

Government Policy on Tourism Management in Situngkir Village, Pangururan District, Samosir Regency, North Sumatra, Indonesia

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Abstract

This study aims to determine government policies on tourism management in Situngkir Village, Pangururan District, Samosir Regency, North Sumatra, Indonesia. The importance of this research is because Situngkir Village is included in the tourism trajectory of Lake Toba and Situngkir Indah Beach is one of its mainstay tourist destinations. Of course, the existing government policies need to pay attention to the development of tourism in this village. One of them is the Toba Batak traditional house which can become an icon for the Indah Situngkir orphanage, for then those along the road to tourist attractions, there are several that have been revitalized by government assistance. The type of research in this study is qualitative with a descriptive approach. Data collection techniques in this study are observation, interviews and documentation. Observations were carried out directly at the research site by observing the subject and object of the study. Direct data collection was carried out through in-depth interviews with informants, namely village officials, inn owners, food and souvenir traders, cleaners, parking and security guards, inn employees and visitors. Documentation is done by recording and documenting the subject and object of research. Based on the results of the study, that in Situngkir Village, there was already a government policy which was then carried out by the village government in supporting tourism, namely the existence of government assistance to revitalize the Batak Toba traditional house which was along the road to Pantai Indah Situngkir. Based on the Government Regulation of the Republic of Indonesia No. 72 of 2005 concerning Villages, article 15, that the role of the village government is not only to carry out village autonomy but also to manage the potential of the existing village so that there is prosperity in the community. Thus, guidance to the community for the advancement of tourism is also carried out, maintaining the relationship between the village government and the owners of capital for the progress of development and the economy of the community in tourism areas. Homestay that uses traditional houses as a place to live for tourists (generally foreign tourists) is an effort to preserve traditional houses so that they are increasingly known in the international arena and an effort to preserve and promote the culture of the local community.

Keywords

Government Policy, Management, Tourism, Destinations, Development, and Economic Improvement.

1. Introduction

Indonesia, which has cultural diversity and abundant tourism, can overcome basic problems by strengthening the economy by increasing regional income. Through this, as a country that has abundant diversity, Indonesia can develop its potential, for example in terms of tourism. This is because tourists visiting Indonesia, both those who only enjoy

the beauty of Indonesian tourism and those who enjoy the diversity of its customs can make Indonesia a country known in the world for its tourism (Suharyanto et al., 2021; Muda and Suharyanto, 2020; Kusmanto et al., 2020).

Tourism is also an industry whose survival is largely determined by the good and bad of the environment. Therefore, tourism development must pay attention to maintaining environmental quality, because in the tourism industry it is the environment that is utilized. The existence of a tourism area has a positive impact as well as a negative impact on the relationship between human interaction and the environment, the socio-economic conditions of the community, and changes in the culture of the local community (Ihani et al., 2020; Sari et al., 2020; Hidajat et al., 2021).

Lake Toba, being a tourist destination mostly visited by local tourists, has been a holiday destination since the 1970s, and the natural beauty of the lake has a world-class appeal. Lake Toba is the largest volcanic lake in the world and the center of Batak culture (Table 1). There are 3 (three) areas for tourism development in the Lake Toba area. First, Parapat (Girsang Sirpangan Bolon District in Simalungun Regency) is the main gateway to Samosir Island, with the highest number of star hotels and the most advanced tourism infrastructure. Second, Samosir Island is located in the middle of a lake (especially Simanindo and Pangururan sub-districts in Samosir Regency) with several natural and cultural attractions. Third, Balige District (Toba Samosir Regency) in the south, offers some interesting Bataknes architecture and is the lakeside village closest to Silangit Airport (Harahap, 2017).

