

# TOURISM AREA DEVELOPMENT PLANNING USING SWOT ANALYSIS IN MEDAN LABUHAN DISTRICT AS A NATURAL RESERVE AREA AND CULTURAL HERITAGE

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## Abstract

Tourism is a potential source of local income, and can enhance a city's identity. Tourism in an area is of good value, it will also accelerate the development of that area. This acceleration can be achieved when the level of visits to the area increases and will ultimately increase economic activity. In order to maximize making a city a tourist destination, the city government must be able to recognize the physical and non-physical potential of the city. This potential can be maximized so that a city can become a tourist destination with its own characteristics, whether it is natural tourism, historical tourism or cultural tourism. According to the Medan City RTRW for 2010-2030, it is stated that the old city center area of Medan Labuhan District is a Nature Reserve and Cultural Heritage Area. Therefore, this study focuses on the concept of tourism in Medan Labuhan District. This study uses a subjective method with an inventory approach and identification of potential and related problems, analysis and ultimately providing strategic recommendations and regional planning plans.

**Keywords:** *SWOT Analysis, Tourism Development, Preservation, Medan Labuhan District*

## 1. INTRODUCTION

In a city, the role of the tourism sector is very important when it is related to the development of the city, so that it is a strategic factor and has the potential to make a significant contribution both from an economic and other non-economic perspective. The city of Medan is one of the largest cities in Indonesia and is also one of the main tourist destinations nationally, for the following reasons (Ginting: 2003) Medan is a city where human density is very high, resulting in a high tendency to visit friends or family, Medan is the central point of tourist transportation modes, Medan is a place where trade, financial, industrial activities are concentrated, both on a local and international scale, so that it functions as a center for people to gather for conferences, performances, business trips, and so on, Medan is a multiethnic city, a collection of various traditions and cultures. The tourism concept of Medan City must be adapted to the potential and characteristics of Medan City. One of the potentials of the city of Medan is the many historical building sites found in the city of Medan. In a city, history influences the development of the city.

The city of Medan, which historically was controlled by the Dutch, had city planning that was regulated in accordance with the concept of the Dutch East Indies Government, and the development of Medan City moved from the core of the city planning of the Dutch East Indies Government. Apart from the history of colonial rule, the city of Medan, which is a multi-ethnic city, also has a history of the existence of ethnicities which is one of the keys to the socio-cultural development of the city of Medan. This historic building is a state asset from an economic, social and cultural perspective. The historical origins of the formation of Medan City were heavily influenced by the interests of the Dutch colonial government. Therefore, many of Medan City's historic buildings are colonial relics. However, it is also important to remember that apart from the Dutch colonial government, the city of Medan also has a local ethnic history that influenced the development of the city of Medan. Based on the 2010-2030 Medan City RTRW, it also declares the old city center area of Medan Labuhan District as a Nature Reserve and Cultural Heritage Area. Therefore, the aim of this study is to determine the potential and produce strategies and plans for developing tourist areas in Medan Labuhan District. This plan is expected to increase the tourism potential of Medan City and have an influence on the development of the North Medan area.

## 2. IMPLEMENTATION METHOD

The methodology used uses a subjective method with an approach to things, namely by inventorying and identifying potential and problems related to social development of population, physical buildings and physical environment, then analyzing the problem of decreasing the physical quality of the environment and the visual quality of the area, analyzing the function -what activity functions can attract tourists to the area and ultimately will provide recommendations for strategies and plans for structuring the study area. In addition, SWOT (Strengths, Weaknesses, Opportunities, and Threats) data analysis is used to find solutions to problems that have arisen in this research.

