

IMPLEMENTATION OF MEDAN CITY REGIONAL REGULATION NUMBER 4 OF 2014 IN THE FRAMEWORK OF THE EXISTENCE OF MEDAN ZOO AS A TOURIST ATTRACTION IN MEDAN CITY

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Abstract

In realizing the development of good tourist destinations, it is necessary to improve the quality and quality of these destinations in order to create a good image of the destination in the eyes of visitors and the community. Zoos have great and good tourism potential to be developed into tourist destinations that have an educational function because they provide information to community about the life of wild animals, and can interact directly with animals and the function of conservation as a means of protection and preservation of nature, animals and plants. The type of research used in this study is a qualitative research type with five sources. The results of the study indicate that the implementation of the Medan City Regional Regulation Number 4 of 2014 in the context of the existence of the Medan Zoo as a tourist attraction in the city of Medan during the new normal of this pandemic has been effective. The forms of implementation of existence carried out are: 1) Development of facilities and infrastructure which includes intensive cleaning of the zoo environment, checking the condition of animals, sterilizing areas, adding children's playgrounds and repairing all facilities damaged due to closure during the Covid-19 pandemic. 2) Adding facilities such as providing a place to wash hands, distributing sanitizers for free and equipment for checking body temperature. 3) Implementation of new rules and regulations, such as wearing masks, maintaining cleanliness, maintaining distance, making price promotions and limiting the number and hours of tourist visits. 4) form a partnership with partners to raise funds for additional facilities and animal protection needs at the Medan Zoo.

Keywords: Implementation, Existence & Tourist Attraction.



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1. INTRODUCTION

Medan City is the capital city of North Sumatra Province which is also the third largest city in Indonesia. The tourist objects owned by the Medan City area are formed from the geographical, historical, and cultural conditions of the Medan City area. The tourism potential that comes from geographical conditions includes natural tourism objects and artificial tourism objects. Based on the Regional Regulation (Perda) of Medan City Number 4 of 2014 Article 15 paragraph (1) states that a tourist attraction is a tourism business whose activities are managing: a) natural tourist attraction; b) cultural tourism attraction and; c) man-made/man-made tourist attraction.

Attraction in tourism objects is one of the main assets that must be owned in an effort to improve and develop tourist objects and attractions. .

Zoos have tourism potential to be developed into tourist destinations that have an educational function because they provide information to the public about the life of wild animals, and can interact directly with animals and have a conservation function as a means of protecting and preserving nature, animals and plants. A zoo is a green open space which is generally located in the middle or the edge of the city as well as a place of recreation that is able to eliminate boredom and fatigue from the routine of the city, by presenting a natural atmosphere and beautiful environment.

Apart from being a tourist place, the zoo is one of the media for education and education for children. Therefore, the manager must be able to manage it well so that the tourist attraction is always crowded with tourists. In the past, zoos were only managed by the local government, but in its current development, many private parties have also established zoos, because this one tourist attraction is a very significant tourist attraction and has great profit opportunities. The Medan Wildlife Park (Medan Zoo) was originally established as a place for conservation, education, research and recreation. Therefore, this zoo is used by the people of the city of Medan as a vehicle for tourism objects and recreation areas. In this place there are various animals on display.

The Medan Wildlife Park is also useful as a land for preserving living plants that are useful as Medan's urban forest, and a recreational facility providing various game facilities as a means of entertainment for visitors. Entering the pandemic period in the city of Medan starting from March 2020, there are many changes and new regulatory procedures that must be adjusted by the entire community. One of the most impactful is the zoo's tourist attraction. The closure of all tourist attractions due to minimizing the pandemic period caused the existence of the zoo to decline. The entrance fee, which is usually allocated partially, is used to improve the quality of the zoo, because this attraction has to be closed for several months during the pandemic.

Based on the results of the researcher's observations by asking one of the staff/employees of the Medan Zoo, it can be seen that in March, the Medan Zoo has experienced a decrease in visitors (tourists) to 3912 visitors in March. Usually the average visitor visits every month is 4000-4100 visitors per month. This is because some people have started to worry and worry about the spread of the Covid-19 virus. Then in April, May and June the zoo closed (temporarily closed) due to preventing the spread of the virus during the pandemic. And in July, the Medan Zoo again opened their access for tourists to visit by meeting the health protocol standards set by the Government, such as wearing masks, washing hands, bringing their own hand sanitizer and so on.

