

Local Wisdom: Tourism Object Owner's Strategy during the Covid-19 Pandemic in Karo Land

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Abstract

The impact of the COVID-19 outbreak on the managers or owners of tourism objects in Karo land has an impact on all aspects of the community's economic life, one of the sectors most affected by the global pandemic in the tourism service sector. Almost all areas in North Sumatra that develop the tourism sector have experienced a decline in income and the closure of all access roads leading to tourist attractions. One of the tourism areas that have felt the impact of the pandemic is Tanah Karo. The essence presented in this article is how local wisdom can be used and developed as a strategy by the owner of tourism objects in Tanah Karo for the sustainability of his business in the tourism sector by utilizing technological sophistication, namely by promoting the marketing of tourism products based on local wisdom through online media. This type of qualitative research is used with a descriptive approach. Data is collected by interviewing the owner or manager of a tourist attraction, the government and workers in the tourism sector, document review, and observation of the location of a tourist attraction. The strategy of the owner of a tourism object business for business sustainability in the Karo land tourism sector by utilizing local wisdom of the Karo land community in the form of natural beauty, cultural customs, arts, agricultural products in the form of flower plants, picking their own fruit, which are packaged in an attractive and promoted manner market by utilizing digital technology in virtual and other forms. Local wisdom developed by business owners of tourism objects in Karo lands also has an economic impact on tourism sector workers, local communities, thereby reducing unemployment caused by the closure of tourist attractions in Karo lands.

Keywords

local wisdom; owner of tourist attraction; Covid-19 pandemic; karo land



I. Introduction

Tourism is one of the important Repeated Word sectors that play a very important Repeated Word role in the process of regional Repeated Word or regional Repeated Word development that contributes to regional economic income. Tourism objects for Karo Regency and Serdang Bedagai Regency support and play a role in district development, which can be seen from three aspects, namely in terms of economy (sources of foreign exchange and taxes), social aspect (creating job opportunities), and cultural aspect (introducing culture to residents). If observed in its development, the tourism object sector has become an industry that shows consistent growth from year to year. This situation is also accelerated by the process of globalization and technological advances at this time.

Tourism objects developed by the North Sumatra provincial government at this time include Karo district. Each region has unique characteristics of natural beauty so that it has a selling value to foreign and domestic tourists.

The COVID-19 pandemic is the greatest challenge to health systems worldwide today. The Covid-19 pandemic caused everyone to behave beyond normal limits as usual (Sihombing and Nasib, 2020). The world health agency (WHO) has also announced that the corona virus, also called COVID-19, is a global threat worldwide (Ningrum et al., 2020). The arrival of Corona Virus Disease 19 in the beginning of 2020 in Indonesia in March had an impact on the tourism industry sector which was faced with the problem of declining demand and the arrival of foreign and domestic tourists visiting tourist attractions in Karo district. It's not doubt be felt throughout the chain. Tourism activities, such as small and medium enterprises engaged in the tourism object sector.

The imposition of various travel restrictions by many countries trying to stem from the spread and transmission of the corona-19 virus can be fatal. Since the regional government issued a circular regarding the temporary closure of the operational activities of the tourism industry in an effort to be vigilant against the transmission of the Corona Virus Disease (*Covid-19*) infection. This policy was carried out by the local government by closing access roads to all tourist attractions in North Sumatra, including tourism objects in Tanak Karo.

This is done to prevent the spread of the virus carried by people who are going on vacation trips to tourist attractions. Many domestic and foreign tourists cancel their trips to tourist attractions in Karo Regency. This has an impact of the closure of all businesses in tourist attractions such as travel agencies, hotels, restaurants, selling souvenirs and others.

During these pandemic, entrepreneurs who have businesses in the tourism sector are closed as a result they cannot pay salaries for their workers. Business owners of tourism objects during this pandemic have certainly switched businesses for the sake of continuing their lives. They are starting to look forward to opening businesses that take advantage of the condition of natural resources, as well as local wisdom around to be processed for the sustainability of their business. Tourist object business owners who experience business closures are starting to switch to businesses in their area or place of residence by conducting business innovations, such as those who open businesses in Karo district, starting to open businesses by utilizing technology such as online networks in utilizing local wisdom in the area, namely natural beauty, cultural uniqueness, traditional ceremonies, arts, the use of herbal plants that have been processed for the benefit of securing the spread of the virus in tourist attractions from each district.

