



The Role of the Tourism, youth, sports, and culture department in managing the Sorake Beach tourist attraction, Luahagundre Maniamolo district, South Nias Regency

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Abstract

Regional Government plays a role in managing tourism according to regional capabilities and conditions. Regional governments are also responsible for providing adequate public facilities and facilitating access to tourist locations. Data collection techniques are interviews, observation, and documentation. The data analysis technique uses qualitative description. The research results show that the role of the Tourism, Youth, Sports, and Culture Department in managing the Sorake Beach tourist attraction, Luahagundre Maniamolo District, South Nias Regency has been carried out well, but has not provided optimal results. The roles given are stabilizers, innovators, modernizers, pioneers, and implementers. The obstacles faced in managing the Sorake Beach tourist attraction are that the community is less enthusiastic or less interested in using the training facilities, the type of training given to community participants is still not appropriate to the type of business the community is involved in and there are limited funds. It is recommended that there is a need to conduct outreach regarding the importance of technical and management skills in managing businesses, it is necessary to pay great attention to community businesses that have prospects and pay more attention to the budget that has been set, especially for the tourism sector.

Keywords: Role, manage, Sorake Beach tourist attraction

Introduction

In the preamble to the 1945 Constitution, the goals of the Indonesian nation are clearly stated, namely to protect the entire Indonesian nation and all of Indonesia's blood, promote the general welfare, educate the life of the nation, and participate in implementing world order based on independence, eternal peace, and social justice. To achieve this goal, the Indonesian government has implemented various development programs in all fields, all of which aim to improve community welfare (Elviandri *et al.*, 2019)^[4].

One of the government programs that is currently being actively implemented is the tourism industry. The tourism sector is the largest and strongest industry in financing the global economy and has proven to be immune from the global crisis (Lukito, 2022)^[8]. President Joko Widodo (Jokowi) has designated tourism as a leading sector of national development so tourism in Indonesia is starting to show the beginning of its development after not receiving serious attention from the government for quite a long time.

By definition, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government (Suharyanto, 2017^[16]; Suharyanto *et al.*, 2019)^[18]. The aim of tourism according to Law No. 10 of 2009 concerning Tourism is to improve people's welfare through tourism businesses. As an influential sector in supporting the national economy, tourism can produce jobs that help local communities, such as accommodation businesses, restaurants, souvenirs, lake transportation, and others. Communities in the environment around tourist attractions will gain increased profits because the number of local and foreign tourists will increase. Many residents carry out business activities, including accommodation or resorts, outlets selling souvenirs, food, and other services (Sitohang *et al.*, nd).

The phenomenon of tourism as one of the leading sectors is very impressive, especially because its contribution to the Gross Regional Domestic Product (GRDP) is quite high. The tourism sector is an economic source that quickly brings in foreign exchange for the country or tourist destination area (Jacob, 2019). The tourism sector also has direct contact with people at the lowest economic level, so it can increase people's income, especially people in tourist areas. Therefore, the government has made efforts to allocate a fairly large budget for the development of the tourism industry in Indonesia, by involving all parties, both government, private and the general public.

Indonesia has a very large tourist attraction but it has not been managed well. A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made products that are the target or purpose of tourist visits. (Syarifuddin, 2018)^[19]. The great tourist attraction in Indonesia is because Indonesia is an archipelagic country and has a local culture that is very diverse and attractive to tourists, both domestic and international tourists.

One of the most interesting tourist attractions in Indonesia is surfing tourism. Indonesia is the richest wave zone in the world, with more than 4000 kilometers of waves stretching from Aceh to Rote, in places facing the Indian Ocean. The value of surfing tourism is quite large. Uluwatu Bali, for example, surfing tourism there is worth 509 billion rupiah per year. The size of the potential values of surfing tourism is influenced by the habit of surfers to stay longer in a place. That's because there aren't necessarily waves for surfing every day. Waiting for a wave is an important part of a surfing trip, and to wait for the right wave, surfers can spend days or weeks in one place. So surf tourism indirectly actually supports the slow travel concept (holidays that are not rushed), where tourist trips are longer in duration and deepen the locality of a place, so that in the process it has

the potential to contribute more to the local economy (<https://geotimes.id/kolom/potenti-wisata-surfing-indonesia>, accessed on 16 December 2022).

