

Management of Aek Buru and Natural Missing Tourism Based on The Community of Batu Tunggal Village, Na IX-X District, Labuhanbatu Utara Kabupaten

¹Eka Pratiwi Nugraha Tanjung ²Lina Sudarwati

¹Universitas Sumatera Utara, Medan

¹ekapratiwinugrahatanjung@gmail.com

ABSTRACT

North Labuhanbatu Kabupaten is one of the regencies in North Sumatra that has a lot of interesting natural tourism potentials, one of which is Aek Buru and Rindu Alam. The place is a natural tourism destination whose development has not yet been maximized to become an attractive natural tourism destination for tourists. The purpose of this research is to find out how the form of community-based Aek Buru and Rindu Alam tourism management. The method used in this research is descriptive method with a qualitative approach. The results showed that the people of Batu Tunggal Village had not played an active role in managing Aek Buru and Rindu Alam tourism. In this case community participation is only temporary. So that tourist destinations such as poorly maintained. As for the inhibiting factors of community participation is the lack of support from local governments in various activities. Then the attitude of the people who depend on the government, the behavior of people who are less friendly in welcoming tourists and inadequate infrastructure conditions.

Keywords: *Community, Managers Participation, Tourism.*

ABSTRAK

Kabupaten Labuhanbatu Utara merupakan salah satu Kabupaten di Sumatera Utara yang banyak memiliki potensi objek wisata alam yang menarik salah satunya adalah tempat wisata alam Aek Buru dan Rindu Alam. Tempat tersebut merupakan destinasi pariwisata alam yang belum dimaksimalkan pengembangannya untuk menjadi pariwisata alam yang menarik bagi para wisatawan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana bentuk pengelolaan wisata Aek Buru dan Rindu Alam berbasis masyarakat. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kualitatif. Hasil penelitian menunjukkan bahwa masyarakat Desa Batu Tunggal belum berperan aktif dalam mengelola pariwisata Aek Buru dan Rindu Alam. Dalam hal ini partisipasi masyarakat hanya bersifat sementara. Sehingga destinasi wisata tersebut seperti kurang terawat. adapun yang menjadi faktor penghambat partisipasi masyarakat adalah kurangnya dukungan dari pemerintah daerah dalam berbagai kegiatan. Kemudian sikap masyarakat yang tergantung kepada pemerintah, perilaku masyarakat yang kurang ramah dalam menyambut wisatawan dan kondisi infrastruktur yang kurang memadai.

Kata Kunci : Masyarakat, Partisipasi, Pengelola, Wisata

A. INTRODUCTION

Tourism development in developing countries tends to exploit natural beauty as an attraction to attract tourists to come to visit. Tourism is progressing, due to the development of communication and transportation technology. The development of tourism through communication technology such as through social media can make ordinary tourism objects become extraordinary tourism objects. The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally. However, if the development is not prepared and managed properly, it will cause various problems that make it difficult or even detrimental to the community. Tourism can develop well and sustainably and bring benefits to humans. Minimizing the negative impacts that may arise, then tourism development needs to be preceded by an in-depth study, namely its supporters. The resources in question consist of natural resources, cultural resources, and human resources. Tourism in Indonesia has great potential if it is managed and developed properly by the private sector, government and the community.

Based on the explanation above, researchers are more interested in community-based tourism management. Community-based tourism management is placing the community as the main actor through community empowerment in various tourism activities, so that the maximum benefit of tourism is intended for the community. The tourism that has a lot of potential is Aek Buru and Rindu Alam tourism which is located in Batu Tunggal Village, Na IX-X District, North Labuhanbatu Kabupaten, North Sumatra. The tour is a natural tourist bathing river that is still natural with cool natural rocks.

Aek Buru Tourism was initially managed by the community but only for a few years, then it was taken over by the government for Regional Original Revenue (PAD). These tourist destinations are managed by groups of community organizations and are supported by local governments. Meanwhile, Rindu Alam is one of the natural attractions that is still managed by the community today. From the social perspective of the local community, Rindu Alam tourism is a great opportunity to improve their economy, considering that the arrival of tourists provides added value because tourists must take advantage of the facilities or services of the local community.