Medan City Regional Regulation number 4 of 2014 explains that tourism development is realized through the implementation of tourism development plans by taking into account the diversity, uniqueness, and uniqueness of culture and nature, as well as human needs for travel. Tourism development includes: a. the tourism industry, including: 1) accommodation, 2) catering and restaurant services, 3) transportation and transportation services, 4) money changers, 5) tourist attractions, 6) souvenirs, 7) travel agencies; b. tourism destinations; c. tourism marketing; d. Tourism Institutions But in reality, during this pandemic the zoo was closed for three months and caused delays in the development of tourism development. Starting from the number of facilities that are damaged and not well maintained, the condition of the animals and cages that are not well taken care of, the level of cleanliness is not good and so on. In addition, the condition of the main road access to the location of the Medan Wildlife Park (Medan Zoo) is also one of the factors causing the decline in the number of visitors at the Medan Wildlife Park (Medan Zoo).

From the results of this description, it can be seen that the existence of the Medan Zoo during the pandemic experienced a very significant decline. Management and development development are hampered as a result of this pandemic period. For this reason, there is a need

for solutions and other efforts to maintain existence during the pandemic and the new normal period from the Covid-19 virus so that tourist visits can continue to increase properly.

The purpose of this study was to determine the implementation of Medan City Regional Regulation No. 4 of 2014 in the context of the existence of the Medan Zoo as a tourist attraction in the city of Medan.

2. METHODOLOGY

The type of research used is descriptive method with qualitative data analysis, namely the method used to dissect a phenomenon in the field and describe findings in the field.

Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc., holistically and by means of descriptions in the form of words and language, in a special context that naturally and by utilizing various natural methods.

In descriptive research, the data collected is in the form of words, pictures, and not numbers. This is due to the existence of a qualitative method. In addition, all that is collected is likely to be the key to what has been researched. Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation for action and others.

3. RESULTS

Description of Interview Results with Medan Zoo Management Based on Categorization

There are actions taken to achieve the goal

After facing the Covid-19 pandemic, where all tourist access was temporarily closed, now the people of Medan City are again experiencing a new normal period, where all tourist access is re-opened with certain terms and conditions stipulated in Perwal Number 27 of 2020 concerning adaptation. new habit. For this reason, of course, all types of tourist objects undergo a transition period and re-maintain the existence of tourist objects so that they are visited by visitors again. There are certain efforts carried out to maintain this existence. Based on the results of an interview conducted with Mr. Muhammad Asyuri as Head of Animals at the Medan Zoo, on Thursday, August 19, 2020 at 1.00 WIB stated that:

"Our efforts are to make improvements during the pandemic because of the location of the bush, so during the new normal, we will improve both cages, facilities, check animal health conditions, sterilization and others."

Another opinion was also expressed by the results of an interview with Mrs. Nuraini Chaniago, SE. as Head of Promotion and Publication on Thursday 19 August 2020 at 11.00 WIB, stated that:

"No, because during the pandemic, you must stay away from crowds. The only thing that can be done is to keep the animals healthy and preserve the environment."

Another opinion was also expressed by the results of an interview with Mrs. Nuraini Chaniago, SE. as Head of Promotion and Publication on Thursday, August 19, 2020 at 11.00 WIB, stated that: "Nothing, because of the pandemic period you must stay away from crowds. The only thing that can be done is to keep the animals healthy and preserve the environment."

Meanwhile, according to the results of an interview with Mr. Henry Pangestu Samosir as manager of the Medan Zoo, on Thursday, August 19, 2020 at 14.00 WIB, stated that: "Efforts are certainly there. When the government publishes that tourist objects can operate again, we immediately check the condition of animals, the environment and make improvements so that our existence is maintained."

When managers carry out the efforts mentioned above, of course there is a measure or assessment of whether these efforts can run well or not. Based on the results of an interview

conducted with Mr. Muhammad Asyuri as Head of Animals at the Medan Zoo Zoo, on Thursday, August 19, 2020 at 1.00 WIB stated that: "From the staff at the Medan Zoo, it has gone well. All of them work together to carry out cleaning so that the existence of the Zoo in the eyes of visitors does not decrease, it is still the same when it is not closed."