Tabel 1. List of Tourist Attractions in Samosir Regency

N0	Location	Destinations
1	Janji Martahan Village	Bukit Holbung
2	Limbong Village	Pusuk Buhit
3	Tuk Tuk Siadong Village	Bukit Beta
4	Lumban Suhi-suhi Village	Desa Budaya Ulos
5	Binangalom Village	Air Terjun Situmurun
6	Limbong Village	Aek Sipitu Dai
7	Sosor Dolok Village	Air Terjun Sempurna Efrata
8	Ronggur Nihuta Village	Danau Sidihoni
9	Lumban Pinggol Village	Menara Pandang Tele
10	Pangururan Village	Aek Rangat
11	Situngkir Village	Pantai Indah Situngkir
12	Huta Bolon Village	Pantai Pasir Putih Parbaba

Source: Author (2022)

The government in the tourism area, of course, has a great responsibility for the condition of tourist attractions such as those on Samosir Island, which is located in the middle of the lake (especially Simanindo District and Pangururan District in Samosir Regency) with several natural and cultural tourist attractions. Situngkir Village is one of the tourist villages because it is included in the Lake Toba trajectory. Pantai Indah Situngkir (PIS), is one of the natural tourist destinations that rely on the beauty of the shores of Lake Toba and the Batak Traditional House as cultural tourism which has now been rehabilitated into a Home Stay.

There are two hotels located in Situngkir Lumban Bolak Village, namely Hotel Marina and Hotel Prima. There is a port or jetty built by the government to meet the lake's transportation from Parapat to Pantai Indah Situngkir. The Jetty Harbor that was built was not in the right location, so it did not add to the beauty of the beach, but it damaged the ecosystem around the port. This is what needs to be observed, how the government by Presidential Regulation no. 81 No 2014 regarding the Spatial Plan for Lake Toba and the surrounding area, the village can support the plan and the construction of the Jetty port, without destroying the ecosystem in Situngkir Village. The government intends to develop tourism in Situngkir Village, but it hurts the natural resources around its construction (Suharyanto, 2019).

The construction of the Jetty Port infrastructure, in the tourism area in Situngkir Village, is not functioning, so there is an impression of wasting funds on useless things. The construction of the pier, which should be able to make it easier for visitors, is not functioning properly, because it is not taken into account properly. Incidents like this are often not well thought out by the government so that when it is completed, there is no thought for the continuation of the infrastructure development. The impact of other developments also occurs, so that sometimes they do not pay

attention to the condition of the natural environment as part of the tourist attraction itself. The impact of development like this should be the focus of the government when making a policy in making decisions.

Situngkir Village already has a good government system for regulating and preventing natural damage from occurring due to government development which aims to improve its tourism system. In this village, there are government policies that pay attention to the development of tourism. Policies taken related to development must have several conditions so that natural resources are not damaged and the community can benefit from the policy. The government system that leads to increasing tourism by not destroying nature is the picture of the government system in making policies in Situngkir Village.

The Ministry of Public Works and Public Housing (PUPR) continues to develop infrastructure in the National Tourism Strategic Area (KSPN)/Super Priority Tourism Destination (DPSP) Lake Toba in North Sumatra Province as a leading tourist destination. PUPR Minister Basuki Hadimuljono said the PUPR Ministry had compiled an integrated Lake Toba KSPN Development Program. "This program is an integrated program from all sectors that we have surveyed, including the Caldera area, to attract investors, we will program road construction to change the face of the Lake Toba area to be more organized," said Basuki. (Several infrastructures in the Lake Toba tourist area are completed, attracting more tourists - Information Bridge). Several Samosir Batak Traditional Houses or Gorga Houses due to their old and inadequate condition in Samosir Regency, totaling about 40 units will be renovated to attract tourists visiting the Lake Toba area, North Sumatra.

The Situngkir Village Government continues the government's policy and what has been successfully implemented is the rehabilitation of the Batak traditional house, to be revitalized, to increase the attractiveness of cultural tourism in Situngkir. 3 traditional Batak houses were rehabilitated with government assistance of 35 to 50 million with the consent of the homeowners. In addition, there are 5 ordinary houses built along the road to Pantai Indah Situngkir. The Batak Traditional House and the ordinary house have become a kind of Home Stay for tourists visiting Situngkir.

Another relevant research was conducted by the Research and Development Agency of North Sumatra Province (2019) regarding the "Utilization of Traditional Houses as Homestays in the Lake Toba region in North Sumatra". The results of the study revealed that the number of traditional/traditional houses as homestays that have been used for improving the community's economy, preserving cultural and social communities, and have been managed by Pokdarwis for Samosir Regency is 84 houses; Toba Samosir Regency as many as 3 houses; Humbang Hasundutan Regency as many as 4 houses; and North Tapanuli Regency as many as 25 houses (Sitorus, 2019).

