

SUPERVISION ON MAYANG NATURAL ATTRACTIONS FOR THE 2021-2022 PERIOD (COVID-19 TRANSITION PERIOD) IN PEKANBARU CITY

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Abstract

To determine whether a task or activity is being carried out as it should be, the supervisor engages in various actions to gather information and make evaluations. During the Covid-19 pandemic, it is important to supervise directly by related parties to overcome the spread of the corona virus which is currently rampant. Supervision on the Alam Mayang tourist attraction is supervised by the Pekanbaru City Culture and Tourism Office and the Covid-19 Task Force. However, there are many obstacles that become obstacles in carrying out supervision on tourist attractions. The purpose of this study is to see how the supervision carried out by the Pekanbaru City Culture and Tourism Office in supervising tourist attractions during the Covid-19 pandemic and to see what factors are hindering the Supervision process. This research was located in Alam Mayang using qualitative descriptive methods, and data collection techniques through observation, interviews and documentation. The results of this study are said to have not been maximized, this is due to the lack of responsiveness of the Department in preventing Covid-19 and also the lack of awareness from visitors because they do not comply with health protocols.

INTRODUCTION

Indonesia's tourism industry has great untapped potential to increase the country's GDP and international reserves. Indonesia's natural and marine forests, as well as the diversity of flora and fauna, make it an attractive prospective tourist destination both domestically and internationally. Although most of Indonesia's natural attractions have been harnessed to tourism, the country still has a lot of potential and untapped natural resources. So, not only Pekanbaru City, but the whole of Indonesia that can benefit from tourism is working to improve itself.

According to the Regional Regulation, the Pekanbaru City Culture and Tourism Office is responsible for implementing the following initiatives on behalf of the Pekanbaru City Government in the fields of tourism, arts, and culture: Developing Culture and Tourist Areas with Decentralized Power.

Pekanbaru City has alternative tourist attractions and amusement parks, one of which is the Alam Mayang Pekanbaru recreation area located on Jl. H. Imam Munandar KM. 8 Pekanbaru which is a recreational place for families with natural nuances and a large place is also located not far from Pekanbaru City and is very easy to reach both by public transportation. Taman Recreation Alam Mayang Pekanbaru is a family company engaged in entertainment services or recreational places with a natural feel. In its daily activities, Alam Mayang Pekanbaru provides services to its visitors as users of Alam Mayang Pekanbaru entertainment and recreational services.

Choosing a location to do business is a way to attract the attention of customers to come and become visitors who aim to meet their needs. In increasing the amount of large profits, Alam Mayang needs a lot of visitors as well, in increasing the number of 3 visitors, Alam Mayang needs a strategy to improve services to the surrounding community so that they want to visit Alam Mayang Pekanbaru, with a motivational impulse that moves consumers to decide to act towards achieving goals, namely meeting various kinds of needs and desires to solely seek self-entertainment in fulfilled his wish. The data table for visitors to the Alam Mayang tourist attraction in 2021 is as follows:

Table 1.3.
Number of Visits by Nusantara Tourists and Foreign Tourists in Pekanbaru City Alam Mayang Tourism in 2021

MOON	WISNUS	WISMAN
January	15.611	30
February	7.163	0
March	8.119	0
April	4.521	0
May	3.202	0
June	7.723	0
July	4.338	0
August	474	0
September	6.711	0
October	0	0
November	0	0
December	0	0
Total	57.862	30

Source: Pekanbaru City Culture and Tourism Office

From the table above, it can be concluded that the number of visitors to Alam Mayang tourism in Pekanbaru City in 2021 during the Covid-19 pandemic amounted to 57,892 people

RESEARCH METHODS

The method in this study is qualitative research. Qualitative research is research that intends to understand the phenomenon of what the subject of study experiences *holistically* and by means of description in the form of words. The type of research that researchers do is qualitative research with descriptive methods. The research location was carried out at the Department of Culture and Tourism and Alam Mayang Tourism.

RESULTS AND DISCUSSION

Supervision is one of the management functions to find out the implementation of other management functions, compare tangible activities with previously established standards, determine and measure deviations and take the necessary corrective actions to ensure that resources are used in the most effective way.

Based on the explanation above, the purpose of supervision is to strive so that what is planned becomes a reality. In order to truly realize the main objective, the Supervision at the first level aims that the execution of the work in accordance with the instructions that have been issued, and to find out the weaknesses and difficulties encountered in the implementation of the plan based on these discoveries can be taken action to correct them, both at that time and in the future. Supervision is the obligation of everyone in the organization constantly, paying attention to and supervising the course of their respective duties according to the original plan. That is, supervision can be formulated as a process of determining what must be achieved, namely standards, what is being done, namely implementation, assessing implementation and can need to make improvements so that implementation in accordance with the plan is in line with standards (measures).

In this study, the author focuses on problems that can explain how supervision on Alam Mayang tourist attractions in Pekanbaru City. To find out how the supervision is, the author uses the theory of steps in carrying out supervision which is divided into 3 indicators according to Manullang (2012: 184), namely:

1. Define standards
2. Perform assessment actions
3. Hold remedial actions

RESEARCH RESULTS BASED ON MANULLANG THEORY (2012: 184)

In this analysis process, the authors used Supervision indicators according to Manullang (2012: 184) including Determining Standards, Conducting Assessment

Actions and Holding Remedial Actions. Each of these criteria is explained through the presentation of data and information that the author got when conducting research and then an analysis of the data and information that has been obtained from research informants with the aim of knowing the Supervision of Mayang Natural Tourism Objects by the Pekanbaru City Culture and Tourism Office for the 2021-2022 Period (Covid-19 Transition Period).

