



DEVELOPMENT OF TOURISM TRAVEL PATTERNS IN LAU BAGOT TOURISM VILLAGE DAIRI DISTRICT

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ABSTRACT

One place that has great tourism potential is the Dairi district. Just like other regions in North Sumatra, Dairi Regency has many tourist destinations that have the potential to be big enough to attract tourists. Lau Bagot Tourism Village is one of the leading tourist villages in Dairi Regency. Data collection techniques used to obtain data include interviews, observations, literature studies, and documentation studies. As well as conducting in-depth interviews, this study included the following participants: the head of the Lau Bagot Tourism Village Pokdarwis, the head of Lau Bagot Village, Hamlet Head, and members of the Lau Bagot Tourism Village Pokdarwis. Data analysis techniques used in this study were qualitative. The single point and chaining loop travel patterns are travel schemes that are well implemented in Lau Bagot Tourism Village because in the single point travel pattern, the willingness is in the form of road access that only has one lane so that the departure and return routes will follow the same route. Whereas in the chaining loop pattern on other routes, when going to travel between tourist attractions, the paths that are passed back are not the same, so they don't go through the same route, so the travel pattern is in the form of a chaining loop.

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INTRODUCTION

The development of tourist villages in Indonesia is currently continuing and is the focus of the government and non-governmental organizations to promote tourism in remote areas. There are many activities that can be carried out as an embodiment of the development of tourist villages in Indonesia, especially in the Dairi Regency, North Sumatra Province.

One trend in tourism activity that is currently developing is the tourism village. A tourism village is a form of developing an area based on basic potential and local empowerment. These tourism activities occur in the community environment and involve the community in the tourism development itself, commonly referred to as community participation.

A tourism village is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life. This shows that the main attraction of a tourist village is the unique life of the villagers, which cannot be found in urban areas. Tourism villages are more about exploiting the natural wealth in the village and demonstrating activities that exist in the village, for example, in the agricultural sector, culture, and so on. So a tourist village can be defined as a village that has tourism potential and has supporting facilities that are presented in a structure of community life that is integrated with tradition.

North Sumatra has considerable tourism potential, such as cultural tourism, historical tourism, religious tourism, natural tourism, and marine tourism, which gives its own uniqueness to tourists. North Sumatra is included in the ten provinces designated as national tourist areas. Dairi Regency is an area that has very high tourism potential and can support tourism value in the province of North Sumatra. The number of tourist villages in Dairi Regency that have been approved in 2022 by the Regent is 25 villages. One of them is the tourist village of Lau Bagot, which is a tourist village in the category of pilot tourism villages located in Tigalingga District. The potential possessed by the Lau Bagot Tourism Village is generally in the form of natural and cultural tourism. However, the agricultural sector is no less Lau Bagot Tourism Village is very famous for its cacao, durian, candlenut, and corn.

Lau Bagot Village has a variety of tourism potentials that have been developed since 2017 by Mr. Sadimin, starting from the Fishing Pool to the current "Sustari" swimming pool. This swimming pool tourist spot is the main attraction (leading potential), which has been tested by tourists from various regions such as Dairi Regency, Tanah Karo Regency, Medan, and Aceh. This swimming pool is also equipped with tourist facilities such as tourist huts, selfie spots, cuisine, souvenirs, and homestays. Lau Bagot Tourism Village, as one of the tourist villages that must be developed, still requires enthusiasm from the community. The description above shows the author's desire to raise the topic of travel patterns. The formulation of the problem from this research is:

1. What is the state of tourism in Lau Bagot Tourism Village, Dairi Regency?
2. How is the arrangement of travel patterns in Lau Bagot Tourism Village, Dairi Regency?

METHODS

This research method uses a qualitative research paradigm, namely research that addresses research objectives through various techniques that allow researchers to provide interpretations of the phenomena of concern without depending on numerical measurements (Zikmund et al., 2012), quoted from Sugiarto (2017). This study used the snowball sampling technique, which is a sampling technique for data sources that, at first, were small in number but gradually became large. Starting with one informant and getting another informant based on the initial informant (Sugiyono: 2015). The data source is from the manager of Lau Bagot Tourism Village, Dairi Regency.