## 3. RESULTS AND DISCUSSION

The study location is in Medan Labuhan District, Medan Municipality. Medan Labuhan District is one of 21 sub-districts in Medan City which is located in the northern part of the city. The boundaries of Medan Labuhan District are as follows: To the west it borders Medan Marelan District. To the east it borders Deli Serdang Regency. To the south it borders Medan Deli District and Deli Serdang Regency to the north it borders Medan Belawan District. Medan Labuhan District has an area of 36.67 km<sup>2</sup>. Medan Labuhan District is an area close to the coastal area (adjacent to Belawan and the Deli Serdang coast), with a population of 89,245 people and a density level of 3,032. Judging from the historical aspect of Labuhan, in general, in the city of Medan there are 3 old city areas, namely Labuhan, Gemeente and Sultangrond. Labuhan is thought to have been the capital of the Deli Kingdom since the second half of the 17th century, based on E. Netscher's records, as a village on the river bank. In 1864 the population of Labuhan numbered 1000 people, including 20 Chinese and 100 people (of Indian descent). These Chinese were a group of free traders originating from the Peninsula. Meanwhile, these Indian people are likely Malays of Indian descent or Malays who wear Indian textile products. As the capital and one of the leading trade centers before colonialism, the morphology of the city, the number and composition of the population of Labuhan continues to change and grow significantly. The growth of the tobacco industry was the biggest driving force that changed the size, population composition and morphology of this city.

Initially, people's houses in Labuhan and including the Sultan's Palace were buildings on stilts made of wood. However, since 1864, permanent buildings began to be built driven by Chinese residents. Chinese residents who were the driving force of economic activity began to rebuild their houses and shops permanently and lined them up on the left and right sides of the main road. The characteristic of Malay cities which generally grow along river channels is not visible, because these permanent buildings follow the main road, and are built with their backs to the river. In 1876, the authority to collect excise tax in Labuhan was transferred to the colonial government. This transfer coupled with the transfer of the capital Deli to Medan City became the starting point for Labuhan's decline as a trade center. This decline is further exacerbated by the widespread practice of gambling, prostitution and opium shops on the roadside along Labuhan-Belawan. In this area there are 4 buildings, either single or in groups, which mark the center of activity in the area. The four buildings are the Al Osmani Mosque and the Deli Royal Tomb Complex; Tri Dharma Temple, Labuhan Train Station and Shopping Area. The historical aspects of the four buildings will be discussed as follows:

- a. The Al Osmani Mosque and the Diraja Deli Tomb Complex. The Al Osmani Grand Mosque and the Diraja Deli tomb complex are landmarks of Medan Labuhan District, together with the Tri Dharma Temple.

This mosque was a building from the time of Sultan Deli VII Osman Perkasa Alam (1824-1854), Sultan Mahmud's father. Sultan Osman Perkasa Alam himself, who died in 1858, was buried in the backyard of the mosque. The Al Osmani Mosque originally measured 16 x 16 meters with the main material being wood. It is in this mosque that the

sultan performs prayers and carries out the message of Islam. In 1870 restoration was carried out by Sultan Deli VIII Mahmud Al Rasyid led by German architect, GD Langereis. In this restoration, the size of the mosque was expanded to 26 x 26 meters and replaced with permanent materials originating from Europe and Persia. This restoration was completed in 1872. The next restoration was carried out in 1927 which was initiated by Deli Maatschappij, a joint venture between the Deli Sultanate and the Netherlands. Then in 1964 restoration was also carried out by T. Burhanuddin, Main Director of PT Tembakau Deli II. The next restorations occurred in 1977 and 1992, respectively carried out by the Mayor of Medan HM Saleh Arifin and Bachtiar Djafar. This mosque has one large dome in the center and four minarets with a square dome base. Outside the mihrab, there are two towers with sharp domes whose bases are octagonal, in each tower there is an entrance to a narrow space which may have been a place for the bilal to make the call to prayer. The Al Osmani Grand Mosque is part of the Kampung Bahari Palace, but the palace building no longer exists since Indonesia's independence. The location of the palace, which is located directly opposite the mosque, is now occupied by a private school building.



**Figure 1. Al Osmani Grand Mosque**

**b. Tri Dharma Temple**

Tri Dharma Temple is said to be the oldest building in Labuhan. According to local residents, this temple was founded by the Fujian community who built a settlement in Labuhan. The exact year this temple was founded is not known, but the granting of permission to build this temple shows permission to stay, even temporarily, and was given authority by the Sultan of Deli to trade in Labuhan. The management of this temple still maintains its form as before and is well maintained.



