ROLE OF ULAMA AND COMMUNITY IN OVERSEEING DEVELOPMENTS TOURISM IN THE PANTAI CERMIN AREA SERDANG BEDAGAI DISTRICT

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Abstract

The purpose of this study was to find out the role of Islamic scholars and the community in supervising the development of tourism spots in the pantai Cermin area, Serdang Bedagai Regency. In this study, the researcher used a descriptive qualitative method, by obtaining direct data from informants who represented all sources regarding the role of Islamic scholars and the community in supervising tourist attractions in the pantai Cermin area, Serdang Bedagai Regency. The purpose of the researchers chose this research method because it was based on the objectives and research problems. The data collection techniques used in this study were interview techniques and observation techniques. The results of this study are the role of the clergy at the pantai cermin in supervising tourist attractions related to religious norms in pantai Cermin district, Serdang Bedagai Regency. What the clergy did was just to appeal and there were no sanctions or punishments imposed on violators of the norms who visited these tourist spots, especially in the pantai Cermin area, Serdang Bedagai Regency. Likewise with the surrounding community, especially those who live in coastal tourism areas, they lack supervision or urge tourists not to violate religious norms, both in terms of the visiting hours of tourists who come to the beaches on the pantai cermin, Serdang Bedagai. Pantai cermin is the majority of the population who are Muslim and uphold religious values. Therefore, the clergy and the community should mutually maintain order in the beach so as to avoid unwanted incidents. As a source of community empowerment, there are also factors that hinder the community from conducting surveillance on tourist objects in the sub-district of pantai Cermin, namely because there are several beaches that are managed privately where some people who sell at these tourist attractions do not dare to participate in supervising them for fear of not being able to trade. On these beaches such as sustainable Bali beaches, Pondok Indah beaches, etc. Lack of professional public awareness in carrying out supervision. Some people still don't care about supervision.

Keywords: Cleric, Society, Tourism.

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INTRODUCTION

Tourism is one of the pillars of a nation’s economic growth in the 21st century. In the economy of a nation or a country, if tourism is well managed, planned and structured, the input for the country can exceed oil and gas revenues. In other words, tourism can be an industrial machine that creates money for a country’s income. As is the case with Saudi Arabia’s 6 extraordinary projects in 2030, which was spearheaded by the crown prince Muhammad Bin Salman, one of which is a tourism project. They believe that the country’s oil reserves are not much anymore, therefore they make a breakthrough by developing tourism in the country to increase the country’s income apart from oil. This can be used as an example for Islamic countries to improve the economy of Islamic countries around the world.¹

Indonesia is an archipelagic country that has a lot of natural beauty and has a coastline that stretches from Sabang to Merauke which can be used as tourist attractions that will support the country’s economy. The tourism industry is very important for Indonesia to increase its contribution to gross domestic product (GDP), by attracting foreign tourists which will increase Indonesia’s foreign exchange reserves. At the present time the tourism sector contributes about 4% of our total economy.²

Based on the Government Regulation of the Republic of Indonesia No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, article 28 states that the policy direction of community empowerment through tourism is letter a, namely, developing potential, capacity and community participation through tourism development. Therefore, creating a new tourist attraction requires assistance and encouragement from the government as well as participation from the community to improve the wheels of a country’s economy. In developing a tourist attraction must have a mature planning strategy so that it can get good results.³

According to an Islamic perspective, tourism is carried out in terms of a spiritual journey, regarding the meaning and achievement of a demand for religious teachings itself ”sharia”, this fact has made the State of Saudi Arabia reap many benefits both materially and its status as a country that has a place that is considered sacred by Muslims namely Mecca and Medina.


Therefore, the role of the clergy and the community is needed in supervising and preserving these tourist attractions. The role of religious leaders and scholars is very important in supervising tourist attractions in the Serdang Bedagai beach area, from things that are not desirable to achieve a safe and comfortable tourist area so as not to cause a problem that can reduce the interest of foreign tourists who want to visit tourist attractions in the Serdang Bedagai area.

