



ANALYSIS OF THE DEVELOPMENT OF A CULTURAL TOUR PACKAGE AT THE KARO REGENCY'S LINGGA CULTURE VILLAGE

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ABSTRACT

This study aims to address the organization of cultural tour packages and the calculation of costs in the Lingga Cultural Village, Karo Regency. The research methodology employed in this study is qualitative. It involves direct observation, structured interviews with local administrators and guides, and the analysis of written records. The findings reveal that the Lingga Cultural Village has great potential as a tourist destination due to its historical and cultural significance. The village offers attractions such as traditional Karo houses, an art studio, a museum, and Uruk. However, the number of hotels and eateries in the area is still limited. The proposed one-day tour package itinerary includes visits to various attractions, such as the Karo Traditional House, art studio performances, Geriten, the Cultural Village Museum, and Uruk. The itinerary is designed to provide international visitors with an immersive experience of Karo culture and history. The calculated selling price for the tour package is Rp. 325,000 or US \$22, with a minimum purchase of 12 participants. In conclusion, the research highlights the potential of the Lingga Cultural Village as a cultural tourism destination. The proposed one-day tour package itinerary provides an organized and immersive experience for visitors. The findings contribute to the development of cultural tourism in the region and emphasize the economic and cultural benefits it can bring to the local community.

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INTRODUCTION.

Following the Covid 19 Pandemic, one industry that was impacted is tourism. Building tourism that promotes local culture and knowledge is one of the techniques Indonesia is doing to develop itself and rise. Cultural tourism is the use of culture as a tourist attraction where the culture that belongs to a place is not shared by other regions. The advantage of cultural tourism is that it incorporates distinctive elements and regional features. From Sabang to Merauke, Indonesia boasts a diverse range of ethnic groups and civilizations. The purpose of cultural tourism is to protect local culture from extinction and spread awareness of it around the world. Opportunities for cultural tourism can help boost a region's economy and provide more employment options for the neighborhood. It is necessary to organize tour packages so that visitors can visit them with distinctive, worthwhile, and interesting activities in order to introduce cultural tourism in a region. One way to do this is to package the cultural attractions of every region into a tourism product.

The Lingga Cultural Tourism Village in Karo Regency is one example of cultural tourism that may be bundled into a vacation package. One of the settlements that still has a strong Karo tribal culture is this one. A king with the title Sibayak Lingga led the former Lingga kingdom known as the Lingga Cultural Village. The Siwaluh Jabu House, a Karo Traditional House tourist destination, is located in the Lingga Cultural Village and is home to eight adjacent families. The more than 250-year-old Karo traditional house is located in the Lingga Cultural Village. Because of the Lingga Cultural Village's distinctiveness, locals have a tremendous opportunity to profit from selling tourism-related activities. The Karo Siwaluh Jabu Traditional House, a studio (a space where a group of people gather to carry out activities), the Cultural Village Museum, and Uruk are some of the tourism attractions of the Lingga Cultural Village that are for sale. Visitors can get a firsthand look at the way of life of the Karo people in the 6- to 8-family Karo Traditional House. Visitors who are tourists might draw their attention to the Karo Traditional House area by its intriguing story as well as its reliefs' distinctive meanings and purposes. In addition to the traditional home, the Lingga Culture Village also has a studio where artistic endeavors including dance, music, drama, and the Karo traditional martial art of Ndikkar are performed. Following their visit to the aforementioned attractions, visitors can also learn about and view Karo's history at the Cultural Village Museum, which is situated around 500 m from the Karo Traditional House.

In addition to the aforementioned cultural tourism destinations, the Lingga Cultural Village also has a location called Uruk that is perched on a hill. The distance between Lingga Cultural Village and Uruk is roughly ten minutes. Visitors can take in the refreshing breeze while admiring Berastagi's splendor as they fly over Uruk. In the vicinity of the Lingga Cultural Village, there are also the tombs of former monarchs who reigned more than a century ago. Additionally, visitors can try riding the Lembu Train. To get to their fields, locals near the Lingga Culture Village frequently utilize an ox cart or a cart pulled by a cow. Visitors can attempt to use the cart as well.