According to Sugiarto (2017), observation is a systematic process that records the actual behavior patterns of people, objects, and events that occur. In this study, the authors made observations with direct observation, which is a direct effort to observe and record what happens naturally at tourist objects, homestays, inns, and other places in the tourist village of Lau Bagot. The data obtained by the author were asked of the village head and village secretary, as well as the participating village community, namely the tourism village manager, and groups on duty in the field. In this study, the authors did not use the data as a whole from the collected data; only the important points were taken, and the others were supporting data for analysis. The data needed is related to the database: photos of community activities for compiling travel patterns in the tourist village of Lau Bagot.

Sugiyono (2015) argues that data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and documentation by organizing data into

categories, describing them into units, synthesizing them, compiling them into patterns, choosing which ones are important and which will be studied, and drawing conclusions so that they are easily understood by themselves and others. 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.

RESULTS AND DISCUSSION

Dairi Regency is located in the northwest of the province of North Sumatra and is bordered by: 1. Southeast Aceh District (Nanggroe Aceh Darussalam Province) and Tanah Karo District; 2. Southeast Aceh District (Nanggroe Aceh Darussalam Province) and Tanah Karo District. 3. To the south, with Pakpak Bharat Regency 4. To the west, with South Aceh District (Nanggroe Aceh Darussalam Province),

Table 1 District Data in Dairi Regency

No	Name of Subdistrict	Number of Villages
1	Berambu	5
2	Gunung Sitembar	8
3	Lae Parira	9
4	Parbuluan	11
5	Pegagan Hilir	13
6	Sidikalang	6
7	Siempat Nempu	13
8	Siempat Nempu Hilir	10
9	Siempat Nempu Hulu	12
10	Silahisabungan	5
11	Silima Pungga-pungga	15
12	Sitinjo	3
13	Sumbul	18
14	Tanah Pinem	19
15	Tigalingga	14

Source: Dairy district government 2023

Lau Bagot is one of the villages in Tigalingga District in Dairi Regency, North Sumatra Province, Indonesia. Lau Bagot Village consists of six hamlets, namely: Barisan Tigor Hamlet, Huta Kelep/Kuta Kelep Hamlet, and Lower Java Village. Kuta Bunga, Lau Bagot, and other hamlets Lau Bagot Village is a multi-ethnic village, the majority of whose population is the Toba Tribe, followed by the Karo Tribe, Javanese Tribe, and Pakpak Tribe. The clans that dominate Lau Bagot Village are the clans of Tarigan, Karokaro (including the sub-clans Kaban, Sinulingga, Sitepu, and others), and Ginting. The clans of the Karo tribe make up around 31.0% of the total population of Lau Bagot Village, where the two largest clans are Tarigan and Ginting. While the clans of the Pakpak tribe make up around 7.4% of the total population of Lau Bagot Village, where the most clans are Manik, Tinambunan, and Berutu. There is also a population of Javanese in Lau Bagot Village, which reaches more than 13%, with the largest concentration in Dusun Kampung Jawa Bawah. Lau Bagot Village is located in Tigalingga District, Dairi Regency, with an area of 600 hectares and an altitude of 950–1,100 meters above sea level. The boundaries are east of the Belulus (Lae) River, west of Sukandebi Village, north of Tigalingga Village, and south of Palding Village. The population of this village is 2,316 people, or 689 heads of families, consisting of 1,138 men and 1,178 women. The majority of the population earns their living from agriculture—as much as 90%—and the remaining 10% work in the service sector. The kinship system in this village is attached to a culture of mutual cooperation, which is reflected in the implementation of cross-ethnic cultural customs activities consisting of 35% Karo and 35% Toba. Java accounts for 20% and Pakpak for 10% of the total population.

