

THE INFLUENCE OF LANGUAGE COMPETENCE, LITERACY, LOCAL WISDOM AND MULTIMEDIA IN DEVELOPING THE TOURISM POTENTIAL OF PEMATANG SERAI VILLAGE

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Abstract

The tourism industry, when viewed from a cultural perspective, indirectly has a significant role in the development of Indonesian culture. The rapid growth of the tourism industry allows interaction between tourist visitors and local communities in the tourist area. Language and literature have an important role in preserving local wisdom and introducing it to the public or readers. In the context of local wisdom, it is important to understand the history and development of Indonesian life. The understanding of local characters and values has always been the focus of attention in every era and generation that contributed to the journey of this nation. The research method used is descriptive quantitative method with data collection techniques in the form of questionnaires, documentation and interviews, the data analysis used is the data analysis technique according to Milles and Huberman. The results of the research For the development of local wisdom-based tourism in Pematang Serai, it is necessary to have a more detailed plan in the form of a masterplant for local wisdom-based tourism development in strengthening the character and economy of the Pematang Serai Village. In practice, language and literature are able to strengthen positive local values in the thoughts and feelings of the Indonesian people. language is able to become a filtering tool or filtering influences from outside. Development of tourism based on Language, Literature, Multimedia and Local Wisdom in Pematang Serai Village can be done with three dimensions: the dimensions of geol (getek online) beaches and marine and Culture / Customs and Beliefs.

Keywords— Language, Literature, Local Wisdom, Tourism Development

Introduction

Each region has unique potentials that need to be better enhanced. The potential advantages possessed by various regions are very diverse. This diversity should be the focus of special attention for local governments, so that the younger generation does not lose its identity and understands well the potential, values, and distinctive culture of its region in accordance with the demands of the global economy. In the context of the growing influence of global domination, this phenomenon has also resulted in people feeling limited in their cultural expression. This has also resulted in people's understanding of language, literature and cultural traditions dwindling. Therefore, it is important to strive to maintain and preserve the diverse cultures that we all share (Disi & Hartati, 2018). Through education based on local wisdom, we can hope that education can provide significant meaning to the lives of Indonesian people. This means that education can be the driving force that influences the future journey of Indonesian people. Culturist Radhar Panca Dahana in an article entitled "Digital Generation" discusses the new generation that currently exists in our society. This generation is known as the digital generation, or what Radhar calls generation

Z, which was born after 1995. It is a generation that has not only experienced an acceleration in thinking, but has also changed almost all aspects of life, including their way of life, way of thinking, worldview, and even the way they view time, the past, and their own future. This generation is the result of the impact of globalization (Pariwisata Berbasis Kearifan Lokal di Kabupaten Lampung Selatan Provinsi Lampung et al., 2022).

As modernism permeates Indonesian culture, there is a risk of losing the originality and productivity of indigenous cultures, often as a result of this modernist impulse (Sultoni & Saufan Hilmi, 2015). The development of information technology has transcended cultural boundaries and can even threaten national identity. Human identity as part of a social group can no longer be maintained easily due to the influence of modernism that changes ways of thinking and cultural characteristics. Language and literature have a close relationship with the preservation of local wisdom for the community or readers (Disi & Hartati, 2018). When talking about local wisdom, it is important to look at the history and dynamics of Indonesian life. The question of cultural character and identity has always been a serious concern in every era, generation, and period in the history of the Indonesian nation. This is also recognized by many nations around the world. For Indonesia, the issue of local wisdom has been a concern since the beginning of independence until today, especially in the framework of preserving the culture of diverse ethnic groups.

The development of local wisdom issues has followed the development of the Indonesian nation (Yunus, 2023). Local wisdom is an important part of language learning and character building. In today's era of highly sophisticated communication, the importance of the ability to use and package local wisdom values in a global context is highly emphasized. In addition, creativity is also crucial to revive a sense of confidence in behaving with local characteristics, both in national and global communication. The importance of literary authors' interpretation and creativity is becoming increasingly clear. Literary authors today tend to try to produce modern literary works by taking inspiration from traditional literature (Rezano et al., 2024). This can be considered as an attempt to illustrate the longing for local values as well as the recognition that local values still have relevance in supporting character building with a global dimension. People can see novels, short stories, dramas, and poems in modern Indonesian literature that refer to traditional literature.

