

Sigapiton Tourism Village Development Strategy, Ajibata District, Toba Regency

Frengki Simbolon^{1,3}, Anwari Masatip², Sumihar Sebastiana³

¹Postgraduate of Applied Sciences School of Tourism Planning & Development

^{2,3}Applied Science of Tourism Planning & Development, Medan Tourism Polytechnic

Corresponding author: frengkisimbolon20@gmail.com¹, halfimedan@gmail.com²

Abstract. Sigapiton Village is one of the villages designated as a tourist village in Toba Regency based on the decision of the Toba Regent Number 665 of 2020, Sigapiton Village is designated as a Tourism Village. Sigapiton Tourism Village has the potential of a tourist attraction, but has not been developed to its full potential. This study aims to identify and describe the profile of potential tourist attractions owned by Sigapiton Tourism Village, identify and analyze internal and external factors that influence the development of Sigapiton Tourism Village, and develop tourism development strategies in Selulung Tourism Village. This study uses a qualitative method with the analysis of IFE, EFE, IE. Data collection was done by observation, interviews, Focus Group Discussion, giving questionnaires, examining documents and literature studies. The tourism potential of the Sigapiton Tourism Village is the potential for natural, cultural and man-made tourist attractions. Internal factors that influence the development of the Sigapiton Tourism Village are its natural and cultural attractions, tourism facilities, human resources and commitment to building a tourist village. External factors that influence are market trends (alternative tourism), well-known tourist destinations (Situmurun waterfall), Sister Village has been established between Silima Lombu and Sigapiton Tourism Village, and support from the government. The development strategy that can be applied in the Sigapiton Tourism Village is to develop tour packages that prioritize culture, art, local traditions, and agro-tourism, create interesting content marketing and carry out promotions, and build synergy with the surrounding tourist villages in Ajibata sub-district, Kabupaten Sigapiton. Toba.

Keywords: Development Strategy, Tourism Potential, Tourist Attraction, Sigapiton Tourism Village

Abstrak. Desa Sigapiton merupakan salah satu desa yang ditetapkan sebagai desa wisata di Kabupaten Toba berdasarkan keputusan Bupati Toba Nomor 665 Tahun 2020, Desa Sigapiton ditetapkan sebagai Desa Wisata. Desa Wisata Sigapiton memiliki potensi objek wisata, namun belum dikembangkan secara maksimal. Penelitian ini bertujuan untuk mengidentifikasi dan mendeskripsikan profil daya tarik wisata potensial yang dimiliki Desa Wisata Sigapiton, mengidentifikasi dan menganalisis faktor internal dan eksternal yang mempengaruhi perkembangan Desa Wisata Sigapiton, serta menyusun strategi pengembangan wisata di Desa Wisata Selulung. Penelitian ini menggunakan metode kualitatif dengan analisis IFE, EFE, IE. Pengumpulan data dilakukan dengan observasi, wawancara, Focus Group Discussion, pemberian kuesioner, pemeriksaan dokumen dan studi literatur. Potensi wisata Desa Wisata Sigapiton adalah potensi atraksi wisata alam,

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* Frengki Simbolon, frengkisimbolon20@gmail.com

budaya dan buatan. Faktor internal yang mempengaruhi perkembangan Desa Wisata Sigapiton adalah atraksi alam dan budaya, fasilitas wisata, sumber daya manusia dan komitmen untuk membangun desa wisata. Faktor eksternal yang mempengaruhi adalah tren pasar (wisata alternatif), destinasi wisata terkenal (air terjun Situmurun), Sister Village telah terjalin antara Silima Lumbu dan Desa Wisata Sigapiton, dan dukungan dari pemerintah. Strategi pengembangan yang dapat diterapkan di Desa Wisata Sigapiton adalah mengembangkan paket wisata yang mengutamakan budaya, kesenian, tradisi lokal, dan agrowisata, membuat content marketing yang menarik dan melakukan promosi, serta membangun sinergi dengan desa wisata sekitar di Ajibata. Kecamatan, Kabupaten Sigapiton. Toba.

