



DEVELOPMENT OF TOURISM ATTRACTIONS IN TIMBANG LAWAN VILLAGE, LANGKAT REGENCY

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ABSTRACT

The purpose of this study was to analyze village management and the supporting and inhibiting factors in Timbang Lawan Village, Langkat Regency, North Sumatra Province. The method used in this research is descriptive qualitative research method. The data collection technique in this study is a data collection method in a way that can be used by researchers to collect data by observation, interviews, literature study, and questionnaires. The government has an important role in developing tourist destinations. In this case the government has not shown its role in developing the village of Timbanglawan, specifically access to all tourist areas in the village of Timbanglawan. The results of the research on the Management of Timbang Lawan Village as a Village in Langkat Regency show that of the 5 theories according to Buhalis (TT), namely attractions, accessibility, amenities, available packages, activities, ancillary services, is the first and important step to make tourists interested in visiting Timbang Lawan Village as a pilot tourism village so that it is hoped that this tourism village can develop and be sustainable. As a result, the main obstacle is accessibility which is not yet feasible and there has been no optimal effort from the government. Factors supporting road access to tourist attractions are not sufficient and this causes a lack of public awareness of the importance of developing tourism. Keywords: Role, potential attractions and development.

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INTRODUCTION

One of the reasons humans travel is because of tourist attractions which are one of the factors that play an important role that must be developed. Tourist attractions in a tourist attraction are a very important resource in most organizations. Particularly in service-based organizations, tourist attractions are the main reason why superior human resources are needed. Human resources play a key role in realizing

successful performance (Evans, Campbell, & Stonehouse, 2003). As in the tourism industry, where companies have a direct relationship that is intangible (intangible) with consumers who are very dependent on the ability of individual employees to arouse interest and create pleasure and comfort for their consumers (Setiawan, 2016: 23-24).

In the development of a tourist village, it is necessary to pay attention to 5A, namely: Tourist attractions (Attractions) include natural, cultural and artificial-based uniqueness and attractions, accommodation (Accommodations) that support tourist lodging places, amenities (Amenities) which include supporting and supporting facilities for tourism, activity (Activity) which includes community activities and characteristics of the village, accessibility (Accessibility) includes the ease of transportation facilities and systems.

Tambang Lawan is a village in Bahorok sub-district, Langkat Regency, North Sumatra province, Indonesia. This village is directly adjacent to the NAD Gunung Leuser National Park which has the charm of rivers, mountains and forests, especially in the Selang Prince area. The Enchantment of Tourism in the Timbang Lawan Tourism Village with the Selang Prince tourist attraction is the icon of this village in the development activities of the Tourism Village through the Angkasa BUMDes Tourism unit which has a legal entity which should be able to develop.

From the description above, it is necessary to develop Tourism Objects in the Timbang Lawan Village area. Development of the availability of supporting access and facilities for tourists to visit these tourist areas. So on the basis of these thoughts, the author will examine "Development of tourist attractions in the Village of Timbang Lawan, Langkat Regency". Based on the formulation of the problem above, the objectives of this study are:

1. Knowing what the role of government and society is in developing the 5 A concept in Timbang Lawan Village, Langkat Regency
2. Knowing what factors are inhibiting the development of tourism in the Village of Timbang Lawan, Langkat Regency

METHODS

This research is a qualitative research, namely methods to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively starting from general themes, and interpreting the meaning of data (Creswell, 2016: 5) . In this study, the authors used a qualitative method and will be further analyzed in data analysis. This research method seeks to describe the object of research based on actual data and facts (Sekaran & Bougie, 2016: 142).

The data collection technique used in this study was a non-test consisting of observation, interviews, literature study, and questionnaires. According to Riduwan (2010: 51) the meaning of data collection techniques is data collection methods are techniques or methods that can be used by researchers to collect data. Based on the expert opinion above, data collection techniques are the main thing in conducting research without knowing data collection techniques, so researchers do not get data that meets valid standards.

Observation data collection technique is one of collecting data by observing or recording a phenomenon that is investigated systematically (Mahmud, 2011: 168) This study uses a structured observation technique where this observation has been systematically designed about what will be observed, when and where place. This observation data collection technique is carried out by direct observation. The observation used in this study was passive observation where the researcher came to the place of the activity of the person being observed but was not involved in the activity. To understand the problems that exist, the author made direct observations to Timbang Lawan Village, Bahorok District, Langkat Regency.

According to Lexy J. Moleong the notion of an interview is a conversational goal with specific goals, in this method researchers and respondents (face to face) to obtain information verbally with the aim of obtaining data that can explain the researcher's problems. With that the author conducted interviews

directly with the Village Head, Head of Administration and Head of Planning who is also the Pokdarwis of Timbang Lawan Village and several residents and tourists.