The structure of Aek Buru tourism management, the Kabupaten Government (Kadispora), the head of the tourism manager and members of the management are usually called the managing community. Then as for the management structure of Rindu Alam tourism, namely land owners and local communities. The management of Aek Buru tourism faces several challenges, especially the challenge of developing human resources who are still not aware of the tourism potential in their village. Not all people understand how to manage and develop something in order to have a positive impact on their economy and welfare. This is because of the educational background, the mindset of the people who are still selfish, it is enough to be a farmer or a laborer.

Most of the educational background of the people of Batu Tunggal Village is only up to elementary school. Their experience in the field of tourism is still minimal. It is unfortunate when viewed from the potential that Batu Tunggal Village has not matched with community resources. Therefore, there is a need for training for the people of Batu Tunggal Village so that they are not only spectators but also tourism actors.

Community participation in the implementation of development programs is still lacking, there is a public perception that development is the task of the village government apparatus and managers alone, the community itself is still dependent on government assistance. In fact, its success and development is seen from the extent to which the community participates in the development. Basically, tourism management is an activity to achieve sustainable tourism goals both economically, socio-culturally and environmentally, so the manager is obliged to carry out effective resource management.

The purpose of this research is to find out and analyze the management pattern of community-based Aek Buru and Rindu nature natural tourist destinations in Batu Tunggal Village, Na IX-X District, North Labuhanbatu Kabupaten, and to find out the obstacles / constraints in tourism development, and community efforts. overcome it. then the benefits of this research, the results of this research are expected to add insight into scientific studies for students, especially the Sociology department so that they can understand how the management of Aek Buru and Rindu nature tourism is based on village communities and become a contribution to science, especially Sociology of Tourism and Sociology of Development, as well as all forms of tourism. It is hoped that this series of research can be utilized by related

parties such as community management agencies and related apparatus agencies. Then the results of this study are also expected to provide input for the North Labuhanbatu Kabupaten government in empowering its people and seeing and developing the potential of Aek Buru and Rindu nature tourism.

B. LITERATURE STUDY

The development of Tourism Objects and Attractions (ODTW) which is the main driver of the tourism sector requires the cooperation of all stakeholders consisting of the community and government, direct cooperation from the business community and from the private sector. In accordance with its duties and authorities, the government is the facilitator who has its role and function in making and determining all policies related to the development of Tourism Objects and Attractions. Attraction in tourism objects is one of the main assets that must be owned in an effort to increase and develop tourism objects and attractions. The existence of tourist objects and attractions is the most important link in a tourism activity, this is because the main factor that makes visitors or tourists to visit tourist destinations is the potential and attractiveness of the tourism object.

Resource management is a community development strategy that gives the community a dominant role in managing the development process, particularly in controlling and managing productive resources. Thus, this strategy leads to strengthening mechanisms in resource management to be more effective, especially in the context of meeting local needs. Through this strategy, each community can develop systems and mechanisms that allow community members to utilize available local resources to meet various individual and collective needs. The local resources referred to include land, water, information, technology, human energy and creativity.

The icon of the tourist village that is carried by Batu Tunggal Village has made the existence of the village increasingly known to the wider community. The pride of identity as a resident of Batu Tunggal Village is growing stronger in the community. The growing pride of identity in the minds of the community is what then fosters a positive attitude of the community in tourism management. The positive attitude of the community indirectly shows that there is

strong community support in the management and development of tourist villages.

The development of Batu Tunggal Village since it was launched into one of the Tourism Villages in North Labuhanbatu Kabupaten with the advantages of water tourism is increasing, to support the title as a tourist village then the management of the Batu Tunggal tourist village was formed. With the formation of the Tourism Village management in Batu Tunggal Village, every activity related to tourism has its own container. The determination of the people who occupy the management of the tourist village is carried out through community consultations. Considerations in terms of personnel capabilities and figures in the community are more prominent

To be a reference. This is where community involvement is given space from the beginning of decision making to determine the management of the Tourism Village in Batu Tunggal Village. This was conveyed by the Head of Batu Tunggal Village. The theory that talks about the process of individual involvement in various activities related to society. This is related to the role of the individual as a social being who cannot escape from his surroundings.

