



Motivation of Parents Visit and Educational Value for Children Aged 5-6 Years at Tourist Object Kura-Kura Ocean Park Jepara

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Abstract

This study aims to determine the motivation that influences the willingness of visitors (parents) to visit their children and the value of education on the attractions of Kura-kura Ocean Park Jepara (KOP). This study uses a qualitative research approach with a descriptive study. The subjects of this study were visitors (parents and children aged 5-6 years) as the main informants, managers as supporting informants while the representatives of HIMPAUDI as triangulation informants. The selection of informants used purposive sampling technique. The methods and techniques of data collection in this research are interviews, observation, and document analysis. The data analysis technique in this study is the interactive data analysis of Miles & Huberman. The results showed that parents visiting KOP attractions were influenced by several internal factors including boredom with daily activities, finding new experiences (educating children), utilizing leisure time to be with family (looking for togetherness) Meanwhile, the pull factor (external) among them is the KOP tourist attraction has a unique building / beauty of the attractions offered, road access to attractions is very easy, and the facilities and infrastructure offered are only in KOP attractions. There is a value of religious education, that is, children trust God through His creation, but the value of religious education in terms of worship has not been obtained by the child. The value of social education includes children interacting directly with friends, relatives, parents or teachers. Moral education values include children being taught to queue, not littering, sharing provisions, not disturbing fish or turtles, loving animals and being taught to respect the older. Cultural education values include the KOP tourist attraction is an icon of Jepara, KOP is located on the beach which is one of the characteristics of coastal areas, other local wisdom is wood carving or craft.

INTRODUCTION

In globalization and modern era which is getting developed, the industry of family entertainment is also fastly developing as well as the change of urban people life style. Childhood should be a time full of happy memories and fun activities for the baby. Lately, many parents have forced a busy schedule for school or music courses. The tight schedule of the school should also be balanced with a vacation so that the child's mind and spirit are not reduced.

Not only this, the demand for needs and the desire to improve family finances are the reasons for parents to be busy working. These conditions, not many of them can spend time with family in the nuances of vacation. According to Wuwu in Wulantika & Diana (2017), explaining that if the increase income per capita and society's life style push them to increase their consumption on entertainment service to gather with family because of their busy days.

According to Sujiono in Awalya (2012), early childhood is a newborn child until reaching the age of 6 years. Recreation is an integral part of non-formal education for children. Based on UU RI No. 39 Tahun 1999 Pasal 61 in Suroning-sih (2013), states that every child has the right to rest and associate with children of the same age, play, recreation and create according to their interests, talents and level of intelligence for their development.

Children aged 5-6 years are included in childhood, also called preschool age. This age is a very good time for all aspects of growth and development in children. In preschool, children are prepared physically and mentally (hope and pressure) to take formal education (Andikawati & Diana, 2017). In line with this according to Juwita & Tasu'ah (2015), children aged 5-6 years are the average age for entering kindergarten. At this stage, a child needs information, skills, and stimulation.

Children in childhood easily absorb knowledge as well as sponges that absorb water and children also develop with new things from the experiences that he gained during this period (Rahmawati & Diana, 2016). Education is a very important human need to be a provision in the future that is good for yourself and others (Putri & Pranoto, 2017). On the other hand, Suyanto in Sugiana & Formen (2015) said that education is a very valuable time to instill nationalism, national, religious, ethical, moral, and social life values that are useful for strategies for the development of a country.

The introduction of nature around all the diversity of living things to children as a source of learning is far more important because it can increase creativity, can make them love nature (Khamidun, 2012). The world of tourism and education is very closely related. Through tourist visits in addition to fulfilling the needs of recreation, we can also explore new knowledge and insights regarding the attractions visited. It is fitting for every family to schedule family tourism (based on education) every month. Through these activities, it is expected that every family member (especially children) can take lessons that are not obtained at school.

According to Damanik & Weber (2006) elements of tourism offerings are referred to as triple A's which consist of attractions, accessibility, and amenities. The existence of a tourist object that offers a good triple A will be a motive to cause people / tourists to visit. Parents and other tourists who are interested in making visits are closely related to motivation or encouragement that comes from inside and outside someone.

Kura-kura Ocean Park is one of the mainstay family attractions in Jepara Regency which is located in the Jepara Kartini Beach tourist attraction complex. Kura-kura Ocean Park is an educational tourist attraction about underwater life in the form of a giant turtle. Unlike other tourism objects in Jepara, Kura-kura Ocean Park Jepara (KOP) is a type of family education tour that highlights the beauty of the underwater world which contains a collection of fish, marine plants and coral reefs, both inland and sea waters.

Kura-kura Ocean Park Jepara (KOP) is able to provide a special charm for people who are not only looking for entertainment but also become one of the nuanced educational attractions that provide knowledge of waters, nautical and biota for visitors, especially children. Based on the description, the researchers are interested in knowing the motivation of parental visits and the value of education for children aged 5-6 years at the Kura-kura Ocean Park Jepara (KOP).