In addition, there are also some owners who have the capital trying to improve, add innovation and creativity to the tourism objects they manage, namely the fields of cleanliness, service, security, environment and facilities. So that business owners do not have to lay off all their workers during the pandemic. Likewise, workers who work at the tourism object sector turn to looking for other jobs around their place of residence or local wisdom to meet the needs of life for their families.

The potential of local wisdom possessed by each district is different so that it can be managed as well as possible. The strategy carried out by business owners is to utilize natural resources, local culture so that existing local wisdom can be developed. Local wisdom in general can be associated with the pattern of life of the local community or community in establishing relationships between individuals and themselves, individuals with others as social beings, individuals with nature. Local wisdom that can be developed in the tourism sector by tourism actors can easily communicate by providing information and introducing destinations and targeted areas such as culture, culinary arts, crafts through *virtual tourism, video calls, call centers*.

II. Review of Literature

This article examines local wisdom that is used as a strategy for tourism object owners who are experiencing a crisis during the Covid-19 pandemic. In this article, the author describes the previous studies, and the literature study which is the basis for analyzing the data found in the field. The literature studies studied are:

2.1 Local Wisdom in the Implementation of Tourism Objects

The study of local wisdom presented in this literature study is the identity of the culture of a tribe, ethnicity, nation that is able to absorb, cultivate culture derived from ethnic characteristics, ethnic origin and make it independent. Identity certainly adjusts to the way of life of the tribe, ethnicity that is in a surrounding community and maintains that identity so as not to experience a shift in values due to technological advances and globalization. Local wisdom is also a bridge in cultivating culture, defending oneself from foreign cultures that are not good.

Local wisdom as a local policy (regional) or local knowledge Local knowledge and local intelligence is also interpreted as local genius so that local wisdom can be used by local communities with various life strategies in the form of local community activities in answering various problems to fulfill their life needs (Singsomboon : 2014).

Local wisdom that has traditionally been carried out by a group of tribes, ethnicities from generation to generation is still maintained by certain indigenous people (tribes, ethnicities). Conceptual ideas that live in tribes, ethnicities or communities grow and develop continuously in people's consciousness from the sacred to the profane related to everyday life (Vitasurya: 2016).

Binding forms of local wisdom such as culture are based on existence, created or created by local actors through an iterative process through internalization and interpretation of cultural teachings that are socialized by values, norms that exist in everyday life in local communities. Efforts to develop local wisdom into tourist destinations must have attractions such as natural beauty, unique culture, culinary delights, interesting souvenirs, tourist attractions that distinguish them from other places, which can be done and seen virtually.

The offer of unique local culture and customs can be used as a tourism destination by tourism object managers. Destinations of local culture and customs can be mixed, packaged and served to be promoted virtually, video calls to tourists so that they are interested in visiting to see tourist objects virtually.

Local Wisdom in Karo District

Creating sustainable tourism during the pandemic so that it can provide business and job opportunities for local communities in Karo district, *ecotourism/virtual* ecotourism can be developed, namely a form of tourism that promotes learning experiences and respect for the natural environment in the context of culture, traditions related to local wisdom in every area district. The advantages of ecotourism in the practice of environmental preservation of natural, social, cultural resources from the destinations to be promoted. (Weaver: 2001) This is supported by Permenparbud No.33 of 2009 on guidelines for ecotourism development that ecotourism development must provide benefits to local communities and become the driving force of the local community's economy.

Sustainable tourism destinations in Karo district are closely related to the economic, ecological and socio-cultural activities of the local community which are expected to

provide income and income for the community both from the tourism sector, ecological concerns so that local communities preserve their own nature and culture.

