

## MEDAN ZOO TOURISM AREA DEVELOPMENT PLANNING USING SWOT ANALYSIS

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### Abstract

This research aims to research Medan Zoo Tourism Area Development Planning Using SWOT Analysis. The type of research used in this research is descriptive research with a qualitative approach. The aim of descriptive research is to provide a factual and accurate description or presentation of the facts and characteristics of the research object according to what is being studied. The analysis method is in the form of system analysis using SWOT Analysis. The existing condition of the Medan Zoo (Medan Zoo) has the potential to be developed and can attract the attention of investors. This can be seen from the land which is quite large and has potential, the availability of service facilities such as canteens, prayer rooms, the availability of infrastructure such as clean water networks, drainage, roads and others. The problems that currently exist at the Medan Zoo (Medan Zoo) are the lack of diversity of animals available, the lack of other supporting tourist attractions, the lack of awareness of visitors to dispose of rubbish in the right place, the condition of animal enclosures that are not well maintained, and the disposal of animal waste has not been properly planned, resulting in an unpleasant odor that can cause discomfort, poor drainage network system.

Keywords: *Tourism Area Development, SWOT Analysis and Medan Zoo*

### 1. INTRODUCTION

The tourism sector has an important influence in the development and development of a country/countries, including our country, Indonesia. Indonesia has a variety of tourism potential in the form of natural, artificial and cultural resources. We can also see this from the many developments and development of the tourism sector in Indonesia from year to year. According to Law Number 10 of 2009 concerning Tourism, it is stated that "Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments". In efforts to develop tourism, the existence of tourism products plays an important role in providing quality services to tourists. Medan City is the third largest city in Indonesia. Apart from being the capital of North Sumatra province, Medan City has a variety of resources that have the potential to be developed as a tourist destination. The city of Medan has great potential in terms of natural, cultural and artificial resources, this is because the city of Medan has historical heritage, beautiful city views, strategic location and has a variety of customs and culture. The city of Medan has many tourist attractions that have the potential to be visited so that they have the opportunity to be redeveloped. Tourism is a fairly important economic sector in Indonesia. According to Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, apart from meeting the physical, spiritual and intellectual needs of every tourist, tourism also functions to increase state income in realizing people's welfare. Medan City is the capital of North Sumatra Province, and is the largest city in the province. Medan City has an area of 265.10 km with a population of 2,460,858 people, of which there are 1,225,201 men and 1,235,657 women. One of the tourism sectors in Medan City which is quite famous is the Medan Zoo (Medan Zoo). The Medan Zoo is precisely located on Jalan Bunga Rampe IV, Simalingkir B Village, Medan, North Sumatra. This tourist attraction, which also has the name

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Wildlife Park Conservation Center, is a regional government business entity managed by the Medan City Government Development PD. A zoo is a place for preserving animals that can be controlled every day by keepers and staff who work at Kebun Bintang (Suherlan et al., 2020; Evitasaki et al., 2020). According to the Regulation of the Minister of Forestry of the Republic of Indonesia No. P.31/Menhut-II/2012, ex situ conservation functions as a place to save, protect and preserve animals in order to maintain their original species which are called zoos. Apart from being a place for conservation, zoos also function as places for recreation and education as well as potential and valuable research (Suherlan et al., 2020; Evitasaki et al., 2020; PKBSI, 2021). Based on the general condition of zoos in Indonesia, there is a poor assessment, namely that management does not comply with animal welfare standards (Suhandi et al, 2015).

The Medan Zoo began to open after it was inaugurated by the Mayor of Medan on April 14 2005. The Zoo is one of the right tourism alternatives in the midst of the dense city of Medan which is increasingly developing. A zoo that has an open nature, namely a green open space, far from pollution and city noise, is what people need to relieve fatigue from their daily activities. Apart from that, the zoo is an educational facility where visitors can learn about the diversity of animals that exist. Currently, the condition of the Medan Zoo is that the land has not been fully utilized to its full potential and the various facilities needed by visitors are not yet available. A total of approximately 20 ha of land has not been used and has the potential to be developed so that it can increase the attractiveness of the Medan Zoo (Medan Zoo). One of the Medan City Government's Perumda Pembangunan business units, namely Medan Zoo, needs investors to develop a zoo in Simalingkar B Village, Medan Tuntungan. Since the move of the old zoo to the Medan Maimun area in 2005, he said, until now there have been no investors, either domestic or foreign, who are serious about developing Medan Zoo. In fact, the Medan Wildlife Park, which is located on Jalan Bungai Rampai IV, Simalingkar B Village, needs an investor's touch to become a favorite family tourist attraction in Medan City.