Likewise, community participation is needed in supervising tourist attractions on the beaches in the Serdang Bedagai area. Especially the people around the coast who are Muslim to jointly supervise, protect and preserve these tourist areas. Such as maintaining the environment, security and comfort for tourists from other areas. Because these tourist attractions are one of the pillars of the economy for the community and one of the income for some coastal communities in the area.

Oversight comes from Medieval Latin, meaning "watch over". In fact, the word supervision literally means the same as oversight the prefix super means "above" or "above," and vision is just another word for vision. The word supervision is better known in management and an administrative science as a management activity. George R Terry argues that the term "control" as quoted by Muchsan, “control is to determine what is accomplished, evaluate it, and apply corrective measures, if needed to ensure result in keeping with the plan”. So an oversight can be interpreted as an effort or way to ensure the maximum achievement of a target that has been previously planned. And supervision can also be interpreted as a form of way to ensure the plan goes according to the procedures that have been set.

There are several types of supervision. That is: 1) Inherent Supervision, Supervision of this model is an activity that aims to control continuously, which is carried out by superiors to their subordinates in a preventive and repressive manner so that the implementation of tasks runs effectively in accordance with the regulations that apply in the company or organization. In a supervision superiors have power over subordinates; 2) Functional Supervision. Functional supervision officially first appeared in Presidential Instruction No. 15 of 1983 concerning the guidelines for the Implementation of Supervision which states that functional supervision is any effort made by a specially appointed person to conduct an independent audit of the object under his control. Functional supervision consists of internal and external supervision; 3) Internal Supervision, this form of supervision is an objective and systematic assessment of the internal supervisor on the implementation and control of the company or organization. This form of internal control emphasizes assisting management in identifying a problem that exists in a company organization so that it can be solved; 4) External Supervision, external supervision has the benefit of increasing the credibility of

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the success and progress of a company or organization. This external supervision is usually carried out with a partnership principle between the two parties who supervise and those who are supervised.6

Meanwhile, supervision also has several principles, namely:

a) Principle of assurance of objective
b) Principle of efficiency of control
c) Principle of control responsibility
d) Principle of future control
e) Principle of direct control
f) Principle of reflection of plan7

RESEARCH METHODS

a) Type of Research
In this study, researchers used descriptive qualitative methods, by obtaining data from informants who represented all sources regarding the role of Islamic scholars and the community in supervising tourist attractions in the Pantai Cermin area, Serdang Bedagai Regency. The purpose of the researchers chose this research method because it was based on the objectives and research problems. Because this is in accordance with the opinion expressed by Bogdan Taylor that the qualitative method is a research procedure that can produce descriptive data in the form of written or written words from observed sources and behaviors, which are directed at backgrounds and individuals in a holistic and comprehensive manner.8 Descriptive research is a type of research that provides an overview and description of a situation as clearly as possible without any treatment of the object being studied.9

b) Research Location
The location of this research is located in Pantai Cermin District, Serdang Bedagai Regency. Precisely at tourist attractions in the Pantai Cermin area.

c) Research Informant
The informants in this study were the chairmen of the Indonesian Ulema Council of the Pantai Cermin District and the community leaders of the Pantai Cermin. According to Sugiyono, the selection of informants in this study used the snowball


8 Moleong, Qualitative Research Methods, (Bandung: Remaja Rosdakarya, 2000), page. 3


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sampling technique. Snowball Sampling is a technique for determining a sample that is initially small in number and then enlarges.10

(d) Types of Data and Data Sources
- Primary data
  Primary data is data that is directly related to the object of research. This data is obtained directly from individual sources such as the results of interviews with relevant sources.11 As for several types of data sources from the chairman of the Pantai Cermin MUI Mr. Syarif Santoso, data sources from the Head of Kuala Lama Village Mr. Usman Efendi, and data sources from community leaders Mr. Muslim
- Secondary data
  Secondary data is data collected from pre-existing data. Secondary data can be collected or obtained through books, websites, or researcher documentation.12

