



## Community Empowerment About Development of Tipang, Tipang Tourism Village Destinations, Baktiraja District, Humbang Hasundutan Regency

<sup>1</sup>Robert Sibarani, <sup>2</sup>Hamzon Situmorang, <sup>3</sup>Peninna Simanjuntak, <sup>4</sup>Tasnim Lubis, <sup>5</sup>Johnson Pardosi

<sup>1,2,3,4,5</sup>Faculty of Cultural Studies, Universitas Sumatera Utara, Medan, Indonesia  
*rs.sibarani@usu.ac.id*

**Abstract.** Village Tipang have potency good natural nor culture that can developed for Becomes destination village tourism in the area Lake Toba. Empowerment Public in development village tour Tipang need conducted remember tourist is very potential commodity for developed . Village tour Tipang have great potential \_ for developed in related things \_ with component development tour that is attractions culture , accessibility & ancillary ( guide tourism ), amenities , safety and comfort at the destination village tour \_ tour tip . Attention to components development tour the will increase number visit tourists to area Lake Toba especially in the village tour tip . because of it is necessary noticed how formation attractions culture from tradition based culture \_ wisdom local , development accessibility and ancillary ( guide travel ) with empower Public village tour What are the tips and strategies needed ? done so that the village tour Tipang Becomes destination more travel \_ good from side amenities , safety and comfort . There is four priority devotion community activities carried out in the Village tour Tipang this namely : forming group attractions culture based wisdom local , develop accessibility and ancillary ( guide travel ) with empowerment community , develop amenities , facilities and infrastructure facility support , develop quality safety and comfort destination village tour \_ tour Lean and empower Public for increase economy with stage discussion and training . Activity devotion this expected capable fix and improve level economy people in the village tour tip .

**Keywords:** *Village Tour Pillar , Development Tourism , Community Service.*

**Article history:** Received: 13-12-2022; Revised: 15-01-2023; Accepted: 30-01-2023; Available online: 21-02-2023.

**How to cite this article:** Sibarani, R., et.al. (2023) Community Empowerment About Development of Tipang, Tipang Tourism Village Destinations, Baktiraja District, Humbang Hasundutan Regency. *Journal of Community Research and Service*,7(1).

### 1. Introduction

Village tour Tipang located in District Baktiraja , Regency Humbang Incitement. Village tour Tipang is area destination tours that offer many choice object tour especially object tour culture good inheritance culture objects and inheritance culture not thing. Village this belong to one village tour who became pride from party government Regency Humbang Incitement because has a beautiful panorama. Beside, society village Tipang still active operate tradition related culture with cycle eye livelihood that is system irrigation traditional .

Village tour Tipang is area destination tours that offer many choice object tour with various its characteristics. One among them is Object Tour Natural mix Sipultak Hoda which is one of the waterfalls that became source irrigation in the village Tipang, District Baktiraja, North Sumatra. Irrigation in the village Tipang is also carried out with procession capable custom alluring traveler visit village tour tip. Power attraction owned by the village tour Tipang with effort development supporting components tourist that. Empowerment Public in development potential as means economy for managers and community around in develop and manage object travel. Development object tour need considered based on the potential \_ so that could give profit by sustainable for generation moment this and the future come.

Based on observations made, village Tipang have potency good natural nor tradition culture that can

developed for interesting more many tourists and add source income area. Problem partner in Thing this is not yet active role Public in develop destination tour tip. Empowerment Public based wisdom local in enhancement component development destination tour Tipang need role Public local as the party implementing tradition culture that. Development tourist need conducted remember tourist is very potential commodity for developed. Destinations tour Tipang this have great potential for developed in a number of components that will affect number visit tourists in the area Lake Toba.

Empowerment Public this have two destination by simultaneous, that is doing development component destination village tour by truly for increase well-being Public through development attractions culture based wisdom local, accessibility village tour, ancillary (guide tourism), amenities in the area village tour as well as safety and comfort traveler when visit village tour tip.

For reasons above, it is necessary conducted empowerment Public in form Village Construction that is village tour Tipang for development component destination tourism in the Lake Toba area. In other words, with empowerment Village Tipang as village built for tourism, Tipang will made as Village Tour Tipang in the District Baktiraja , Regency Humbang Hasundutan, Lake Toba Region.

## 2. Method

Devotion this conducted with two method, that is method lecture interactive presentation and methods training field (field workshop). Lecture interactive held for empower community on site devotion about knowledge related local \_ with draft cultural traditions and rituals, which can Becomes attractions culture in Tipang as location devotion. Method training field used for empower Public in practice group attractions culture mangallang beauty siporhis “ eat the most delicious rice ”, train group attractions culture leave aek " fix " irrigation ”, and train group attractions culture culinary in the village Tipang as location devotion . Method lecture interactive and method training field used for complete problem partner for empowerment society in formation attractions culture based wisdom local on location devotion.