Surfing tourism requires tourists to wait a long time until good waves arrive (Sentika, 2022)^[13]. The impact of course is that the longer tourists stay at the tourist attraction location, the more money they spend at the tourist location. Almost all regions in Indonesia have beaches with their wave heights and unique characteristics. The average tourist or surfer can stay up to one week. Not to mention the huge amount of spending, from buying surfboards to accommodation and transportation costs to the beach. All of this has the potential to boost the people's economic sector (Hidajat *et al.*, 2021^[6]; Lubis *et al.*, 2020^[7]; Suharyanto *et al.*, 2020)^[17].

One of the surfing tourist spots that is well-known in the world is Sorake Beach. Sorake Beach is located in Luahagundre Maniamolo District, South Nias Regency, North Sumatra Province (Mulia *et al.*, 2022)^[11]. Sorake Beach offers a beautiful beach with rolling big waves that are rarely found on other beaches in the North Sumatra area. Sorake Beach is very popular with surfing fans and is said to be the second-best surfing spot in the world after Hawaii. Sorake Beach is usually used as a location for world-class surfing championships, such as the South Nias Open Surfing Contest and Nias Pro, which are attended by participants from various countries. The main attraction is the wave height which can reach 15 m. The waves roll up to the shoreline, allowing surfers to act in various styles, making Sorake Beach a favorite among tourists when visiting Nias. Therefore, the government must make efforts to be more involved in developing Sorake Beach tourism so that it is increasingly attractive to tourists.

Visitors to Sorake Beach consist of domestic tourists and foreign tourists. Based on data from the South Nias Regency Tourism, Youth, Sports, and Culture Office (2023), there has been a significant increase in tourist visits to Sorake Beach, especially foreign tourists. The increase figures can be seen in Table 1.

Table 1: Tourist data at Sorake Beach List of Number of Domestic and Foreign Tourists for 2018-2022

Year	2018	2019	2020	2021	2022
Domestic	56,119	65,298	10,633	11,500	55,750
International	5,173	7,298	150	231	3,450
Total	61,292	72,596	10,783	11,731	59,200

Source: South Nias Regency Tourism, Youth, Sports and Culture Office 2023

Visitors to Sorake Beach revealed that in general the facilities and infrastructure such as electricity, clean water, and food stalls that support the activities of the Sorake Beach tourist attraction are quite adequate, except for accommodation and transportation which are considered poor by most visitors.

The government's role in tourism development is very important and has been regulated in Law No. 10 of 2009 concerning Tourism. Article 32 states that the government and regional governments guarantee the availability and dissemination of information to the public for tourism development, developing a national tourism information system. Regional governments can develop and manage tourism information systems according to regional capabilities and conditions. Regional governments are also

responsible for providing adequate public facilities and facilitating access to tourist locations (No, 10 CE).

Based on an interview with Mr. Hengky Sarumaha, a community leader at Sorake Beach, public facilities such as accommodation on Sorake Beach are not adequate for tourists to use, roads are also still difficult, which was caused by the impact of the tsunami in 2004. Besides that, human resources that help in managing tourism are inadequate.

Previous research (Bima, 2018)^[3] This research evaluates the role of the Tourism and Culture Department in developing the Bandengan Beach Tourism Area in Jepara Regency. Through a qualitative approach, this research identifies the role of the department, socio-economic impacts, and obstacles faced. The agency is involved in developing human resources, tourism products, marketing, and institutional formation. The impacts include changes in people's mindsets and increased income. Obstacles include limited budgets, lack of experts, and low public awareness. The Analysis Hierarchy Process (AHP) method is used to determine development priorities. The conclusion highlights the need to address obstacles to increase the effectiveness of developing the Bandengan Beach Tourism Area. Nurli Hayati (2021)^[5] regarding the role of the Department of Culture, Tourism, Youth and Sports in improving the community's economy through Bonodi Wave Tourism in Teluk Meranti Village, Pelalawan Regency, is a qualitative descriptive research with five informants. Data is collected through observation and documentation, with data analysis using collection, reduction, presentation, and conclusion. The research results show that the agency has not been effective in preparing technical economic development and training, and has not collaborated with provincial and foreign governments. The research conclusion shows that the Tourism Department has not maximized its role in improving the community's economy (Hayati, 2021)^[5].