Owners or entrepreneurs of tourism objects must see the opportunities and potential of local wisdom in the Karo area which can be used as tourism destinations to be offered and accessible through technology to foreign and domestic tourists. Local wisdom that can be developed and packaged, namely, *Aron, Ngumbung Juma, Wari Sitelu Puluh*. Bangunan adanya *Siwaluh Jabu, Jambur, Sapo Ganjang*. The object of cultural heritage is Lesung. While local wisdom that is not tangible, namely: *Endi Enta, and Mangkok Lawes, Mangkok Reh*.

2.2. The Tourism Object Owner's Survival Strategy

A survival strategy is a method used by business owners to maintain the continuity of their business to meet the needs of life in managing and utilizing natural resource assets and capital owned by managers/owners through activities in the tourism sector. The survival strategy is built by the owner of the attraction for the purpose of obtaining stability and resilience to survive in business when the activities carried out need continuation for its existence. Strategic actions taken by the owner of a tourist attraction can increase income through the use of other sources in the form of utilization of local wisdom that exists in the surrounding community. There are three strategies that need to be carried out by business actors/owners, including: 1) optimizing digital platforms (optimizing digital platforms) to increase product distribution, business actors using digital platforms such as social media need to be utilized optimally during this pandemic. Today, there is a consumer's expectation to get what they need through the platform. So, product marketing through social media is what should be the biggest marketing in the current situation. 2) Product bundling, namely making or combining several products in one package, sold at a discount, for example a tour package to several tourist objects combined with a hotel. Campaigns or promotions of tour packages are carried out to attract foreign and domestic tourists. 3) Utilizing local wisdom for business development and sustainability in the tourism sector (Wood 2002).

The tourism object management strategy must always be in synergy with local wisdom that functions so that the strategies prepared can be implemented effectively. Strategy is a tool used by someone to achieve goals, so that the efforts that have been prepared and planned are achieved.

There are three levels of management strategy that must be developed, namely: 1) corporate strategy, a strategy that reflects the overall direction of the company, with the aim of creating growth for the company, 2) business strategy, a strategy that occurs at the product level in business units or services in the market industry sector certain. This business strategy consists of a) cost advantage strategy, b) differentiation strategy and 3) focus strategy. Basic business strategy of coordinated and sustained effort to achieve goals (Wheelen dan David: 2008).

III. Research Methods

A qualitative descriptive approach is used in this study, because the descriptive approach refers to the problem and pays attention to the object to be studied. Qualitative to understand the phenomena experienced by research subjects such as behavior, perception, motivation, action, holistically, by utilizing various natural methods. The research location is in the existing tourist attraction Tanah Karo. Data collection techniques were carried out by observing at tourist attraction points in order to obtain more in-depth data about culture

and local wisdom in the Karo land, interviews were conducted to find data on the problems studied, data obtained from interviews with informants, namely tourism object business owners, workers In tourism objects, traditional leaders and the government are data on how the business conditions of tourism objects are during the pandemic, what strategies are carried out by managers or business owners for the sustainability of their business, what tourist objects can be sold during a pandemic and what managers do during the pandemic. during the covid-19 pandemic. Source documents become supporting data to analyze policies issued by the government in the tourism sector. The process of analyzing data in qualitative research with a case study approach is carried out during data collection, and after completion of data collection within a certain period. At the time of the interview, the researcher had analyzed the answers of the interviewees. Denzin stated that activities in qualitative data analysis are interactive and take place continuously until they are completed, so that the data is already saturated. After the data is collected from the results of observations and interviews, then data analysis is carried out by organizing, sorting the data into patterns, categories, and units of description so that themes are found to be formulated, the authors take the following steps: namely data reduction, data presentation, verification.

