



ASSISTANCE TO THE NATURAL BATHING TOURISM MANAGEMENT COMMUNITY NAMU SIRA SIRA

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Abstract— The aim of this community service activity is to implement one of the tridharmas of higher education, and help manage the Namu Sira-Sira natural bathing tourist attraction, Durian Lingga Village, Sei Bingei District, Langkat Regency. The main problem faced by partners is that in managing this tourist attraction, there is no financial management, no cleanliness management of the tourist location, no banner plan for the tourist location. The output in this activity is 1). Managers have the ability to create simple financial reports 2). Availability of good and appropriate hygiene management and hygiene advice. 3). Articles published in online ISSN journals. 4). There are social media accounts that managers use to market tourist attractions. This activity was carried out in Durian Lingga Village, Sei Bingei District, Langkat Regency. This location is 55 km from Medan State University, a distance of 1 hour. This location was chosen because of the excellent tourism potential that can be developed for recreational sports, and can provide income for the surrounding community.

Index Terms— *Bathing, Nature, Namu Sira Sira, Tourism*

I. INTRODUCTION

Tourism is one of the sectors that is considered in the national scale development arena, this is done because the tourism sector is believed to be one of the mainstay sectors in increasing the country's foreign exchange. Tourism development is starting to be encouraged, existing tourism potential is starting to be considered for development and development. This development is intended in addition to increasing State revenue assets as well as existing

resources. National Development which is being implemented cannot be separated from the role of regions in realizing regional development goals in a complete and integrated manner which is an internal part of national development. For this reason, regions that are given the authority to regulate their own regions are expected to have the ability to provide and explore existing potential and can be used as a financial source. One of them is by developing the tourism sector. With the development of tourism into an industry, it is hoped that it will be able to increase the contribution of Original Regional Income, considering the importance of Original Regional Income as a source of financing for regional development in addition to funds from the Central Government.

Synergistic cooperation between the Regional Government, the private sector and the community in developing the tourism sector in the region, so that good tourism management can be realized in all supporting fields, so that it can have a significant impact on tourist attraction, which in turn will increase local original income, people's income, and also contribute to increasing the country's foreign exchange. The role and contribution of the private sector must continue to be encouraged and facilitated in tourism development, because so far most of the tourism objects are managed by the Regional Government. In one province, for example, more than 90% of tourism objects are managed by the Regional Government. This will result in a high level of dependence of tourist attraction management on APBD fund allocation.

In fact, in order to make tourism management effective, a proper understanding of market economic activities is needed from other stakeholders, namely the business world and society. Regional governments need to pay special attention to increasing the success of the tourism sector, including by allocating proportional APBD funds to finance the development of tourism infrastructure (such as roads, electricity and telecommunications), facilitating the community and the private sector in managing tourism potential (such as cultural and tourism tourism). nature), as well as promotion and marketing of tourism potential in the region. The synergy of the three pillars of tourism management, namely the Regional Government, the private sector and the community, is the main force in increasing the development of the tourism sector in the region. Weakness in the role of one of the pillars will greatly hamper tourism development efforts.

North Sumatra Province has many tourist attractions which include mountains, rivers, beaches, forests and rich types of flora and fauna. One type of animal that is starting to become

rare is the orangutan. Orangutans are one of the best known wild animals and amaze almost everyone in the world, including in Indonesia. The morphology which is almost the same as humans is an attraction for local and foreign tourists. Langkat Regency is one of the regencies in the Bukit Barisan Plateau, located in the northwestern part of North Sumatra Province, geographically located at coordinates 30 14' - 40 13' N latitude and 970 52' - 980 45' E longitude. The area of Langkat Regency is 626,329 Ha. Langkat Regency consists of 23 sub-districts and 277 villages/wards with the Regency Capital being Stabat. Langkat Regency is famous for its potential plantation areas in addition to other very interesting and famous tourist attractions in the Gunung Leuser area. In the Langkat Regency area there is an interesting tourist attraction, namely a forest reserve and has been used as a center for observing Sumatran orangutans, namely an orangutan tourist attraction. Tourists, both teenagers and older people, always visit the Bahorok/Sumatran Orangutan Observation Center. The tourist location of the Sumatran orangutan observation center has quite a great attraction that attracts tourists, this can be seen from the tourist conditions at the orangutan observation center.