Paradigm implementation devotion this conducted with paradigm qualitative interactive model ( Miles, et al , 2014:31). Paradigm qualitative interactive model integrate start from data collection (data collection), data presentation (data condensation), data condensation (data condensation), and conclusions: withdrawal / verification (conclusion: drawing / verifying). Data collection applies four usual method for paradigm qualitative, that is Interview in- depth and open (in-depth, open-ended interview), observation participatory and direct (direct, participatory observation), and discussion group focused (focus group discussion).

Method Interview deep and open conducted by purposive sampling to informants \_ selected for answer problem partner. Interview deep and open this conducted to the participants frequent devotion \_ involved in cultural traditions and rituals. Interview results this recorded and recorded so that no there is information left behind. In accordance with criteria paradigm qualitative, quantity informant determined based on the completeness, adequacy, and accuracy of the data so that if no there is again information new (redundant) to informants certain , then search information from informant enough get there. Method observation participatory and direct is also applied especially in get data for answer problem partner in devotion community this. Servant direct observe participant devotion when To do cultural traditions and rituals on site devotion. Method discussion group focused (FGD) was conducted for get information especially for answer problem partner. After (1) data collection ( data collection ), namely: collect data in the form of words with method interview , observation , digest documents , recording , and recording , will conducted steps analysis (Miles, et al. 2014), step analysis conducted with (2) data condensation ( data condensation ), namely summarize , choose the main things , focus on the things that are important , look for themes and patterns and discard those that are not necessary ; (3) data display ( presentation data), that is show data and present it in form text that is narrative or chart ; (4) conclusion: drawing/verification ( withdrawal conclusion / verification ), namely withdrawal conclusion and verification to findings research .

As study tradition verbal (KTL) with apply approach anthropolinguistics and paradigms qualitative, first of all analysis will conducted on knowledge local Public about cultural traditions and rituals especially regarding \_ with the ritual of mangallang beauty siporhis “ eat the most delicious rice ”, tradition culture leave aek " fix " irrigation ”, tradition culture culinary and location implementation traditions and rituals on site devotion .

Devotion that implemented with two side by simultaneous . in one side , team devotion direct , motivate , guide and train participant in understand cultural traditions and rituals for make it as attractions culture for development tourism , but on the other hand done analysis through data presentation , data condensation

, and withdrawal / verification conclusion for find a revitalization and preservation model attractions culture on site service , namely in the District Baktiraja , Regency Humbang Incitement.

### **3. Results**

#### **3.1 Training Homestay Manager**

In the Village Tour Tipang, there are 40 homestays with capacity 4-6 people. In management, there are group empowerment Public village tip. Participation Public village Tipang give good influence \_ in homestay management. In the process, empowerment, community initiative To do activity social for change condition social society. Empowerment can occur with existence participation Public that alone. Participation Public village Tipang that is through empowerment groups, namely (1) groups, (2) groups (3) groups. Groups the each other interact in development homestay products in the village tour tip . With existence empowerment, welfare and social Public Becomes increase.

Training about homestay management as effort empowerment people in the village tour Tipang especially related \_ with development lodging local (homestay). The team creates a training program to Public Tipang about ordinances \_ service to traveler when accept traveler stay in houses residents, training about mastery of English , training about technique cleaning room , and way packaging products and attractions travel . With various training programs that will done in the village Tipang expected will give satisfaction and comfort to tourists who stay, so the length of stay of tourists Becomes long. Training this held work same with parties related, such as : Universities , parties industry , practitioners , and parties government area . Training held by sustainable with involve society, in particular coral cadets, so the potential \_ Village Tour Tipang could more many managed by the community, so that could give field work for society and reduce level urbanization by massive. Related with training lodging local (homestay), it is hoped that the community have Skills for prepare houses they as the place stay overnight tourists, related with cleanliness, tidiness, layout, facilities needed, sanitation / hygiene.

#### **3.2 Training Tour Guide**

Aspect accessibility and ansilari (Guide travel) in development is aspects that have very important role because they no only as introduction traveler going to destinations travel, however they are also center and spreader all information about village tour that alone. Interest traveler for visit village tourism is also built through guide travel. Harum (2012) defines guide or guide tour (tour guide) as someone on duty accompany, give information, guidance, and advice to traveler in To do activity his tour.

Guide is key main will \_ bring traveler get experiences During travel. Therefore, guide \_ travel is very important for follow as well as develop village travel. Devotion team to Public give training guiding with destination for preparing village youth Tipang Becomes guide tours (tour guides) who have knowledge and skills guiding with good. Besides training about guiding, youth are also involved in making marker tour in accordance with knowledge local Public local to achieve destination development village travel.