So from this background, researchers are interested in knowing how motivated parents visit and the value of education in the attractions of the Kura-kura Ocean Park Jepara (KOP). This research can be a real example and reference for other researchers in describing the motivation of visits of parents and children with other variables so that they can reveal the other side of this study. The purpose of this study was to find out and describe the motivations of parents and children aged 5-6 years in making a visit to the Kura-kura Ocean Park Jepara (KOP). Then, to find out

and describe the educational value obtained by children aged 5-6 years after visiting the Kura-kura Ocean Park Jepara (KOP). The advantages of this research are helping parents to add insight into tourist attractions that have educational value for children and provide input to managers that visitors (parents) make a visit to the Kura-kura Ocean Park Jepara (KOP) attraction influenced by several motivations (encouragement).

RESEARCH METHODS

This study was examined using a qualitative descriptive study approach. Descriptive research design aims to describe systematically and accurately the facts and characteristics regarding the population or about a particular field (Sugiyono, 2015). Data in the form of narrative descriptions are related to motivations that affect parents' visits with their children and the educational value found in the Kura-kura Ocean Park Jepara (KOP) family attraction.

The research location was at the Kura-kura Ocean Park Jepara (KOP) tourist attraction on Kartini Beach, Bulu, Jepara, Central Java (2.5 km west from the pavilion of the Jepara Regent's Office). The subjects in this study were the Tourism Destination Field (Tourism Destination Development Section), and visitors (parents and children aged 5-6 years) at the Kura-kura Ocean Park Jepara (KOP) attraction. Determination of the subject or informant is done by purposive sampling.

The instrument used in this study is an indicator which is further elaborated into questions or statements. The instrument is used when making observations and interviews so that researchers can avoid widespread inquiry. Data collection in this study were observation, interviews, documentation and joint / triangulation. The data analysis technique in this study is the interactive data analysis of Miles & Huberman. According to Miles and Huberman in Sugiyono (2015), suggesting that activities in qualitative data analysis are carried out interactively and take place continuously until complete, so the data is saturated.

The first step in analyzing data is collecting data. This stage is the process of entering the research environment and conducting research data collection. Primary data which is data in the form of observations to see directly the situation, atmosphere, reality, as happened in the field. In-depth interviews were conducted with key informants and triangulation. While secondary data is obtained from documents, archives, and other supporters. After the data has been reduced, the

next step is to present the data. In presenting data, it can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and so on. The conclusions put forward are still temporary, and will change if no strong evidence is found that supports the next stage of data collection. But if the conclusions raised at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

RESULTS AND DISCUSSION

The research on the motivation of parental visits and the value of education for children aged 5-6 years at the Kura-kura Ocean Park Jepara (KOP) starts from April 15 to June 5, 2018. Tourist visits are certainly closely related to the quantity of visitors visiting a tourist area. Parents in the scope of family tourism activities greatly determine the destination of the visit in order to develop children through learning in the surrounding environment. This motivation is one of the factors that encourages a person to make a tourist visit.

Jepara Regency is one of the mainstay family attractions located within the Jepara Kartini Beach tourism complex called Kura-kura Ocean Park (KOP). Kura-kura Ocean Park Jepara (KOP) is an educational tourism object about underwater life in the form of a giant turtle. Parents invite their children to spend vacation time by visiting tourist attractions that have the benefits, knowledge and image of a good destination. Tourist Attraction becomes the main point in tourism destinations. Because with the attraction that is attached to a tourist attraction that fosters the motivation of tourists to come and visit a tourist attraction.

Parents make a visit to the KOP (Kura-kura Ocean Park) tourist attraction in Jepara by being influenced by a number of motivating factors (internal) is feeling bored with work and daily activities, finding new experiences for children (educating / introducing to children animals or marine and freshwater biota inside the aquarium), use leisure time to get together with family (looking for togetherness) so that family members get closer.

In addition to the driving factors, parents visited tourism sites because of the attracting factors (external) including the KOP tourist attraction (Kura-kura Ocean Park) which has a unique building / beauty of attractions offered, easy access to tourist attractions (road conditions

paved and there are road signs in the direction of Kura-kura Ocean Park), and the facilities and infrastructure offered are only in KOP attractions.

As a theory of travel motivation, presented by Richardson & Fluker (Hermawan, 2017), which states that travel motivation is influenced by two factors, namely the driving factor (push) and pull factor. According to Karyono (1997) that a tourist area has an attraction, and a tourist attraction, a tourist destination must have attractive terms, namely: "something to see, something to buy and something to do". These three things are strong elements for a tourist destination. The development of a tourist area also depends on what the area has to offer to visitors.

According to Volney in Kodhyat (1996) revealed that tourism activities can broaden knowledge and insight. Tourism has a value content (positive / good) will not change in essence when there are benefits contained in it. In the observations of researchers when conducting observations and interviews, through tourism activities children do not only learn formally within the scope of education that is only within the school environment but by inviting children to get to know the surrounding environment or the tourist attractions visited. In addition, it can provide a more real experience and children can practice their social skills. Parents make a visit to a tourist spot with their children, this method can bring communication between parents and children closer.