In essence, community participation is something that should be, because the results of development carried out by the government together with the community are for the welfare of the community itself. according to Cohen and Uphoff (in Astuti: 2009), distinguishes participation into four types, namely first participation in decision making. Second, participation in implementation. Third, participation in utilization, and fourth participation in evaluation.

1. Participation in decision making. This participation is mainly related to the determination of alternatives with the community regarding ideas or ideas that concern common interests. The forms of participation in decision making include, among others, contributing ideas or thoughts, attendance at meetings, discussions and responses to or rejection of the programs offered.
2. Participation in implementation includes mobilizing financial resources, administrative activities, coordination and program elaboration. Participation in the implementation is a continuation of the plans that have been initiated previously, both related to implementation planning and objectives.

3. Participation in benefit-taking. Participation in benefit-taking cannot be separated from the implementation results that have been achieved both in terms of quality and quantity. In terms of quality, it can be seen from the output, while in terms of quantity it can be seen from the percentage of program success.
4. Participation in evaluation. Participation in this evaluation is related to the implementation of the previously planned program. Participation in this evaluation aims to determine the achievement of the previously planned program.

Based on some of the definitions above, it can be concluded that participation is the involvement of an individual, or group in achieving goals and the sharing of authority or shared responsibilities.

Forms of Participation

The forms of participation according to Effendi (in Astuti: 2009), are divided into:

1. Vertical Participation

Vertical participation occurs in the form of certain conditions, the community is involved or takes part in a program of another party, in a relationship where the community is in the status of subordinates, followers or clients.

2. Horizontal Participation

Horizontal participation, the community has an initiative where each member or group participates horizontally with one another.

Regarding the nature of community participation, the relationship between the community manager and the Batu Tunggal village government is a form of vertical participation. While the form of horizontal participation, namely the management community participates with local youths, as well as organizations in Batu Tunggal Village.

C. RESEARCH METHOD

The method used in this study is a descriptive method with a qualitative approach. The qualitative research that will be studied is to find out the management model community-based tourist destinations, to find out the efforts of the people who are directly involved in the tourist destinations of Aek Buru and Rindu nature, as well as to describe the constraints and strategies of the community in overcoming tourism development efforts, as a certain condition or

phenomenon in society. The methods used are interviews, observation and documentation. The data analysis technique is carried out by data reduction, data presentation and drawing conclusion.

D. DISCUSSION

1. Aek Buru and Miss Nature Tourism Management Pattern

Natural resource management is one of the community development strategies (Community Development) in controlling productive resources and enabling community members to utilize available local resources to meet all individual and collective needs.

Batu Tunggal village has natural resources in the form of natural baths on the Aek Buru river. The problem of managing Aek Buru and Rindu Alam nature tourism in Batu Tunggal Village is the responsibility of the community in maintaining, including maintaining the cleanliness of its nature, and the people who keep the tour beautiful and attractive to tourists are the people involved in the management of Aek Buru and Rindu tourism. Natural. The Aek Buru tourist destination, which is a destination owned by the Kabupaten Government, already has officers in managing both maintaining and repairing the destination, which was given by the Head of Youth and Sports, namely Mr. Maratahi Sipahutar to Mr. Zulkifli Ritonga, the following was conveyed by Mr. Maratahi Sipahutar as Head of North Labuhanbatu Youth and Sports Department:

“... regarding the Aek Buru tour, we have assigned Mr. Zulkifli Ritonga, who is a native there, so he is the one who manages the tour together with the Village Head and others. We only provide assistance and support to tourism managers in the form of buildings, permanent performances and infrastructure improvements and others.” (interview with informant Mr. Maratahi Sipahutar November 2017).

Real participation is the participation of the community in managing tourism itself, but the role of local governments is also to determine the direction and goals to be achieved in tourism development. Based on the context of this research, the participation of the North Labuhanbatu local government in developing tourism in Batu Tunggal village itself is still at the planning stage.

In addition to the form of tourism development planning, promotion is one form of tourism development for the introduction of tourism. Previous research conducted by Rani (2014) with the title "Development of Tourism Potential of Sumenep Kabupaten, Madura, East Java (Case Study: Lombang Beach) explains that the Sumenep Kabupaten Government continues to carry out promotions for the introduction of tourism and tourism development carried out by the district government. Sumenep is still in the process of developing infrastructure and is still carrying out promotional activities to attract tourists. However, in this context, the district government still has not carried out this tourism promotion activity, promoting this natural bathing tourism is the local community as the manager and the village government by making banners at the Aek Buru intersection and promoting it on radio and local communities or youth. local people who create blogs on the internet to help promote this natural bathing tour.