IV. Results and Discussion

The Covid-19 pandemic outbreak has had a tremendous impact on almost all aspects of Indonesian people's lives, including in North Sumatra Province. The policy taken by the government on March 20, 2020 was the issuance of a circular letter from the Governor of North Sumatra Number 440/2666/2020 and the Mayor of Medan. Number 440/2582 related to the anticipation of preventing the corona virus in the city of Medan. To prevent the spread of the corona virus in North Sumatra, many areas have closed tourist attractions. This closure was carried out following up on the governor's letter regarding the closure of all tourist objects in the tourism area, this is supported by data from the BPS North Sumatra regarding the number of foreign tourists visiting North Sumatra through 4 (four) entrances in January 2020 reaching 20,539 visits, decreased by 14.82 percent compared to those who came in December 2019 reaching 24,113 visits. Similarly, when compared to the same month in 2019, the number of foreign tourists in January 2020 increased by 17.57 percent, from 17,470 visits in January 2019 to 20,539 visits. In the January 2020 period, the number of foreign tourists from Malaysia and Singapore visiting North Sumatra increased by 17.57 percent compared to the same period in 2019, from 17,470 visits in 2019 to 20,539 visits in 2020 (BPS SU 2020).

With the closure of tourism object locations in March, of course there will be a decrease in the number of foreign and domestic tourist arrivals reaching 82.89 percent to tourism objects in Karo land, the decline in the tourism sector has an impact on small and medium businesses and jobs. Many owners/managers of tourist attraction businesses closed and went bankrupt and laid off all their workers.

4.1 Karo Land Tourist Attraction in the Midst of the Covid-19 Pandemic and the New Normal

Karo land is one of the areas in North Sumatra. This place has a cool and beautiful climate, no wonder if the land of Karo is known as Berastagi which is one of the producers of fruits and vegetables, the results are sold abroad such as Singapore, Malaysia, Hong Kong. Karo land has the potential as a tourist attraction that can be developed as nature tourism, cultural tourism, culinary tourism and agricultural tourism, so that the local

government then aggressively promotes its territory. This is a form of promotion to attract domestic and foreign tourists to be able to visit the land of Karo, it does not stop there, the process of maturation of the creative economy also makes actors, tourism activists more innovative and creative. Not only struggling in processing existing natural products, but then creating new things based on local wisdom to be able to bring in tourists and become an attraction and become a tourist attraction in tourism activities. Tanah Karo which has great potential and has its own charm related to activities in several tourist attractions. Below are the mainstays of tourism objects in Karo land which are used as tourist attractions:

Table 1. List of Tourist Attractions Managed by the Community in Karo Land

No	Tourist Attraction Name	Manager	No	Tourist Attraction Name	Manager
1	Lodging Bukit Kubu	Private	9	Panatapan	Private
2	Taman Pelangi Sapo Juma	Private	10	Gundaling Farm	Public
3	Siosar Negeri Diatas Awan	Private	11	Honey Garden Efi	Private
4	Fruit Market	Public	12	Waterfall Sikulikap	Public
5	Village Peceren	Public	13	Kebun raya tongkoh	Public
6	Nature Park Lumbini	Private	14	Waterfall sipiso-piso	Public
7	Hot Water Bath Lausidebuk	Public	15	Museum Pusaka karo	Government
8	Funland Mickey Holiday	Private	16	Gundaling Hill	Government

From the table above, there are 16 tourist attractions in Tanah Karo that experienced closure during the pandemic, of which 12.5 percent of tourism objects were managed by the government, which was managed by individuals or entrepreneurs by 43.75 percent, the same as those managed by the community local in Karo land. This data shows that tourism objects managed by the authorities or individuals as capital owners of tourism objects are the same as those managed by the community during the pandemic and the new normal, of course, need grant assistance from the government to keep the tourism object business afloat during the pandemic with a tourist attraction managed by the government, of course, has a budget for maintenance costs, paying employee salaries.

Efforts made by the government through the Ministry of Tourism and Creative Economy have prepared a number of mitigation measures in dealing with the tourism crisis in Indonesia. There are at least three stages of tourism crisis mitigation management. First, the emergency response stage which has been carried out from March to the end of June 2020. Second, the post-covid-19 recovery stage is predicted in the second half of this year from July to December 2020. Third, the normalization stage is predicted to take place in January to December 2021. Then for people affected by the COVID-19 pandemic, the government provides capital assistance to open a business in the tourism sector with a total budget of around 500 - 750 thousand rupiah / quarter. The aid funds are used to open businesses and trade around tourist objects during the new normal period.

