

## **Community Service in Bali Lestari Resort at Pantai Cermin Kanan Village, Pantai Cermin Subdistrict, Serdang Bedagai Regency, North Sumatera Province.**

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### **Abstract**

The Sapta Pesona concept in Bali Lestari Resort at the village of Pantai Cermin Kanan, Pantai Cermin District, Serdang Bedagai Regency, North Sumatera Province, is an important issue in the implementation of the community service program organized by lecturers and students of the Tourism and Hotel Academy of Darma Agung (APP-DA). Based on the problem analysis, the community service was focused on three methods, namely: (1) the socialization method, (2) focus group discussion (FGD), and (3) the community education method. The data collection techniques in this service used observation, interviews, documentation, and FGD techniques. The conclusion of this community service was that the implementation of the Sapta Pesona concept in Pantai Cermin Kanan village on its seven elements could be carried out well, but it was still not optimal, especially on the elements of cleanliness, and memories. The suggestions that could be given were that the role of local governments needed to be improved to add insight to the community in implementing the Sapta Pesona concept, especially on the elements of cleanliness, and memories, which were still not optimal.

**Keywords:** Tourism community service, Sapta Pesona.

### **Abstrak**

Program Sapta Pesona di Bali Lestari Resort desa Pantai Cermin Kanan Kecamatan Pantai Cermin Kabupaten Serdang Bedagai, provinsi Sumatera Utara menjadi isu penting dalam pelaksanaan program pengabdian masyarakat yang diselenggarakan oleh para dosen dan mahasiswa Akademi Pariwisata dan Perhotelan Darma Agung Medan. Berdasarkan analisis masalah, program pengabdian difokuskan pada hal berikut ini; 3 (tiga) metode, yaitu; (1) Metode Sosialisasi, (2) *Focus Group Discussion* (FGD), dan (3) Metode Pendidikan Masyarakat. Teknik pengumpulan data dalam pengabdian ini menggunakan teknik observasi, wawancara, dokumentasi, dan FGD. Kesimpulan Bakti Sosial ini bahwa penerapan program Sapta Pesona di Balai Lestari desa Pantai Cermin Kanan pada ketujuh unsurnya dapat dilaksanakan dengan baik, namun masih belum optimal terutama pada unsur kebersihan dan kenangan. Saran yang dapat diberikan bahwa peran pemerintah daerah perlu ditingkatkan untuk menambah wawasan masyarakat dalam menerapkan program Sapta Pesona khususnya pada unsur kebersihan dan Kenangan yang masih belum optimal.

**Keywords:** Bakti sosial pariwisata, Sapta Pesona, Masyarakat.

## 1. INTRODUCTION

Bali Lestari Resort is located in Pantai Cermin Kanan village, Pantai Cermin Subdistrict, Serdang Bedagai (Sergei) Regency, and is one of the tourist attractions in North Sumatra province, especially for marine tourism. The area of Pantai Cermin is 77,266 km<sup>2</sup> or 7,726.6 ha. The natural conditions in the Pantai Cermin tourist area are relatively flat with a height above sea level ranging from 0–6, which is directly adjacent to the Malacca Strait. Pantai Cermin beach is also surrounded by various villages and swamps.

Bali Lestari Resort is like a hill of sand between the grooves or rivers that surround it, so that if a tourist stands on the beach, they can see the beach decorated with white sand stretching widely. Both domestic and foreign tourists can enjoy its natural beauty. The pounding of the sand waves creates an atmosphere of the natural beauty of Pantai Cermin beach. Moreover, at times of high tide, when illuminated by the sun, this stretch of sand will emit the light of sand crystals like a mirror.

The community hopes to develop tourist attractions sourced from natural and biological resources for the welfare of the community in the future. They view that tourism activities must be able to support the economic development of local communities. Therefore, tourism development is expected to create employment opportunities and increase people's income from the tourism sector and services offered to visiting tourists. No matter how good the development of a resort or area of tourist attractions is, there is no benefit for the local community if it cannot bring prosperity.

Bali Lestari Resort, as an object and tourist attraction in Pantai Cermin Beach, has the potential to drive tourist visits. Tourist attractions must be designed and managed well to attract tourists. Its relation to the development of the Pantai Cermin area itself cannot be separated from the role of the government and local communities. The government seeks to implement various tourism programs.

It has been mandated by Law Number 10 of 2009 concerning tourism, where tourism has a significant role in expanding and equalizing business and employment opportunities and encouraging regional development. Increasing national income to

improve the welfare and prosperity of the people, foster a love for the homeland, enrich national culture, and strengthen its development to strengthen national identity and friendship between nations.

Its relationship with the statutory provisions of the Republic of Indonesia as regulated in Law No. 10 of 2009 concerning tourism, in addition to managing marine tourism, especially at Pantai Cermin beach, so that community empowerment and development lead to a better and developing direction. The government, in this case, the Serdang Bedagai Regency Tourism Office and local communities, also need to preserve the objects and tourist attractions of the Pantai Cermin beach area, including Bali Lestari Resort. One of them is the implementation of the Sapta Pesona program for the local community.