Then the management pattern of Rindu Alam tourist destinations is to fully involve the community and not burden the community itself. Because the Rindu Alam tourist destination belongs to the land owner, Mr. Ridwan, the land owner opens the road to tourist sites, in addition to making it easier for tourists to do his job, namely harvesting his palm oil. In addition, Mr. Ridwan is very close to the community involved with tourism on his land, they also make targets in the management of Rindu Alam tourism, such as road repairs that are getting better and wider so that tourist bus drivers can enter.

The following is the statement of Mr. Ridwan as the owner of the land at the Rindu Alam tourist destination: "... I have never limited those who want to cooperate with us, those who really want to work together, we welcome. As long as it's botul-botul, yo, because of the convenience of our number one visitor, and indeed there have been incidents of drifting or those who have lost their vehicles here, and indeed, Alhamdulillah, more and more people are coming here, because there are more and more people, sir, widen the road here so that they don't visitors are disappointed with the way, because what visitors see is one torus service, so that's still what we are holding" (interview with informant Mr. Ridwan November 2017).

In addition, the Rindu Alam tourist destination has a swift and clear river flow so that is also what causes the tour to be crowded with visitors. as stated by informant Mama Bella, who is a tourist from Rantau Prapat who always chooses to take a vacation to the Rindu Alam tourist destination, following Mama Bella's narrative:

"... I often come here with my children and husband, besides being cheap, it's also close, the water is clear, it's fast again, I don't regret it when I come here to take a bath".
(Interview with informant Mama Bella November 2017)

Tourism management should give the community a dominant role to manage the development process, especially in controlling and managing productive resources. Thus, this strategy leads to strengthening mechanisms in resource management to be more effective, especially in the context of meeting local needs. Through this strategy, each community can develop systems and mechanisms that allow community members to utilize available local resources to meet various individual and collective needs. Local resources in question include land, water, information, human energy and creativity.

The management model for Aek Buru and Rindu Alam tourist destinations is based on the above, that only the Aek Buru management model is a fostered model, because its development is government intervention and is managed with group finances. Meanwhile, Rindu Alam's destination is to use a cooperative model or the values of helping each other, where fellow management communities provide mutual benefits and mutual benefits so that they will be able to achieve their goals more optimally. During this collaboration, the tenant is responsible for order, cleanliness and security in coordination with related parties. The goal of this collaboration is to increase comfort for visiting tourists.

2. Constraints or Obstacles faced in Managing Aek Buru Tourism

a. Lack of Government Support

According to Law Number 12 of 2008 concerning Regional Government, "Kabupaten/city Regional Offices are the implementing elements of Kabupaten/Municipal Governments led by a Head who is under and responsible to the Regent/Mayor through the Regional Secretary". The District Service Office has the task of carrying out decentralization authority.

The Department of Tourism and Sports as one of the regional offices is a regional tourism organization which is part of the regional office and serves as an element of regional implementation in carrying out the wheels of development and local government in the tourism sector. In this context, the Department of Youth, Tourism and Sports or Kadispora does not see



the potential of Batu Tunggal Village, so that the natural tourist destination of Aek Buru does

not develop. This is in accordance with the results of interviews at the research location with informants, obtained data that there is an answer or view that is the same as the informant.

As stated by Mr. Zulkifli Ritonga below:

“... the hope is that the government has an intention, this is why there is no honorarium since I started with my decree, there is no honorarium. That's how I got honor there. What do you mean by how to make the tour go forward, so it doesn't die. I mean, so that there will be attention from the government on how to advance it, right, if you don't use your money to advance the tour, where can you come from, it means that the money doesn't count, there's no honorarium for Limper, where does my honor come from? At least later if we want to make a crowd, right, there is an advantage, ha, that's what we share together, how many committees are there, well that's what we share together. Usually, when we have big days, we make a crowd, right, if there isn't we make a crowd where we have the advantage, that's the result for us for the manager to collect joint money. It's crowded on holidays. We also hope how the government can make this tour so crowded again, right? Most often with Kadispora people, they often do socialization.” (interview with informant Mr. Zulkifli Ritonga August 2017).