Kata Kunci: *Strategi Pengembangan, Potensi Wisata, Daya Tarik Wisata, Desa Wisata Sigapiton*

INTRODUCTION

Toba Regent Regulation (Perbup) No. 665 concerning the establishment of tourist villages in Toba district. Sigapiton Tourism Village has the potential to attract cultural tourism and natural and agricultural tourism which is quite representative to be developed, but so far this potential has not been explored, worked on and managed optimally as a tourist attraction. In fact, this potential has not been identified and mapped in detail to facilitate policy making in the management stage. Tourism development of Sigapiton Tourism Village is directed at increasing the role of tourism in economic activities that can create jobs and business opportunities with the aim of increasing community income and regional income, but until now Sigapiton Tourism Village has not shown tourism activities. This can be seen from the absence of records regarding the number of tourist visits, the lack of tourism facilities, and the absence of tourism institutions in the village. This happens because this village does not yet have a strategy that can be used in tourism development. Many factors and constraints, both internal and external, cause why tourism in this village has not been able to develop properly. In addition, there is no research that raises issues related to tourism in Sigapiton Village

LITERATURE REVIEW

The theory used in this study is the theory of tourism destination development, the theory of Community Based Tourism (CBT), and the theory of sustainable tourism. Cooper (1993:84-86) explains that the development of a tourism destination must have four elements, namely Attraction, Amenities, Access, Ancillary services, which is abbreviated as the 4A formulation.

Aronsson (2000) classifies sustainable tourism into 4 main ideas, namely: (1) Sustainable tourism development should be able to overcome environmental waste problems (2) Sustainable tourism development ensures alignment of small-scale and local community-based development (3) Sustainable tourism development ensures destination areas tourism as a beneficiary of the existence of tourism activities, and is not carried out by exploiting the local area (4) Sustainable tourism development prioritizes cultural sustainability, in this case related to how to build or protect traditional buildings and cultural heritage in tourist destinations,

This research use descriptive qualitative approach. The selection of informants was carried out purposively by considering the availability of data and the ability of the subject to provide information related to tourism in Selulung Village. The number of informants in this study were 13 people consisting of 1 representative of the Bangli Tourism Office, 6 community leaders, 3 community members, 1 tourism practitioner, and 2 tourism lecturers/academics. Data collection techniques are observation, in-depth interview, FGD (Focus Group Discussion), questionnaire, document examination, and literature study. The data and information obtained were then analyzed qualitatively using the Internal Factor Evaluation (IFE), External Factor Evaluation (EFE) and Internal-External (IE) Matrix.

RESEARCH METHOD

This research use descriptive qualitative approach. Basuki (2010) revealed that descriptive research tries to describe accurately and adequately all activities, objects, processes, and people. Like other qualitative research, this research is the result of describing, summarizing various conditions, various situations or various reality phenomena that exist in Sigapiton Tourism Village. The research data was in the form of oral that was chosen intentionally and interviewed according to the guidelines that had

been made. It is also supported by quantitative data in the form of numbers obtained from the results of distributing questionnaires to obtain weights and ratings.

The results of data collection are described in IFAS and EFAS matrices, to determine the weight and score of each internal (strength and weakness) and external (opportunities and threats) and narrative factors. Then, the data was analyzed using a SWOT analysis tool, to produce a tourism development strategy for the Sigapiton Tourism Village, Toba.

1. Observation
2. In-depth Interview
3. In-depth Interview
4. FGD (Focus Group Discussion)
5. Questionnaire
6. Document Check
7. Literature Study

RESULT

Overview of Selulung Tourism Village

The location of this research is in Sigapiton Tourism Village, Ajiabata District, Toba Regency. Sigapiton Tourism Village is a village adjacent to the Lake Toba Authority Zone land, geographically Sigapiton Tourism Village has regional boundaries, namely: in the north it borders with Motung Village, in the south it borders with Pardamean Sibisa Village.

