

# *Travel Preference for Elementary School Children in Medan City*

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## **Abstract**

This study aims to determine matters relating to the preferences of elementary school children in the city of Medan to travel. Travel preferences for everyone involve choices that must be a consideration that influences people's decisions to travel. Therefore, everyone has their own preferences for traveling as well as elementary school children. The factors that influence the decisions of elementary school children in the city of Medan to travel as well as the choice of the type of tourism they want are the focus of this research. Previous research only examines how a tourist attraction becomes child-friendly tourism, without knowing whether children's preferences regarding travel are in accordance with their wishes, so that a tourist attraction can be said to be child-friendly tourism.

*Keywords: Tourism, Preference, Friendly Tourism*

## **1. Introduction**

Tourism is a collection of activities and travel activities undertaken by humans, both individually and in groups, to move from one location to another temporarily in order to achieve balance, serenity, tranquillity, harmony, and happiness of the soul. Tourism in Indonesia is growing very rapidly. This is supported by data by CEIC which shows an increase in the number of people traveling to Indonesia from January 1979 to September 2021.

With the rapid development of tourism, it provides benefits for many parties from the government, private sector to the community. This is because tourism is a business that provides promising benefits for the government and the community around tourism objects. Tourism objects are increasingly developing so that currently there are many tourist objects with certain *claims* starting to be promoted, starting from halal tourism, environmentally friendly tourism, to child-friendly tourism.

Child-friendly tourism is a tourism facility that is made intentionally to fulfill certain elements that can fulfill the desires and rights of children such as elements of security, education and health that can be achieved through the provision of special facilities by tourism to fulfill these elements. It is said to be child-friendly tourism if a tourist place has the principles adopted by the UN *General Assembly* at

*the twenty-seventh special session* in (Nahar, p. 2020) there are 10 principles to be called child-friendly tourism, namely (1) placing children in a position important and primary, so that every policy step prioritizes the best for children, (2) fulfills children's basic needs and relieves children from poverty, namely by keeping children away from the worst work for children, (3) protecting children from acts of discrimination, (4) the best for children, including prioritizing children's growth and development, (5) providing and ensuring children get access to quality and inclusive free basic education, (6) protecting children from the dangers of exploitation, violence, abuse, terrorism and hostage taking, (7) protecting children from war and armed conflict, (8) protecting children and not discriminating against children with HIV/AIDS, (9) providing access children to participate and respect children's opinions based on their age and maturity, (10) protect children from the dangers of environmental damage, ensure and ensure that children live in a healthy environment, and make efforts to protect children from natural disasters and environmental degradation.

However, every child has a different preference for child-friendly tourism. Preference is a tendency to choose something that is preferred over others in making decisions from an individual (Komsu Koranti, 2017). In making decisions there are components that are needed such as perceptions, attitudes, and values. Each child's preference for tourism is different, often children prefer to visit tourist attractions that attract their attention, where the tour includes things they like with the criteria that have been set by the child. This causes children to only want to visit these tourist attractions.

Referring to this, Medan City has several child-friendly attractions, such as Rahmad International Wildlife Museum and Gallery, *Space Ranger*, *Bubba's Playground*, *Wonders Water World*, *Avros Park*, Mora Indah Park, Siombak Lake and many more. However, In general, children's travel preferences are only invited to travel by parents and when there are events at school. The choice of place does not refer to the child's choice purely, but to the opportunities and abilities of the parents and the purpose of this study is to find out the things that are considered by elementary school children in the city of Medan in traveling.

## **2. State of the Arts**

As literature that will support research and even discussion of research results, researchers conduct a literature review. There are several literature reviews that can be considered relevant and can be considered for researchers to conduct research and later also to assist researchers in processing research data, as follows:

The first relevant research by Research conducted by Wangfei Wang, Liusu Yia, Mao-Ying Wua, Philip L. Pearceb, Songshan (Sam) Huang, in 2018 with the title *Researching the motivations of Chinese adult children to travel with their parents*. The results showed that the motivation of Chinese adults in traveling with their parents was divided into three things, namely parent-oriented motivation,

family-oriented motivation and self-oriented motivation. Further research using this netnographic method shows the nine motivations behind this particular family journey. Health and recuperation, novelty and knowledge, commemoration and celebration, dream fulfillment, family togetherness and relationship, recompense and reward, filial piety expression, escape and relaxation, and pleasure seeking are the nine reasons.