Based on the three stages of mitigation issued by the government, those carried out by the private sector/owners/entrepreneurs of tourist objects in Berastagi or Karo land, which incidentally have natural beauty, soil fertility and abundant natural products as well as unique culture are possible to promote innovative, creative with the use of technology

based on local wisdom. Karo land is a tourism area that is quite unique because the multicultural society, coupled with the beauty, abundant natural products is a blessing for the people who live in the Karo land.

At the emergency response mitigation stage, the community and tourism object business owners strive to maintain business in the tourism object sector by carrying out traditional cultural activities, culinary tourism, agricultural tourism packaged using digital technology in virtual form, so that promotions of tourism objects based on local wisdom can be implemented, developed for domestic and foreign tourists.

4.2 Strategies Carried Out by the Owner of the Tourism Object

Karo land as a cool tourist city with mountainous nature and characterized by a fruit and vegetable area with the beauty of Mount Sibayak which is still wise, where Sibayak is interpreted as Raja, meaning that Mount Sibayak is the King Mountain where the ancestors of the Karo tribe lived. come to the province of North Sumatra, don't forget to stop at Karo land or Brastagi to see the potential for natural attractions (mountains, forests, waterfalls, lakes, natural hot springs and caves), all natural attractions before the pandemic became tourism icons in Indonesia. Karo land. The tourism sector is the prima donna to be developed and used as a generic income for the government and investors.

The arrival of the Covid-19 pandemic outbreak in Karo land had an impact on the tourism sector, a large decline in foreign tourist arrivals was seen from the massive cancellation of tourist trips, while for domestic tourists the reluctance of the public to travel was worried about the transmission of covid-19. The Central Statistics Agency (BPS) recorded that the cumulative number of foreign tourist arrivals to North Sumatra from January to February 2020, the number of foreign tourist arrivals reaching 125-293 tourists compared to the number of foreign tourist arrivals in the same period the previous year when the pandemic outbreak came, amounting to 571-773 tourists. /month (only for tourists from Asia).

The closure of tourist objects has an impact on losses on economic income, not only for the owner of the tourist attraction business, but also for the workforce, the provision of accommodation, food and drink providers and so on in the tourism sector. Sustainability in maintaining the tourism sector must continue during the pandemic and new normal, so that the owner/manager of tourism objects in Karo land must be integrated with various variables of environmentally friendly area development and local wisdom to be managed and empowered to have strategic value for increasing regional income.

The government plays a role in protecting, maintaining, being responsible for the management of tourism objects by making regulations regarding the implementation, opening, and tourism objects during the pandemic and new normal.

The management strategy carried out in managing natural tourism objects in Tanah Karo during the COVID-19 pandemic and the new normal by doing and changing the way from marketing through offline visits to tourist objects to marketing tourist attraction products through online media in the form of virtual, Facebook, Instagram, website based on local wisdom, these efforts will succeed in attracting tourists to join in visiting the sites/websites of the managers/owners of tourist objects.

Appropriate and comprehensive planning must be supported by a professional business handling strategy, responsibility among tourism businesses and local governments, so that tourism business managers survive in the midst of a pandemic. Innovation of tourist attraction products has unique values so that tourists are interested in buying tourism products offered by the manager, then provide promos for the products

offered. The tourism object products offered must also be oriented to the values of local wisdom in the community such as customs and culture.

Managers/owners of tourist objects also make movements or breakthroughs by providing promotions and offering products/forms of natural tourist destinations, culinary tourism, cultural heritage tourism in Karo land through social media that has a rural feel to attract foreign and domestic tourists.

The owner/manager of the efi honey tourist attraction located in the hills of Puncak Siosar has a land of 28 ha carrying the concept of agro tourism and education, visitors can enjoy various activities, such as camping and seeing bee farms with various beautiful views, during the pandemic Mr. Felix carried out a strategy of offering various products destinations in various forms such as camping with family, seeing honey farms, cattle and horse farms, picking citrus fruits, all destination products are promoted through digital networks such as the efi honey web.