From the background and previous research, the aim of this research is first, to analyze the role of the Tourism, Youth, Sports and Culture Department in managing the Sorake Beach tourist attraction in Luahagundre District, Maniamolo, South Nias Regency. Second, to analyze the obstacles faced by the Department of Tourism, Youth, Sports, and Culture in managing these tourist attractions in the region. Through this research, it is hoped that an in-depth understanding of the roles and obstacles faced by relevant agencies in managing the Sorake Beach tourist attraction can be obtained so that they can provide constructive input for improving and increasing performance in the tourism sector in South Nias Regency.

Research methods

This research follows a long process that starts from a person's interest in understanding a phenomenon and develops into ideas, theories, and concepts (Bah *et al.*, 2020a^[1], 2020b)^[2]. Choosing a research method is a crucial step in realizing this interest, with this research choosing a qualitative method. This method, as described by Kirk and Miller in (Moleong, 2017)^[10], that is, relying on observing humans in their environment and relating to them in their language and terminology. This research will be carried out at the Department of Tourism, Youth, Sports and Culture as well as the Sorake Beach Tourist Attraction in Luahagundre District, Maniamolo, South Nias Regency. The research subjects involved key informants such as the Head of Service and Head of Marketing, as well as additional

informants in the form of community leaders at Sorake Beach in Maniamolo District. In determining sources, researchers chose one or two initial people but increased the number of sources to obtain more complete and high-quality data.

To facilitate the implementation of research, data collection techniques were used which included primary data and secondary data (Moleong, 2017) ^[10]. Primary data was obtained through direct observation in the field, in-depth interviews with sources such as the Head of Department, Head of Tourism, and Sorake Beach Community Figures, as well as documentation studies using tools such as tape recorders, cellphones, and cameras to document relevant information. Primary data collection methods involve intensive observation of research objects, repeated in-depth interviews, and the use of documentation tools. Meanwhile, secondary data was obtained from literature, the internet, and official agencies such as the Office of Tourism, Youth, and Sports and Culture in the study area. Secondary data analysis was carried out to identify potential problems at the Tourism, Youth and Sports and Culture Department. Primary data collection techniques are expected to provide more in-depth information, while secondary data is used to support and complement information that has been obtained from primary sources.

The data obtained will be analyzed qualitatively, prioritizing the interpretation and quality of data that cannot be measured in numbers. The analytical method used is qualitative descriptive analysis, which aims to describe and provide a complete and detailed explanation and overview of the study area, especially in terms of demographic, social, and economic aspects around Sorake Beach. Before entering the field, qualitative research conducts a preliminary study to determine the focus of the problem. Data analysis is carried out interactively during data collection, by the Miles and Huberman model which states that data analysis in qualitative research occurs during and after data collection (Miles *et al.*, 2014) ^[9]. During the interview, the researcher analyzed the respondent's answers, and if necessary, continued questioning to obtain data that was considered credible. A qualitative descriptive approach is used to explain phenomena in depth through data collection. The data obtained will be used to answer research problems related to the role of the Tourism, Youth, Sports, and Culture Department in managing the Sorake Beach tourist attraction in South Nias Regency.