The Regent of Samosir Regency, Rapidin Simbolon, encouraged the empowerment of Batak traditional houses in the Samosir area, North Sumatra (North Sumatra), into lodging for tourists with a homestay model. Currently, there are more than a thousand traditional Batak houses in the Samosir area, which are still in good condition and suitable to be used as lodging. "Just tidy up and make it clean so that it makes the tourists stay comfortable," said Rapidin, in Pangururan, Monday (22/1). According to him, the use of traditional houses as lodging is unique and interesting for tourists because it gives a sensation of the traditional life of the Batak people. (Regent of Samosir Encourages Traditional Houses to Become Homestays (Beritasatu.com))

Seeing the background above, this research aims to describe the policies, roles, and relations between village governments for tourism development in Situngkir Village.

2. Literature Review

2.1. Government Role

The role is a dynamic aspect of position (status), if a person carries out his rights and obligations according to his position, then he carries out a role (Soekanto, 2009). The nature of the role can also be formulated as a series of certain behaviors caused by a certain position. A person's personality also affects how that role should be carried out. The roles played are essentially no different, whether those played by the top, middle or lower-level leaders will have the same role.

Understanding the role is an assessment of the extent to which a person's function or part in supporting the effort to achieve the goals set or the size of the relationship between two variables that have cause and effect. The role is a

dynamic aspect of the position (status) owned by a person, while status is a set of rights and obligations that a person has if a person performs the rights and obligations according to his position, then he carries out a function.

Referring to the role as a policy is a policy that is appropriate and well implemented, in this case supporting government policies to improve tourism destinations in Situngkir Village, the village government decides to fully support it. This role can be seen, when the village government, escorted recipients of grants for traditional house renovations, to Bank Rakyat Indonesia and supervised the process of revitalizing the house into a homestay.

The government is an organ or tool when viewed from a narrow sense, the government is only an executive institution. While the government in a broad sense is everything that includes the state apparatus which includes all organs, agencies, or institutions, state equipment that carries out various activities to achieve state goals. State institutions in question are executive, legislative, and judicial institutions. Lobolo (2011) explains that the government "as a representation of the people, the government is an entity that is seen as the most sovereign because not all organizations that have the same structure and function as government organizations can be called sovereign government entities". Government as an agency or managing government in a country. The government was born from the result of an agreement or social contract that was mutually agreed upon as the social contract theory of J.J. Rosseau.

2.2. Tourism Development

Development is an effort to improve current or future work, by providing information, influencing attitudes, or increasing skills. In other words, development is any activity intended to change behavior consisting of knowledge, skills, and attitudes (Moekijat, 2021). The term development refers to an activity that produces a new tool or method, as long as the activity is continuously carried out. Meanwhile, according to Kellog (Moekijat, 2021) development is a change in people that allows the person concerned to work more effectively.

From some of the definitions above, it can be concluded that development is any activity or effort carried out to produce a new tool, where assessment and improvement are continuously carried out within an organization and provide information and influence.

The word tourism comes from the Sanskrit language. Tourism consists of two syllables, namely "pari" and "tourism". Pari means many, many times, and round and round. While tourism means traveling, traveling. So tourism can be interpreted as a trip made many times from one place to another, which in English is called a "tour".

According to E. Guyer Freuler that tourism in the modern sense is a phenomenon today which is based on the need for health and change of air, a conscious assessment that fosters a love for the beauty of nature, increases in association due to the development of commerce, industry, trade, and the refinement of tools and equipment. means of transportation (Murphy, 2013). Meanwhile, according to Murphy, tourism is all related elements (tourists, tourist destinations, travel, industry, etc.)

Tourism development is a series of efforts to realize integration in the use of various tourism resources, integrating all forms of aspects outside of tourism that is directly or indirectly related to the continuity of tourism. There are several aspects of development, namely: Overall with a new goal, building attractions on sites that were not previously used as attractions; New objectives, building attractions on sites that have previously been used as attractions; Overall new development of existing attractions built to attract more visitors and to enable these attractions to reach a wider market, by gaining new market share; New developments in existing attractions aimed at improving visitor facilities or anticipating increased secondary expenditure by visitors; and Creation of new activities or stages of activities that move from one place to another where these activities require modification of buildings and structures (Haeba et al., 2021; Suharyanto et al., 2020; Zulyadi et al., 2021; Suharyanto and Nazarudin 2019).