If a citizen's family organizes a traditional procession (party), then all other residents participate so that there are no barriers between ethnicities. The types of plants developed by the residents consist of perennials as the majority and food crops such as cocoa, coconut, oil palm, areca nut, robusta coffee, durian, candlenut, rice, and corn. The area allocated for the village consists of 35 ha of buildings, 264 ha of gardens, 232 ha of wetlands, 1 ha of public graves, and 8 ha of village roads. Before becoming Lau Bagot Village in 1948, this village was founded by the Lingga clan, which is called the Kuta Simantek clan, which is not far from the causeway (state road status) Tigalingga-Kuta Buluh-Southeast Aceh (Cane City). To get to Lau Bagot Village, it takes 10 minutes from the causeway.

Lau Bagot Village has a variety of tourism potentials that have been developed since 2017 by Mr. Sadimin, starting from the fishing pond to the current "sustainable" swimming pool. This swimming pool tourist spot is the main attraction (leading potential), which has been tested by tourists from various regions such as Dairi Regency, Tanah Karo Regency, Medan, and Aceh. This swimming pool is also equipped with tourist facilities such as tourist huts, selfie spots, cuisine, souvenirs, and homestays. Green palm and coconut plants that also decorate this swimming pool can also be used as a place to relax and camp while enjoying the freshness of young coconuts. The position of the sustainable swimming pool is not far from the outskirts of Lae Belulus, or about 100 meters. The potential of Lae Belulus also has its own charm for tourists; its cool and clean water makes it suitable for visitors to enjoy as a vehicle for playing water and bathing. Lae Belulus stretches from the village of Sarintonu Village to Lau Sireme Village, past Lau Bagot Village, and at the same time becomes the boundary with Gunung Tua Village (Tanah Pinem District). Tourism management in Lae Belulus has started to be carried out by the village by offering singing tourism huts, culinary halls, and photo spots. Lau Bagot Village has a tourist spot called "Pancur Merdeka". The water is clear coming out of the rock cliffs, and the installed fountains (pipes) can be enjoyed by every tourist who visits this village. In addition to the three natural and man-made tourist spots, there are also cultural attractions that are held every year. This attraction is named "Kuda Lumping" and is held twice a year during Eid and Independence Day (17 August). This cultural attraction is an interesting treat for tourists. The creativity of the people in this village is varied and skilled, so that they are able to present various kinds of culinary dishes such as Pecal Uleg, Kalasan Chicken, Pencek Durian, Dodo1, Tape, Pumpkin Cake, Young Coconut, and others. This cuisine is served in tourist spots and is available every day, and the taste, aroma, and uniqueness can be enjoyed by tourists.

In addition to culinary delights, the Tourism Awareness Group in this village has started working on developing souvenirs without modifications with various forms of decoration made from bamboo designed with local cultural characteristics to be used as souvenirs for tourists visiting this village. Residents' awareness of the development of a tourist village has started to grow, as seen from their participation in preparing several homestays, and tourists can stay on tour for a long time while learning about community life and enjoying the presentation of tourism products. For tourists who want to spend the night while enjoying the beauty of nature as well, they can use camping tents provided by POKDARWIS. The existence of the Tourism Awareness Group does not stop there; the village institution, as the manager of the Tourism Village in this village, is actively involved in maintaining the continuity of the ecosystem, maintaining the beauty and cleanliness of the natural environment through mutual cooperation activities, and ensuring security for visitors and anyone who travels to the village. In this case, providing the best service is the motto of the guest, who must be given the best service, especially regarding his comfort when traveling to this place. The number of tourist visits from 2018 to 2020 tends to increase and decrease after COVID-19, or in 2021 and 2022, it will increase again, so that the average visit to this tourist village reaches 100–150 people per day

Tourist Attraction

There are several tourist attractions in the tourist village of Lau Bagot, including:

1. Lumping Horse

The art of Kuda Lumping Dance is a dance art that is played using equipment in the form of an artificial horse made of woven bamboo or braid, which is colored with colorful paint and given a horse-like motif and given artificial hair, so that the local people call it braid jaran.

