

ABSTRAK

Museum Negeri Provinsi Sumatera Utara dan Museum perkebunan Indonesia merupakan destinasi populer wisata edukasi bagi para peserta didik di Kota Medan. Namun terdapat berbagai kendala sehingga pada pelaksanaannya, wisata edukasi di Museum Negeri Provinsi Sumatera Utara dan Museum Perkebunan Indonesia belum optimal sehingga perlu adanya pengembangan wisata edukasi berkelanjutan yang dapat bermanfaat baik bagi pengunjung museum maupun museum itu sendiri. Metode penelitian ini adalah penelitian eksplanatif kualitatif dengan pendekatan studi kasus. Pada penelitian ini digunakan jenis penelitian studi kasus eksplanatori berupa *multiple case* dikarenakan dilakukan pada dua lokasi yang berbeda dengan karakteristik museum yang berbeda pula. Dimensi waktu penelitian menggunakan penelitian *cross section* (*cross section research*). Teknik pengambilan data yang digunakan dalam penelitian ini adalah observasi, dokumentasi dan wawancara. Analisis data dilakukan dengan uji kredibilitas data (validitas internal) dengan cara triangulasi. Triangulasi mencakup triangulasi sumber, teknik dan waktu.

Kata Kunci: Pengembangan Wisata, Wisata Edukasi, Wisata Edukasi Museum, Wisata Berkelanjutan, Wisata Berkelanjutan di Museum

ABSTRACT

The State Museum of North Sumatra Province and the Indonesian Plantation Museum are popular educational tourism destinations for students in Medan City. However, there are various obstacles so that in its implementation, educational tourism at the State Museum of North Sumatra Province and the Indonesian Plantation Museum is not yet optimal, so it is necessary to develop sustainable educational tourism that can be beneficial for both museum visitors and the museum itself. This research method is a qualitative explanatory research with a case study approach. In this study, the type of research used is an explanatory case study in the form of multiple cases because it is carried out in two different locations with different museum characteristics. The time dimension of the study uses cross section research (cross section research). Data collection techniques used in this study were observation, documentation and interviews. Data analysis was conducted to test the credibility of the data (internal validity) by means of triangulation. Triangulation includes triangulation of sources, techniques and time.

Keywords: Tourism Development, Educational Tourism, Museum Educational Tourism, Sustainable Tourism, Sustainable Tourism in Museum