In addition, a statement about the obstacles faced in the development of natural tourist destinations in this village is a problem of facilities and infrastructure, namely inadequate infrastructure. The trip to the tourist sites in Titi II is good, it's just that the stairs down to the river really need to be repaired. Stairs that are still formed by soil are relatively quickly damaged because if it rains the soil will be soft and easily destroyed, so that the ladder is no longer visible. However, there was no solution made by the village government, and the management community was silent and did not fix it at all, only a form of warning saying "be careful going down" was given to visitors if they wanted to go down to the river.

From some of the statements above, it can be concluded that there are still many obstacles in Batu Tunggal Village to develop tourism potential in the area, resulting in the length of tourism development running so that there is no seriousness in the process of developing the tourism sector itself.

b. People's Attitudes That Depend on the Government

Community participation can be said to be an absolute element in the implementation of community-based resource management strategies. With this approach, it is often heard that the problems of the government or authorities are often too much pressure on programs that have been designed centrally without consulting with people

community that will be the target of the program. However, on the other hand, it is also found that even though opportunities have been opened to the community and given the means and media to participate, especially in planning, the community does not take advantage of these opportunities and opportunities and does not rule out the possibility that the problem lies in the low willingness of the community to participate.

As stated by the informant Mr. Maratahi Sipahutar the following:

“... it's not that we don't really care about those tourist destinations. Previously, we also disseminated information to all members of tourism management throughout North Labuhanbatu Kabupaten, at the Grand Aek Kanopan Hotel, in 2015. Our socialization at that time was about tourism awareness. If the tourist destination does not develop, it means that basically the managing community has not been effective in participating, indeed some are good, some sometimes don't care or feel less important about tourist destinations there ”. (interview with informant Mr. Maratahi Sipahutar November 2017).

The ineffectiveness of the management of the Aek Buru bathing natural tourism object in Batu Tunggal Village is due to the management community's assumption that the government has a role or an important role in tourism development. Even though community participation is no less important in the implementation of tourism development in this destination. The government and the community must help each other in increasing tourism in their area.

In addition to the obstacles that have been said by some of the informants, there are also some obstacles that must be seen in the development of this Aek Buru tourist attraction, namely environmental cleanliness and community friendliness. In this context, every management of tourist areas should maintain the preservation of the natural environment that is a tourist area and its surroundings, so that the ecosystem contained in it is maintained as before the location was made a tourist area.

c. Excavation C that is still ongoing in nature tourism destinations

Proper management will get maximum results. So that local revenue will increase from before. But not with the Aek Buru natural bath itself, there are not so many local people who participate in managing this tour, only those who want to add activities who want to manage it, such as selling food and drinks, providing water bathing services and others, while those who

don't participate indifferently with nature. Don't care about the available nature, and if managed properly it will get more benefits for the people of Batu Tunggal Village.

Based on the following informant's statement, he also added:

“... the water is cloudy on the deck, so few visitors have come. The man took the pebble. The village head was silent, there was no warning. While there is already a regional regulation that prohibits dredging in the waters. Whoever violates is punished. The fish have been cultivated. If you cross the bridge there is a regional regulation, you will be fined 100 million.” (interview with informant Mr. Arifin Hasnul Harahap August 2017).

Based on this statement, people often take or mine stones in the river so that the river is getting cloudier by the day. However, the government does not give sanctions to the mining community on the grounds that stone mining has existed for a long time and has even become one of the livelihoods of the village community. Meanwhile, the local regulation on that already exists, but they are heeded by them.

Based on the findings that the researchers found in the field, the researcher argues that the government should be more strict with the existing local regulations regarding Excavation C which should be obeyed by the community, so that this beautiful nature will not be damaged as it is now. Even though digging or picking up gravel in the river is still done manually. However, even if it is still done manually, if it is taken or dredged every day it will cause damage to nature. As the informant has said that the fish in the Aek Buru river have also been cultivated, but this has not been implemented or has not been realized, researchers do not see any fish farming in this river.