The next relevant research was conducted by Halim Ahmad and Bayu Grendo Sigarete in 2018 with the title *Student Preferences in Traveling: A Case Study of Ambarrukmo Tourism College Students (Stipram), Yogyakarta*. This study uses a qualitative descriptive research method, namely by interpreting qualitative data, then describing it in the form of writing or stories. Determination of the sample is done by the method determined (purposive sample). The sample in this study was determined to be 4th semester students with the assumption that they had adapted to the environment where they studied. Samples were taken from 4 classes with a total sample of 103 students. A questionnaire approach was used to obtain information. The findings of this research show that the student segment has a fairly large portion in the composition of the tourist market in Yogyakarta, students generally travel in groups with attractions as the main consideration, students are more interested in traveling to natural tourist sites, where photo spots are an important element for available at tourist sites and the most ideal travel time according to students on a trip is no more than 3 hours, with the most desirable entrance ticket price being no more than IDR 25,000.

The next relevant research was conducted by Fitri Abdillah, Bella, Lidya Setiawan, Vivi Olivia in 2019 with the title *Profile of Urban Community Preferences in Traveling*. With the results of the study that urban communities prefer to travel abroad compared to traveling within the country by using online travel agent services which are carried out in groups because they are more efficient, coupled with collaboration between the government and travel agencies that make it easier for people to travel, thereby increasing people's preferences for traveling.

### **3. Research Method**

This study uses a qualitative method with a descriptive approach. Qualitative research examines most aspects of social life. Qualitative research is willing to modify the direction or emphasis of a research project and may abandon their initial research topic in the course of their research project, according to Harper and Schwandt in (Neuman, 2006). This research uses descriptive as a way of approach, descriptive research is an attempt to present problem solving data by describing specifically the state or condition of the object or case to be studied.

Informant is someone who has and knows a lot of information (data) of the object being studied, is asked for information about the object of the research. The selection of informants in this study used a purposive sampling technique, as stated by Sugiyono in the book *Understanding Qualitative Research*, that Purposive

sampling is a data-sampling strategy that takes specific factors into account. In this study, the researcher has 30 informants from both elementary schools from the research location.

The research location was SDS Pembangunan Nasional and UPT SDN 067243. Both of the school was located in Medan City. The time of the study is about one month, from preparing interview questions, research and conducting interviews in the field, to the preparation of the final report. So to get the data/information done by observation and interviews. But in the interviews, the researcher simplifies interview questions by making simple questions in the google form, and guides directly in filling out the questionnaire.

The screenshot shows a Google Form with the following questions and options:

- Section 1:** "Sudah pernah berwisata kemana sigo?" (Have you ever traveled to where?)
  - Museum Rahmat Internasional Wildlife Museum & Gallery
  - Avros Park Medan
  - Pasar Malam MMTTC
  - Istana Maimun
  - Haros Water Park Medan
- Section 2:** "Kapan sigo berwisata?" (When do you travel?)
  - Libur Sekolah
  - Kapan saja tergantung orangtua
  - Ketika ada keluarga berkunjung
- Section 3:** "Tol. apa sigo yang menarik bagi anak untuk melakukan wisata?" (What is the most interesting thing for children to do a tourist?)
 

Pilih ukuran dan jumlah untuk tiap warna

  - Pertimbangan lokasi wisata (sedang viral)
  - Pertimbangan lokasi wisata (jaraknya dekat dari rumah)
  - Pertimbangan lokasi wisata (tiket masuk murah)
  - Wisata nya bagus untuk berfoto
  - Banyak atraksi di wisata
  - Bisa belajar dari tempat wisata (edukasi)
  - Banyak jajanan di tempat wisata
- Section 4:** "Bisanya berwisata dengan sigo?" (Usually travel with whom?)
  - Keluarga inti (Ayah, Ibu dan anak-anak kandung)
  - Keluarga Besar (Nenek, Kakek, Paman, Bibi)
  - Sekolah
  - Teman-teman
  - Dan lain-lain (buat keterangan)
- Section 5:** "lebih suka pantai atau gunung?" (Do you like beach or mountain more?)
  - Pantai (Image of a beach)
  - Gunung (Image of a mountain)
- Section 6:** "lebih suka wisata yang banyak jajan atau permainan yang banyak?" (Do you like tourism with many snacks or many games?)
  - Banyak permainan (Image of a game area)
  - Banyak jajan (Image of a food stall)
  - Yang lain:
- Section 7:** "lebih suka wisata indoor atau outdoor?" (Do you like indoor or outdoor tourism more?)
  - Indoor (Di dalam gedung seperti Museum) (Image of a museum)
  - Outdoor (Di luar ruangan seperti pantai, lokasi wisata) (Image of an outdoor location)
- Section 8:** "Tempat wisata apa yang ingin dikunjungi?" (What tourist place do you want to visit?)
 