There is two type activity in implementation of empowerment programs Public this, that is training tour guide and training language English for tour guides. Training scouting for youth in the village Tipang this held on the day ... date ... Participants training totaling 16 people. Though training could held in one day, however assistance is also provided post training. This thing conducted besides for monitor results training is continuity from training permanent could guarded. The result of dedication this will displayed as follows:

##### **a) Training Guiding**

Training scouting for village youth Tipang start activity training. The method used in the activity training guiding this is lectures, discussions and questions answer. Theory the guided tour provided to participant contains procedures and guidelines Becomes guide reliable travel. At least there is a number of things to do controlled by guide tours (tour guides), namely knowledge that includes mastery destination area information tourism, first aid, and culture tourists and mastery language foreign. Besides knowledge a the tour guide should also have clean appearance, no redundant, and neat. Health and fitness when duty is absolute owned by guide village tour tour tip. In delivery Theory at a time conducted or interspersed discussion with method connect given material with context ( state ) environment Village tours \_ tip ). In activity training guide, participant given also given opportunity for ask about various Thing related

material. At the end session the first training, participants together presenter ( Village Team Member Build ) concluded Theory training.

Produced output from training guiding this is understanding as guide reliable travel could controlled by the participants. This thing proven with liveliness participant answer every the question given presenter. Ability participant in explain or conclude material also becomes proof that knowledge they will guiding increase.

#### b) Formal Indonesian Language Training for Guide Tour

Formal Indonesian Language Training for Guide Tour given in session to two. Method used \_ in training this is lecture, drilling, ask answer, and role play. Theory training containing various Formal Indonesian expressions for guide Village Team tours Construction earn from a number of source guide formal language. Lecture delivered by the presenter ( Village Team Member build ). Then by alternate presenter drilling participant ( participant repeat phrases Indonesian for \_ guide travel ). Participant look enthusiastic and excited imitating phrases that . In training this participants are also given opportunity for ask about material. Session training Indonesian for \_ guide tour this ended with with role play, where participant act self they as guide tours and tourists.

By alternate they act role they good as guide tour or tourists. Though they experience constraint when use Indonesian, but they are very enthusiastic do it . Because some constraint mastery formal Indonesian at the time of role play, participants still see the guide given at the time training. Outcomes generated in training Indonesian for guide tour is phrases Indonesian for guide simple tour could they master, but long phrases they still use guide.

## 4. Conclusion

Based on the discussion above, then could taken conclusion Among other : 1) Training management Home stay has done in the village Tipang to the homestay managers . Activity this aims so that the homestay manager can manage a clean, hygienic homestay so that give comfort for staying visitors. 2) Training scouting done so that the guides tour more give service best to the visitors who come to village tip. Conducted training among others are training knowledge that includes mastery destination area information tourism , first aid, and culture tourists and mastery language foreign.

**Acknowledgments.** I would like to thank the community service institution at the University of Sumatera Utara (LPPM-USU) for providing financial assistance to the team.

## References

- [1] Budiono , GL 2004. *Satisfaction Traveler to Quality Service Object Tour Mount Bromo*. Journal of Management Model 2(1) February : 59-64
- [2] Buchari Alma. 2007. *Management Marketing and Service Marketing*. Bandung : CV.AlfabetaDMK.
- [3] Maruli. January 2014. *Definition and Function of Measurement Scale According to the Expert*.
- [4] Djaslim Saladin. 2004. *Management Marketing Analysis, Planning, Execution and Control*. Edition Third. Bandung : CV. Linda Karya.
- [5] Fandy Tjiptono . 2006. *Service Management*. First Edition. Yogyakarta : Andi.
- [6] Fandy Tjiptono. 2004. *Service management*. First Edition. Yogyakarta : Andi Offset
- [7] Fraenkell , Jack R. and Norman E, Wallen. 2012. *How to design and evaluate research in education*. 8th edition. Boston: McGraw-Hill Higher Education.
- [8] Goetsch , David L., and Davis B. Stanley. 2000. *Quality Management: Introduction to Total Quality Management for Production, Processing, and Service*. Third Edition. Prentice-Hall, Inc., New Jersey.
- [9] Harry , Hermawan . 2017. *Influence Attractiveness Tourism, Safety , and Tourist Facilities Against Satisfaction As well as the impact To Loyalty Travelers*. JournalMedia Travel , Volume 15, Number 1, May 2017, p. 564
- [10] Nur. 2018. *Influence River Pollution Against Life Socio- Economic Fishermen Ward Anrong Appaka Subdistrict Pangkajenne Regency Pangkajenne and the Islands*. Thesis , Pangkep : Faculty Knowledge Makassar State University Social .