RESULT AND DISCUSSION

The Role of Clergy and Society in Supervising the Development of Tourist Attractions in Pantai Cermin District

The Ulama are the inheritors of the prophets, the Ulama are the lights of the people, they are the light that illuminates the darkness of their people, they are the lights for the people, because a scholar is led to guide and direct the people to goodness and the right path. Therefore the role of the clergy is very important in supervising tourist attractions to maintain control of tourist attractions so that people do not fall into the abyss of immorality, especially young people who must be looked after because young people are the next generation of the nation and religion.13

To anticipate things that can undermine the morals and behavior of the community, especially the youth, because seeing the conditions on the ground, the tourist area is often used as a place and nest of immorality by irresponsible people. Which results in the growth of diseases in society that are outside the boundaries between men and women (sex freedom), if there is no special supervision in terms of guarding this tour, in this case it can endanger the younger generation where teenagers are the pillars of this nation's

10 Sugiyono, *Educational Research Methods (Education Quantitative, Qualitative and R&D)*, (Bandung: CV. Alfabeta, 2013), page. 97


successor.\textsuperscript{14} Because of this, this is where the role of the clergy is very important, especially in the Pantai Cermin area in responding to the influences that can be brought from tourism, in this case more emphasis is placed on education from within, namely from parents about the dangers of foreign influences that can damage the moral behavior of their teenagers. and the living environment must prioritize Islamic teachings, also for the clerics must further improve in terms of religious activities in the pantai cermin area, such as activating recitations that invite youth to take part in the event if there is no response you can use a personal approach, as explained in the Qur'an An-Nahl 125 which suggests that preaching must be done with wisdom, wisdom, good or gentle advice and invite the exchange of ideas.\textsuperscript{15} Besides the form of delivery with several approaches such as lectures to the public, and personal approaches that are adapted to conditions and places. The role of the clergy as religious leaders in providing guidance to youth and people on the pantai cermin by holding recitations.\textsuperscript{16}

The role of the clergy is very important in supervising tourist attractions, especially tourist attractions in the Pantai Cermin area. Interview with Indonesian Council of Ulama Pantai Cermin about the role Indonesian Council of Ulama of the Pantai Cermin in supervising the development of tourist attractions on Pantai Cermin. "Yes, the role of the ulama at Pantai Cermin in overseeing the development of tourism on Pantai Cermin may only be limited to coordinating with community leaders, youth, especially since recently there has been action against beach developments with the excuse of maintaining mangrove forests, maintaining customs, maintaining cemeteries that are not being displaced. So the role of the ulama at Pantai Cermin in supervising tourism development is just to give advice to teenagers, youth organizations so that local cultures can be maintained"

Mr. Bahrul Jamil's explanation as a member Indonesian Council of Ulama of the Pantai Cermin that the role of the ulama in overseeing the development of tourism in the Pantai Cermin area is to provide directions and appeals to the community, youth, youth organizations to continue to maintain the wisdom of local cultures and in accordance with Shari'a guidance so that These tourist spots remain safe and comfortable for tourists from outside.\textsuperscript{17}


\textsuperscript{17} (Interview with a member Indonesian Council of Ulama of the Pantai cermin, Mr. Bahrul Jamil S. Ag, on 04 April 2023)
The Role of the Community in Supervising the Development of Tourist Attractions on the Pantai Cermin

The role of the community in supervising the development of tourist attractions in an area is very important because they are the ones who know the ins and outs of these tourist attractions and provide most of the tourist attractions and determine the quality of these tourist attractions.