The latest data from Medan Zoo uses 10 hectares of land covered with shady trees of three species, namely apes, mammals and reptiles with a total of 245 animals."The total area of the Medan City Zoo is 30 hectares, but we have only managed 10 hectares of them and 20 hectares have not yet been managed. But we have made that into a city forest park," said Pernius. Medan Mayor Bobby Nasution previously targeted bringing in investors as soon as possible, to develop the Medan Zoo tourist attraction or Medan Zoo in the Simalingkar area. His party will change the management of Medan Zoo to be more professional in collaboration with the private sector and invite investors to develop this family tourist attraction. In relation to animal management, the North Sumatra KSDA Center has been monitoring the Medan Zoo Conservation Institute since April 2023, and found that animal management does not meet the Conservation Institute's management standards, especially animal welfare, cage facilities and environmental management, as well as the condition of the cages. Humidity causes a decline in animal health. Following up on the monitoring results in April 2023, the North Sumatra KSDA Center has summoned Medan Zoo management in November 2023 to report progress on the monitoring results. The Medan Zoo management expressed obstacles and difficulties in implementing its operations, so that the recommendations made by the North Sumatra KSDA Center have not made significant progress. The North Sumatra KSDA Center together with partners have carried out handling of Medan Zoo animals, including: routine animal health checks with a medical team consisting of veterinarians from the North Sumatra KSDA Center, veterinarian practitioners from the Indonesian Zoo Association (PKBSI), and institutions Conservation in North Sumatra, assisting with animal feed and 3 animal care workers (keepers) since December 2023 from PKBSI members in North Sumatra, as well as assistance with medicines from the Indonesian Veterinary Association (PDHI).

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feed and 3 animal care workers (keepers) since December 2023 from PKBSI members in North Sumatra, as well as assistance with medicines from the Indonesian Veterinary Association (PDHI). The condition of one of the Medan City Development Regional Public Company (PUD) business units, Medan Zoo, is very heartbreaking. The humans who work and the animals at the location are threatened by the financial crisis that hit Medan Zoo. Medan Zoo is in the spotlight due to various reasons, including the condition of the zoo which is considered unkempt. The zoo was overgrown with weeds and the paths were starting to become damaged and mossy.

Director of the Wildlife Investigation Division, Marison Guciano (2017) stated that thousands of animals in Indonesian zoos live in poor conditions, kept in small cages so that the animals are unable to behave naturally. There is a lot of violence and excessive exploitation of animals. Although to date there has been a lot of attention to the issue of poor animal welfare, the government does not yet have animal welfare standards in zoos. Government data for 2023 alone shows that only 4 of the 58 zoos in Indonesia are in good condition, the rest are incomplete and poor (Director of the Wildlife Investigation Division, Marison Guciano, 2017). According to Marceilla (2011), a development process that is not well planned will cause tourist areas to reach a phase of stagnation in a short period of time. As a system, planning and solving problems in tourism must be completed in a comprehensive and integrated manner involving various sectors. Therefore, to continue to develop in all existing conditions, the Medan Zoo must have a good and appropriate strategy. To overcome the problems mentioned above, efforts are needed to develop the Medan Zoo in a sustainable manner. By analyzing related issues to find internal strengths and weaknesses and anticipating external threats and opportunities, various alternative strategies will be obtained that can be implemented to support the sustainable development of Medan Zoo.

## 2. LITERATURE REVIEW

### 2.1 Area Development

Theory states that one effective way to develop a region is through regional development (BAPPENAS, 2004). A region is a certain region or area that has a certain function. Regions are areas that are based on physical and economic diversity but have close relationships and support each other functionally in order to accelerate regional economic growth and improve people's welfare.

### 2.2 Zoo Tourism

According to the Regulation of the Minister of Forestry of the Republic of Indonesia No. P.31/Menhut-II/2012 concerning a zoo, it is a residence or collection place for wild animals outside their natural habitat which can be controlled by the government or non-government, functioning as a breeding place so that natural genetics are maintained ( Maylina, 2021; Haq, 2021). According to No. P.31/Menhut-II/2012, article 9 regarding the criteria for zoos is that they must have at least an area of 15 Ha and have at least 3 classes of protected and unprotected animal taxa (Suherlan, et al., 2020).

### 2.3 SWOT analysis

SWOT analysis is a strategic planning method used to evaluate strengths and opportunities, but at the same time can minimize weaknesses and threats. (Ahmad, 2020:57).

## 3. RESEARCH METHODS

The type of research used in this research is descriptive research with a qualitative approach. According to Sanusi (2011:13), descriptive research is research that is prepared in order to provide a systematic description of scientific information originating from the subject or object of research. The aim of descriptive research is to provide a factual and accurate

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description or presentation of the facts and characteristics of the research object according to what is being studied. The analysis method is in the form of system analysis using SWOT Analysis. SWOT analysis is the systematic identification of various factors to formulate a strategy that is expected to solve a problem. This analysis is based on logic that can maximize strengths and opportunities, but together it can minimize weaknesses and threats. .