- A. Internal and External Factors Affecting the Development of Sigapiton Tourism Village
- B. Strength Factor
 1. Cultural Attraction
 2. Community Interest in Working in the Agricultural Sector is High
 3. Natural Attraction
 4. Has Cultural Heritage (Rumah Bolon)
 5. Potential of Sigapiton Tourism Village (Fishing Place)

- C. Weakness Factor
 - 1. Human Resources (HR)
 - 2. Lack of Public Understanding About Tourism Awareness
 - 3. Tourism Awareness Group (Pok Darwis) who are not yet active
- D. Poor Road Access
- E. No Promotion or Marketing yet
- F. Society Pays Little Attention to Environmental Cleanliness
- G. No Customary Rules Regarding Environmental Conservation Efforts
- H. Have not implemented the CHSE program, Cleanliness, Health, Safety, Environment
- I. Don't have a representative place to eat yet
- J. Poor management of public toilets

External Factors (Opportunities)

- A. The market trend (Alternative tourism) is increasing
- B. There is support from the government
- C. There is Potential for Bottled Water Management
- D. Collaboration with nearby tourist villages
- E. Famous Tourist Destinations (Simurun Waterfall)
- F. Sister Village has been established between Silima Lumbu and Desa
- G. Development of information and communication technology for promotion
- H. Close to attractions The Caldera Nomadic Escape
- I. The public's interest in fishing is high.
- J. The plan to build a toll road up to Sibisa, Toba Regency

Opportunity Threats

- A. Unpredictable natural disasters (landslides)

Geographically, Indonesia is an archipelagic country located at the confluence of four tectonic plates, namely the Asian Continent plate, the Australian Continent, the Indian Ocean plate and the Pacific Ocean.
- B. Similar attraction competition around the Ajibata District area

Based on the Focus Group Discussion (FGD) and interviews, most of the development of a tourist village in Indonesia tends to repeat the products that have been created by tourism villages that are already running.

C. Pandemic (covid-19 that can come back again)

Based on the results of an interview with Cultureman (2022), he said that one of the threats in tourism development is the existence of a pandemic. This is in line with research conducted by Sutrisnawati, et al (2020) that the very wide spread of the Corona virus has hit the tourism sector in Bali and the tourism sector globally.

D. Forest Fire

Based on FGD in Sigapiton Village, the main cause is the illegal conversion of forest into agricultural land. The conversion of agricultural land is carried out by logging and burning forest areas. Forest fires by the community are also often carried out for grazing livestock such as cattle.

E. Extreme climate change

The eruption of the ancient Toba mountain that formed Lake Toba today is a very powerful explosion. Geologists reveal that Lake Toba was formed as a result of 3 volcanic eruptions, volcanic and tectonic activity in the 3rd eruption reached a scale of 8 Explosivity Index (VEI) and was the strongest eruption on earth for the last 2 million years. The ancient volcanic eruption launched hot clouds that covered up to 20 thousand square kilometers of land on earth. The hot clouds covered the entire mainland of the island of Sumatra, the Malacca strait to the Indian Ocean.

a. IFE Matrix

In the table that describes the IFE matrix on the strength factor of Sigapiton Tourism Village, Natural Attraction (beautiful panoramas), Cultural attraction (traditional rituals and tortor dance art), Uniqueness of Sigapiton Village (fishing place) are 3 indicators that dominate other indicators. Meanwhile, in the weakness aspect, Pok Darwis is not yet active.

Table .1
Sigapiton Tourism Village IFE Matrix

Strength				
No	Indicator	Weight (B)	Rating (R)	B x R
1	Cultural attraction (traditional rituals and tortor dance arts)	0,075	3,60	0,270
2	Public interest in working in the agricultural sector is high	0,060	3,47	0,208
3	Natural attractions (Beautiful panoramas)	0,075	3,80	0,285
4	Have cultural heritage (house bolon)	0,064	3,53	0,226
5	The uniqueness of Sigapiton Village (fishing place)	0,069	3,53	0,244
Weakness				
1	Human Resources	0,068	2,27	0,154
2	Lack of public understanding about tourism and cultural heritage awareness	0,067	2,07	0,138
3	Unactive Pok Dervish	0,061	1,73	0,106
4	Poor road access	0,070	1,73	0,121
5	No promotion and marketing yet	0,065	2,13	0,139
6	People don't pay attention to cleanliness environment	0,064	2,07	0,132
7	Do not have customary rules regarding environmental conservation efforts	0,064	2,20	0,141
8	Have not implemented the CHSE program, Cleanliness (Cleanliness), Health (health), Safety (Security), Environment (Environmentally friendly)	0,065	2,00	0,129
9	Don't have a representative place to eat yet	0,69	2,00	0,138
10	Poor public toilet management	0,63	2,20	0,139
	Total	1,000		
Total Internal Factor Weighted Score				2,570