Therefore, changes that occur in an area of tourist attractions will have a direct impact on the people of the area itself. On the other hand, the role of the community in overseeing tourist attractions can be realized if there is good cooperation between the government, the community and also religious leaders, because the benefits can be directly felt by the community itself by opening up job opportunities for the community.18

The active role of the community who act individually or collectively, who consciously participate in assisting the government in overseeing tourism development with their own initiative, can help the smooth running of tourism. Law number 9 of 1990 concerning tourism states that the community has the same and widest opportunity to participate in the implementation of tourism.

The role of the community in protecting and maintaining natural and cultural resources owned is an action that is very influential and has the potential to attract tourists. The role of the pantai cermin community in maintaining and supervising tourism in the pantai cermin area is needed to achieve safety and comfort for tourists. Interviews with community leaders in pantai cermin regarding the role of the pantai cermin community in supervising tourist attractions,

"The role of the apparatus in supervising tourist attractions in the pantai cermin area is by giving an appeal to the community and managers of tourist attractions to keep guarding tourist attractions so that there are no actions that violate religious norms and local customs."

From the explanation of Mr. Usman Efendi as the one of headman in Pantai Cermin that the role of community leaders in supervising the tourist attractions of Pantai Cermin is by giving appeals to the community and managers of tourist attractions to maintain the security and comfort of these tourist attractions so that tourists can travel safely and steadily, maintain the religious and customary norms that apply in the Pantai Cermin area. Researchers also conducted interviews with community leaders in the pantai cermin what is the role of community leaders and the community in supervising tourist attractions in the pantai cermin area.

"The role of community leaders and the community in supervising tourist attractions in pantai cermin is just to give an appeal to other members of the public to maintain order when visiting, if things happen that are not desirable then all of them will continue to fuss and blame each other."19


19 (Interview with the one of headman of Kuala Lama Village, Pantai Cermin, Mr. Usman Efendi on 03 April 2023)
From the explanation of Mr. Ramli as a community leader at Pantai Cermin regarding the role of the community in monitoring the tourist attractions of Pantai Cermin, it is just giving an appeal without any concrete action or real action in carrying out supervision.

**Factors Inhibiting the Supervision of Tourist Attractions at Pantai Cermin**

In doing a job that has been determined is not an easy thing to do because there will always be obstacles. Likewise in carrying out supervision of tourist objects in the Pantai Cermin District. Factors that become obstacles to monitoring tourist objects in Pantai Cermin District:

"The inhibiting factor in carrying out supervision of tourist attractions in the pantai cermin area is one of them is the lack of supporting funds for supervision, the lack of public concern to both supervise these tourist attractions and perhaps the lack of professional awareness to carry out supervision."

From the explanation of Mr. Usman Ependi as a community leader at pantai cermin, there are three factors that become obstacles in supervising tourist attractions in the area including:

1. Lack of supporting funds to carry out supervision
2. Lack of public awareness to jointly supervise tourist attractions in the area
3. Lack of professional quality of society to carry out supervision at tourist attractions on the pantai cermin.

**CONCLUSION**

Based on the results of the research and the results of the analysis that has been carried out by the researchers in this study, several conclusions can be drawn about the role of the clergy and the community in supervising the development of tourism in the Pantai Cermin area, Serdang Bedagai Regency, namely:

1. The role of the clerics at pantai cermin in supervising tourist attractions in the pantai cermin area is still not effective in carrying out supervision because they are just giving an appeal, teenagers, youth organizations to keep the wisdom of local cultures.
2. The role of the community and community leaders at pantai cermin in supervising the development of tourism on the beach is also still ineffective because it only gives an appeal without any real action in supervising tourist attractions on pantai cermin.
3. Lack of supporting funds to carry out supervision, Lack of public awareness to jointly supervise tourist attractions in the area, Lack of professional quality of society to carry out supervision at tourist attractions on the pantai cermin.

So researchers can conclude that the role of the clergy and the community in supervising the development of tourism on pantai cermin does not play a role because it is just making appeals without any real action in carrying out direct supervision to the field.
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