**Figure 2. Tri Dharma Temple**

**c. Shop Area**

Old style Chinese shop buildings with thick walls, tile roofs, attics supported by brick pillars, marble decorated corbels, curved garlands connecting the terraces between the

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buildings and forming a long corridor following the rows of shops are still visible. The shape of the original building is still visible even though a number of buildings have been replaced with new buildings. Labuhan residents still maintain the old construction even though the buildings are neglected.



**Figure 3. Shop Area**

**d. Labuhan Railway Station**

Labuhan Railway Station was inaugurated on February 16 1888 and was one of the stations established by Deli Spoorweg Maatschappi (a Dutch-owned railway company) as a station to support the transportation of plantation products which were also owned by the Dutch. Labuhan Railway Station is a supporter of Labuhan Port which used to be a center for trade, transportation and loading and unloading of plantation goods in Eastern Sumatra. At that time, the Labuhan Railway Station was also used to transport passengers, but with the increase in road transportation and passenger occupancy levels, now the Belawan-Labuhan Medan railway line is only used for freight trains carrying CPO (Crude Palm Oil), PKO (Palm Kernel Oil), rubber latex (latex), fuel and fertilizer.



**Figure 4. Labuhan Railway Station**

The aim of this research is to increase the potential of tourist attractions in the northern Medan area, especially in Medan Labuhan District, through economic sectors. The method for analyzing is the SWOT method (Strengths, Weaknesses, Opportunities, and Threats), which includes identifying potential/strengths, weaknesses, opportunities, and threats/constraints. At the start of the analysis, problems, weaknesses and strengths, both inside and outside the city of Medan, were collected and categorized. In this study, an analysis of the potential and prospects will be carried out in Medan Labuhan District, namely:



## 1. Analysis, Potential and Strategy

Development of Land Use In Medan Labuhan subdistrict, currently Medan Labuhan subdistrict is a subdistrict dominated by residential areas and industry. This sub-district is less developed compared to other sub-districts which are located close to the center of Medan City. Based on the data collected regarding socio-economic conditions and public facilities in this sub-district, it can be seen that the majority of the population in this sub-district is from the middle to lower economic groups. This can be seen from the absence of facilities that are usually used by residents of the middle and upper economic groups in this sub-district, such as malls, hotels, cinemas and foreign exchange. This does not indicate that the residents of Medan Labuhan District are incapable, but rather that there is no economic activity that requires these facilities. However, many residents carry out economic activities on a household scale, where from data on industrial companies, home industries are twice as many as small industries. Educational facilities in this area are also limited to primary and secondary level education, while upper level education facilities (SMA) and higher education facilities (universities and/or high schools) are not available in this area. Some problems regarding land use in this area are:

- The irregularity of the settlements makes this area a bit slum. The combination of residential areas with medium and large industries in this sub-district.
- The combination of residential areas with medium and large industries in this sub-district.
- Jalan Yos Sudarso is a traffic road to Belawan, causing many large cars to pass along this road.

## 2. Analysis & Strategy for Development of Tourism Potential in Medan Labuhan District

This analysis was carried out to identify and determine tourism potential in Medan Labuhan District. The table below shows alternative potential tourist attractions and their availability in Medan Labuhan District.

