



Development of Tourist Attraction In Asahan Regency (Case of Kelapa Gading Lake)

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Abstract : Tourism development is carried out aiming to make tourism go forward and develop towards a better quality in terms of infrastructure and facilities, facilitate access to tourist attractions. This study aims to provide a design overview of the development of Lake Kelapa Gading Tourism Object. The method used is qualitative descriptive. The conditions of development aspects of tourism areas analyzed include: tourist attraction, accessibility, infrastructure and facilities, social support of the community. All aspects are translated into indicators that form the basis of the compilation of tourist object checklists. The results show that aspects of infrastructure and facilities are still not optimal compared to other aspects. Aspects that need to be prioritized in the development of Lake Kelapa Gading Tourism Object are aspects of infrastructure and facilities. Related to this aspect, it is necessary to improve and complete the facilities and facilities of tourism objects.

Keywords : *Development, Tourism Object, Kelapa Gading Lake*

INTRODUCTION

The design of the development of tourism objects is very important in the world of tourism. The potential of tourism objects that are developed into tourism products will be able to have a positive impact on the community's economy and at the same time provide a greater contribution to Regional Original Income even to the national level. If the development of tourist objects is not well designed, it will reduce the attractiveness of these attractions.

Research conducted by Khotimah et al (2017) entitled Strategy for Development of Cultural Tourism Destinations (Case Study in the Trowulan Site Area as a Leading Cultural Tourism in Mojokerto Regency, the results of his research state that there is no special transportation that can facilitate tourists to tourist sites. Other researches conducted by Siam (2014) entitled The Role of the Lingga Regency Culture and Tourism Office in the Development of Tourism

Objects, the results of which stated that the improvement of art and culture and the lack of quality and quantity of tourist facilities and infrastructure.

The results of the initial research, the problems identified in relation to the Development of Tourism Objects in Asahan Regency (Lake Kelapa Gading Tourism Object Study) such as tourist objects that officially have Regional Original Income only have one object, namely Lake Kelapa Gading and these attractions have not been managed properly so that it appears slums, many additional illegal buildings that do not have building permits, game rides that are not maintained and even damaged and no longer operating as well as limited vehicle parking space and lack of community social support. Based on the above background, the author is motivated to conduct scientific research related to the development of tourism objects by setting the research title: "Design of Tourism Object Development in Asahan Regency (Study of Kelapa Gading Lake Tourism Object)".

To limit the scope of research discussion based on the background that has been put forward is How is the Design of Tourism Object Development in Asahan Regency (Lake Kelapa Gading Tourism Object Study)?

The role of the Government is very necessary in the development of tourism objects in each region, so that this research can be carried out more focused, perfect, and in depth, the authors view that the research problems raised need to be limited by variables. Therefore, the authors limit themselves only to the Design of Community Social Support Development at the Kelapa Gading Lake Tourism Object in Asahan Regency.

Based on the formulation of the problem that has been described previously, the purpose of this study is to determine the "Development of Community Social Support at the Kelapa Gading Lake Tourism Object in Asahan Regency".

MATERIALS AND METHODS

A. Concept of Development

Muis (2016) Tourism development is an expansion of existing tourism products in an area in order to cultivate existing tourist sites in tourist areas. In accordance with the sixth Presidential Instruction Number 16 of 2005 for the Minister of Culture and Tourism that the objectives of tourism development are:

- a. Prepare complete information in the field of culture and tourism.
- b. Increase cooperation with regions and international cooperation in order to support the promotion of Indonesian tourism.
- c. Encouraging the development of leading tourism destinations.
- d. Increase public awareness of the preservation of cultural heritage and tourist attractions.

In the context of developing tourism in the country, the government opens tourist areas in several areas that happen to have natural and cultural tourism potential that attracts more tourists, especially business tourists where the percentage of visits in Indonesia is increasing. According to Siam (2017), a tourism destination or destination is a different geographical area or area in one or more administrative areas which consists of elements of tourist attraction, tourism facilities,

accessibility, as well as communities and tourists that are interrelated and complementary to the realization of tourism activities.

B. Elements of Tourism Development

For the success of the development and development of tourism areas, there are aspects that need to be considered. Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (2009) concerning tourism, it is stated that aspects in the development and development of tourism areas include tourist attractions, accessibility, infrastructure and facilities, and the community. In addition to being based on the law, there are other supporting aspects to support the development and development of tourism areas, including according to Siregar et al (2018), revealing four important aspects in the development and development of tourism areas, including: attraction, accessibility, facilities (amenities). In this study, these four aspects were used.