The data reduction process in qualitative research includes selecting, simplifying, and transforming data to sharpen, classify, remove unnecessary, and organize data according to the research focus. Data was collected through interviews, observations, and documentation studies involving various informants such as the Head of Department, Head of Tourism, Community Figures, and Sorake Beach Visitors. The process of presenting data is carried out systematically to enable conclusions to be drawn and decisions made, with steps involving gathering information related to themes and categorization into specific groups. The aim is to provide a basis for generalizing from specific conditions to general conditions, making it easier to process data and understand information by readers. The final step involves verifying the data to make tentative conclusions, involving review of notes, identification of patterns, and explanations, to ensure appropriateness to the characteristics of the problem and research objectives.

Research results and discussion

The Role of the Department of Tourism, Youth, and Sports and Culture in Managing the Sorake Beach Tourist Attraction, Luahagundre Maniamolo District, South Nias Regency

Luahagundre Maniamolo District, South Nias Regency has a wealth of beach tourism that is no less beautiful than tourism found in Indonesia. The Department of Tourism, Youth, Sports and Culture of South Nias Regency provides a role in managing the Sorake Beach tourist attraction. The roles given based on P. Siagian's theory are stabilizer, innovator, modernizer, pioneer, and self-executor (Siagian, 2000) ^[14], as will be explained below.

a. Stabilizer

Stabilizer: As a stabilizer, the government has a role in maintaining stability and balance in various aspects of society. This includes maintaining security, order, and economic and social stability in society (Siagian, 2000) ^[14]. The role of the Department of Tourism, Youth and Sports and Culture of South Nias Regency in the Sorake Beach tourist attraction is considered very important as a stabilizer to create certainty in the situation and conditions. The efforts made involve providing understanding and direction to the community, as well as making them aware of the importance of maintaining stability in various aspects of Sorake Beach. This role aims to encourage local community efforts in managing Sorake Beach. The results of an interview with the Head of the Tourism Service, Anggreani Dachi, show that the agency is trying to make the public understand the importance of stability in this tourist attraction area to achieve the targets that have been set.

The South Nias Regency Tourism, Youth and Sports, and Culture Department are actively involved in managing Sorake Beach tourist attraction. They emphasize the importance of stability and provide guidance to the public to ensure smooth program implementation. Despite ongoing outreach efforts, community self-awareness is crucial for enhancing the tourist area. The Department demonstrates commitment by offering business training, aiming to enhance skills and management among residents. While community participation needs improvement, the Department continues to support skill enhancement and business management through training programs. Despite challenges, the Department's efforts reflect its dedication to supporting and enhancing business management capacity around Sorake Beach, thereby contributing to local community welfare.

b. Innovator

Innovator: As an innovator, the government is expected to be a driving force for change and progress in society. This includes the development of innovative new policies and programs to improve the quality of life and services to the community. (Siagian, 2000) ^[14]. From the results of the interviews, the role of the Department of Tourism, Youth and Sports, and Culture of South Nias Regency as an innovator in managing the Sorake Beach tourist attraction is reflected through efforts to provide inspiration and examples of people who have succeeded in their business. Head of the Department, Anggreani Dachi, said that this agency often provides explanations about various innovations and provides examples of success from business actors who can be used as role models. This was also conveyed by Yan Prince Laoli, Head of Marketing, and Suarmanto Laia, SE,

Community Leader of Luahagundre Maniamolo District, who admitted that directions from agencies often included the names of successful people to inspire the community. Hengky Sarumaha, Community Leader, added that the Tourism Department is trying to give appreciation to business actors who make positive contributions to the progress of the Sorake Beach tourist area. With this appreciation, it is hoped that it can have a positive impact and encourage other business actors to improve their businesses. Thus, it can be concluded that the agency's efforts in raising the names of successful people as examples for the community have supported the role of the South Nias Regency Tourism, Youth and Sports and Culture Department in managing the Sorake Beach tourist attraction. The Department of Tourism, Youth and Sports, and Culture of South Nias Regency is highly dedicated to fostering the development of community businesses around Sorake Beach. Department Head Anggreani Dachi and Marketing Head Yan Prince Laoli express strong commitment to supporting businesses with promising prospects, aiming to stimulate economic growth in the region. Community leaders Suarmanto Laia, SE, and Hengky Sarumaha also recognize the Department's role in providing assistance and encouragement to entrepreneurs. Moreover, the Department is actively exploring untapped potential within the community around Sorake Beach. Anggreani Dachi and Yan Prince Laoli highlight the abundance of unexplored opportunities that could provide alternative livelihoods for locals. Community leaders Suarmanto Laia, SE, and Hengky Sarumaha emphasize the Department's facilitative role in encouraging youth and the community to venture into new business endeavors. In summary, the interview findings underscore the Department's proactive involvement in supporting the growth of promising community businesses near Sorake Beach. Through assistance, encouragement, and exploration of new opportunities, the Department is dedicated to enhancing community welfare and ensuring sustainable management of tourist attractions.