In addition to language and literature, multimedia can also be used as a tourism development tool in Pematang Serai Village. Pematang Serai Village is a village located in Langkat district, Tanjung Pura city (Aliah & Rizkina, 2023). This village is a potential village in terms of tourism (Yunus, 2023). There is a "geol" tour there that not everyone in North Sumatra knows about. Thus researchers want to examine the influence of language, literature, local wisdom and multimedia in the development of tourism in Pematang Serai Village and apply from the realm of literary language and multimedia in the introduction of tourism to the community (Rezano et al., 2024). Language here is the ability of the community to introduce the tour to the community with interesting language or persuasion, literature is part of the sweetener which is expected to be an attraction for the community to visit the tour in the village of Pematang Serai (Aliah & Rizkina, 2023). As well as multimedia as a tool in developing tourism in this modern era.

Literature Review

Literature and Local Wisdom

Local Wisdom can be understood as a human endeavor by using his mind (cognition) to act and behave towards something, object, or event that occurs in a certain space. The definition is arranged etymologically (Rozana et al., 2022), where wisdom is understood as a person's ability to use his mind in acting or behaving as a result of an assessment of an object or event that occurs. As a term wisdom is often interpreted as 'wisdom'. Local specifically refers to a limited interaction space with a limited value system. As an interaction space that has been designed in such a way that involves a pattern of relationships between humans and humans or humans and their physical environment

(Rusyda Nazhirah Yunus & Munisa, 2023). The pattern of interaction that has been designed is called the setting. Setting is an interaction space where a person can arrange face to face relationships in their environment. A life setting that has been formed will directly produce values. These values will become the basis of their relationship or become a reference for their behavior (Febriandhika & Kurniawan, 2019).

Local wisdom is a form of dialectic between humans and life knowledge (Yunus, 2021). The knowledge taken from the life in which humans live is then reflected to help humans make meaning of life. As a community guideline, local wisdom then provides clear guidance on the domains that can be reached by human behavior. In the process of its formation, local wisdom is not conceptualized individually but requires a communal role, namely the community. Furthermore, local wisdom becomes part of culture and then becomes the identity and even the character of a society (Febriandhika & Kurniawan, 2019). Therefore, between local wisdom and culture is the relationship between a child and its mother. Local wisdom is nothing but a part of culture. A cultural value system consists of conceptions that live in the minds of the majority of a society about the things they should consider valuable in life. Therefore, a cultural value system usually serves as the highest guideline for human behavior. Other more concrete systems of human behavior, such as specific rules, laws, and norms, are all also guided by the cultural values. cultural values that can promote development include endurance of suffering, hard work, tolerance of the beliefs of others, and mutual cooperation (Yunus, 2023).

Concept of Tourism Development

The term tourism consists of two words, namely "pari" which means many or many times and "wisata" which means traveling (Sunaryo & Zuriah, 2017). Tourism is an activity in a society related to tourists suggest that tourism is a temporary movement activity that has a different lifestyle, according to Law Number 10 of 2009 concerning Tourism it is explained that tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, Government and Local Government (Rossanty & Dharma Tuah Putra Nasution, 2021). Based on the understanding of tourism above, it can be understood that tourism must fulfill 4 conditions, namely: First, travel is done from one place to another. Second, the goal is to have fun. Third, there is money to spend. Fourth, the travel time is at least 24 (twenty-four) hours). Tourism activities cannot escape two important elements, namely tourists and tourist attractions. The definition of tourist attraction as explained in Law Number 10 of 2009 is defined as everything that has uniqueness, beauty and value in the form of diversity of natural wealth, culture, and man-made products that become the target or destination of tourist visits (Wahyuni et al., 2020). Based on the explanation above, tourism is an activity to seek pleasure / happiness from a new place that is carried out within a certain period of time, so that the trip is a temporary / temporary activity that is not intended to seek profit, as for the benefits of tourism, among others: provide economic income, open employment opportunities, encourage the preservation of native culture and increase foreign exchange.