The four aspects of tourism area development studied (tourism attractiveness, accessibility, infrastructure and facilities, and community social support) in this study are translated into indicators with the following details:

1. Tourist Attraction: The attractiveness of the attraction (tourist object) in giving the impression of wanting to visit again, the attractiveness of merchandise, the price of admission, the cleanliness of the tourist attraction, the comfort of being in the tourist attraction, the satisfaction of tourists with the facilities at the tourist attraction.
2. Accessibility: the transportation used to get to Lake Toba, the transportation used to the tourist attraction, the availability of public transportation, the availability of road directions, the availability of tourist attraction instructions in the form of brochures, pamphlets and maps, the condition of the roads traversed, the quality of the road surface traversed, long travel time.
3. Infrastructure and facilities: ease of communication, availability of clean water, ease of getting clean water, availability of trash cans, ease of getting trash cans, cleanliness, availability of public toilets, availability of lodging, availability of places to eat, satisfaction with available food and drink menus, tourist satisfaction on service, availability of parking spaces, easy reach of parking locations, availability of souvenir shops, prices of souvenir items.
4. Community social support is seen from two sides. From the tourist side, these include: the willingness of the community to become tour guides, the willingness of the community to provide lodging services, the willingness of the community to provide vehicle rental services, cultural sustainability in the daily life of local communities, friendly attitudes of local communities. Community social support from the community side: community readiness in tourism development, willingness to cooperate with the government, willingness to keep the area clean, willingness to provide lodging facilities, community willingness to provide vehicle rental services, community willingness to do handicraft business, community willingness to provide food/beverage business , the

community's willingness to accept tourists, the community's willingness to provide cultural information, the community's willingness to carry out cultural activities in daily life, the community's willingness to become tourist guides, the community's willingness to provide affordable prices for business goods and services.

C. Concept of Tourist Attraction

Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (2009), the objects of tourist attraction are: A tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. According to Zebua (2016: 196) Tourism Objects and Attractions are "everything that is the target of tourism activities". Why become a target or tourist visit? Because these tourist destinations have uniqueness, beauty and value obtained from the natural wealth, culture and man-made products in a certain area. According to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (2009), tourism objects or tourist attractions are divided into three types, namely:

1. Natural tourist attraction is a tourist attraction that is developed more based on the grace of beauty and uniqueness that is already available in nature, such as:
 - a) The beach with the beauty of white sand, waves crashing and access to the view of the sunrise or sunset,
 - b) The sea with a variety of rich coral reefs and fish,
 - c) Lake with its panoramic beauty,
 - d) Mountains with their volcano appeal,
 - e) Forests and savannas with their original flora and fauna,
 - f) A river with clear water and powerful currents,
 - g) Waterfalls with panoramic steepness.
2. Cultural tourism attraction is a tourist attraction that is developed more based on the work and creations of humans, both in the form of cultural heritage (sites/heritage) and cultural values that are still alive (the living culture) in life in a society. , which can be in the form of ceremonies / rituals, customs, performing arts, literary arts, fine arts, or the everyday uniqueness of a society.
3. Special interest tourist attraction is a tourist attraction that is developed more based on activities to fulfill specific tourist desires, such as observing certain animals (birds watching), fishing (fishing), shopping (shopping), health and body refreshment (spa and rejuvenation), white water rafting, Golf (sports), agro tourism, Gambling/ casino, attending meetings, meetings, incentive trips, exhibitions and other special interest tours which are usually related to a tourist's hobbies or hobbies.

D. Methods

The data collection method used in this research is a documentation study, namely data collection carried out by seeking information based on agency documents and managers related to research, then observation, namely observation of data through direct observation at the Youth, Sports and Tourism

Office of Asahan Regency and Kelapa Gading Lake. And library research ; collect data through various relevant references.