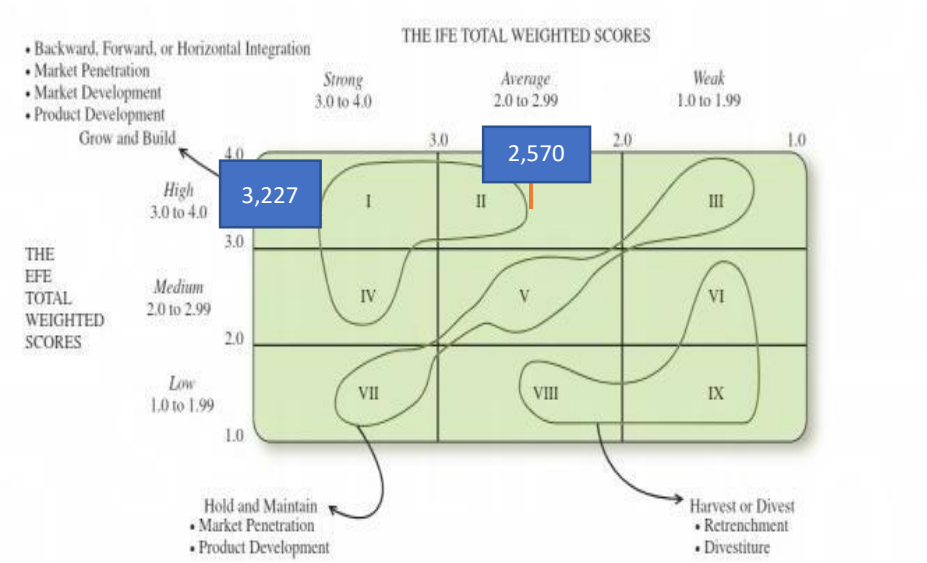
Table .2
Sigapiton Tourism Village EFE Matrix

Opportunity				
No	Indicator	Bobot (B)	Rating (R)	B x R
1	Market trends (alternative tourism: agrotourism, ecotourism and edutourism are increasing)	0,078	3,47	0,354
2	There is support from the government	0,072	3,60	0,092
3	There is Potential for Drinking Water Management	0,074	3,27	0,190
4	Collaboration with nearby tourist villages	0,075	3,47	0,256
5	Famous tourist destinations (Situmurun waterfall)	0,074	3,60	0,321
6	There is already a Sister Village between Silima Lambu and Sigapiton Tourism Village	0,072	3,40	0,326
7	Development of information and communication technology for promotion	0,076	3,20	0,264
8	Close to attractions The Caldera Nomadic Escape	0,085	3,80	0,323
9	The high interest of the community for fishing	0,068	3,13	0,213
10	The plan for the construction of the toll road up to Sibisa, Toba district	0,76	3,53	0,269
Threat				
8	Unpredictable natural disasters (landslides)	0,058	2,60	0,151
9	Similar attraction competition in Ajibata District	0,046	2,60	0,120
10	Pandemic (covid-19 that could come back again)	0,046	2,33	0,107
11	Forest fires	0,052	2,53	0,132
12	Extreme Climate	0,46	2,53	0,177
Total		1,000		
Total External Factor Weighted Score				3,227

Source: researcher 2022

The table that describes the EFE matrix of the Sigapiton Tourism Village, clearly shows that the biggest opportunity factor that can be utilized in the development of the Sigapiton tourist village is the market trend (alternative tourism: agrotourism, ecotourism and edutourism are increasing). While the second biggest opportunity is the establishment of a Sister Village between Silima Lumbu and Sigapiton Tourism Village and the third is Close to the Nomadic Escape Caldera tourist attraction. While the threat that must be considered in tourism development in the Sigapiton Tourism Village is the Pandemic (covid-19 which can return again).

