

THE LEVEL OF FREQUENCY OF TOURIST VISITS IN PALOH NAGA AGROTOURISM

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Abstract: The level of tourist visits in Paloh Naga agrotourism two sub-variables can affect the level of tourist visits, namely: Beauty of Tourist Objects (KW1), Originality of Tourist Objects (KW2). This study aims to determine the level of visits in frequency in Paloh Naga agrotourism. The research determination method was carried out with a Purposive (Intentional) namely Agrotourism Paloh Naga 1, Denai Lama Village, Labu Beach District. Deli Serdang Regency, North Sumatra Province. The results of this study show that 2 sub-variables can affect the level of visitation, namely: the beauty of objects has a low category of 94%, medium as much as 6%, and high as much as 0%. The originality of objects has a low category of 89%, medium as much as 11%, and high as much as 0%.

Keywords: Beauty of Attractions; Originality of Attractions; Tourist Visit Rate

INTRODUCTION

Indonesia is an area with great natural wealth and has reliable tourist destinations in each region. Indonesia is currently a growing region that has cultural diversity and tourism potential that can provide a source of economic recognition through foreign exchange income and income for the region Andriani *et al.*, (2021).

According to the 1963 UN Conference on Travel and Tourism, visitors to a tourist attraction are grouped into two groups, namely tourists and travelers. Tourists (*tourists*) are people who make a visit of at least 24 hours to the intended area. Travelers are visitors to tourist attractions that do not exceed 24 hours and do not stayingovernight Natalia, (2020).

Ariska (2020), groups visitors to tourist objects into three groups, (1) visitors, namely people who carry out trips abroad, to carry out work given by the intended country; (2) tourists, i.e. persons residing in a country without taking into account their nationality, travel to one location in the country for more than 24 hours with the aim of: (a) carrying out recreation, treatment, filling time off, religious activities and sports; (b) travel on business or visit family; (3) Tourism (*excursionist*), that is, a person who visits no more than 24 hours and does not settle in the intended area.

Palit (2017) and in Simatupang *et al* (2022) stated that agrotourism is a form of effective and efficient propagation to expand the marketing of ungu agricultural products. Through the agro-tourism program, people, especially tourists, can enjoy agricultural products at agricultural

locations. In addition, tourists also get a treat of natural beauty with all the uniqueness and attraction that the tourist has never known. The experience of visiting agro-tourism sites is one of the interesting experiences that gives a deep impression to visitors so it is one of the topics of conversation to convey when returning to their respective areas.

Paloh Naga Agrotourism is an agrotourism located in Deli Serdang Regency, more precisely in Denai Lama Village, Labu Beach District, Paloh Naga agrotourism is an agrotourism that uses green rice as a medium to attract tourists to come to the agrotourism, Paloh Naga agrotourism not only uses paddy rice as its beauty that makes tourists visit the agrotourism, instead, Paloh Naga agrotourism uses local wisdom in the place that makes tourists visit, to the local wisdom that is among them: (1) Paloh Naga agrotourism has dragon paloh money made of wood, dragon paloh money is exchanged for real money, one dragon paloh money is priced at Rp. 2000, dragon paloh money made of wood is used as a means of transaction in agrotourism. (2) Paloh Naga Agrotourism has art performances that are held every Sunday, art performances display regional dances in North Sumatra and also perform existing drama dramas, art performances are also held if there are guests who come to Paloh Naga agrotourism such as Governor, Parwisata Office, etc. or also held on certain days.

This study aims to determine the level of visits in frequency in Paloh Naga agrotourism. Research Benefits Knowing the level of interest and needs of tourists, this

research can help Paloh Naga agro-tourism managers understand the level of interest and needs of tourists so that they can develop products and services that are more in line with the needs and interests of tourists.

MATERIALS AND METHODS

The research was conducted in Paloh Naga agrotourism, Denai Lama Village, Pantai Labu District, Deli Serdang Regency, research is quantitative. The research samples were visitors, communities, managers, and village governments in Paloh Naga agrotourism. The total sample of the study was 112 respondents. The data is presented in frequency and percentage tables with categories 1 through 3. Categorization based on the mean value of

the interval and the standard deviation of each sub-variable, i.e.

$$\text{Low category} = < (X\bar{y} + 1)$$

$$\text{Medium category} = ((X\bar{y} + 1) \sim ((X\bar{y} + 1) + 1))$$

$$\text{High Category} = > (X\bar{y} + 1) + 1.$$

RESULTS AND DISCUSSION

Nasrul (2010) and in Fadhila, (2019) emphasize that tourists who visit a tourist attraction are temporary. Foreign and domestic tourists not only carry out visits to tourist attractions but also visit other places such as family or relatives' homes. Tourist visits can be seen in sub-variables: (1) the beauty of the tourist attraction (KW₁), (2) The originality of the tourist attraction (KW₂). Frequency of tourist visit sub-variables in Table 1.

Table 1. Frequency of Sub-Tourist Visits

Sub Variables /Variable	Categories						Sum	
	1		2		3		F	%
	F	%	F	%	F	%		
Beauty Sights (week ₁)	105	94%	7	6%	0	0%	112	100%
The originality of attractions (KW ₂)	89	89%	11	11%	0	0%	112	100%

Description: category 1 = low, 2 = medium, 3 = high

Pendit (1994) in Armindiana (2018), defines tourist attractions are all things that cause people to be interested in visiting an area. Something that has value and is valuable to visit or witness can be interpreted as a tourist attraction or commonly called a tourist attraction.

The data processed, the beauty of tourist attractions has a low category of 94% while those with a medium category of 6% have a high category of 0%. The beauty of Paloh Naga Agrotourism comes from rice grown by farmers, where paddy rice is made as the main object in Paloh Naga agrotourism.

The originality of tourist objects is interpreted as authenticity or authenticity. Originality is the most important factor of a tourist attraction because the originality of a tourist object shows the quality and history of the agro-tourism area.

The data processed, the originality of tourist attractions has a low category of 89% while those with a medium category of 11% and have a high category of 0%.

CONCLUSIONS

The tourist visit rate in Paloh Naga agrotourism is a sub-variable of the beauty of the object having a low category value of 94%, a medium category of 6%, and a high category of 0%. The originality sub-variable has a low category value of 89%, a medium category of, 11% and a high category of 0%.

Suggestions for further research:

1. Research tourist preferences and satisfaction with the facilities and services available at Paloh Naga Agrotourism, so that managers can improve unsatisfactory facilities and services and improve the quality of the tourist experience.
2. Evaluating the impact of promotion and marketing policies on the level of tourist visits in Paloh Naga Agrotourism. This research can assist managers in determining more effective marketing strategies to increase tourist visits.
3. Examining the factors that influence tourists' intention to revisit Paloh Naga Agrotourism, such as experience, price, facilities, and services. By knowing the

factors that influence the intention to return, managers can improve the quality of facilities and services and optimize pricing policies.

4. Evaluating the impact of the CSR (Corporate Social Responsibility) program carried out by Paloh Naga Agrotourism on the surrounding community, such as increasing the welfare and quality of life of the community. This research can assist managers in increasing the positive impact of CSR programs and increasing harmonious relations with the surrounding community.
5. Researching the potential for developing new tourism products that are by the potential for agro-tourism in the Paloh Naga Agro-tourism area. This research can assist managers in adding a variety of tourist objects to attract new tourists and increase tourist visits.

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