	Navigation support in developing regional tourism	0.239	2.20	0.525	Less good
4	Opportunities to increase the economic income of local communities	0.260	2.10	0.546	Less good
Total Sub		1		2.669	
Threat					
1	Competition with tourist attractions outside jona garden	0.243	3.05	0.741	Weak
2	Potential environmental damage from tourist activities	0.293	3.35	0.981	weak
3	Lack of community role inining and managing tourism	0.193	3.50	0.675	weak
4	The instability of the political security situation in the region	0.280	3.20	0.896	weak
Total Sub		1		3.293	
Final Value				-0.624	

Description:

Total final value of Oppurtunity: 2.669

Total final value of Threat: 3.293

Table 6. Matrix SWOT

IFE	Strength (S)	Weakness (W)
Opportunity (O)	Strategy (SO) SO = 2,873 +2,669 SO = 5,542	Strategy (WO) WO = 2,562 + 2,669 WO = 5,231
Threat (T)	Strategy (ST) ST = 2,873 +3,293 ST = 6,166	Strategy WT WT = 2,562 + 3,293 WT = 5,855

Based on the quadrants (Figure 1) obtained axes X and Y, where we can see that quadran II is a suitable strategi used for tourism jona Garden Binjai is a strategy of diversification, by exploiting existing strengths and minimizing threats by increasing public awareness about the presence of tourist attractions and involving the community in tourism development which is one of the efforts to improve social interaction, whether it is officials with the community around, officials to the tourists and tourists with the surrounding community. So that the change of interaction will come about by itself through the relationships that have been built. Where the social interaction relationship is well connected between the tour operator and the community, the community with the tourist, and the manager with the traveler, then the change in the state of social interactions will be a positive thing. Which of the changes in the status of social interaction provides opportunities for all the parties concerned especially for the surrounding community can reduce unemployment by absorbing labour force and improving the economy of the community.

4.3. Discussion

From the results of the SWOT analysis performed by the researchers to identify the strengths and weaknesses both internally and externally studied, as well as to be able to choose what strategies to do next can be seen in the Table 7.

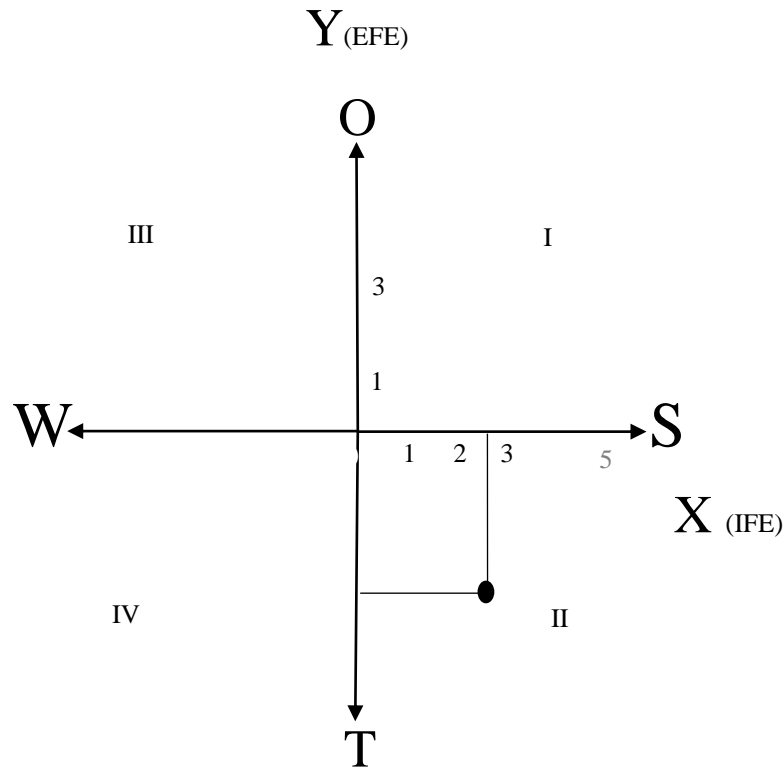


Figure 1. SWOT Quadrant Diagram

Table 7. Analysis Result

	Strength (S)	Weakness (W)
IFAS	Unique tourist attractions Availability of both Islamic and non-Muslim places of worship Nature's abundant wealth The uniqueness of cultural diversity Religious crowds The attitude of a friendly community. Promotion	Infrastructure towards tourism Lack of participation of the community Care for tourist attractions The surrounding land still belongs to the community
EFAS		
Opportunities (O)	Strategies (SO): With the uniqueness of culture thanks to the food that exists enables tourism to thrive with the existence of places of worship either Muslim or non-Muslim places of prayer enable tourism can thrive With the presence of community involvement in keeping and managing tourism may develop the economy of the community and develop tourism.	Strategy (WO): Implementing road repairs, adding attractive facilities, and performing maintenance of existing facilities The socialist sense that the community has towards tourists supports the interest of tourists, and the funds spent on the development of adequate tourist objects.
Threats (T)	Strategy (ST): Increasing public awareness of tourist objects Development of tourism objects to be more attractive than other competitors Involving the public in tourism management and development As well as promoting.	Strategy (WT): Increase public awareness inining and improving access to tourism Development and renewal of tourism facilities and involvement of the public in managing andining tourism.

Based on the results of research (Table 7), it can be seen that the development that has been done by Jona Garden Binjai has been very good, if we look at the result of SWOT matrix analysis then we can conclude the strategy that needs to be developed so that even better is the ST strategy that has the highest value. According to the results obtained, the researchers are well aware of the relationship between social interactions and changes in social interaction, which is demonstrated by the high power of tourism, in which the power is acquired through close relationships, whether it is the manager with the government, the administrator with the tourists, the managers with the associated agencies, and the administrators with the community. For that, what needs to be done is to emphasize to develop existing strengths and reduce threats by raising public awareness of the presence of wista objects and promoting the development of better tourist infrastructure. For example, improving human resources by conducting seminars, providing quality education, and improving relations with local governments, through cooperation with tourism. The good attitude of the people is an important factor in the development of tourism, whether it keeps and manages tourism or the response of the public to visitors (tourists) who are on vacation. One of the indicators of the success of a tourism in Indonesia is human resources development in various tourism systems, where the knowledge and talent that humans possess hold a very important key in enhancing the tourism industry. Therefore, there is a need for social interaction and change of good social interactions with local communities in order to engage in good communication and can reduce unemployment and increase the economic income of communities.

5. Conclusion

Based on the analysis that has been done by the researchers through SWOT analysis of various indicators, namely internal strengths and weaknesses, as well as external factors that are opportunities and threats to know what competitive strategy should be developed by Jona Garden is by implementing a diversification strategy that is in the Quadrant II of the strategy (ST), which in this strategy of diversity can be described that in an organization or effort in the face of threats, organizations and entrepreneurs still have the strength from the internal side to develop it better. To this end, what Jona Garden has to do is to improve the existing strengths such as asining and renewing existing buildings, ining the uniqueness of tourist attractions, improving the social sense with the tribes, races, religions, social and cultural surroundings of the tourist objects, improve the quality of the SDM of the staff, promote it either through social media or through relationships with tourist services, increase the promotion of the entrance ticket price or the price of food to attract as many tourists as possible, enhance the safety of tourists who are visiting so that they can optimize existing threats as well as increase public awareness of the existence of touristic objects can support the economy of the community around tourism.

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