Based on pre-observation conducted by lecturers and students of the Tourism and Hotel Academy of Darma Agung (APP-DA) through a visit to Bali Lestari Resort. The team found that the community hadn't implemented the Sapta Pesona program as expected. Therefore, the APP-DA lecturers and students conducted community service activities promoting the Sapta Pesona program at Bali Lestari Resort.

## **2. SERVICE METHOD**

The methods used in the Community Service Program in Bali Lestari Resort at Pantai Cermin Kanan Village, Serdang Bedagai Regency, are namely: (1) the Socialization Method, (2) Focus Group Discussion (FGD), and (3) the Community Education Method. The socialization method was intended to broaden people's insight and picture of the significance of developing tourist objects and attractions with the Sapta Pesona concept in Bali Lestari Resort.

In addition, the socialization also provided an overview of the tourism potential of the resort. Another form of socialization technique used is called Sapta Pesona Plank. The contents of the Sapta Pesona Plank consist of 7 (seven) Sapta Pesona elements such as; (1) Safe, (2) Orderly, (3) Clean, (4) Cool, (5) Beautiful, (6) Friendly, (7) Memories. The community education method was about the Sapta Pesona concept to students at SMA Negeri 1 Pantai Cermin. The FGD method was

intended to identify potential problems in implementing the Sapta Pesona concept in Balai Lestari Resort. The FGD involved APP-DA lecturers and students, village officials, tourism awareness village groups (Pokdwarwis), and village community representatives.

### **3. RESULTS AND DISCUSSION**

#### **Overview and location, time of community service**

Geographically, Serdang Bedagai Regency is located at 03°01'2.5" – 3°46'33" North Latitude and 98°44'22" - 99°19'01" East Longitude. Serdang Bedagai Regency has an area of 1,952.38 km<sup>2</sup> with the administrative boundaries of the Regency as follows:

To the north, it is bordered by the Strait of Malacca.

To the south, it is bordered by Simalungun Regency.

To the east, it is bordered by Batubara Regency and Simalungun Regency.

To the west, it is bordered by Deli Serdang Regency.

Serdang Bedagai Regency has a tropical climate with an average air humidity of about 83% per month, rainfall ranging from 27 to 248 mm, and rainy days ranging from 4 to 21 days per month, with the highest period in November and a large rainy day period in November. The average solar radiation is 51%, with an average air velocity of 1.8 m/s and an evaporation rate of about 3.8 mm/day. While the average monthly temperature is 23.70°C, the maximum temperature is 34.20°C.

Serdang Bedagai Regency has various tourist sites and is spread across almost all sub-districts. The management of tourist attractions does not only involve local governments but also investors, including from neighboring Malaysia, which currently manages the Theme Park in Pantai Cermin District. Some facilities that can be enjoyed include swimming pools, jet skis, water slides, kayaks, speed boats, banana boats, or lazy pools. In addition, there is also a mini zoo (animal park) that contains various types of animals. Some of the animals that exist include peacocks, black cockatoos, parrots, and various other bird species.

Other tourist areas that are the mainstay of Serdang Bedagai Regency include Kampung Bali, which is located in Pegajahan Village about 12 km from Perbaungan

District, which is the center of small industrial craftsmen, most of whom come from Bali. In addition, the Regency with the slogan "Sorcerer Land of Customary Country" also has very interesting natural tourism potential, including the Sampuran waterfall in Dolok Merawan District, Gudang Garam beach, Sialang Buah beach in Mengkudu Bay, Pondok Permai beach, and Kuala Puteri beach on the coast. Pantai Cermin and other tourist attractions are very interesting to visit.



**Figure 1: The community service team, led by Dr. Padriadi Wiharjokusumo socialized the Sapta Pesona concept at SMA Negeri 1 Pantai Cermin.**

The community service activities were carried out in two locations, namely (1) at SMA Negeri 1 Pantai Cermin, (2) in the object and tourist attraction area of Pantai Cermin Kanan Village, Pantai Cermin District, Serdang Bedagai Regency. The group was divided into two teams. The first team, led by Dr. Padriadi Wiharjokusumo, carried out the socialization of the Sapta Pesona concept at SMA Negeri 1 Pantai Cermin. The second team, led by Dameria Girsang, S.Sos, Msi. MM, and Joe Nasrun, S. Sos, M.AP, carried out the socialization of the Sapta Pesona concept in the Bali Lestari Resort. The community service was carried out on July 11, 2022 totaling 50 people, consisting of lecturers, local communities, and village officials.

## Discussion

### Sapta Pesona implementation in Bali Lestari Resort at Pantai Cermin Kanan village

Based on the analysis of the problems found in the Bali Lestari at the village of Pantai Cermin Kanan, related to the implementation of the Sapta Pesona. The community service team formulated several program activities, namely: (1) Sapta Pesona socialization; (2) installing Sapta Pesona Plank; and (3) cleaning trash at tourist objects and attractions.