The community in this village is also low on participation in managing the Aek Buru tourist destination itself. It can be seen that when the researchers wanted to interview several informants who were managers of the Aek Buru tourist destination, they seemed indifferent and only answered modestly. However, some of the management community wants this Aek Buru tourist destination to rise again as it was when it was first opened to the public. So, it can be seen that the government is not paying attention and the people are passive in developing the Aek Buru tourist destination itself.

3. Constraints or Obstacles faced in Managing Miss Nature Tourism

The obstacles faced in managing Rindu Alam tourism are the lengthy process of development and development in tourism because there is no government intervention in the field of promotion and protection, as researchers see that visitors know this tourist destination is with friends and neighbors, still promotion from mouth to mouth. As Mr. Ridwan said below:

"...there are no promotions, son, you just know that person is from a friend maybe." (interview with informant Mr. Ridwan November 2017).

Mr. Ridwan also added as follows:

"... the process of advancing this tour is taking a long time, because our funds are still minimal, because there are so many things we want to fix, and we don't have a permanent building such as a changing room for visitors to make it more feasible." (interview with Mr. Ridwan November 2017).

From Mr. Ridwan's narrative, it can be seen that the obstacles or obstacles in the development of Rindu Alam tourism are the lack of support from the government and no promotion with this tour as well as protection or security from the police or Brimob members, for example, there is no.

E. CONCLUSION

In a study that includes quite a lot of discussion, there needs to be a section that can provide a brief and concise explanation, namely through conclusions. The conclusions in the study regarding the Management of Nature Tourism Aek Buru and Longing for Nature Based on the Batu Tunggal Community, Na IX-X District, North Labuhanbatu Kabupaten are:

1. The participation of the management community and the government in developing the Aek Buru tourist destination is still passive. In this case, the government does not pay attention to the Aek Buru tourist destination, as can be seen from the absence of development of facilities and infrastructure. As for passive community participation, where people think that it is the government that has an important role in carrying out tourism development.
2. The problem of retribution, PAD is because the road that visitors pass is a public road

and not a special road to tourist sites, therefore retribution cannot be done for the natural location of Aek Buru.

- a. The cleanliness of the environment and the friendliness of the management community are still not good. Public and tourist awareness of the importance of keeping the tourist environment clean is also not seen in the natural tourist destination of Aek Buru.
- b. The local regulations on excavation c that are not obeyed by the community and the government are also not firm in terms of overcoming these problems.
- c. The inhibiting factors in the management of the Aek Buru tourist destination include the lack of local government support, the attitude of the people who depend on the government.
- d. Community participation in the Rindu Alam tourist destination still looks good and orderly, good cooperation and getting support and attention from land owners to the managing community.
- e. The obstacles that occur are the absence of support from the government and no protection from the government and promotions that are still manual, namely word of mouth.



BIBLIOGRAPHY

- Bungin, Burhan (Ed). (2008). *Metode penelitian kualitatif : aktualisasi metodologis ke arah ragam varian kontemporer*. Jakarta : Rajawali Press.
- Chreswell, John W. (2015). *Penelitian Kualitatif dan Desain Riset: Memilih Diantara Lima Pendekatan*. Yogyakarta: Pustaka Pelajar.
- Jurnal Hery, A. (2006). Implementasi Konsep Pariwisata Berbasis Masyarakat Dalam Pengelolaan Pantai Kedonganan. ISSN 2406-9116 JUMPA. Vol. 2 Nomor 2
- Malau. V. Yusni. (2011). *Partisipasi Masyarakat Dalam Pengelolaan Wisata Alam Danau Toba (Studi Deskriptif Di Kelurahan Parapat, Kecamatan Girsang Sipangan Bolon)*. Skripsi Mahasiswa Sosiologi Universitas Sumatera Utara.
- Pendit, I Nyoman, S. (1999). *Ilmu Pariwisata, Sebuah Pengantar Perdana*. Jakarta: PT Pradnya Paramita.
- Rani, Maha, Prasetya, Deddy. (2014). *Pengembangan Potensi Pariwisata Kabupaten Sumenep, Madura, Jawa Timur (Studi Kasus Pantai Lombang)*. Jurnal Politik Muda. Vol. 3. No.3.
- Yoety, Oka. A (2013). *Komersialisasi Seni Budaya dalam Pariwisata*. Bandung: Angkasa