c. Modernizer

Modernizer: As a modernizer, the government is responsible for adapting and implementing the latest technology and practices in the administration of government and public services. This includes the use of information and communications technology to increase the efficiency and transparency of public administration. (Siagian, 2000) ^[14]. From the results of the interview, it can be concluded that the Department of Tourism, Youth and Sports, and Culture of South Nias Regency has a role as a modernizer with efforts to move the community to follow modern developments.

Anggreani Dachi, as Head of the South Nias Regency Tourism, Youth, Sports, and Culture Service, stated that the agency is committed to making the public aware that business success can be achieved by following modern developments, but this requires sacrifice and hard work. Yan Prince Laoli, Head of Marketing, invited the public to get involved in development by utilizing and following developments in various aspects to accelerate the realization of community welfare. Suarmanto Laia, SE, as a Community Figure, highlighted the hopes of several people who want to quickly make money.

The Department of Tourism, Youth, Sports, and Culture of South Nias Regency always reminds us that success requires

perseverance, hard work, and skills to keep up with developments. Hengky Sarumaha, Community Leader, emphasized that every business actor has a goal so that his business runs smoothly and provides profits, but this must be accompanied by intelligence in exploiting opportunities and the ability to manage the business. In this way, the agency continues to strive to raise public awareness to work hard, follow developments, and understand that success does not come by itself. This strengthens the role of the South Nias Regency Tourism, Youth and Sports and Culture Department as a pillar of modernization in managing the Sorake Beach tourist attraction.

d. Pioneer

Pioneer: As a pioneer, the government is expected to be an example and leader in encouraging positive change in society. This includes promoting moral values, ethics, and justice, as well as taking steps to improve social and environmental conditions (Siagian, 2000) ^[14]. From the results of interviews regarding the role of the South Nias Regency Tourism, Youth and Sports and Culture Department as a pioneer for the community, it can be concluded that this agency has an important role in developing tourist attractions, especially at Sorake Beach. Anggreani Dachi, Head of the Department, explained that the agency functions as a regulator that formulates policies to promote tourism, such as forming tourism awareness groups and providing support for tourism attraction management training to the community. In this case, the focus is for the community to be more actively involved in building tourist attractions and implementing a tourism concept that is aware of the charm of the environment.

The Department of Tourism, Youth, Sports, and Culture of South Nias Regency emerges as a crucial motivator and pioneer in fostering business development within the Sorake Beach community, as revealed in interviews. They actively promote environmental protection and business quality improvement, yet there remains a lack of public awareness regarding time management and behavioral changes. Despite significant efforts to instigate behavioral changes, challenges persist in achieving widespread adoption. Nonetheless, the Department remains steadfast in its endeavors, hoping for heightened community awareness and engagement in Sorake Beach business development. This consistent role in behavioral change forms the foundation for supporting Sorake Beach tourist attraction management. Furthermore, the agency serves as a facilitator by providing facility assistance to the Sorake Beach community, seeking and delivering Corporate Social Responsibility (CSR) initiatives tailored to community needs. This collaborative effort underscores shared responsibility in maintaining the facilities provided by the agency. In summary, the interview highlights the pivotal role of the South Nias Regency Tourism, Youth, Sports, and Culture Department as a motivator, pioneer, and facilitator in Sorake Beach business development and management. Despite behavioral change challenges, ongoing efforts aim to realize sustainable regional development objectives.