One of the natural tourist recreation areas in Langkat Regency which attracts many domestic tourists to visit is the Pangkal Namu Sira Sira Baths. This place is a natural bathing location on the Bingei River. This location is in Deso Durian Lingga, Sei Bingei Langkat District. This bath can be reached by driving from Medan City via Binjai City. From Binjai, this tourist attraction is about 20 km with relatively good road conditions. At this tourist attraction there are recreational huts that are rented to visitors and also stalls

food with a local and limited menu. This area is managed by the Local Community Group and each visitor is charged an entrance fee of Rp. 3000.- per person. Apart from that, visitors are also charged entrance and vehicle parking fees which vary depending on the type of vehicle. For motorbikes it is IDR 10,000 and 4-wheeled vehicles between IDR 50,000-250,000. depending on the type and size of the vehicle. Transportation that can be used is private cars, motorbikes or public passenger transportation. The Namu Sira-Sira natural bath is very cool and refreshing so visitors want to swim and soak in the river longer. After getting tired of bathing and swimming, visitors can immediately enjoy food on the river bank, of course by maintaining cleanliness.

The Namu Sira-Sira natural bath is located in Durian Lingga Village, Sei Bingei District, managed independently by the surrounding community with guidance from the Village and Langkat Regency Government. The baths utilize spring water from the protected

forest area of Mount Leuser, which is famous for its natural beauty, and is one of the tourist destinations before they head to the natural baths. In managing this natural bathing tourism, the local community formed a group called Namu Sira Sira Natural Water Bathing Management, Durian Lingga Village. Currently this group is chaired by Mr. Samudera Lingga with a total of 18 members. This group manages a tourist attraction area of 10 hectares in the Bingei River basin area to be used as a tourist attraction for the community. The services they offer to visitors are cottages for resting, culinary delights and parking. Every visitor at this tourist location is charged an entrance fee of Rp. 5000 for one person.

In managing the Namu Sira-Sira natural bathing tourist location, when the team was looking for information, they asked about the average monthly income for renting cottages, which was 500,000-800,000. and cottage rental rates vary, according to the size of the cottage being rented. With the tourist location, Mrs. Yanti admitted that her family's economy was greatly helped. Nanum has not been recorded so the amount of income each month from renting cottages cannot be known for certain. And during weekends and national holidays, the increase in visitors will be even greater. This income can actually be maximized and increased if there is equality in determining cottage rental rates that are mutually agreed upon, so that there are no longer any group members who increase and decrease cottage rental rates.

However, the writer here sees that the cleanliness of this natural bathing tourist area is not very good. A lot of rubbish was found scattered around and each cottage management did not provide adequate rubbish bins for visiting visitors to use. The management needs to pay attention to this for the comfort of visitors, so that visitors feel at home and are in a clean and tidy bathing location.

When entering, visitors cannot get clear map information on the location of the tourist area. The management did not prepare a banner containing a map of the tourist location which includes the location of the hut, bathroom as well as changing rooms and facilities available at the bathing location. So that it is easy for visitors to find out the tourist location well, it is necessary for the manager to provide a banner containing information about the layout of the natural bathing location.

Based on the problems faced by partners, in this community partnership program a program is designed to help resolve the problems faced by partners, so that the management of natural bathing tourist attractions can run well. Therefore, we provide a solution that can be

utilized by the management of the natural baths in order to expedite the management of the Namu Sira Sira natural baths for the better.

Training and assistance in financial management needs to be provided to members of the group managing the Namu Sira-Sira natural bathing tourist attraction. This is to make it easier for group members to know exactly their monthly income. Carrying out cleanliness actions together with the group and providing cleaning equipment in the form of brooms and trash cans. Carry out area mapping to sketch a floor plan of the location of the natural bathing tourist attraction which will be installed at the entrance to the tourist attraction. So that visitors can easily find out the locations of existing infrastructure at tourist attraction locations.

II. METHOD

The implementation of activities will be coordinated with LPPM-UNIMED and the partner team and related agencies, such as processing permits, preparing activity schedules and preparing the procurement of training facilities that will be provided to the Partner Team. Preparation stages for providing cleaning facilities, banner maps of tourist locations.

This activity is carried out using training and mentoring methods where to resolve financial management problems for members of the management group of the Namu Sira-Sira natural bathing tourist attraction and a management organizational structure will be formed for partners to make management more effective so that village government involvement can increase. In the next session, clean-up activities will be held for tourist areas.

This assistance is carried out for financial management to help group members in preparing and planning financial management properly and correctly. This mentoring activity is carried out to ensure that the training material provided is well received by group members. The PKM team can also continue to monitor the progress of the financial reports being carried out and can provide input for managers. So that we can continue to evaluate the activities carried out so that the achievements of the activities carried out by the team are in line with expectations. The PKM team also coordinates with the Langkat Regency Tourism Office to provide assistance and maximize the tourism potential of the Namu Sira-Sira natural baths.