As described above, one of the efforts to build public awareness of the potential of tourist attractions is by conducting socialization. This socialization intends to provide understanding and knowledge in relation to matters related to tourism. The socialization material is more focused on Sapta Pesona concept.



**Figure 2: The community service participants were holding the FGD discussing the Sapta Pesona Concept to be implemented at Bali Lestari Resort.**

The discussion on the implementation of the Sapta Pesona concept, which consists of seven elements, namely:

#### Safe

According to Ndereck and Nyaupane (in Hanafiah and Mohamad Abdullah, 2014: 804), it is appropriate for the local community, particularly the manager of tourist objects and attractions, to provide clear security services to all visitors. This is

very important because the success of the tourism industry is very dependent on the participation of the local community. From the results of observations, interviews, and FGDs, it was found that the relationship with providing the information needed by tourists was adequate. However, in terms of marine tourism, some managers do not complete safety equipment such as life jackets. This should be a concern for managers to avoid things that are not desirable, for example, in the event of an accident at sea.

### **Orderly**

Stanford (2016: 41) says that an orderly attitude refers to the behavior of tourists who are ethical and responsible for both the tourists' and managers' actions. Standford is obligated to follow all applicable regulations, to not intentionally offend the local religion or norms of cultural behavior of the surrounding community, and to not physically harm the local environment.



**Figure 3: The community service participants collected the trash from the beach.**

From the results of observations, interviews, and FGDs related to order in Balai Lestari Resort, regarding the rules that apply, not intentionally offending the local

religion or norms of culture and behavior of the surrounding community, and not intentionally causing physical harm to the local environment. The community service team found it to be orderly because, in the past, the people of Pantai Cermin Kanan have been living peacefully.

## Clean

Environmental cleanliness is one of the factors that must be considered by managers of tourist objects and attractions as well as the local community. In terms of cleanliness in the Sapta Pesona concept, Cooper (Jovanovic et al., 2015) says that health and hygiene are significant elements of the competitiveness of the tourism sector. In its implementation, Bali Lestari Resort and its neighborhood have not kept their environment clean. Based on the results of observations, the amount of waste, especially plastic found along the entrances to objects and tourist attractions, is generated by tourism activities, especially on weekends and other holidays.



**Figure 4: Bali Lestari Resort and its neighborhood have not kept their environment clean.**

## Cool

From the results of observations and interviews with the village secretary, several community activities that do not directly lead to the form of action as written in the tourism awareness group guidelines (2012) include: carrying out reforestation



activities by planting trees or productive plants; maintaining mild conditions in public areas, public facilities, lodging, restaurants, and infrastructure and facilities.

## Beautiful

From the study described by Hakim (2014: 229), it is clear that humans basically always need the beauty of the harmony of biological diversity for peace of mind, pleasure, and harmony.

From the interview results, it appears that one of the activities driven by the Serdang Bedagai government in relation to beauty is to maintain the beauty of the vegetation, ornamental plants, and shade as aesthetic elements.



**Figure 5: The head of the community service team, Dr. Padriadi Wiharjokusumo, was giving trash cans to the village head of Pantai Cermin Kanan.**

## Friendly

The friendly attitude of the people of Pantai Cermin Kanan is the original character of the Indonesian people, especially the coastal tribes. This attitude was then supported by various pieces of training, such as the implementation of the Sapta Pesona concept as carried out by the Tourism Social Service group, Darma Agung Medan Tourism & Hospitality Academy, and other institutions. Thus, being a host who is ready to help tourists can be optimal. This is following the theory initiated by Thyne (in skipper, 2009:5-6) where the host's attitude towards tourists can influence the attitude of wanting to return from the tourist.

## Memory

According to Yoeti (in Suwen, 2010:85), a tourist destination must at least have three conditions: something to see, something to do, and something to buy.

From the results of observations and interviews, the implementation of the element of memory in Bali Lestari Resort at the village of Pantai Cermin Indah has not been optimal. It can be seen from the management's lack of initiative in displaying culture and regional specialties.



Figure 6: Group photo of the participants after completing community service activities on the socialization of the Sapta Pesona concept. All participants stayed together to take a group photo.

## 4. Conclusion

Based on the results of observations, interviews, and FGDs with informen, it can be concluded that the implementation of the Sapta Pesona concept in Bali Lestari Resort at Pantai Cermin Kanan Village on its seven elements was not implemented as expected.

## 5. Suggestion

It is recommended that implementing the Sapta Pesona concept in the community, would be related to the development of tourist objects and attractions in the village of Pantai Cermin Kanan, including Bali Lestari Resort. The role of local governments needs to be increased to add insight to the community in implementing the Sapta Pesona concept, especially on the elements of cleanliness and memories, which were still not optimal.

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