Research Method

Research Design

The research method applied is quantitative descriptive research. This research will center on observing the influence of language, literacy, multimedia and local wisdom competencies for strengthening the character of the people of Pematang Serai Village. In addition, social factors such as social position, social relationships, and family education level will be considered to evaluate how community character is strengthened through the application of literature, language and local wisdom. Qualitative descriptive research was chosen because it will identify and describe issues related to the application of language, literary, multimedia and local wisdom competencies to strengthen the character of the people of Pematang Serai Village. This is done so that it can be understood together and

evaluated the need to strengthen community character through the application of literature, language, multimedia and local wisdom. Data analysis was tailored to the research questions to be answered, using qualitative descriptive methods to process the data obtained. The data included interview recordings and written records of evaluation results. The data were then analyzed by considering relevant theories. The identification process was carried out on each data to analyze the influence of language, literature, multimedia and local wisdom to strengthen the character of the people of Pematang Serai Village. After the data were collected through recording and note-taking techniques, the next step was to (Rossanty & Dharma Tuah Putra Nasution, 2021) compile the data into data cards and analyze them to obtain relevant information. The scope of this research focused on the perceptions and experiences of the community in Pematang Serai Village.

Participants

Pematang Serai villagers were selected as research respondents. Pematang Serai Village has many uniqueness in terms of culture and tourism. The researcher chose this village as a research site because the village has tourism that has local wisdom power but is not yet known to many people based on the results of the researcher's assessment before the research. The researcher considered that this field of study is in accordance with the research objectives to test whether language, literature, local wisdom and multimedia have an effect in increasing the tourism potential of the village. Twenty people from Pematang Serai village participated in this study which was determined using saturated sampling. The participants were natives of the village (Yunus & Rosida, 2023).

Tools and Techniques of Data Collection and Analysis

The focus of this research is the application of language, literacy, multimedia and local wisdom competencies to strengthen the character of the Pematang Serai Village community. According to Miles and Huberman, data analysis is carried out through several stages. The first stage is data reduction, which is the process of selecting, focusing, and simplifying all types of information documented in fieldnotes. This data reduction involved summarizing the content and notes of the data obtained during the research. This process continued throughout the research until the final research report could be compiled (Disi & Hartati, 2018).

The next stage is data presentation, which is the organization of information and descriptions in the form of a complete narrative to facilitate understanding and drawing research conclusions. Presentation of this data can be in the form of narratives, matrices, pictures / schemes, activity networks, and tables. The completeness and accuracy of data presentation is very important to determine the depth and accuracy of the analysis results. The last stage is conclusion drawing, which aims to solidify the results of the analysis and retrace the data quickly to get strong and reliable research conclusions (Rusyda Nazhirah Yunus & Munisa, 2023). This process involves a correlation between the results of the analysis and the data that has been collected, so that the conclusions obtained can be considered credible.

Results and Discussion

Influence of Language, Literature, Local Wisdom and Multimedia in Tourism Development in Pematang Serai Village

Based on the data obtained from respondents in this study, the lowest score was 34 and the highest score was 61. From the results of statistical calculations using the SPSS 19 program, the average price (M) was 47.91; median (Me) was 48; mode (Mo) was 63; standard deviation (SD) was 7.403. The frequency distribution of language influence can be seen in the following table.

Interval	Frequency	Frequency (%)	Frequency Cumulative	Frequency Cumulative (%)
34-38	3	9,38	3	4,27
39-43	3	9,38	6	7,69
44-48	10	31,25	16	14,53
49-53	11	34,38	27	22,22
54-58	2	6,25	29	23,93
59-63	3	9,38	32	27,35
Total	32	100	113	100

Table 1: Frequency Distribution of the Influence of Language, Literature in Tourism Development

From these data it can be seen that the score that has the highest frequency is the interval class 49-53 11 times. It was also found that 14 (43.75%) communities were below the average score and 18 (56.25%) communities were above the average score, so it can be concluded that the majority of language influence scores were above the average score.