Tongkoh botanical garden tourism object which is managed by the community, the strategy carried out during the pandemic is the care and planting of citrus plants, strawberries, plants with various types of flowers, the owner of the tongkoh botanical garden surnamed Ginting assisted by workers and their children to package tourist destination products by offering holidays while learning to plant, the destination is picking oranges and strawberries based on local wisdom, the marketing of tourist attraction destinations is done by tourists who come to visit and vacation at the tongkoh botanical garden object, photos of tourists are uploaded through social media, promotions are also carried out by the press media through the Channel link that can work together to help promote all tourism objects they manage.

The Bukit Kubu tourist attraction is managed by the descendants of the Ginting clan, activities carried out during the pandemic are taking care of lodging rooms, taking care of spots for playgrounds, adding innovation to tourist spots to take photos, promotions are carried out by tourists who come on vacation to Bukit Kubu and upload vacation photos via Facebook. , visitors' Instagram, and the Karo land district government.

Promotion of local wisdom-based tourist objects that are designed and packaged through digital networks during the pandemic can only be enjoyed by tourists from virtual visits, after the Covid-19 pandemic has decreased, of course tourists will come to visit to witness firsthand local wisdom-based attractions on the ground. Karo by implementing health protocols (prokes) in all tourism objects in Karo land and complying with them. Visitors must wear masks, wash their hands before and after entering tourist attractions, keep their distance, have their body temperature measured, have received vaccines and limit the number of visitors according to the available capacity.

4.3 Local Wisdom developed during the Pandemic and New Normal as Objects Tour

Local wisdom is made by the Karo tribe based on social values, and cultural values are raised from a social order and the cultural order of the local community as a guide, regulator and direction to act in daily life activities. The concept of local wisdom in tourism sector activities is how the community in managing the natural environment with traditional ecosystems can be utilized for the welfare of the community. Local wisdom includes various mechanisms and methods for behaving, acting as outlined in the social order, knowledge, skills, and culture of the community.

The Karo people uphold, maintain culture and customs, the indigenous people who inhabit the Karo land area are known as the Karo ethnic group, consisting of 5 *merga*, *tutursiwalu*, *rakut sitelu*, *merga silima*. *Merga silima* yakni: *Karo-karo*, *Ginting*, *Sembiring*, *Tarigan*, *Perangin-angin*. Sub-sub Merga and five *merga* The kinship pattern

is arranged in the Karo language called *rakut sitelu, tutur siwaluh dan perkade-kaden sepuluh dua tambah sada*. On the cultural system *rakut sitelu* ethnic Karo group *senina /sembuyak, kalimbubu, anak beru*.

The implementation of the Karo community in developing all aspects of daily life including the development of tourism objects based on local wisdom culture, they hold strongly to noble customs as capital for the use of the Karo land development process. The life of the Karo people dreams and hopes (*sura-sura pusuh peraten*) realized for achievement *tuah, sangap and mejuah-juah*. *Tuah* means receiving blessings from God, having offspring, many relatives/friends, intelligent, persistent, disciplined and preserving the natural resources of the environment for future generations. *Sangap* is interpreted to get fortune, prosperity, *mejuah-juah* means healthy physically and spiritually, safe, peaceful, balance and harmony between humans and humans, humans and the environment, and humans and God, all three (*tuah, sangap, mejuah-juah*) is a unified whole that cannot be separated from the life of the Karo tribe in carrying out their daily activities.

In Law No. 10 of 2009 concerning tourism, it is stated that "Tourism destination areas, hereinafter referred to as Tourism Destinations, are geographical areas located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and people who interrelated and complement the realization of tourism." An area that has a local landscape, culture and uniqueness that can have supporting facilities in providing access to the area can be declared a Tourism Destination. Based on the law above, the potential for nature, culture, public facilities, tourist facilities can be managed by the community to serve as tourist destinations. The community has access to promote natural tourism objects, culinary tourism, cultural tourism, cultural heritage tourism and agricultural tourism as part of their livelihood activities in the tourism sector.

