

The Potential and Development Strategy of Samber Park Metro Lampung Tourism Object

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ABSTRACT

This study aims to describe the form of interpretation that is implemented in Samber Park Metro City Park and to analyze efforts to implement City Parks as educational tourism objects through the concept of interpretation. This study applies a qualitative methodology to Metro City Parks in the period October-December 2022. The results show that Metro City Park managers have implemented personal and non-personal interpretations in supporting the function of City Parks as public and cultural facilities as well as educational tourism objects. As well as the government's efforts to build a stage in the Samber Park area so that it can be used as a means of increasing education about art in Metro City. However, Park staff considers several aspects necessary for interpretation practice. For example, visitors who explore around the park without being guided by park staff can reduce the quality of the tourist experience. Park staff should also evaluate issues such as facilities not having information labels and labels that are too short and unclear and not using international languages. This study proposes five models for the development of interpretation, namely digital-based information management models (websites and social media); models of strengthening cooperation and partnerships; model of identification and evaluation of nonpersonal interpretation; personal and nonpersonal interpretation integration model; and collaboration and partnership models. This research increases the urgency of interpretation in supporting education-based tourism. This park offers an experience for visitors to see the historical atrium of the metro city and carry out educational and experiential learning activities while traveling.

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1. INTRODUCTION

Strategic tourism is a means used to achieve the final goal. The word strategy comes from the Greek word "STRATEGOS" which means general or state officer. In its development, the definition of strategy has expanded in meaning. target through its effective relationship with the environment in the most favorable conditions. (J. Salusu, 1998)

In marketing tourism, appropriate strategies are needed. The definition of tourism marketing itself is systematic and integrated efforts made by national tourism organizations or tourism business

entities at the international, local level to meet tourist satisfaction both individually and in groups. with the aim of increasing tourism growth. (Wrong Wahab, 1989)

The definition of self-development according to J.S Badudu in the General Indonesian Dictionary is the method or result of developing work, developing means opening, advancing, making progress and getting better. So based on the definitions above, it can be concluded that tourism development is a business or way of advancing the tourism sector. (J.S. Badudu. General Indonesian Dictionary, 1995)

The tourism development strategy has the goal of developing quality, balanced and gradual products and services. The tourism development strategy includes several related aspects which can be seen from the time period. These aspects include:

a. Short Term

In the short term the tourism development strategy focuses on optimization, especially for:

- 1) Sharpen and improve the image of tourism
- 2) Improving the quality of labor
- 3) Improve management capabilities

b. Medium Term

In the medium term the tourism development strategy focuses on consolidation, especially for:

- 1) Consolidating management capabilities
- 2) Develop and diversify tourism objects
- 3) Utilizing the image of Indonesian tourism

c. Long Term

In the long term the tourism development strategy focuses on development and dissemination, especially in terms of:

- 1) Development of management capabilities
- 2) Development and distribution of products and number of employees
- 3) Development of quality and number of workers
- 4) New tourism development

The objective of tourism development according to Presidential Instruction No. 9 of 1969 Article 2 namely:

- a. Increasing foreign exchange earnings in particular and state revenues in general, expanding employment and employment opportunities and encouraging other industrial activities.
- b. Introducing and utilizing the natural beauty and culture of Indonesia.
- c. Increasing national and international brotherhood or friendship.
- d. The scope of the tourism industry covers various economic sectors. The scope of the industry includes: Restaurants, lodging, travel services, transportation, recreational facilities, tourist attractions, development of tourist destinations.

The strategy of the Metro City Tourism and Culture Office in developing tourism in Central Metro is a policy, program, decision or allocation of resources owned by the Metro City Tourism and Culture Office in an effort to advance the tourism sector to achieve its vision through effective relations with its external environment. (Karanganyar Regency Tourism Office, 2007)

2. RESEARCH METHOD

This research is a qualitative descriptive study that aims to determine the tourism potential and strategy in the metro city. The research location This research took the location of Metro Center, Metro Lampung City. This village has a very potential tourist area to attract tourists. Thus this village also has a high potential to prosper its people, namely the Samber Park tourist attraction.

The data collection method is direct observation. That is, the author directly made observations of the Samber Park tourist attraction in Central Metro, Metro Lampung City to observe the condition

and description of Samber Park and take photographs of the Samber Park tourist area so that accurate data is obtained.

3. RESULTS AND DISCUSSIONS

Samber park or often referred to as Samber field is a field the size of a football which is located in the center of the city of Metro Lampung. Address V8M3+6WG, Metro, Kec. Central Metro, Metro City, Lampung 34111.

Samber Field is often used for ceremonies at national day commemoration events and other ceremonies by the government or services in Metro City. This field is also often used for certain events such as concerts, night markets and other events.

Samber Field, on normal days is used for community activities such as renting odong-odong, mini cars, children playing or sports and selling. This samber field is located to the northwest of Merdeka Park. or next to the Metro City Regional Library. If you walk only about 5 minutes from the city's Merdeka park

The Samber field is visited by many people because there are many odong-odong, mini cars and horse-drawn carriages on standby so that people will invite their children to visit this park.

Apart from that, the Samber field sells lots of snacks, such as young coconut, somay and even selling durian fruit which is almost always available. On the Samber field there are also many traders selling fruit, especially durian fruit, as if this place is never quiet for selling durian, whether it's durian season or not durian season there are always traders selling durian fruit. I don't know where the durian is supplied from. if you don't believe you can visit Samber Park in person. This place is perfect for durian lovers to look for durian fruit here.

4. CONCLUSION

The potential that can be developed from Metro City is that apart from being called an educational area, it can also be said to be a tourist area because it has many tourist attractions. Tours in the Metro City area are: Bougenville Asri Flower Garden, Raman Dam Dam, 28 Suspension Bridge, Warak Cave, Al-Taqwa Mosque, Bantul Terraced Rice Fields, Sakura Garden and many more in Metro City.

Apart from the many tourist attractions previously mentioned, there are also tourist attractions in Metro City, namely Samber Park. Samber park or often referred to as Samber field is a field the size of a football which is located in the center of the city of Metro Lampung. Address V8M3+6WG, Metro, Kec. Central Metro, Metro City, Lampung 34111.

Another potential that can be relied on from Samber Park is the potential for trading businesses. A strategic location in the middle of the city, and in the vicinity of the school so that it can increase trade potential. Samber Field, on normal days is used for community activities such as renting odong-odong, mini cars, children playing or sports and selling. This samber field is located to the northwest of Merdeka Park. or next to the Metro City Regional Library. If you walk only about 5 minutes from the city's Merdeka park.

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