Jawaban Anda

Kirim

Kosongkan formulir

Pict. Personal Documentation (a few questions on google form)

#### 4. Result and Discussion

Tourism is an activity carried out by people or groups of people, namely by traveling together with the aim of expanding knowledge, having fun, adding new information, and so on. Traveling for children is fun. This fun activity for each child has different preferences. The preferences of elementary school children in Medan City towards tourism are different from considering when to travel, where to travel, and with whom to travel, and so on. When referring to preferences, preference is

the tendency to choose something that is preferred over others which influences individual decisions.

The preferences of elementary school children in Medan City in traveling are:

### 1. Time to Travel

For elementary school children when to travel is important because in this trip it is not only yourself but involves other people and a perfect trip requires the right time. For elementary school children, the right time to travel is divided into 2 (two), namely:

#### 1.1 School holidays

For children, school holidays are the thing they look forward to the most after doing learning activities at school. School holidays for children can be a fun and unforgettable experience. For school holidays, there are many things that can be done, one of which is traveling. Traveling during school holidays is the best choice for children who want to travel and visit certain places, because during school holidays, children's time will be more relaxed because during holidays apart from studying and school assignments and during school holidays parents can accompany children to travel.

#### 1.2 Family visit

Family visits or gatherings or visiting are one means for traveling. Where when this activity is carried out in general, all family members will carry out an activity that fosters togetherness, one of which is traveling. Because when a family visit is carried out, generally all family members will gather so that traveling will be more enjoyable.

### 2. Consideration of Tourist Locations

When going on a tour, it is very important to consider the location of the tour. There are several aspects that are taken into consideration by children in choosing the intended tourist location. The following are considerations for tourist locations for elementary school children in the city of Medan:

#### 2.1 Close distance to home

Distance is something that is often considered when traveling. This is even more so for children, because for children the ideal distance to travel is a distance that is not too far from home. Because often you don't have much time for vacation and long distances will take travel time in addition to being more efficient and not needing to spend a lot of money and to maintain the health of children.

#### 2.2 Selection of *indoor* (indoor) or *outdoor* (outdoor) location

Children have different preferences regarding *indoor* or *outdoor* tours. From the results of the research, children who like *indoor* tourist locations tend to like tours to museums and in the city of Medan itself, the Rahmat International Wildlife Museum & Gallery and Maimun Palace are children's tourist choices because they offer new views and knowledge for children. As well as for *outdoor* tourism (outdoors) children tend to choose beaches and mountains because by traveling to beaches and mountains children will be closer to nature and can enjoy the beautiful



scenery that nature offers. In the city of Medan itself, it is rare to find beaches or mountains, so elementary school children in the city of Medan when traveling *outdoors* (outdoors) they choose to visit the night market, Avros Park is crazy, and Hairos Water Park Medan.

### 3. Cost

Cost is a major factor when deciding to travel and visit tourist destinations. Both children still think about the costs that will be incurred for traveling, in general when traveling children tend to choose tourist attractions with cheap ticket prices so that they are easy to reach and do not spend a lot of money so that parents of children are not burdened.

### 4. Photo Spot

Photo spots are no longer a new thing when going on a trip. This photo spot is one of the attractions of a tourist attraction to attract tourists, including for children's classes. Photo spots are a choice for children when traveling because when they find good and interesting photo spots, children can express themselves and become memories for children, so for children photo spots are one of the considerations for traveling.

### 5. Game

Attractions that are equipped with games are very synonymous with children. Children will choose to travel to places with lots of games because children like it because it can be a new thing and experience for children.

### 6. Has Educational Value

In traveling children tend to like tours that can provide education where children will play while learning. Because by playing while learning, children's knowledge will increase and knowledge of new things for children will increase so that traveling for children will be a fun thing.

### 7. Culinary

Culinary for elementary school children is called snack. Snacking becomes a joy for children, especially when traveling to places that serve various culinary delights that have never been encountered by children so that children can explore culinary arts. Because food is one of the joys of the experience.

The second findings in this study is all of these preference can not be facilitated by parents due to limitations and for several reasons, including: children follow parent's choice and depending on the economic circumstances of the parents so elementary school children can not travel based on their preferences.

## 5. Conclusion

Tourism is a travel activity carried out by humans from various circles from children to adults. For children, traveling is something that requires preferences, where children's preferences are the tendency to choose something based on what they like. Elementary school children's travel preferences in the city of Medan are

based on time of day, with whom they travel, the location of tourist attractions, culinary delights, and games.

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