The tourist sites listed above have never been combined into a tour package, despite the Lingga Cultural Village being extremely distinctive and having good potential to be sold as a tour. The residents of the Lingga Cultural town are also still mostly unaware of the potential benefits that tourism offers, including the creation of new jobs and an increase in revenue for the town. How to organize cultural tour packages (itineraries) in Lingga Culture Village, Karo Regency and how to calculate the cost of cultural tour packages in Lingga Culture Village, Karo Regency are the main issues addressed in this research.

METHODS

In this study, the author used a qualitative research methodology. Saryono (2010: 49) claims that qualitative research uses this method to see, find, and describe as well as explain the features of the Dokan Cultural Village starting from attractions, attractions, and facilities that can be packaged into a cultural tourism package that is measured or described using a quantitative approach.

Using a check list for arranging cultural tourism packages in the Lingga Cultural Village, Karo Regency, researchers can directly observe the tourist attractions and artifacts in the Lingga Cultural Village while gathering data through observation. The interview method employed in this study was structured interviews since the researchers used interview rules that were set up with local administrators and guides in the Lingga Culture Village to acquire the data sought.

Using written records, such as diaries, personal histories, biographies, rules, and policies, to document events that took place at the Dokan Cultural Village. The writer then performs data analysis by methodically compiling the information gleaned from interviews, field notes, and documentation,

classifying it into groups, dissecting it into constituent parts, synthesizing it, compiling it into patterns, selecting which parts are significant and should be further investigated, and drawing conclusions.

RESULTS AND DISCUSSION

The research carried out in the Lingga Culture Village in the North Sumatra province's Simpang Empat District of the Karo Regency. The oldest settlement in Karo Regency is Lingga Cultural settlement, which continues to include Karo traditional homes that are more than 250 years old. Lingga Cultural Village and Berastagi are separated by a 15 kilometer distance. With decent accessibility, it is possible to go from Medan to the Lingga Cultural Village by public transportation or tour buses; the trip takes 2 hours and 30 minutes. Due to its unique history and culture, Lingga Cultural Village has a great potential for usage as a tourist destination.

In the Lingga Culture Village, in addition to the traditional Karo residence, there are art studios, geriten, uruks, and museums. The number of hotels and eateries in the area of the Lingga Cultural Village is still modest. Because Lingga Cultural Village is distinctive and includes a number of heritages that can add to our understanding of Karo culture and history, it can be used as a tourist attraction. The Lingga Cultural Village's tourism attractions include:

a. Traditional House of Karo

The Siwaluh Jabu House, occasionally referred to as the traditional karo home, is made up of 8 families. The Karo ancient house was constructed in collaboration with villagers without the use of nails; only wood was used to join the pieces.

b. An art museum

The Lingga Culture Village's art studio is a location or building where artistic activities including silat dance performances, the creation of mandalas, and musical performances utilizing the karo instrument take place. Once a week, the Lingga Culture Village hosts art events to develop the skills of the artists who participate in them.

c. Geriten

Geriten is a small building built similar to the traditional Karo house but with a smaller size. Geriten is used as a special house made to store the bones or skeletons of humans who have died. Apart from functioning as a place to store the remains of the owner's deceased relatives, the lower part of the Geriten is a seat or gathering place for some residents, especially young people.

d) A museum

General G.H. Mantuk left behind the museum in the Lingga Cultural Village. Since his passing, the museum was given to a resident of the Lingga Cultural Village and has succeeded in drawing tourists. It is open from 8:00 till 17:00. Remains from the king are shown within the museum together with typical Karo items like sticks, capah (huge wooden dishes for the entire family), musical instruments, and traditional clothing.

e. Uruk

One mile away from the Karo Traditional House and Lingga Cultural Village, Uruk is a high location. There are three structures in Diuruk that represent the royal tombs of the phallic kingdom. In addition, there is a cafe in Diuruk Lingga with a breathtaking view. The suggested trip package is the One Day Trip tour package, which is designed for international visitors to Karo Regency who are interested in learning about the culture of the Karo people beginning with their traditional homes and cultural diversity.

