

**OPTIMIZATION OF KAMPUNG WISATA SAWAH MANAGEMENT  
TOWARDS A CHILD FRIENDLY EDUCATIONAL AREA,  
PEMATANGJOHAR VILLAGE, LABUHAN DELI DISTRICT, DELI  
SERDANG REGENCY**

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**ABSTRACT**

This Community Service Program aims to provide solutions to partner problems as follows: (1) There are no tour packages that offer child-friendly education programs, (2) the management of literacy rooms as a child-friendly learning tool is not yet optimal to get to know the environment and local culture better. (local wisdom), (3) There is no child-friendly learning media that is integrated with the concept of tourism based on local wisdom, and (4) Straw waste has not been utilized to be used as tourism commodities that are innovative and based on local wisdom. on local wisdom. The PKM program is carried out in a series of steps; (1) preparation, (2) implementation of activities, (3) monitoring and evaluation, and (4) follow-up. The methods used include socialization, mentoring, work practices, and simulations. Activities carried out in PKM include (1) socialization and assistance in making educational tour packages, (2) assistance in managing literacy spaces as a learning tool for children, (3) making learning media that are integrated in concepts, and (4) assistance in making weaving straw waste. Through the activities carried out, it will produce outputs in the form of an Educational Fieldtrip Guidebook, Leaflets and X-Banners for Field Trip Locations, Child Friendly Literacy Rooms and X-Banners for Literacy Rooms, Educational Game Media, and Woven Straw Waste Together with Guidebooks for Making Woven Straw Waste.

**Keynote:** rice field tours, educational tours, tourist villages, child friendly

## INTRODUCTION

North Sumatra has a variety of tourist objects scattered throughout the region, both natural tourism, man-made tourism and cultural tourism. Each region in North Sumatra has its own characteristics and regional characteristics that have the opportunity to be managed as a tourism commodity so as to bring benefits to the wider community. To realize this, of course, efforts are needed to develop it in a good and interesting way. Good and attractive packaging of tourist objects will be able to become a magnet for tourist visits.

Today, the motivation of tourists has changed, which was originally just a desire for recreation in an effort to fulfill physical needs, is now more oriented towards self-esteem development, actualization and the need for appreciation (Wiwin, 2017). Saepudin, Budiono & Halimah (2019) concluded that tourists no longer visit many places just to get visual satisfaction, but attractions that prioritize physical involvement, prioritize aspects of education and children's learning experiences are the main priority for tourists at this time. An educational



process of course is not only always applied in a formal or non-formal environment (schools or educational institutions outside of school) but can also be carried out in tourism activities. In the concept of education-based tourism, the process aspect is carried out by providing a quality tourist experience to tourists. This can be achieved through the active involvement of tourists physically, mentally and emotionally in the tourist objects that are follow.

Pematang Johar Village is located in Labuhan Deli District, Deli Serdang Regency, North Sumatra. This village consists of 15 hamlets with an area of about 2,217.84 ha. Of the area, about 1,750 hectares are rice fields that function as a source of livelihood for the local population (BPS, 2019). Based on the results of an interview with the Head of Pematang Johar Village, on March 8, 2021, it was found that around 1,000 residents of Pematang Johar village work as farmers and about 1,300 other residents work as agricultural laborers. Based on the results of these interviews, it can be found that the majority of the people of Pematang Johar Village use rice fields as a source of livelihood.

Figure 1. First Observation

Pematang Johar Village Government took the initiative to develop the potential of rice fields into one of the tourism commodities. Rice fields are not only managed for rice commodities to meet basic food needs, but can also be used as family recreation areas and comfortable, inexpensive and educational learning facilities. The Pematang Johar village government initiated the formation of the Village Owned Enterprise (BUMDES) program which is managed directly by the community who are members of the Tourism Awareness Group (POKDARWIS) community. The POKDARWIS community together with the Village Government have managed by building several facilities in the rice field tourism village area, such as the construction of huts in the middle of the rice fields, building a culinary market, constructing bamboo bridges and preparing several instagramable photo spots that are very suitable for the younger



generation. This effort is made to build a special attraction for the community, and at the same time become an alternative choice of comfortable and beautiful tourist locations to release fatigue in the midst of daily busyness

The potential of rice plants, which is one of the attractions in rice field tourism sites, turns out to have several weaknesses, especially when entering the harvest season. The beauty of the location of the rice fields becomes less attractive so that it has an impact on the decline in the number of tourist visits. The absence of innovative programs offered by the management is the cause of the low interest of the community to enjoy rice field tourism in Pematang Johar village. The lack of development of educational programs that can be used by children has resulted in visitors not being able to experience learning directly to some of the learning objects found in rice field tourism. The optimization of the reading room in several cottages seems not to be managed properly, this causes the motivation of children to use the reading room to decrease so that the reading room provided looks deserted. One of the managers mentioned that the strong wind cycle in the rice fields caused the books provided to fly frequently and the books provided were often lost and damaged. Based on interviews with managers in the rice field tourism area, when the harvest season arrives, there is a lot of straw waste around the rice field tourism area. The waste from the rice harvest is usually burned by the management to then be used as fuel husk for the needs of a mixture of plant fertilizers

Figure 2. Initial Coordination with Pokdarwis

## **RESEARCH METHODS**

The method of implementing this community service activity consists of four stages.