Matriks I-E



Source: researcher 2022

Taking into account the total weighted values of IFE and EFE are 2,570 and 3,227, respectively, then in the I-E matrix the position of Sigapiton Tourism Village is in quadrant II in region one (1). Based on David & David (2017) Sigapiton Tourism Village can be described as growing and developing (Grow and build). Intensive (market penetration, market development, and product development) or integrative (backward integration, forward integration, and horizontal integration) strategies can be the most appropriate for this division. This is the best region for the division, given their high IFE and EFE scores. Successful organizations can achieve a portfolio of businesses placed in Region 1.

Intensive (market penetration, market development, and product development) or integrative (backward integration, forward integration, and horizontal integration) strategies can be the most appropriate for this division. The following are some formulations of strategic roles that can be carried out in the development of the Sigapiton Tourism Village which have been determined in the I-E matrix.

1. Attractions of Selulung Tourism Village
2. Facilities and services at the Sigapiton Tourism Village include:

CONCLUSION

Based on the results of the discussion, it can be concluded

- 1) The tourism potential of the Sigapiton Tourism Village is cultural attraction (traditional rituals and tortor dance arts), high community interest in working in the agricultural sector, natural attraction (beautiful panoramas), has cultural heritage (Bolon house), potential Sigapiton Tourism Village (Fishing Place)
- 2) Internal and external factors that influence the development of the Sigapiton Tourism Village, namely the strength factor which includes; Cultural attraction (traditional rituals and the art of tortor dance). The weaknesses of the Selungun Tourism Village are: human resources including the lack of public understanding about tourism awareness, do not have customary rules or regulations regarding environmental conservation efforts, there is no promotion and marketing, the community does not pay attention to the cleanliness of the Sigapiton Tourism Village, Pok Darwis is not yet active, tourism facilities are not adequate and have not implemented the CHSE (Cleanliness, health, safety and environment) program.
- 3) Opportunity factors that can be utilized in the development of the Sigapiton Tourism Village are market trends (alternative tourism), support from the government, potential for Bottled Drinking Water Management, development of information and communication technology, collaboration with surrounding villages. Threats faced in the development of the Sigapiton Tourism Village are unpredictable natural disasters (landslides), similar attraction competition in Ajibata district, pandemics, competition for similar attractions around the Ajibata area, forest fires and extreme climate change.
- 4) Sigapiton Tourism Village can be described as being in the Sigapiton Tourism Village strategy can be described as growing and developing (Grow and build). Intensive (market penetration, market development, and product development) or integrative (backward integration, forward integration, and horizontal integration) strategies can be the most appropriate for this division.

SUGGESTION

Based on the research findings and conclusions in the development of the Sigapiton Tourism Village, the following can be suggested:

1. The government of the Toba Regency Tourism and Culture Office and the Lake Toba Authority Implementing Body should be more active in providing tourism education to the managers and the people of the Sigapiton Tourism Village. This can be done by providing tourism seminars by presenting resource persons from both academics and tourism entrepreneurs.
2. The people of the Sigapiton Tourism Village should pay more attention to environmental conditions in a responsible manner. In addition to providing an unsightly view, with dirty conditions it certainly gives a bad impression to tourists who come. The Sigapiton Tourism Village community also helps maintain existing tourism potentials so that they are sustainable and sustainable.
3. Sigapiton Village must play an active role in efforts to promote village attractions during this new normal period through a work program in the form of making promotional videos for tourist destinations in Klungkung Regency which are uploaded on social media owned by Sigapiton Village. Promotional efforts were also seen during the selection process and included the creation of promotional videos as one of the requirements for participating in promotions that had to be strengthened.
4. The development of the Sigapiton Tourism Village cannot be separated from the role of the local community. The management should maximize, embrace the local community, and not selectively involve the community. By involving the community maximally, of course, it can avoid social jealousy between the community and the people of the Sigapiton Tourism Village can enjoy the benefits of the existence of tourism in the village. Managers must also develop facilities and infrastructure to support tourism as soon as possible. This research is still limited to the development of tourist attractions owned by Sigapiton Tourism Village. It is hoped that further research can raise different topics regarding tourism in Sigapiton Tourism Village such as aspects of management, marketing, and analysis of the impact of tourism on Sigapiton Tourism Village so that tourism development in Selulung Tourism Village is more comprehensive.

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