Defining Standards

In measuring standards or assessing the implementation / results of the work of an organization, we must have an appraisal tool. A standard meter is defined as a unit of supervision that can be used as a benchmark for the assessment of results. In determining the standards we must pay attention to the standards of achievement of goals. Ideally, the goals that an organization or company wants to achieve should be set clearly and completely at the time the planning is carried out. During the pandemic, Alam Mayang tourism is still open to the public by paying attention to several procedures that have been set by the government, being sure to maintain distance, wash hands and wear masks.

Perform an Assessment Action

Assessment actions on supervision carried out to find out deviations and checks that have occurred against standards that have been determined by the Department of Culture and Tourism. The form of supervisory assessment actions from the Culture and Tourism Office is by making observations, reports both oral and written. The Supervision and Control Team of the Culture and Tourism Office made observations by monitoring Alam Mayang tourism activities. The Supervision and Control Team is not required to make reports per day, broadly speaking, the Supervision report is only carried out in one-third of a month from Alam Mayang tourism to the Culture and Tourism Office.

Holding Remedial Action

Remedial actions are usually carried out if the process and work results have deviations from the specified standards, but if the process and results are not in accordance with the standards, improvements must be made. This is done in order to avoid the occurrence of the same mistakes or deviations.

Remedial action according to Manullang is defined as action taken to adjust the results of a deviant work to conform to predetermined standards or plans. Based on the foregoing, it can be understood that this corrective action was found to be a deviation. Therefore the remedial action referred to above is the same as the follow-up of Supervision in a broader sense. It said that because of the follow-up The supervision in addition to holding remedial actions also sanctions the subject who committed the deviation.

Based on direct observations in Alam Mayang Tourism, it can be seen that many people visit on big days such as sekolah holidays and Eid holidays. Many people visit Alam Mayang tourism ranging from local people to people outside the area who aim to vacation or recreation with their families.

INHIBITING FACTORS IN THE SUPERVISION OF MAYANG NATURAL ATTRACTIONS DURING THE COVID-19 PANDEMIC IN PEKANBARU CITY

Less Agile

The lack of preparedness of the government, namely the Pekanbaru City Culture and Tourism Office in managing tourist attractions. It can be seen that the sector that has experienced a considerable impact is the tourism sector. The lack of participation from the Pekanbaru City Culture and Tourism Office in providing direction and assistance in disinfecting places that are most likely to spread the COVID-19 virus such as bus stops, mosques, and so on.

Not Running Health Programs (Prokes)

The next inhibiting factor in the management of pekanbaru city mayang natural park attractions during the Covid-19 pandemic is not running health programs or health programs. During the Covid-19 pandemic, health protocols must be carried out, especially to all tourist attraction managers so that the COVID-19 virus does not spread again, especially in these tourist attractions. However, the managers of tourist attractions are still negligent in providing guidance and direction, especially to visitors who data to the attraction to continue to run the health program. Still free visitors when entering the Pekanbaru City Mayang Natural Park attraction, visitors to tourist attractions who do not carry out health programs should be prohibited from entering the attraction so as not to spread the Covid-19 virus in the place of Pekanbaru City Mayang Natural Attractions.

The covid-19 task force was still negligent when monitoring each visitor to the Pekanbaru city mayang natural park attraction. Many visitors to the Alam Mayang tourist attraction in Pekanbaru city still passed when checking the pedulilindungi barcode. Even though checking barcodes is important to do to find out the riawayat of visitors to natural attractions in Pekanbaru City.

Visitor Awareness Level

One of the obstacles in the supervision of Alam Mayang tourist attractions is the lack of awareness from the community itself. The lack of public awareness of complying with the health protocols so that the COVID-19 virus does not spread, especially in natural attractions, visitors still reason a lot when asking for a scan of the pedulilindungi barcode. Even though this application has been intensively used in public places.

CONCLUSION

The standards in conducting supervision by the Pekanbaru City Culture and Tourism Office are only based on the main objectives and functions of the established officials. The assessment actions carried out by the Culture and Tourism Office are by observation and written and oral reports, but during the Covid-19 pandemic, the Culture and Tourism Office only accepts written reports. Remedial actions by the Culture and Tourism Office by holding socialization, namely giving directions to managers and making appeals addressed to visitors that the importance of complying with health protocols (prokes) to break the chain of spread of Covid-19. The conclusion that researchers can explain is that there is still no maximum supervision, this is due to the lack of responsiveness of the Pekanbaru City Culture and Tourism Office in preventing COVID-19 and also the lack of awareness from visitors because they do not comply with health protocols.

SUGGESTION

It is hoped that the Pekanbaru City Culture and Tourism Office and Alam Mayang managers will pay more attention to the standard health protocols that have been regulated and set by the government to prevent the spread of the corona virus. For the public, visitors to the Alam Mayang tourist attraction area are expected to participate in obeying health protocols and also maintaining the safety, comfort and cleanliness of the tourist attractions visited.

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