The data analysis method used in this study is a qualitative descriptive method, according to Miles et al (2014) which says that in qualitative data analysis there are 4 flow of activities that occur simultaneously, namely as follows: (1) Data Reduction means summarizing, selecting the main points, and focusing on the important things, looking for themes and patterns. Thus, the reduced data will provide a clearer picture and make it easier for researchers to collect data related to important and basic matters. (2) Presentation of Data (Data Display) Presentation of data is done in the form of brief descriptions, charts, relationships between categories and the like. In this case, the most frequently used to present data in qualitative research is narrative text. (3) Conclusions / Verification (Conclusion: Drawing / Verifying) Conclusions can be drawn after conducting an in-depth analysis of the research results. By conducting verification, it can be seen whether the formulation of the research problem has been answered, and the research objectives have been achieved. Conclusion drawing or verification is carried out to test the truth and match the existing information from the informant's information to obtain valid and clear data. (4) Data triangulation, data triangulation is carried out to test the truth and validity of the data. In this study, researchers used source triangulation which was done by matching the data obtained through interview, observation and documentation techniques. Information obtained through interviews in the form of information from the manager of the Kelapa Gading Lake tourism object, Asahan Regency and the Youth, Sports and Tourism Office of Asahan Regency through data triangulation, valid and clear information will be obtained regarding the design of tourism development in Asahan Regency.

RESULTS AND DISCUSSIONS

The results of observations in this study are translated into indicators with the following details:

Attraction, Analysis of aspects of the development of artificial tourism in Kelapa Gading Lake has not been optimally maintained, this is due to the lack of public awareness to pay attention to the cleanliness of the surrounding environment so that it interferes with the cleanliness of natural attractions. The attraction of Kelapa Gading Lake attracts domestic tourists, generally tourists in North Sumatra Province and especially within Asahan Regency itself, with the uniqueness of artificial tourism. Tourist activities for travelers and their families by bringing children who come to relax and enjoy the view of the lake while enjoying eating and drinking by the lake.

Accessibility, Ease of accessibility to tourist attraction areas is a decisive factor, because tourists certainly want comfort in their travels. Kelapa Gading Lake is very easy to reach, making it easier for tourists. Access that can be passed to these attractions can be by land using motorized tricycles, buses, etc. with varying costs. For example, from Alun-Alun to Kelapa Gading Lake using a motorized tricycle for Rp. 10,000, -, by using the Rajawali Bus from Tanjung Balai to Kelapa

Gading Lake for Rp. 15.000,- and from Kualanamu Airport Deli Serdang to Kelapa Gading Lake using Sarinah Taxi for Rp. 120,000,-.

Amenities, To support tourism, it is necessary to have infrastructure and facilities. This facility is quite important so that tourists who come can feel comfortable and safe, thus extending the length of stay in Asahan. Based on the type of object in the attraction that exists in Asahan Regency, it is deemed necessary to complete the facilities placed at tourist sites and in regional areas that support the existence of these tourist sites, both in the district capital and the district center. From the results of the identification survey that has been carried out, it can be seen that there is still a lack of availability of tourist facilities at tourist sites in Kelapa Gading Lake in Asahan Regency. Local tour guides and information services are still not available. The closest lodging / hotel facilities to the tourist attraction is Hotel Nusa Indah, and there are also restaurants around the tourist attraction. The availability of public toilets at tourist attraction locations is still inadequate, conditions are not maintained. Souvenir shops whose existence can support the development of small craftsmen are also still lacking, so it is difficult to get souvenirs that are characteristic even though local handicrafts are one that tourists enjoy, as souvenirs. There is no tourist information center and local tour guide in the Kelapa Gading Lake tourist attraction. This is very much needed because the information center and local tour guides can raise existing tourist attractions to be known by the wider community. The ease of communication, the availability of clean water and the ease of getting clean water, the availability of trash bins are still limited in number. The availability of parking spaces in this tourist attraction area is still inadequate, such as the quality of the surface of the parking lot and the arrangement of parking spaces is very limited. The tourist attraction also does not have a limited fence so that tourists are free to enter it. This causes tourists to feel less safe and comfortable to park their vehicles when visiting these attractions. The mixing of types of motorbikes and cars and others in the parking lot makes tourists uncomfortable because when they leave the tourist attraction they are blocked by other vehicles. Muslim tourists are given the convenience of worshipping because this tourist attraction has a prayer room available. There is no clinic for emergency handling in the event of an accident in this tourist attraction. So that tourists feel more secure in their activities in this tourist area because there is also no rescue tower to monitor the lake area.