Literature study is the process of reading a number of references in the form of written books, articles, journals, the internet, the web, and others which are used as a source of reference for the written writings. So with that to support the writing of this Final Project one of the important research methods that the writer will use is library research. Theory from the literature is used to strengthening the theory concepts of the problem formulation.

Data analysis techniques in this study used qualitative data analysis techniques according to Huberman and Ibrahim (2015), namely data reduction, data presentation, and drawing conclusions. Data reduction, namely the process of selecting, summarizing, and choosing the main things of data that has gone through the reduction process is arranged more systematically so that it can provide a clearer picture and make it easier to find further data. Display or presentation of data, which is a collection of information presented in an organized manner and collected according to similar things into one category in the form of a short description so that it is easy to understand. Withdrawal and conclusion are the final steps in data analysis techniques. Drawing this conclusion means looking for meaning from the data that has been collected and arranged systematically and producing information that is easy to understand and can answer the formulation of the problems that have been formulated.

Finding and Discussion

1. Tourist attractions

Timbang lawan Village has extraordinary natural tourism potential and is still very well maintained. The tourism potential in the village of Weigh opponent is river water and forest tourism. This is in accordance with an interview with Head of TU Mr. Sabirin who said that:

Weigh opponent village is a village that is rich in natural beauty of rivers and forests including the Selang Prince river, Landak river and Rantau Panjang.”

Figure 4.1 interview with Head of administrative of Timbang Lawan Village at the Village Head's Office



Source: Processed by the Author 2023

The same thing was conveyed by the Planning Team, Mr. Saipul Bahri, that out of 12 hamlets, 2 hamlets namely hamlets 6 and 8 are located in the Gunung Leuser National Park area with natural potential in the form of rivers which are very feasible to develop.

"Tambang Lawan Village has 12 hamlets, hamlets 6 and 8 which are in the Gunung Leuser National Park and are very rich in abundant water sources from the Sungai Selang Prince, the Landak River and Rantau Panjang.

Figure 4.2 interview with Planning Head who is also the head of the Pokdarwis of Timbang Lawan Village in Sungai Rantau Panjang.



Source: Processed by the Author 2023

Figure 4.3 interviews with tourists visiting tourist attraction areas.



Source: Processed by the Author 2023

While conducting the research, the authors also interviewed several tourists from Denmark who expressed their fascination with the natural beauty of the rivers and fish in Lubuk Larangan. About 3 kilometers of the river is protected and the fish develop naturally and no one can exploit it. Every 8 months it will be harvested and managed by BUMDES and the results will be used for the local community.

2. Accessibility

Tambanglawan Village is a division of Timbang Jaya Village. The condition of natural beauty compared to the condition of access to tourist attraction areas is one of the weaknesses and which is very important to note. Based on interviews and surveys in the field, access conditions are the most complained about. So it can be said that no matter how good the attraction is if it is not supported by access to the location, it will become an obstacle for the development of tourist attraction areas.

From the results of an interview with the village head, Mr. Malik Nasution: "... difficult access and roads to tourist attractions are our main obstacle to serving guests, access is still muddy and can only be passed by 2-wheeled vehicles. Worst of all, if it's the rainy season, the road will be destroyed." and full of mud, so it is unlikely to get to the location.

Figure 4.4 Interview regarding accessibility conditions.



Source: Processed by the Author 2023

Based on interviews and observations at the location, access is the main problem which must be the reason for the lack of visits to tourist attractions to all places, including: Deer breeding, water tourism such as the Princes Hose River, Porcupine River and Rantau Panjang which have a 3 km deep forbidden area.

3. Accommodation

We can easily find various hotels and inns in the village of Timbanglawan, including: Batu Kapal Guest House, Orang Utan Bungalow, Jungle River House and Fun Family Guest House. In addition, Timbanglawan Village, as a village in the Bahorok sub-district, has a distance of 12 minutes or 4 km from Bukit Lawang Village, which serves as the Orang Utan Rehabilitation Center. Bukit Lawang is a village that is very famous for its natural beauty of forests and rivers with excellent facilities, especially accommodation that is very adequate and affordable.

Based on an interview with the Head of Planning, it was stated that Timbanglawan Village has several lodging facilities that are quite adequate and can accommodate up to 300 people. Apart from that, the advantage is that Timbanglawan is close to Bukit Lawang Village as a center for visits by domestic and foreign tourists.