e. Executor

Self-executor: As the self-executor, the government has direct responsibility for implementing the policies and programs that have been determined. This includes managing resources and providing public services

effectively and efficiently to the needs of the community (Siagian, 2000) ^[14]. From the results of the interview above, the South Nias Regency Department of Tourism, Youth, Sports, and Culture is seen as implementing an active role in community development and progress, especially around Sorake Beach. The Head of the Department, Anggreani Dachi, emphasized the immediate obligation to provide direction, implement programs, and assist in business management so that the community can develop, especially in terms of managing funds and business capital. Yan Prince Laoli, Head of Marketing, emphasized the direction to the public not to give up easily in the face of failure, with the belief that success will come to those who work seriously. Suarmanto Laia, a community leader, explained how the formation of a tourist group at Sorake Beach involved collaboration between the government and the local community. They work together in maintaining health protocols, compiling a development master plan, and planning the arrangement of tourism facilities at Sorake Beach. Hengky Sarumaha, another community figure, reminded us that every program and effort from agencies would be in vain without the intention and active participation of the community, especially those around Sorake Beach. It is hoped that there will be cooperation to support and carry out every program for the advancement of Sorake Beach as an attractive tourist destination.

Thus, the interview shows that the agency not only provides direction but also actively implements various programs to encourage the success and progress of the community around Sorake Beach. This supports the role of the South Nias Regency Tourism, Youth, Sports, and Culture Department in managing this tourist attraction.

Obstacles Faced by the Tourism, Youth, Sports, and Culture Office of South Nias Regency in Managing the Sorake Beach Tourist Attraction, Luahagundre Maniamolo District, South Nias Regency

From the research results it is known that the Department of Tourism, Youth, Sports and Culture of South Nias Regency in managing the Sorake Beach tourist attraction, Luahagundre Maniamolo District, South Nias Regency has been running but has not been able to provide optimal results. This is because in carrying out its role it still faces various factors as obstacles including:

1. InstitutionThe Department of Tourism, Youth, Sports and Culture of South Nias Regency provides technical guidance and business operations in the form of training, but the community is less enthusiastic or less interested in utilizing the training facilities provided by the agency, and many of them feel they do not need the training. This can be seen from the low level of community participation in training, where they spend more time on things that have nothing to do with efforts to advance their business (such as hanging out in shops).
2. The type of training provided to community participants is still not appropriate to the type of business the community is involved in. Basically, the aim of the training program held is to improve the community's efforts so that it is hoped that the community will have the ability to lift themselves from poverty through the progress of their business
3. Factors that influence whether or not the management of beach tourism runs smoothly are the limited APBD

and funds from the Center, both provincial and central. The tourism sector is a sector of choice, not a sector that must be prioritized by the central and regional governments. The South Nias Regency government should try to focus its budget on the tourism sector as well as in submitting or requesting budget assistance to the Province/Central Province because regional tourism is an asset it owns and can increase Regional Original Income (PAD). The limited budget factor means that the role of providing facilities by agencies is also limited. And access that is difficult to reach. The limited facilities offered at these tourist attractions also hinder the interest of investors and tourism entrepreneurs to develop their businesses in South Nias, and the lack of promotion and information about the economic potential of tourism among tourism entrepreneurs also hinders third parties from being interested in developing their businesses.

Conclusion

The role of the Department of Tourism, Youth, Sports and Culture in managing the Sorake Beach tourist attraction, Luahagundre Maniamolo District, South Nias Regency has been implemented well but has not provided optimal results if seen from the total number of tourists in the last 5 years (2018-2022) both domestic and foreign. The roles given are stabilizer, innovator, modernizer, pioneer, and implementer. The obstacles faced in managing the Sorake Beach tourist attraction are: the community is less enthusiastic or less interested in utilizing the training facilities provided by the agency, and many of them feel that they do not need training. The type of training provided to community participants is still not appropriate for the type of business the community is involved in. Apart from that, the budget is limited, so the role of providing facilities by agencies is also limited.

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