Traditional ceremonies containing local wisdom so far have not been touched to be developed as virtual tourism objects such as *Erpangir Kulau* interpreted as a bathing ceremony aimed at unmarried girls who want to get married, sick to expel evil spirits or purify themselves from the influence of evil spirits, this ceremony is carried out in a river that flows water by giving offerings to evil spirits. Then there is the ceremony *mengket rumah dan cawir metua*, this ceremony is carried out to enter a new house and *cawir metua* is carried out this ceremony for parents who die at an old age where all of their children are married.



Figure 1. *Erpangir Kulau and mengket rumah cawir metua*

Local wisdom that can be developed further *Erdemu Bayu* This is a wedding party that involves many people, both from the bride and groom, such as *Kalimbubu*, *Anak Beru and Sembuyak*, the Karo people also know the *Ngampeken Tulan-Tulan* ceremony. This ceremony is carried out by taking the skull bones and skeletons of the ancestors to be placed. on the graveyard.



Figure 2. *Ngampeken Tulan-Tulan* ceremony

In addition to developing cultural tourism, farming communities in Karo land can use their agricultural land for agro-tourism development which is the mainstay of tourism potential in Karo land, as an opportunity to be developed into a tourist attraction. Agro-tourism based on local wisdom, can be developed in the field of vegetable farming, flower cultivation, and citrus plants, is an agricultural sector that can be exposed as an attractive tourist attraction, this can be done to expand knowledge, recreational experience of local culture in make use of the land.

Agrotourism activities are a series of tourist travel activities that utilize the agricultural sector, from the cultivation process to producing agricultural products. The object of efi honey farming, tongkoh botanical garden is a form of agro-tourism developed based on local wisdom in the Karo land. Where visitors or tourists can expand their knowledge, understanding, experience about various kinds of flower, fruit, and honey cultivation. Activities carried out by tourists are planting flowers, picking fruit, and taking photos at tourist attraction spots around agro-tourism. Integrated and coordinated agro-tourism development programs for tourism and agriculture can be linked to environmental conservation and improving the welfare of farming communities

V. Conclusion

The tourism sector is an asset that contributes to regional income, sustainable development is a key strategy carried out by the private sector and the community in collaboration with the local government of Tanah Karo. The potential of Karo land as a tourism icon that develops tourism objects based on local wisdom plays an important role for the progress of tourism in the region. Owners/managers of tourism objects cooperate with the government to maintain business sustainability in the tourism object sector.

During the COVID-19 pandemic, it is hoped that tourist destination managers have prepared themselves to face the opening of tourist destinations in the new normal, by improving, making innovations in public facilities, tourism facilities, accessibility,

interrelated community participation to complement the realization of sustainable tourism by maintaining protocols strict health regulations, restrictions on operating hours, and restrictions on visitor capacity.

The strategy carried out by managers/owners/actors of tourism objects in Karo land, can utilize local wisdom for the development of potential that exists in the area, to be an attraction for foreign tourists. Tourist objects that have been packaged with the use of digital technology can be marketed for tourism products through virtual, online media (facebook, instagram, web). Then there are efforts to influence the decision to visit tourists. The tourism development strategy is also carried out for the development of all tourist attractions in Karo land, this strategy is also used so that the income of tourism object owners is better in the future.

The development of tourism during the pandemic and new normal has an impact on all aspects of human life, both social, cultural and economic aspects. Tourism contains important elements, such as attractions and tourists. Another element that determines the development of tourism is tourist attraction. This means that a tourist attraction must have an attraction, so that it can attract the attention of tourists to visit tourist areas, this is as stated in a statement submitted by the tourism ministry, the Ministry of Tourism and Creative Economy has compiled a CHS (Cleanliness, Health and Safety) program as a recovery strategy tourist destinations in the new normal order by involving tourism industry players and the creative economy which later is expected to be productive and safe tourism from covid-19.

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