3. Research Method

3.1 Types of Research

Thus, the research report will contain quotations to illustrate the presentation of the report. The data comes from interview scripts, field notes, personal documents, notes or memos, and other official documents (Suharyanto, 2017; Bah et al., 2020a; Bah et al., 2020b). By choosing this approach, data are obtained in the form of behavior, speech, activities, and other actions that take place in an application of the method during the learning process (Moleong, 2012) The presentation of the data obtained from the information is explained properly without losing its scientific

nature. This study is intended to be able to clearly and in detail describe the role of the government in tourism in Situngkir village.

3.2 Research Sites

The research location is in Situngkir village, Pangururan sub-district, Samosir district, next to this village are Sibolon village and three other villages. Situngkir village is a division of Samosir district where there used to be only one village but now there are five villages. This village was chosen as the research location because it is strategically located, and also because the people in this village are very friendly in welcoming to researchers in searching for data.

3.3 Research Informants

Sugiyono (2010) explains that research subjects will be informants who will provide various kinds of information needed during the research process. This study includes two kinds of informants, namely key informants (subjects of research), and additional informants. Key informants are those who know, have the various basic information needed in research, and are directly involved in the social interactions under study. Meanwhile, additional informants are those who can provide information even though they are not directly involved in the social interactions studied. In qualitative research, the determination of research subjects is more selective, to build theoretical generalizations.

3.4 Data Collection

Techniques Observation. Nasution in Sugiyono (2010) states that observation is the basis of all science. In this study, observations were made to collect data, based on data obtained through observation by observing directly at the research site.

Interview. According to Moleong (2012), informants are people who are used to providing information about research situations and conditions. The informants needed in this study were divided into three, namely key informants, main informants, and additional informants. In this study, the informants that the researcher meant were: The key informants in this study were the Head of Situngkir Village, Charles Silalahi; The main informants in this study were: Op Ester (Owner of a renovated Batak house); Perry Sagala (Teacher and Dance Artist at Situngkir); Additional informants: Adi Marwan Situngkir (Owner of the renovated Batak House Homestay); Geral Situngkir (owner of outlets or shops at Tourism Locations); Ramses Situngkir and Hartati Manihuruk (Residents of Situngkir Village)

Documentation. Documentation is the activity of collecting data by recording and documenting the object of research. In this study, the researcher collected data by taking pictures or recording during interviews and taking pictures with the informants.

4. Result and Discussion

4.1 The Role of the Village Government in Situngkir

Village The government system in Situngkir Village also makes decisions related to the development of tourism and existing natural resources. It was said by Mr. Charles that if the local government had a meeting and wanted to make decisions in village development as well as decide the direction and conditions for the use of village funds, all decisions taken must be by the natural resources in the village and must also have a contribution to existing tourism. , considering that Situngkir village is a tourism area that is included in the Lake Toba trajectory, it is natural that all decisions must have a contribution to tourism because after all tourism also contributes a lot to village income, said Mr. Charles.

The policy regarding the renovation of Batak houses that are not well maintained, abandoned by their owners, and not functioning as a place to live, get renovation assistance from the government. The village party that supports the regulation escorts homeowners who agree to get renovation assistance funds until they collect funds at the bank. The village apparatus accompanies the community selected by the village apparatus to renovate their houses to increase tourist attractiveness, to the bank appointed by the government to disburse the house renovation funds.

Starting from early 2020, the construction of the Batak house renovation was carried out and now it has been completed. 5 ordinary houses were uninhabitable at first, then received assistance from the government, had been renovated, and were worthy of being homestays. For Batak houses, there are 5, however, the other 2 houses were not renovated, because the owner did not approve.

Not all houses get aid funds, but there are criteria for homeowners to get it (Table 2).

Table 2. The Criteria to Get Aid Funds

No	Criteria
1	Residents who are declared underprivileged, with physical evidence of houses that are not suitable for occupancy
2	The priority is that the house is on the side of the Pangururan – Simanindo road, km 9
3	There is an agreement from the owner when the house has been built or renovated, if there are tourists who do not get lodging, they may stay in the renovated house. As for the cost issue, there is no agreement yet, due to the COVID-19 pandemic.
4	The renovations that were carried out were not the whole house, but only the roof and front gate.
5	Funds are limited, they are divided into two: Batak houses and ordinary houses (50% government and 50% owners)
6	Batak house 35 -50 million

4.2 Government Policy and Tourism in Situngkir Village

From the results of interviews with informants that the influence of the government system on tourism in Situngkir village, is very closely related. All government decisions or policies must have a contribution to tourism this is because Situngkir village is a tourist village that has quite abundant natural resources. Situngkir Village is also one of the tourist destinations of Lake Toba because it is a trajectory or outskirts of Lake Toba. Thus, the local government is very considerate of all government decisions on existing tourism.