The number of items on the literary instrument consists of 20 items with 4 alternative answers. The scores given are 1, 2, 3, and 4. This means the lowest ideal score is 20 and the highest ideal score is 80. After carrying out the validity test, the lowest score was 38 and the highest score was 66. From the results of statistical calculations using the SPSS 19 program obtained mean price = 53.06; median = 52.5; mode = 51 and standard deviation = 7.45. Meanwhile, the frequency distribution of literature can be seen in the following table.

Interval	Frequency	Frequency (%)	Frequency Cumulative	Frequency Cumulative (%)
38 – 42	3	9,38	3	2,63
43 – 48	4	12,50	7	6,14
49 – 53	11	34,38	18	15,79
54 – 58	6	18,75	24	21,05
59 – 64	6	18,75	30	26,32
65 – 70	2	6,25	32	28,07
Total	32	100	110	100

Table 2: Frequency Distribution of the Influence of Literature in Tourism Development

From this data it can be seen that the score that has the highest frequency is score 51 4 times. It was also found that 18 (56.25%) people were below the average score and 14 (43.75%) people were above the average score, so it can be concluded that the majority of literary influence scores were below the average score. The number of local wisdom and multimedia instrument items consists of 19 questions with 5 answer choices. The score given if you answer correctly is 1 and if you answer incorrectly it is 0. This means that the lowest ideal score is 0 and the highest ideal score is 19. After carrying out the validity test, the lowest score is 3 and the highest score is 19. From the results of statistical calculations using the SPSS 19 program obtained mean price = 14.03; median = 15.5; mode = 16 and standard deviation = 4.060. Meanwhile, the frequency distribution of local wisdom and multimedia can be seen in the following table

Interval	Frequency	Frequency (%)	Frequency Cumulative	Frequency Cumulative (%)
1 – 3	1	3,13	1	1,01
4 – 6	3	9,38	4	4,04
7 – 9	8	25,00	12	12,12
10 – 12	9	28,13	21	21,21
13 – 16	8	25,00	29	29,29
17 – 19	3	9,38	32	32,32
Total	32	100	99	100

Table 3. Frequency Distribution of the Influence of Local Wisdom and Multimedia in Tourism Developmen

From these data it can be seen that the score that has the highest frequency is score 16 6 times. It was also found that 16 (50%) communities were below the average score and 16 (50%) communities were above the average score, so it can be concluded that half of the people in Pematang Serai Village were below the average score.

Tourism Development Model Based on Language, Literature, Multimedia and Local Wisdom in Pematang Serai Village

In viewing literature as part of culture in Indonesia, problems relating to society are naturally more diverse and more complex in regional literature, Indonesian literature. Indicators related to language as a medium. In Indonesia, there are hundreds of languages that still live in their respective communities, some of which have never been included in research. The second indicator relates to the social structure itself, which varies according to geography, natural surroundings, climate, and in relation to the characteristics of the society that supports it. Language and literature are not only seen as works of language art that are empty of value. However, it is not so narrow, literature as a cultural product has a very important role in cultural development. The form of reality, social values, and the cultural diversity of a society are aspects that should be explored again to strengthen culture. Seeing this, literature must be able to play a role in human control of problems that occur in society. This view is clearly in accordance with the principle that every literary work produced by a writer contains a mission. In this context, emphasizes that every activity has a function, goal and final result, including evaluation in the context of the development of the activity. Likewise with literature, its relevance is shown through the added meaning that is successfully demonstrated, both by the creator, as subjectivity, and the audience, as meaning subjectivity as well as objectivity. There is no literary work without a purpose.

The development of tourism based on language, literature, multimedia and local wisdom in Pematang Serai Village can be carried out in three dimensions: coastal and marine geol (online getek) dimensions as well as culture/customs and beliefs. Multimedia is needed in the development of natural tourism which still has various problems and obstacles, including the erosion of local wisdom values of local communities, problems with management, human resources, and public awareness regarding saptapesona. To develop local wisdom-based tourism in Pematang Serai, it is very necessary to have a more detailed plan in the form of a masterplant for local wisdom-based tourism development in strengthening the character and economy of the Kelambir V village community (Rusyda Nazhirah Yunus & Munisa, 2023).