4. Amenities (supporting facilities)

Amenities (supporting facilities) are facilities that are complementary so that tourists feel more at home and have their physical needs fulfilled while in a tourist attraction. Tourism support facilities such as banks, money changers, ATMs, toilets, restaurants and others are still very limited, but this is not a major obstacle for tourists because several service providers are already using services with digital payments or payments by credit card.

Figure 4.5 Supporting Facilities, complete with toilets, kitchens and lodging in the forest



Source: Processed by the Author 2023

5. Activities

Availability of facilities to carry out fun activities that tourists can do safely and can monitor their safety. Such as: climbing mountains, swimming, enjoying the scenery and others. According to Buhalis (TT) activity is all the activities available at a destination and what consumers will do while they visit it.

Figure 4.6 Short Trekking Activities with Tourists from Denmark



Source: Processed by the Author 2023

Tambang Lawan Village offers a variety of activities that are good enough for all age categories. According to the results of interviews and field observations, it shows that various activities can be carried out, such as swimming, feeding fish at Lubuk Larangan, short and long trekking in the Gunung Leuser National Park (TNGL) area, Flying Fox, Seeing Deer Farming and exploring caves and waterfalls.

Figure 4.7 Fish Feeding Activities in Lubuk Larangan



Source: Processed by the Author 2023

Tambanglawan Village, Bahorok District, Langkat Regency is a very potential village with excellent tourist attractions. With a distance of 2.5 hours from Medan, 1 hour from the city of Binjai and 12 minutes from Bukit Lawang Tourism Village, it has a domino effect for tourists to visit, both domestic and foreign tourists. Tambanglawan Village has excellent natural potential and is worth selling, from the 5 (five) elements of the basic concept of tourism development, accessibility is a fundamental thing that needs attention by the government.

Based on the interview and observation on site that :

1. Timbang lawan Village has extraordinary natural tourism potential and is still very well maintained. The tourism potential in the village of Timbang Lawan are wonderful river and jungle forest.
2. Timbang Lawan village has inadequate access conditions and is one of the weaknesses to get good attention.

3. We can easily find various hotels and inns in the village of Timbang lawan
4. Timbang lawan Village has supporting amenities to accommodate many domestic and international tourists
5. Tambang Lawan Village offers a variety of activities that are good enough for all age categories. According to the results of interviews and field observations, it shows that various activities can be carried out, such as swimming, feeding fish in Lubuk Larangan, short and long trekking in the Gunung Leuser National Park (TNGL) area, Flying Fox, Seeing Deer Breeding and exploring caves and waterfalls.

CONCLUSION

1. Timbang lawan Village is a village adjacent to the Gunung Leuser National Park, has extraordinary natural tourism potential and is still very well preserved.
2. The management of Timbang Lawan Village in Langkat Regency has not been managed properly, it can be seen by the application of the concept of tourism management with reference to the 5A aspect, one of which is accessibility which is an initial and important condition for supporting tourist visits to tourist destinations, so that villages Timbang Lawan can not be said worth to visit.
3. Supporting and inhibiting factors in the management of the Potential of Timbang Lawan Village, namely Supporting Factors such as the economy in the plantation and agriculture sectors are a very important part of supporting tourism activities. Apart from that, natural factors, with the beauty of the natural panorama of the village, are also a driving factor for the community in management and other factors, including:
 - a. There is rich natural potential such as National Park forests, rivers, waterfalls etc.
 - b. The distance traveled from both Langkat Regency and surrounding districts is not too far, and it is very easy to reach
 - c. Timbang Lawan Village as an area bordering Aceh Province is close to Gunung Leuser National Park (TNGL) as one of the best National parks in the world.

SUGGESTION

In order to improve the management of Timbang Lawan Tourism Potential, Bahorok sub-district, Langkat district, North Sumatra province, the authors provide opinions for all those who manage, the following suggestions:

1. Seeing the enormous natural potential and other assets that exist in the village of Timbang Lawan, there are still many other opportunities that can be developed in this village. We still have to develop the uniqueness of our potential by creating it in products, public facilities and promotions, but long before that, the main point that needs to be considered is access to each location which is still difficult to pass.
2. The local government is expected to be able to support pilot tourism village development programs such as conducting training to improve human resources (HR) owned by Local Tourism Association. HR is quite a tough challenge for the development of a tourist village, because HR determines everything related to the village. The development of tourist villages attaches great importance to professionalism. Assistance that can be provided to Local Tourism Association administrators and members regarding tourism awareness, Local Tourism Association administrative and filing assistance, management training, computers, language skills for tour guides and supporting the provision of facilities and amenities in tourist villages.
3. Increasing the promotion of tourism potential through technology, one of which is the creation of an official website for the village of Timbang Lawan which is equipped with supporting information and keeps it up to date.

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