**4. DISCUSSION RESULTS**

**Medan Zoo (Medan Zoo)**

Medan Zoo (Medan Zoo) is one of the tourist attractions in Medan City, located in Simalingkar B Village, Medan Tuntungan District, Medan City. This tourist attraction also has the name Wildlife Park Conservation Center, which is a regional government business entity managed by the Medan City Government Development PD. The topography at the Medan Zoo (Medan Zoo) is predominantly wavy and flat with the type of soil and rock being alluvium. The height of the land at the Medan Zoo (Medan Zoo) is calculated from the lowest point, namely 61m. Medan Zoo (Medan Zoo) has an area of 30 ha of which only 20 ha is used. The built-up land is used for several activities, namely stables, canteens, facilities and infrastructure, as well as other facilities. It can be said that land use is still not optimal because there is still a lot of empty land and land that is not well developed resulting in the growth of wild plants and the non-functioning of several facilities because they are not suitable for use.



**Figure 4.1 Location of the Medan Zoo (Medan Zoo)**



**Figure 4.2. Medan Zoo (Medan Zoo)**

**SWOT analysis**

The SWOT analysis carried out is an assessment of strengths, weaknesses, opportunities and threats towards elements of tourism development, including attractions, transportation, accommodation, service facilities and infrastructure, so that a development strategy can be prepared. Medan Zoo (Medan Zoo) from the elements of tourism development.

1. Strengths Strengths are whatever strengths the Medan Zoo has. By knowing the strengths of the Medan Zoo (Medan Zoo), it can be developed to be more resilient so that it is able to survive in the market and be able to compete for further developments involving tourism, such as the following:
  - 1) Medan Zoo has quite a large area of land so it can still be developed.
  - 2) The undulating topography of the Medan Zoo and its unspoiled natural conditions have the potential to provide tourist attractions that attract tourists.
  - 3) The number of tourist visits to the Medan Zoo increases from year to year.
  - 4) The allocation is appropriate based on the Medan City RTRW.
  - 5) Both inside the Medan Zoo (Medan Zoo) and around the zoo area are equipped with service facilities.
  - 6) The zoo has good accessibility and is easy to reach.
  - 7) Infrastructure in the zoo is available, including the provision of drinking water/clean water networks, electricity networks, waste disposal and others.



**Figure 4.3.Land Use at Medan Zoo (Medan Zoo)**

2. Weakness Weakness is a condition of weakness that exists in an existing organization, project or business concept. The weaknesses analyzed are factors contained within the organization, project or business concept itself, namely all factors that are unfavorable or detrimental to the development of the object. The weaknesses at the Medan Zoo include:
  - 1) There is still a lack of animal diversity which is the main tourist attraction at the Medan Zoo
  - 2) There is still a lack of diversity of other tourist attractions to support tourist attractions at the Medan Zoo such as children's play facilities, camping facilities and other tourist facilities.
  - 3) We do not yet have skilled human resources in managing the Medan Zoo
  - 4) Lack of management and maintenance of animal cages
  - 5) Access to this zoo is not via public transportation, so it can only be reached using private transportation
  - 6) There is still a lack of availability, management and maintenance of service facilities at the Medan Zoo (Medan Zoo) such as prayer rooms, canteens, restaurants, toilets and others.
  - 7) There is still a lack of provision of waste facilities, both visitor waste and waste originating from animals.
  - 8) Disposal of waste in the form of animal feces and drainage channels are still not well planned, giving rise to an unpleasant odor.
  - 9) The condition of the Zoo entrance is less attractive
  - 10) The road network inside the Zoo is still less organized

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- 11) Facilities for the disabled are not provided
- 12) Lack of promotion of the Medan Zoo (Medan Zoo), so it cannot attract investors



**Figure 4.4 Problems at the Medan Zoo (Medan Zoo)**

3. Opportunities Opportunities are conditions for future development opportunities that occur, the conditions that occur are opportunities from outside the organization, project or business concept, itself, for example competitors and policies. Opportunities at Medan Zoo include:
  - 1) With the Medan Zoo tourist area (Medan Zoo), it can create new jobs for local people such as entrepreneurship, selling food or offering services to get to know the tourist attraction area better.
  - 2) For the community, they can carry out self-employed activities for people who are interested in tourist attraction areas.
  - 3) Regional development with tourism support facilities, namely the accommodation sector at the Medan Zoo (Medan Zoo), such as providing temporary accommodation (lodging), providing food and drink (food and beverage).
  - 4) The condition of the land and natural resources at the Medan Zoo make this location very potential as an integrated recreation area, including a modern zoo with various types of museums, a family recreation park based on advanced technology, and even an exhibition hall.
  - 5) With land that can still be developed, there is an opportunity to attract investors to collaborate with the Medan City Government in developing the Medan Zoo
4. Threats Threats are situations external to the organization that have the potential to cause difficulties. All organizations in the same industry will generally feel disadvantaged by these external conditions. The development of the Medan Zoo has threats that have been identified, namely:
  - 1) The drains have not been planned properly
  - 2) Low public awareness of waste can damage the environment at the Medan Zoo
  - 3) The cleanliness of animal cages that are smelly and dirty can cause discomfort to tourists
  - 4) The many new tourist attractions in the city of Medan have created competition among tourist attractions.
  - 5) High crime rate such as theft