Another opinion was also expressed by the results of an interview with Mrs. Nuraini Chaniago, SE. as Head of Promotion and Publication on Thursday 19 August 2020 at 11.00 WIB, stated that: "It is not optimal, because most of the employees are laid off, so work is not optimal, and workers who are still actively working concurrently".

Based on the answers from the three resource persons who are managers of the Medan Zoo, it can be seen that the actions taken to increase the existence of the Medan Zoo after the Covid-19 pandemic were to thoroughly clean the zoo area and the location of recreational rides. children, installing self-cleaning tools such as places to wash hands and sanitizers, buying tools to check body temperature, cleaning all animal cages, checking animal health conditions and doing good sterilization in the zoo area, animal cages, and so on.

There is a collaboration

In implementing these actions, the Medan Zoo also feels that the staff's performance is less effective. This is because during the Covid-19 pandemic, some of the staff working at the Medan Zoo had to be sent home because the Medan Zoo could not pay their salaries because the zoo was required to close. Of the 100% employees, 30% were laid off or laid off.

In addition, in its implementation, the Medan Zoo also encountered obstacles. The obstacle found was the lack of budget funds provided for the implementation of these efforts. This is because the regulation on the closure of tourist attractions causes the Medan Zoo to be closed and must pay the salaries of staff employees who are not home. In addition to carrying out actions and efforts to improve the existence of the Medan Zoo, the managers and implementers must also cooperate with various parties in order to keep bringing in visitors. Based on the results of an interview conducted with Mr. Muhammad Asyuri as Head of Animals at the Medan Zoo, on Thursday, August 19, 2020 at 1.00 WIB stated that: "Ada bentuk kerjasamanya, tapi kita melakukan kerjasama pas masuk masa pandemi kemarin. Jadi kita juga menerima donasi dalam bentuk uang maupun makanan untuk para hewan dari berbagai kalangan".

Another opinion was also expressed by the results of an interview with Mrs. Nuraini Chaniago, SE. as Head of Promotion and Publication on Thursday, August 19, 2020 at 11.00 WIB, stated that: "During a pandemic our form of cooperation is to do animal care activities by raising funds for animals, starting from social media or whatsapp groups. Before the Covid-19 outbreak, we usually invite cooperation from events like that for schools who want to hold events at the zoo as an educational forum."

Meanwhile, according to the results of an interview with Mr. Henry Pangestu Samosir as manager of the Medan Zoo, on Thursday, August 19, 2020 at 14.00 WIB, stated that: "We always do this form of cooperation with other parties either before this pandemic or during the pandemic. Before the pandemic, we collaborated with event organizers who wanted to organize events here and at schools. During the pandemic, we promoted and held fundraising activities to ask for help from the community to help provide food facilities for animals."

Based on the answers from the three resource persons who are managers of the Medan Zoo Zoo, it can be seen that the form of cooperation carried out by the Medan Zoo Zoo with external parties in order to help increase the existence of the Medan Zoo Zoo during the Covid-19 pandemic is by inviting the whole community to use the social media to provide assistance for equipment and food from the animals at the Medan Zoo. External parties who help during this pandemic are formal and non-formal institutions/organizations as well as students, both organizationally and animal-loving communities. In the implementation of this form of cooperation with external parties, of course, the Medan Zoo experienced obstacles. The obstacles are the

internal problems of the Medan Zoo, such as the internal bureaucratic system. In addition, finding people who are willing to help donate funds or raise funds is not easy, because the entire community has also been negatively affected by the Covid-19 pandemic..

There are stages to maintain the existence of Medan Zoo

In addition to the efforts that have been carried out along with establishing a good form of cooperation, to increase the existence of the Medan Zoo, it is also necessary to make program stages so that later on in the implementation of the program activities, it can run effectively to increase existence. Based on the results of an interview conducted with Mr. Muhammad Asyuri as Head of Animals at the Medan Zoo, on Thursday, August 19, 2020 at 1.00 WIB stated that:

"The main plan is to repair all the cages where the animals live, create a selfie garden to add to the attraction of visitors".