- A. Preparation. At this stage, initial observations, problem agreements, and solution agreements are carried out. The output at this stage is obtained partner profiles, partner problems and solution agreements
- B. Implementation. There are four activities carried out at this implementation stage.
  1. Socialization and assistance of tour packages to participants. The output of this activity is the Fieldtrip Education Manual, Leaflet dan X- Banner Lokasi Field Trip
  2. Assistance in the Management of Literacy Room as a Children's Learning Facility. The output of this activity is the Child Friendly Literacy Room and the X-Banner Literacy Room.
  3. Making Learning Media Integrated in the Concept of Tourism. The output of this activity is an educational game media.
  4. Assistance in Making Woven Straw Waste. The results of the training in making woven straw waste are various types of weaving made of straw and a manual for skills in weaving waste straw.
- C. Monitoring and evaluation
  1. Process evaluation. The process evaluation is carried out to see the level of understanding and skills of partners in the management of Educational Tourism.
  2. Evaluation of results. Conducted to see the effectiveness of simulations and management practices of Child Friendly Educational Tourism.
- D. Follow-Up. This stage is a continuation of the program on a wider scale or scope through assistance for the development of tourism potential in other villages and sub-districts in North Sumatra

## **RESULTS AND DISCUSSION**

The process of optimizing rice field tourism management begins with the submission of field trip facilities to the rice field tourism manager and POKDARWIS Pematang Johar Village. Some of the facilities provided include devotion pamphlets, field trip location plans, and plank spot games. Some of the facilities provided will later be used during the field trip simulation.



Figure 3. Leaflet Field Trip



Figure 4. Submission of Service Facilities

### 1) Socialization and Assistance in Making Educational Tour Packages

The series of service activities were continued by providing assistance and outreach on optimizing the management of rice field tourism by designing an integrated educational tour package. The mentoring activity was opened by Prof. Dr. Yunadi, M.S as the head of program service. Mentoring activities were given to rice field tourism managers, POKDARWIS and Alfalah Elementary School students in PematangJohar Village.



Figure 5. Opening of Mentoring Activities

The socialization activity was delivered by ElviMailani, S.Si.,M.Pd as a member of the Service. Educational tour packages are a solution offered by the team to provide alternative management of tourism commodities.



Figure 6. Opening of Mentoring Activities

Furthermore, the mentoring activity was continued with a field trip simulation which was attended by Alfalah Elementary School students in PematangJohar Village. This activity is accompanied by students who are involved in community service activities.



Figure 7. Field trip simulation accompanied by students

Socialization activities and assistance in making Educational Tour Packages are solutions offered to be able to develop innovative tourism commodities.

## 2) **Integrated Educational Game Media With Tour Package Concept**

The educational tour package also offers two games that can stimulate children to learn while traveling. The games provided are smart snake ladder and smart engklek.

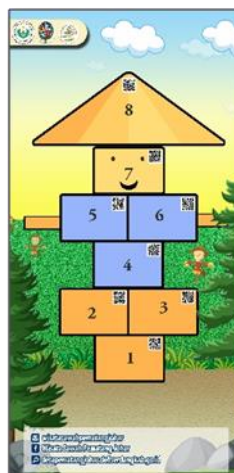


Figure 8. Engklek Smart Game Design

The educational game is equipped with a barcode containing questions about school lessons and also information about tourism in the PematangJohar rice fields.



Figure 9. Cyclone Game Simulation

### 3) Strengthening Children's Literacy Through the Rice Field Tourism Library

The series of service activities were continued by strengthening literacy for children. This is important considering that nowadays children's motivation to read is very low. The literacy room is also equipped with educational books that suit the learning needs of students.



Figure 10. Literacy Room Facilities

Literacy strengthening activities in children are assisted by fellow students who are involved in community service activities.



Figure 11. Strengthening Children's Literacy

### 4) Weaving Assistance and Training as an Alternative to Art Tour Packages

The next service activity is carried out by providing weaving assistance to the management of rice fields and POKDARWIS. The materials used for weaving are coconut leaves and straw.



Figure 12. Weaving Assistance

Straw is an organic waste that is very appropriate to be used as a safe working medium so it needs to be developed optimally. Utilization of straw as a medium of expression through the creation of works of art will stimulate children to become creative, imaginative and characterized individuals.

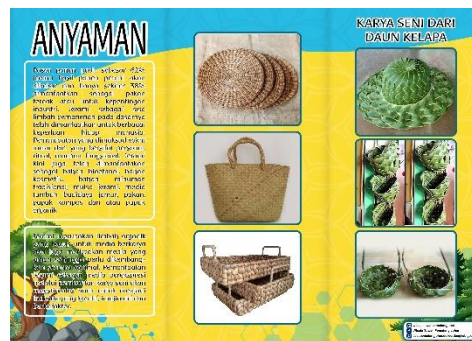


Figure 13. Leaflet Anyaman.

## CONCLUSION

The implementation of the service is carried out in accordance with a predetermined plan, namely the implementation steps are carried out properly without obstacles. Through the well-established collaboration of the service team, all members of the service take an active role in accordance with their respective fields of expertise.

This program is beneficial for service partners, especially in developing child-friendly educational tourism villages by utilizing the potential of rice straw. The service carried out by the group of lecturers has reached a further stage, namely the socialization of the benefits of developing the potential of child-friendly educational villages by utilizing the potential of rice straw. This activity fosters the interest of the wider community to develop child-friendly tourist villages by utilizing other local potentials.

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