**Strategy used SWOT Analysis**

1. The SO strategy is a strategy that uses Strengths to take advantage of Opportunities, including:

- 1) Medan Zoo (Medan Zoo) was developed into an integrated tourist area, namely with supporting tourist attractions such as camping areas, children's play areas, restaurants, accommodation, other natural play areas.
- 2) The potential of the Medan Zoo can attract the attention of investors to collaborate with the Medan City Government.
- 3) Addition of service and infrastructure facilities at the Medan Zoo.
- 4) Carrying out development at the Zoo opens up new job opportunities.
2. The WO strategy is a strategy to overcome Weakness by taking advantage of Opportunities, including:
  - 1) Adding types of animals to make them more diverse and attract the attention of tourists.
  - 2) Planning supporting tourist attractions.
  - 3) Planning waste disposal channels, especially waste from animal waste.
  - 4) Planning a waste disposal system, both waste from visitors and waste from animal enclosures.
  - 5) Maintenance of animal enclosures, facilities and infrastructure at the Zoo.
  - 6) Planning for the Zoo's main entrance by displaying the Medan Zoo icon.
  - 7) Planning a road network within the Medan Zoo that is interconnected and in good condition as well as infrastructure such as vehicles to get around the zoo area
  - 8) Planning special facilities for people with disabilities.
  - 9) Carry out tourism promotions so that you can invite investors to develop the Medan Zoo
  - 10) for high financing, you can use the PPP system in the development of the Medan Zoo (Medan Zoo)
3. The ST strategy is a strategy that uses Strengths to avoid Threats, including:
  - 1) Repair and construction of sewage channels and drainage networks.
  - 2) Placing rubbish disposal facilities at several points and several appeals to throw rubbish in the right place to raise public awareness.
  - 3) Clean and maintain animal cages so that they do not cause unpleasant odors and the animals will feel comfortable.
4. The WT strategy is a strategy that minimizes Weakness and avoids Threats, including:
  - 1) Improvement of the drainage network system
  - 2) Providing facilities for disposing of visitor waste
  - 3) Providing a special place for waste management and special disposal for animal waste
  - 4) Construction of supporting tourism facilities for the Medan Zoo
  - 5) Providing security facilities and infrastructure at the Zoo

The use of a technological system in terms of providing education regarding the flora and fauna in the Medan Zoo (Medan Zoo) so that the Medan Zoo follows technological developments and can compete with other tourist areas.

## 6.SUGGESTIONS AND ACKNOWLEDGMENTS

I give praise and gratitude to God Almighty, because of His blessing and grace, I was able to complete this research. The author realizes that in writing this research there are still shortcomings, therefore constructive criticism and suggestions are expected to improve this research.

## 7. CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

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- a. The existing condition of the Medan Zoo (Medan Zoo) has the potential to be developed and can attract the attention of investors. This can be seen from the land which is quite large and has potential, the availability of service facilities such as canteens, prayer rooms, the availability of infrastructure such as clean water networks, drainage, roads and others.
- b. The problems that currently exist at the Medan Zoo (Medan Zoo) are the lack of diversity of animals available, the lack of other supporting tourist attractions, the lack of awareness of visitors to dispose of rubbish in the right place, the condition of animal enclosures that are not well maintained, and the disposal of animal waste has not been properly planned. resulting in an unpleasant odor that can cause discomfort, poor drainage network system.
- c. Based on the SWOT analysis carried out, the strategies for developing the Medan City Zoo that can be implemented include: 1) Medan Zoo (Medan Zoo) is a tourist area in the city of Medan where tourist attractions and educational tourism are integrated with each other, thus making the Medan Zoo (Medan Zoo ) is one of the tourist attractions that people are interested in. 2) Adding new types of flora and fauna so as to increase diversity and attract the attention of visitors 3) Repair and build service facilities such as canteens, prayer rooms, ticket counters, main entrances, toilets, and others 4) Planning accommodation at Medan Bintang Gardens such as lodging facilities, restaurants, and souvenir outlets. 5) Planning tourist/game rides such as camping areas, natural play rides and children's play rides 6) Improvement and planning of infrastructure such as drainage networks, disposal of animal waste, waste management and interconnected road networks, provision of special transportation to get around zoos and the provision of special facilities for the disabled.

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