Community Social Support, The element that most determines the success of the development of a tourist destination is a "welcome" and friendly community (hospitality) to tourists. The awareness of the community around the location of the tourist attraction to maintain cleanliness and safety is also decisive. Of course, tourists will feel comfortable and want to stay longer visiting a friendly environment and want to stay longer when visiting a friendly, clean, and safe environment. Communities around Lake Kelapa Gading there is no public willingness to become a tour guide. Local communities usually have local traditions and wisdom in maintaining their tourism resources that are not owned by other regions. On the other hand, community involvement without clear rules and coordination can cause chaos around tourist sites. Sometimes the economic

aspect is the main basis for their involvement. Regarding the social support of the local community in the development of Lake Kelapa Gading, it is an important aspect in providing a sense of security and comfort for visiting tourists. The social support of the local community includes the willingness of the community to become a tourist guide, the community to become a provider of lodging services, the community provides vehicle rental services and a friendly attitude of the local community towards tourists is required.

The willingness of the community to become a tour guide is quite important because they know the history, culture, and others that can help tourists understand the tourist attractions in Kelapa Gading Lake. The local community is still not aware of this potential that can provide economic value for them. Therefore, it is necessary to conduct socialization and training to local communities so that they can participate as tourism guides in Kelapa Gading Lake. Community participation in providing vehicle rental services does not yet exist even though this can provide additional income for the local community. Therefore, local communities need to be given socialization, training and given opportunities through local community empowerment programs to run a vehicle rental service business. It takes a friendly attitude of the local community towards tourists. The hard, firm, and loud character of the community is sometimes unacceptable to tourists who come from outside the area. The attitude towards tourists who are quite friendly is one of the factors for tourists to visit Kelapa Gading Lake again. The community needs to be given socialization about participation by accepting and helping tourists who make tourist visits. With the problems of the condition of the community, it is necessary to increase human resources in Asahan Regency. According to Nandi (2016, in Anugrah), tourism education is one of the keys in developing tourism potential (tourism areas), because this field requires skilled workers who must continuously be developed. In this case, it is necessary to provide tourism education assistance for the community around Kelapa Gading Lake, especially in Asahan Regency. In addition, there is a need for cooperation and collaboration between the government and stakeholders to the community, namely the Pentahelix Method of Government, Community, Academics, Business Actors and Media.

CONCLUSIONS

The development plan for the Kelapa Gading Lake Tourism Object in Asahan Regency is generally optimal. This tourist attraction has its own charm, namely the view of the artificial lake which is cool and comfortable. A lot of four sitting on the floor makes visitors feel at home to linger in this tourist attraction. Access to Kelapa Gading Lake Tourism Object is very easy to reach because it is near the heart of Kisaran. Various means of transportation to these attractions are very easy to obtain at affordable prices and people can come anytime. Among the four aspects of tourist attraction, accessibility, and social community support, in the development of the Kelapa Gading Lake tourism area in Asahan Regency, aspects of infrastructure and facilities require the addition and improvement of facilities such as local tour guides, information services, trash

bins, parking lots, souvenir shops, health facilities, and viewing post officers as well as preparing tour guides, lodging rental services, vehicle rental services and a friendly attitude towards tourists as community social support.

MANAGERIAL IMPLICATION

Based on the study, the following are practical implications that can be done to improve the development. It is necessary to repair and complete the infrastructure and facilities of a tourist attraction among them, Improvement of parking areas by arranging parking spaces for two-wheeled and four-wheeled vehicles and making tourist attraction fences so that tourists feel safe and comfortable. Parking space can also be obtained by collaborating with the community by using land in front of the community's house as additional parking space so as to increase the income of the surrounding community. It is necessary to add health clinics for emergencies and provide viewing posts and viewing post officers. There needs to be attention from the Regional Government in empowering, counseling in order to grow and increase public awareness about the importance of tourism-aware communities. Procurement of annual routine activities such as workshops or counseling on tourism awareness and charm in Asahan Regency; Counseling can be in the form of training with topics on sustainable tourism, hospitality management, tourism management, and other relevant topics. Need to add trash bins and provide cleaning staff to regularly clean leaf litter and other garbage; waste can also be of economic value, by recycling waste into a souvenir so that it can be sold at gift shops in the tourist area. The need for the Regional Government to hold a creativity competition to paint the walls of the Kelapa Gading Lake tourist attraction by cooperating with high school students throughout Asahan Regency by giving awards for the best students in the field of painting and holding a Kindergarten / Elementary Coloring Competition. Making the results of this study as input for managers of the Kelapa Gading Lake Tourism Object and the Youth, Sports and Tourism Office of Asahan Regency; The results of this study are additional research results that can be further developed by adding other variabel.

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