The choice of tour time was made based on the fact that the Lingga Cultural Village was not too distant from the heart of Berastagi City; from the Gundaling/Berastagi Fruit Market, it only took 30 minutes, and there was good accessibility to the Lingga Cultural Village. Making a Distribution Of Time (DOT) and a list of the tourist sites in the Lingga Cultural Village is the first stage in putting up a one-day excursion tour package there. Researchers have visited the Lingga Culture Village by filling out the DOT using the basic path that was taken. After filling in the DOT and Check List, the researcher can make an itinerary to the Lingga Cultural Village and can make a one day trip tour package.

Itinerary One Day Trip Paket Wisata Budaya Di Desa Budaya Lingga Kabupaten Karo

Name of Tour : One Day Trip Desa Budaya Lingga

Duration :9 hours 50 minutes

<i>Day/</i>	<i>Place</i>	<i>Description</i>	<i>Remark</i>

<i>Date</i>			
Day 1	Grand Mutiara Berastagi Hotel- Pasar Buah dan Gundaling	Depart from the hotel to Berastagi and Gundaling Fruit Market to enjoy the life of the traders in Karo, enjoy fruit and enjoy the beautiful view of the Gundaling hill.	On Board-Tour
	Desa Budaya Lingga	Arriving at the Lingga Cultural Village, tourists are welcome to wear Beka Buluh for men and Uis Nipes for women. After that, tourists can do the Welcoming dance, namely the 5 series dance and the tukat dance guided by dance. After dancing together, tourists will see the Ndikkar performance performed by local people who have been trained	Tour
	Desa Budaya Lingga	See and enter the Karo traditional house guided by a local tour guide. inside the karo traditional house tourists can see the way of life of the indigenous Karo people who live together in 1 house with a total of 8 families. tourists can also see a very unique kitchen.	Tour
	Restoran local	Lunch at the Lingga Culture Village by enjoying Karo's special food, Tasak Telu.	Lunch
	Desa Budaya Lingga	Visit Geriten Teuku Sekh who is shrouded or wrapped in a shroud, and a place to put the skull at the top where the shroud is hung	Tour
	Desa Budaya Lingga	Visiting the Art Studio and seeing art performances by the Lingga Culture Village art group such as gundala-gundala and seeing performances of karo musical instruments and tourists can also try playing karo musical instruments directly such as keteng-keteng, balobat and kulcapi with directions from musicians to tourists can play it. but it can also be purchased by tourists and other souvenirs.	Tour
	Museum Lingga	After that, tourists will depart for the Phallus Museum, which is 1 km from the Phallus Art Studio. Arriving at the Phallus Museum, tourists can see the relics of the king in the museum besides that there are also farming equipment in ancient times which were guided by the museum owner	Tour
	Uruk	After that, tourists leave for uruk phallus for 10 minutes. The distance from the museum to Uruk is 1 km with an uphill access road but still passable by vehicle Until they are buried, tourists will be able to see the beauty of Berastagi and Kabanjahe from the top of a high hill with cool air in the afternoon. In addition, tourists can also see the 3 graves of the Linga kings from 1934-1948. After that tourists can rest	Tour

	Uruk	Enjoy the natural beauty on the hill, enjoy Karo's special food, namely cimpa. tourists can also see how to make sparrow directly and eat it while it is still warm.	Tour
	Grand Mutiara Berastagi Hotel-Pasar Buah dan Gundaling	When finished, tourists return to the hotel. And the tour ends.	End

Source: Processed by the Author, 2023

CONCLUSION

After the writer has finished conducting research on the problem in Lingga Culture Village, starting from direct observation, interviews, and documentation, the writer can conclude that, The one-day trip itinerary for the Lingga Culture Village is an itinerary in tabular form that can be made with a duration of about 8 hours or as a one day trip. The calculation of the one-day tour package for Lingga Cultural Village is based on two costs, namely fixed costs and variable costs. The selling price of the tour package that can be offered is Rp. 325,000, or US \$22. Currency Exchange Rates with a minimum purchase of 12 pax at the Grand Mutiara Berastagi start point and a target market of foreign tourists

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