**Table 1.** Analysis of the Tourism Potential of Medan Labuhan District

Jenis Objek Wisata	Potensi Kecamatan Medan Labuhan
Sumber yang bersifat alami (natural resources) – gunung, danau, pemandangan alam, dll.	Di kecamatan ini tidak terdapat daerah pergunungan atau danau. Namun terdapat Sungai Deli yang dulunya merupakan sarana transportasi pengangkutan barang-barang perdagangan d Kecamatan Medan Labuhan.
Sumber yang bersifat manusia (human resources) – tarian, upacara tradisional, dll.	Tarian-tarian tradisional dan upacara tradisional Melayu berkaitan dengan kelahiran, kematian dan pernikahan masih dilakukan oleh masyarakat namun lebih pada aktivitas pribadi dan kelompok. Begitu pun halnya dengan upacara dan tarian tradisional dari masyarakat keturunan Cina.
Sisa kebudayaan masa lampau – rumah ibadah, tempat pemakaman, dll.	Potensi wisata Kecamatan Medan Labuhan terbesar ada pada jenis ini, dimana Kecamatan Medan Labuhan memiliki Klenteng Tri Dharma dan Mesjid Al Osmani, keduanya merupakan bangunan tertua di daerah tersebut. Selain itu, di kecamatan ini juga terdapat kawasan yang dulunya merupakan pusat kota Kesultanan Deli sebelum dipindahkan ke Medan.

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Based on the analysis above, and if it is linked to the 2010-2013 Medan City regional spatial plan, the tourism potential of Medan Labuhan District lies in the former city center of the Deli Sultanate, namely tourism related to history. In the former city center of the Deli Sultanate, there is the Al Osmani Mosque, Tri Dharma Temple, Kreta Api Station and the old shopping area, each of which has its advantages.

3. Analysis and Strategy for Preserving Historic Buildings

historical buildings that require preservation measures in relation to being part of a tourist area. This analysis looks at the three buildings from the parameters: physical condition, activity and management as seen in the following table.

**Table 2.** Analysis of the Preservation of Historical Buildings in Medan Labuhan District

No	Kriteria	Mesjid Al Osmani	Klenteng Tri Dharma	Ruko Lama
1	Fisik Bangunan	Terawat baik	Terawat baik	Kumuh dan tidak terawat
2	Aktivitas	Beribadah dan aktivitas keagamaan lain, terbatas untuk pemeluk agama Islam.	Beribadah dan aktivitas keagamaan lain, terbatas untuk pemeluk agama Budha.	Rumah tinggal, bersifat tertutup (privat).
3	Pengelolaan	Kelompok	Kelompok	Pribadi
	Tindakan Pelestarian	Saat ini tidak diperlukan tindakan preservasi secara fisik pada bangunan utama, namun untuk membuka Masjid Al Osmani menjadi objek wisata yang dapat dikunjungi semua orang, maka diperlukan pengelolaan aktivitas dan perencanaan lansekap.	Saat ini tidak diperlukan tindakan preservasi secara fisik pada bangunan utama, namun untuk membuka Klenteng Tri Dharma menjadi objek wisata yang dapat dikunjungi semua orang, maka diperlukan pengelolaan aktivitas dan perencanaan lansekap.	Diperlukan tindakan preservasi secara fisik terlebih dahulu terhadap pertokoan, lalu tindakan mengaktifkan kembali kegiatan di koridor ini agar tidak terkesan kumuh dan tidak terawat.

From the SWOT matrix above there are (8) eight effective strategies including two strategies in SO, namely optimizing the use of infrastructure and increasing available potential such as natural resources and developing leading sectors. The WO strategy includes optimizing leading sectors by expanding employment opportunities with private partnerships and optimizing public services, facilities and infrastructure, collaborating with the private sector. ST's strategy includes the provision and optimal use of facilities and infrastructure to overcome natural disasters and the provision of a conducive and cooperative business climate to compete globally. The final strategy from the WT perspective includes increasing improvements to facilities and infrastructure to ensure they are adequate as well as counseling on improving the quality of Human Resources so they are able to compete globally.

**4. CONCLUSION**

Medan Labuhan District is one of the priority districts for tourism development in its natural and cultural reserves in accordance with the 2010 - 2030 RTRW. Therefore, in its development, a study is needed to identify and analyze regional potential, one of which is reviving existing old buildings by carrying out restoration and also carry out regional development. In the development plan for the Medan Labuhan District area, there are 3 important points that are used as activity generators for area development, namely the Al Osmani Mosque, the Tri Dharma Temple and the shopping corridor in the old building. Reviving the historical potential of buildings by providing identity through additional activity functions. This development also takes into account the Medan City government's plans for the Medan Labuhan District.

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