The components evaluated in this activity are how the organizational structure of the front group can carry out its functions well, and how the coaches have been able to apply the training material well. And in this evaluation component, the PKM team also collaborates with

LPPM Unimed to be able to monitor the activities we carry out. With monitoring from LPM Unimed, we hope that we will get a lot of input to improve future activities.

For the sustainability of the program after the program is implemented, we need to provide training and mentoring for all management members of the Namu Sira Sira Natural Baths tourist attraction, so that the usefulness of the activities we carry out can benefit the community.

All of these service activities will run well if all activities are supported by the Partner Team. The plans that will be implemented to involve the Partner Team during the activity are as follows:

1. Follow all activities that have been planned and mutually agreed as well as possible.
2. Convey and provide clear information regarding the problems that have been faced so that it can be taken into consideration in making activity plans.

III. RESULTS AND DISCUSSION

Assistance activities for the Namu Sira Sira Natural Baths tourism management group, Durian Lingga Village, Sei Bingei District, Langkat Regency, have been running in accordance with the activity planning contained in the submitted activity proposal. After the announcement of the proposal which was declared passed and funded by LPPM Unimed, the team then worked according to the duties and responsibilities of each member. The first step taken by the team was to coordinate with the tourist attraction management so that the assistance activities for the management of the Namu Sira Sira natural bathing tourist attraction would be carried out by the service team. In this coordination activity carried out on May 5 2024, the team directly met with the head of the management group, Mr. Samudera Sinulingga. At the meeting, an agreement was reached on the timing of the activities. Based on the series of activities planned after initial coordination, the next activity the team will carry out is conducting cleanliness management training. This activity is carried out in an effort to maintain the cleanliness of the natural bathing tourist attraction's environment, so that visitors who come feel comfortable. This activity was attended by 18 cottage managers and parking managers. This activity itself will be held on Saturday 18 May 2024, at the Namu Sira Sira tourist attraction hall. As a resource person for the activities, Mr. Ade Ros Riza was the head of the activities team.

The next activity is financial management training which is carried out to provide understanding and skills for tourist attraction managers, regarding the importance of knowing simple financial management. Our hope is that by providing material related to financial management, managers can manage their finances better, so that improvements to cleaning facilities around tourist attractions will be even better. Mr. Hendra Saputera SE., M.Si was the resource person for implementing this activity.

The use of social media as a cheap and easy promotional tool has become one of the focuses in assisting activities for managers of the Namu Sira Sira tourist attraction. Currently, social media such as Instagram, Facebook, Tik Tok and YouTube are widely used by various groups to promote the business products and services they offer to consumers. By using social media, the reach of reporting will be wider. It must be realized that currently there are a lot of social media users in Indonesia. Of course promotional opportunities through social media must be the main focus of managers in offering beauty and facilities to consumers or visitors who want to travel there. To help managers promote the Namu Sira Sira natural bathing tourist attraction, the team then created marketing training via social media. This activity itself gives managers the ability to create social media accounts, both Instagram, Facebook, Tik Tok and YouTube, which they can use as a means of promoting the services they offer to visitors. This activity was attended by 15 managers who were children of each tourist attraction manager. This activity was held on Saturday 8 June 2024, with resource person Mr. Deni Rahman Marpaung, M.Or. As a result of this activity, the team provided cleaning equipment that can be used by partners to support environmental cleanliness programs around tourist attractions. The cleaning tools include brooms, trash cans, mops and others. The equipment assistance was received directly by Mr. Samudera Sinulingga as chairman of the Namu Sira Sira Natural Baths Tourism Object Manager. On that occasion he expressed many thanks to the Chancellor of Medan State University, Prof. Dr. Bahruddin, ST. M.Pd, for the attention of Medan State University to the development of tourism in Langkat Regency, especially the Namu Sira Sira tourist attraction.

Activity documentation



Image: Photos of assistance activities in the management of the Namu Sira Sira tourist attraction

IV. CONCLUSION AND SUGGESTIONS

Assistance activities for the Namu Sira Sira Natural Baths tourism management group, Durian Lingga Village, Sei Bingei District, Langkat Regency, have been carried out in accordance with planning, this activity includes training in cleanliness management, financial management and marketing management. This activity was attended by 18 tourist attraction managers, and activity participants were able to participate in the activity well, participants understood the material provided by the resource persons, and were able to implement it in managing the Namu Sira Sira natural bathing tourist attraction. On this occasion, the service team also provided cleaning equipment that can be used by managers to maintain the cleanliness of the tourist attraction's environment, so that visitors feel comfortable while at the tourist attraction. The equipment provided includes brooms, large trash cans, small trash cans, mops, bathroom brushes, trash cans and bathroom cleaning equipment.

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