Discussion

In practice, language and literature are able to strengthen positive local values in the

thoughts and feelings of the Indonesian people. Language is capable of being a screening tool or filtering influences from outside. With language, we can become creative, insightful, futuristic and quality human beings if we can capture positive values in language. According to language, apart from being able to provide positive values, can also help develop a positive attitude towards the unstoppable development of science and technology. Local wisdom or often called local wisdom can be understood as human effort which can be understood as human effort by using reason (cognition) to act and behave towards things, objects or events that occur in a certain space. This definition is structured etymologically, where wisdom is understood as a person's ability to use his or her mind in acting or behaving as a result of assessing an object or event that occurs. As a term, wisdom is often interpreted as 'wisdom/wisdom'. Local specifically refers to a limited interaction space with a limited value system. As an interaction space that has been designed in such a way that it involves patterns of relationships between humans and humans or humans and their physical environment (Aliah & Rizkina, 2023). The designed interaction pattern is called setting. Setting is an interaction space where someone can develop face-to-face relationships in their environment. A life setting that has been formed will directly produce values. These values will become the basis of their relationship or become a reference for their behavior.

Local wisdom is actually very closely related to the lives lived by humans. Where local wisdom can grow and develop if human life continues and runs as it should. Local wisdom can continue to exist in the global world if humans can maintain local culture properly and correctly. One way to maintain local wisdom is through language and literature. Cultural values are an abstract layer and broad in scope. This level is the ideas that conceptualize the most valuable things in people's lives. (Vita Losi & Rosida, 2022) A cultural value system consists of the conceptions that live in the minds of most members of society regarding the things they should consider valuable in life. Therefore, a cultural value system usually functions as the highest guide for human behavior. Other human behavior systems at a more concrete level, such as special rules, laws and norms, are all also guided by cultural values. Cultural values that can encourage development include the characteristics of enduring suffering, trying hard, being tolerant of other people's opinions or beliefs, and mutual cooperation.

All things around which learning takes place can of course be used as learning materials and media. Various things that can be developed to produce various benefits for their region can be called local potential. Local potential can be in the form of sources of basic materials, clothing materials, board materials and so on. Apart from that, local potential can also be in the form of customs, ways of life, livelihoods, arts, and so on. In the cultural sphere, local potency can also be related to the culture that is usually practiced in that place. This includes the language they use and utilize in communicating every day. All potential that exists in a particular area can be developed into local wisdom that will be respected by the surrounding community.

Wisdom or wisdom is something that humanity longs for in this world. Wisdom starts from the ideas of individuals which then meet with the ideas of other individuals, then in the form of collective ideas. This local wisdom is usually created and practiced for the good of the community that uses it. There are times when local wisdom is only known and practiced by a small number of people, for example villages. However, there is also local wisdom that is used by large groups of people, for example local ethnic wisdom (Febriandhika & Kurniawan, 2019). This local wisdom cannot be separated from the culture of the people who support it. Local wisdom usually covers all elements of human culture, including: religious systems, language, economics, technology,

Conclusion

The development of tourism based on language, literature, multimedia and local wisdom in Pematang Serai Village can be carried out in three dimensions: the geol (online getek) beach and marine dimensions as well as Culture/Customs and Beliefs. Multimedia is needed in the development of natural tourism. It still has various problems and obstacles,

including the erosion of local wisdom values of local communities, problems with management, human resources, and public awareness regarding saptapesona. To develop local wisdom-based tourism in Pematang Serai, it is very necessary to have a more detailed plan in the form of a masterplant for local wisdom-based tourism development in strengthening the character and economy of the Kelambir V village community. In practice, language and literature are able to strengthen positive local values in thoughts and feelings of the Indonesian people. Language is capable of being a screening tool or filtering influences from outside.

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