2. Lestari Swimming Pool

Lestari swimming pool tours in Lau Bagot Village, Tigalingga District, Dairi Regency, Lestari Swimming Pool Tours in Kampung Jawa Bawah: The cool atmosphere makes a Lestari swimming pool offer a comfortable and beautiful sensation. Moreover, the Lestari swimming pool has a waterpark or waterboom with spilled buckets and slides that are very comfortable and fit for a family vacation spot.

3. Lau Belulus River

Lau Belulus River, one of the tourist destinations in the village of Lau Bagot, Tigalingga District, Dairi Regency The Lau Belulus River is always busy with visits from residents of the Tigalingga sub-district and outside Tigalimngga. Sharing interesting facilities such as natural baths, gazebos, fountains, pools, and rafting rides makes visitors feel at home and want to stay at this location for a long time.

4. Pancur Merdeka

Merdeka Pancur Kampung Jawa Bawah is one of the fountains in Tigalingga sub-district. Besides the bathing place, the residents of Kampung Jawa hamlet use the fountain.

5. Area Camping

Dusun Kampung Jawa is one of the coolest and most comfortable places to camp because this location has peaks and rivers. Many young people now like camping and trekking in this tourist location.

Amenity

The amenities in the tourist village of Lau Bagot include:

1. Pondok Griya Kampung Jawa Bawah

Homestay in Kampung Jawa Bawah hamlet is one of the lodging places in Kampung Jawa Bawah because, in fact, Kampung Jawa Bawah is a tourist destination that is often visited by locals and outsiders.

2. Pecal Uleg

One of the famous culinary delights in this tourist village is Pecal Uleg, which is food from the island of Java. This food is usually served with peanut sauce as the main ingredient and mixed with various types of vegetables. Prices start at IDR 12,000–IDR 15,000 per portion.

3. Tape

Tape Kampung Jawa Bawah is a typical dish of the tourist village of Lau Bagot. Tape is one of the most commonly found culinary delights because this village is one of the cassava producers in North Sumatra, so it is sold between districts. The price of this tape is IDR 10,000 per pack.

4. Durian Pancakes

Durian pancakes Lau Bagot tourist village has many flavors. This village is the largest durian producer in North Sumatra and is quite famous, so the pancakes they produce are not only sold in the village but also outside the city. In fact, this village is also a distributor of durian meat between districts. The price of the durian pancake itself is IDR 30,000.

5. Tampi

Apart from culinary delights that can be enjoyed by tourists and also as souvenirs, one of the handicraft products in this village that is managed by craftsmen is tampi. This product is the result of handicrafts from local residents that can be used as souvenirs when visiting the Lau Bagot Tourism Village. This handicraft is priced at IDR 70,000 per product. The Lau Bagot tourist village is managed by the local

Pokdarwis, including all activities contained in the Lau Bagot tourist village, and coordinates with the Lau Bagot Village Government.

Accessibility for tourists who want to visit the tourist village of Lau Bagot

Access to the tourist village of Lau Bagot from Medan (Kualanamu Airport) is not too difficult because of public transportation to the location. Access by private vehicle is easy to obtain and is achieved with the help of direction signs. The condition of the highway is good; generally, it has been coated with asphalt or concrete. The condition is not good on some roads. Facilities and infrastructure in the tourism village of Lau Bagot Tourists who come and visit the tourist village of Lau Bagot, besides enjoying the beauty of nature and culture, can already stay at homestays that are already available at the Griya Kampung Bawah hut and are managed by Pokdarwis and the village government. Apart from that, there are also homestays that are also residents' homes, so tourists who want to experience living together with the community can choose homestays in residents' homes. In addition to available homestays or lodging, there are also communication and information facilities aimed at helping accelerate the information needed by the community. Communication and information facilities in the tourist village of Lau Bagot are relatively good, and WIFI networks are available in homestays and village offices. For health facilities, there is a district health center. Tigalingga, which can facilitate public health services. Tourists who will visit can also travel with peace of mind because if they need health services at any time, they will be served. For worship facilities in the village of Lau Bagot, the majority are Christian, and the number of churches is also quite high. followed by Catholicism and Islam.