Another opinion was also expressed by the results of an interview with Mrs. Nuraini Chaniago, SE. as Head of Promotion and Publication on Thursday 19 August 2020 at 11.00 WIB, stated that: "The breeding of each animal, the development of conservation areas such as facilities, infrastructure and so on".

Meanwhile, according to the results of an interview with Mr. Henry Pangestu Samosir as manager of the Medan Zoo, on Thursday, August 19, 2020 at 14.00 WIB, stated that: "The first thing is obviously checking the cage and then repairing the cage, afraid that the cage will be damaged later. danger to visitors. Continue to clean the entire area of the Medan Zoo Zoo, install personal protective equipment (free hand washing and sanitizers) and promo entry prices to attract the attention of visitors."

Based on the answers from the three resource persons who are managers of the Medan Zoo, it can be seen that the steps taken to maintain the existence of the Medan Zoo are to create and design a program well when entering the new normal period. These programs are checking and controlling the area significantly, cleaning the Medan Zoo Animal area regularly, checking animals one by one carefully, checking whether the cage condition is still safe and really strong and so on. In the implementation of this program, all staff employees from the Medan Zoo are carried out in accordance with their respective duties and responsibilities. The obstacles found in the implementation of the stages to maintain existence were the ineffectiveness of the field staff in cleaning the Medan Zoo area.

There is an influence on the existence of Medan Zoo

Basically, all efforts, forms of cooperation as well as the creation, planning and implementation of programs carried out by all staff at the Medan Zoo are a form of maintaining and improving the existence of the Medan Zoo after the Covid-19 pandemic. Existence is very influential on the implementers and contributions of the activities of a zoo. Based on the results of an interview conducted with Mr. Muhammad Asyuri as Head of Animals at the Medan Zoo, on Thursday, August 19, 2020 at 1.00 WIB stated that:

"It is very influential to increase the attraction and visitors. So if for example the existence of this zoo is considered good by the community, the community will continue to want to visit here again, if it is measured in percent, it is about 70% the influence of existence on the tourist attraction of visitors".

Another opinion was also expressed by the results of an interview with Mrs. Nuraini Chaniago, SE. as Head of Promotion and Publication on Thursday 19 August 2020 at 11.00 WIB, stated that: "Yes, existence also supports the improvement of facilities and infrastructure and supports the independence of conservation institutions. With improvements made continuously to produce a better quality tourist attraction. In terms of the level of influence of existence, I think it's 80%."

Meanwhile, according to the results of an interview with Mr. Henry Pangestu Samosir as the manager of the Medan Zoo, on Thursday, August 19, 2020 at 14.00 WIB, stated that: Existence

must have had a huge impact. With our existence as managers, we are motivated to always improve the quality, facilities and infrastructure at the Medan Zoo. If a tourist attraction is in a good category in terms of quality and makes people feel happy and comfortable, then automatically its existence will also be greater for the community. The value of this existence measure, if it is percented, is around 80%, the effect is on the attraction of visitors”.

Based on the results of the answers from the three sources who are managers of the Medan Zoo, it can be seen that existence is very influential in increasing tourist attraction. By maintaining a good existence starting from maintaining facilities and infrastructure, adding animals, adding recreation areas and so on, it creates a public desire to always come and have recreation at the Medan Zoo. The informant also explained that the average percentage of the influence of existence on tourist attractions was around 80%.

4. DISCUSSION

To find out the overall existence of the Medan Zoo in increasing tourist attraction, the researchers describe a summary of the results of interviews based on research indicators, including the following:

There are actions taken to achieve the goal

The main objective of the Medan Zoo to enter the new normal period of the Covid-19 pandemic is to maintain the existence of the zoo by making various efforts, including cleaning the entire zoo area thoroughly, conducting selective animal health checks, providing additional facilities such as places to wash hands, limiting the distance queuing for tickets, putting up slogans for the mandatory use of masks, as well as making new regulations limiting visiting hours for tourists. The purpose of these actions is as an effort to prevent visitors from contracting the Covid-19 virus and as a form of high concern for zoo visitors.