Not only that, nature tourism contributes a lot to rural communities, but cultural tourism is also not left behind. Tourism opens up employment opportunities, adds income to village funds, and provides the community with opportunities to do business, such as the handicraft business and ulos cloth.

Government policies that consider tourism in every decision, such as the design of village fund expenditures, greatly affect the government system in Situngkir village. For example, in the field of tourism development in the Lake Toba area, with policies from the central government, village governments, through their leaders, must also be able to build and participate in encouraging the development and progress of tourism.

Mr. Ramses Situngkir, who has lived for 8 years in the village of Situngkir, previously this father migrated to Padang but soon he returned to the village of Situngkir. Pak Ramses said that a good government policy should consider tourism in the area. Situngkir Village is a tourism village, so it is appropriate that even the head of government should think about it. However, tourism has provided a lot of income and jobs for people living in villages. From Mr. Ramses Situngkir's statement, we can know that the relationship between tourism and the government system in Situngkir village is very close, this is indicated by all policies made by the local government that must contribute to tourism.

4.4 Relationship between Village Government and Capital Owners in Situngkir

Village The researcher interviewed an informant named Geral Situngkir, he is a resident of Situngkir Village and he is the owner of a shop at the Pantai Indah Situngkir (PIS) tourist location. The Jetty wharf construction project, it is suspected that was done, has not yet been inaugurated on the pier but it has begun to be damaged so that residents and visitors who come to the area for holidays are afraid to see this condition. Even though the budget was quite a lot to build a pier, the results were not satisfactory to the residents, many facilities were already starting to be damaged, such as the stairs, said Geral Situngkir, especially when the lake waves rose, and the strong winds of the pier seemed to shake so that residents who visited were frightened to see this. even though there are many journalists/journalists as well as non-governmental organizations but there is no action.

However, if we look at the tourist attractions, the government plays quite a role in the construction of road infrastructure, because the researcher sees that in Situngkir Village the infrastructure in this village is quite good, but if we look at the cleanliness of the tourist attractions in Pantai Indah Situngkir (PIS) this is not worthy to be said to be clean. because there is still a lot of garbage scattered in the location, so far the cleaning facilities such as brooms, trash cans, are purely provided by the tourism actors themselves, not by the local government, as well as the garbage carts that manage to rent their garbage carts, each time they are transported they pay 200,000.

The district government also makes a program of cultural events that are held every Saturday. The participants are students who attend school in Situngkir village and from outside the village. This is done by the district government to attract tourists from outside the area to see the culture in Situngkir village and also to attract tourists (Table 3).

Table 3. Analysis

No	Activity	Implementation
1	Policies	Village The government system in Situngkir Village also makes decisions related to the development of tourism and existing natural resources
2	Roles	The relationship between tourism and the government system in Situngkir village is very close, this is indicated by all policies made by the local government that must contribute to tourism
3	Relationships	The district government to attract tourists from outside the area to see the culture in Situngkir village and also to attract tourists

3. Conclusion

The influence on tourism with the existence of government ecology in Situngkir Village, namely the existence of policies that pay attention to the environment in tourism development, Then there is a cooperation between the village government and the community as well as the respective functions of the community and village government in the advancement of tourism, the community also has the function of policy the. Not only that, ecologically, the village government system in Situngkir Village is very influential on tourism, this is indicated by the existence of a village fund policy that includes advanced tourism programs in its decisions.

The role of the village government is very important in developing the potential of Pasir Putih Parbaba Beach, namely as a party that has authority in the regulation, provision, and allocation of various infrastructures related to tourism needs. Not only that, but the regional head is also responsible for determining the direction of tourism travel.

The relationship between capital owners and the government in building projects is not good if the projects built are outside the agreement. For example, the construction of the Jitty pier is a problem because the owner of the capital builds a project outside of an agreement with the village government.

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