The duration of tourist visit

The duration of tourist visits to tourist attractions in the tourist village of Lau Bagot depends on the activities carried out by tourists at each tourist attraction and the time that tourists want. If you have a lot of activities and visit tourist attractions at a leisurely pace, you can spend around 2–3 hours at each tourist attraction. However, if you only visit to take pictures, it only takes 30 minutes to 1 hour. Usually, tourists only spend one day visiting, or two days and one night staying at a homestay. The activities carried out by tourists are usually more nature tourism and agricultural education tours, walking or trekking to the Belulus River, seeing the beautiful scenery from the hills and views of rice fields and plantations, and the beautiful view of the mountains.

Distance and travel time

In preparing travel patterns, distance and time are important things to consider. Distance in this context is the distance from the starting point to the tourist attraction at a destination, while time is the duration of the tourist visit. According to Hermawan (2009), distance is divided into two types: absolute distance and relative distance. Absolute distance is the distance obtained from the results of measuring two straight line points, while relative distance is the distance obtained from considerations such as route, duration, price, and convenience. The units of measurement that exist in these two types of distance are different; in absolute distance, the measurement unit of length is the kilometer unit. While the relative distance measurement unit of length is time. Based on the results obtained from the checklist regarding distances, relative distances are obtained from the starting point to several tourist attractions in Lau Bagot Tourism Village.

The analysis of the distance between destinations is quite close because it only takes 10 to 25 minutes from one attraction to another. This affects the length of stay of tourists visiting the Lau Bagot Tourism Village; if tourists only visit a few objects, it takes only half a day, but if tourists visit all objects, including the Belulus River, then the time that will be spent by tourists will be at least one day and one night. Time in this case is the length of time a tourist visits while in a tourist destination, or what can be called the length of stay. According to Wijaya (2011), time is one of the determining factors for tourist decisions and is very necessary when traveling. Thus, it can be seen that the length of stay of tourists determines their needs during a tour. So it can be concluded that the length of time tourists visit is

important in determining tourist travel patterns. Ritchie & Crouch (2003) argued that to prove the importance of the length of stay of tourists in a tourist destination area, a tourism product needs to adjust to the amount of time tourists have at a destination; a slightly short stay time will result in a high amount of administrative costs for some companies, and the promotion time needs to condition the tourists' decisions related to the time to be spent in a tourist destination.

CONCLUSION

Based on the discussion of the research results obtained, the following are the conclusions of this study, namely:

1. The tourism potential in Lau Bagot Tourism Village is quite good, but there are several tourist attractions that still require special attention from both the local government and from Pokdarwis members and the local community so that Lau Bagot Tourism Village is increasingly known and even visited by tourists, both local and foreign community so that Lau Bagot Tourism Village is increasingly known and even visited by tourists, both local and foreign. foreign tourists.
2. The recommended travel patterns for making a tour package are single-point travel patterns and chaining loop patterns. Based on the inventory points, the use of single point and chaining loop travel patterns is a good travel scheme to be implemented in Lau Bagot Tourism Village because in the single point travel pattern, the willingness is in the form of road access, which is only one lane, so that the departure route and the return route will pass through the same route. The same. Whereas in the chaining loop pattern on other routes, when going to travel between tourist attractions, the paths that are passed back are not the same, so they don't go through the same route, so the travel pattern is in the form of a chaining loop

Based on the above conclusions, the suggestions given in this study are as follows:

1. There needs to be collaboration between the local government, Pokdarwis, and the community that manages the Lau Bagot Tourism Village to make repairs or develop several tourist attractions that still need attention.
2. Adding existing travel patterns so that all attractions in Dairi Regency, especially Tigalingga District, can be traversed with a new travel pattern.

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