As explained by Susilowati (2013) the various values of education include the value of religious education, the value of moral education, the value of social education, and the value of cultural education. If it is related to human existence and life, educational values are directed at the formation of the human person as a religious, moral, social, and cultured creature. In educational tourism program activities (edutourism) it has a very strong relationship with education such as character growth through tourism, respecting culture, preserving culture, and maintaining biodiversity.

At the Kura-kura Ocean Park Jepara (KOP) tourist attraction there is an educational value (education) that can be delivered to children aged 5-6 years in the activity of visiting Kura-kura Ocean Park Jepara (KOP) attractions, including:

1. Value of Religious Education

As Susilowati (2013) stated, religious values aim to educate people to be better according to religious guidance and always remember God.

The value of religious education is not merely trusting God, but also in religious behavior (the value of worship). The value of worship is closely related to working on orders and avoiding His prohibitions. Religious education in early childhood is needed in accordance with the development and maturity of the child. At 5-6 years of age, children are in the golden age stage, namely the golden age stage which is very sensitive to stimuli from the child's environment.

In line with Kurniawati & Adiarti (2017), the right environment will help children to learn comfortably and happily. Child development in the process of interaction with the environment is an important phase to shape their personality. Through tourism activities children are expected to be able to absorb the message or values of education so that it becomes a provision for their lives.

After conducting interviews with several informants, it can be seen that the value of religious education contained in the Kura-kura Ocean Park Jepara (KOP) attraction is that children only trust God through His creation. Children know that animals (fish and turtles) that create are God, besides that children can also distinguish which objects are created by humans and which ones are created by God. However, the value of religious education in terms of worship cannot be absorbed by visitors (children) or other visitors. Because, Kura-kura Ocean Park Jepara (KOP) tourism object is directed at the introduction of nature (marine biota) and preserving the environment.

Value of Social Education

Social is the relationship of interaction between humans and other humans. In the beginning, humans are born not yet social, meaning that they do not have the ability to interact with others. Children's social skills are obtained from various opportunities and experiences to get along with people in their environment. Through tourism activities children can gain an understanding of life with various kinds of work, develop social values, such as loving the environment of humans, animals, plants and other objects.

As Susilowati (2013) stated, the value of social education will make people aware of the importance of group life in family ties between one individual and another. After conducting interviews with several informants, it can be seen that the value of social education contained in the Jepara Ocean Park Tortoise tourist attraction is that children communicate / interact directly with friends, relatives, parents or teachers. So that children's social emotional abilities when inter-

acting with people will be honed and children's language finally emerges.

2. Moral Education Value

Moral is closely related to human actions or behavior. As explained by Susilowati (2013), these moral values can change actions, behavior, and moral attitudes and obligations in a good society such as manners, morals, and ethics.

Through experience or social interaction with adults or parents the level of children's morality is increasingly mature. After conducting interviews and direct observations with several informants, it can be seen that the moral education value found on the Kura-kura Ocean Park Jepara (KOP) tourist attraction is that children are taught to stand in line (waiting their turn), not littering, to share their provisions with their friends, not interfere with fish and turtles, love animals and are taught to respect the older.

3. Value of Cultural Education

Culture is closely related to the characteristics of an area. As Susilowati (2013) stated, cultural values are something that is considered good and valuable by a community group or ethnic group that is not necessarily considered good by other groups or ethnic groups because cultural values limit and give characteristics to a society and culture. After conducting interviews with several informants, it can be seen that the value of cultural education found on the Kura-kura Ocean Park Jepara (KOP) tourist attraction is that children can find out that the KOP tourist attraction is an icon of Jepara, KOP is located on the beach which is a characteristic of coastal areas, Other local wisdom is wood carvings or crafts.

CONCLUSION

Based on the results of the study and a number of studies that have been conducted on the motivation of parental visits and the value of education for children aged 5-6 years at the Kura-kura Ocean Park Jepara (KOP), the researcher can conclude that:

Parents visit KOP attractions by being influenced by several internal factors including boredom due to daily activities, finding new experiences (educating children), utilizing leisure time to be with family (seeking togetherness). Meanwhile, the pull factor (external) among them is the KOP tourist attraction has a unique building / beauty of the attractions offered, road access to attractions is very easy, and the facilities and infrastructure offered are only in KOP attractions.

There is a value of religious, social, moral and cultural education that can be absorbed by children aged 5-6 years. The value of religious education including children trusting God through His creation, knowing that animals (fish and turtles) that create are God besides that children can also distinguish which objects are created by humans and which ones are created by God. However, the value of religious education in terms of worship does not yet exist on KOP attractions. The value of social education includes children communicating / interacting directly with friends, relatives, parents or teachers. Moral education values include children being taught to queue (waiting their turn), not littering, to share provisions with friends, not disturb fish or turtles, love animals and be taught to respect the older. Cultural education values include the KOP tourist attraction is an icon of Jepara, KOP is located on the beach which is one of the characteristics of coastal areas, other local wisdom is wood carving or craft.

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