There is a collaboration

In order for the existence of the Medan Zoo to continue running well, the management of the Medan Zoo also cooperates with external parties so that its existence is maintained, such as collaborating with event organizers who want to make certain events at the Medan Zoo Zoo, in collaboration with schools that want to bring their students for education to learn by seeing animals by giving certain discounts, and when the Zoo is closed due to the Covid-19 pandemic situation, the management of the Medan Zoo is looking for people who are formed in organizations, institutions, communities or individuals who willing to help donate funds for food and animal health needs at the Medan Zoo.

There are stages to maintain the existence of Medan Zoo

Before carrying out the actions described above, the Medan Zoo needs to make a program plan so that the implementation can be carried out in accordance with the goals that have been set. The program planning carried out by the Medan Zoo as a form of tourism attraction is by planning the development of facilities and infrastructure, adding new attractions in the zoo location area, adding new facilities in accordance with the provisions of the new normal regulations during the Covid-19 pandemic and conducting price promotions distributed through various types of print media and internet media.

There is an influence on the existence of the Medan Zoo

Based on the results of research from all research informants, both the manager of the Medan Zoo and the public as visitors (tourists) who come to the Medan Zoo, stated that existence is very necessary for a tourist attraction. By continuing to maintain its existence, Medan Zoo Zoo can defend its business from competitors, always be in demand by the community, become a place

of choice for people for vacation and recreation, and can open up job opportunities for other people. The better the existence is carried out, the tourist attraction will also be greater, and vice versa, the worse the existence is carried out, the tourist attraction will decrease.

In addition to the efforts, actions, program planning and forms of cooperation that have been carried out by the Medan Zoo, of course the Medan Zoo also experiences obstacles in the implementation of this existence. The obstacles found were the lack of budget funds to run all the programs that had been set. Lack of budget funds because from April to June, the Medan Zoo was closed due to the Covid-19 pandemic, so that there was no income from entrance tickets and it made it very difficult for the Medan Zoo to develop programs that had been planned to maintain and increase its existence.

Therefore, the Medan Zoo is looking for a new solution, namely by raising funds for anyone who wants to help improve the existence of the zoo and help facilitate animal feed at the Medan Zoo. Another obstacle that was also found was from the internal bureaucracy of the Medan Zoo. Please note that during the closing of the pandemic period, Medan Zoo Zoo had to lay off some of the employees who worked at the zoo. The main reason is that the Medan Zoo is unable to pay the salaries of the contract workers because the zoo is currently closed. So when, during the new normal period from the Covid-19 pandemic, workers who were not sent home had difficulty carrying out all the actions that had been carried out. Therefore, the implementation of the performance of the staff employees becomes less effective.

5. CONCLUSION

Based on the results of research and discussions that have been carried out, the conclusions of this study include:

1. The actions taken as a form of effort in the context of the existence of the Medan Zoo as a tourist attraction in Medan City are cleaning the entire zoo area thoroughly, conducting selective animal health checks, providing additional facilities such as a place to wash hands, barriers queuing distance for tickets, putting up slogans for the mandatory use of masks, as well as making new regulations limiting visiting hours for tourists. The purpose of these actions is as an effort to prevent visitors from contracting the Covid-19 virus and as a form of high concern for zoo visitors.
2. Cooperation carried out as a form of effort in the context of the existence of the Medan Zoo as a tourist attraction in the city of Medan is to collaborate with external parties so that their existence is maintained, such as collaborating with event organizers who want to make certain events at the Medan Zoo Zoo, collaborating with the schools that want to bring their students for education to learn by seeing animals by giving certain discounts, looking for people who are formed in organizations, institutions, communities or individuals who want to help donate funds for the food and health needs of the animals in the area. at the Medan Zoo.
3. The steps taken to maintain the existence of the Medan Zoo as a tourist attraction in the city of Medan are planning the development of facilities and infrastructure, adding new attractions in the zoo location area, adding new facilities in accordance with the provisions of the new normal regulations during the Covid pandemic. -19 and conduct price promotions that are distributed through various types of print media and internet media.
4. The influence of the existence of the Medan Zoo as a tourist attraction in the city of Medan is that the existence is indispensable for a tourist attraction. By continuing to maintain its existence, Medan Zoo Zoo can defend its business from competitors, always be in demand by the community, become a place of choice for people for vacation and recreation, and can open up job opportunities for other people. The better the existence is carried out, the tourist attraction will also be greater, and vice versa, the worse the existence is carried out, the tourist attraction will decrease.

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