



ASSISTANCE TO THE NATURAL BATHS TOURISM MANAGEMENT KARANG ANYAR KARANG REJO VILLAGE SIMALUNGUN REGENCY

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Abstract.

Karang Anyar bathing attraction is a tourist location managed by the community of Karang Rejo Village, Gunung Maligas District, Simalungun Regency. This tourist attraction is managed independently by a community of 10 people. Partners market their tourist objects still in a conventional way. The main problems faced by partners are, in the management of this tourist attraction, financial management is carried out conventionally, the cleanliness of tourist sites that have not been well organized. Marketing of tourist sites is still done in a conventional way. The cleanliness of the tourist attraction location is getting better, 90% of visitors are satisfied with the cleanliness of the tourist attraction. 2. The existence of a cash book that is used in recording income and expenses of tourist attractions. 3. The existence of social media accounts on Facebook, Instagram, and TikTok which are used for marketing Karang Anyar natural bathing objects. The direct impact of this activity is the increase in the number of visitors by 45% from the average previous visit.

Keywords: *Tourism, Bathing, Nature, Karang Anyar*

1. INTRODUCTION

Tourism is an activity that can increase community economic growth such as income, business opportunities, employment opportunities and reduce unemployment or erode poverty. This is in accordance with Law No. 25 of 2000 concerning the National Development Program that the objectives of tourism development are a) developing and expanding the diversification of national tourism products and quality, b) based on community empowerment, art and natural charm with due regard to the preservation of traditional cultural arts and environmental sustainability, and c) developing and expanding the tourism market, especially foreign markets.

Furthermore, in Law No. 10 of 2009 concerning tourism, so that tourism resources and capital are utilized optimally through the implementation of tourism which is intended to increase national income, expand and equalize business opportunities or employment, encourage regional development, introduce and utilize tourist attractions and destinations in Indonesia in order to foster a sense of love for the country. Based on the law, it is explained that tourism not only strengthens the economy of a country but also fosters love and pride in the country so as to strengthen the sense of unity and integrity.

Tourism is one of the keys to boosting the community's economy because this activity is directly related to the lives of people in tourist areas. The mutually beneficial interaction relationship between the community and tourists in the tourism industry is harmonious and ecological. Tourists travel for various purposes, such as recreation, business trips (congresses, seminars, and symposiums), and education. These activities require lodging, restaurants, travel agencies, and souvenir shops. The needs of tourists can be fulfilled by the tourist destination community. Therefore, the community is required to be creative in tourism activities so that it can give an impression to tourists and benefit the surrounding community.

Increased community economic growth due to tourism in addition to increased income is an opportunity or job opportunity. These job opportunities can be created through culinary businesses pioneered by local communities so that many typical tourist area dishes are sold. In addition to increasing business opportunities, it is also able to preserve cultural values through typical tourist area cuisine. The next business opportunity is souvenirs made by local people. These souvenirs will be bought by tourists as a memento or as a sign that they have visited the area. The making of these souvenirs becomes a household industry that requires several employees.

Tourism provides many benefits in development. The government stipulates that tourism aims to increase economic growth, improve people's welfare, eliminate poverty, overcome unemployment, preserve nature, environment, and resources, advance culture, raise the image of the nation, and strengthen friendship between nations (Law Number 10 of 2009 concerning Tourism). The magnitude of the influence of tourism on society is expected to increase public awareness of the importance of tourism development. This awareness can be done through the application of *sapta pesona* for the community because those who are in direct contact with tourists are the community. The community must be able to create a sense of security for tourists by always maintaining environmental cleanliness, not littering, maintaining natural beauty, order, and displaying attractions related to local culture so as to provide the most beautiful memories for tourists. And last but not least is accessibility or ease in reaching tourist

attractions through the provision of safe and comfortable transportation and good road conditions.

North Sumatra Province makes the tourism sector a leading sector in improving the economy, therefore the tourism sector is growing in the future. Many tourist sites in North Sumatra are nationally recognized tourist attractions, including Lake Toba, Bukit Lawang, Berastagi. The existence of tourist sites that are widely scattered in the province of North Sumatra makes North Sumatra a province that is visited by many foreign and foreign tourists. According to the North Sumatra Culture and Tourism Office (2007) the existence of Lake Toba with its natural beauty makes the surrounding area a priority for Objects and Tourist Attractions (ODTW) in North Sumatra. Currently the Lake Toba area is designated as a National Tourism Destination (DPN) and Superior Tourism Destination (DPU) in North Sumatra province. The tourism sector plays an important role in the economy of North Sumatra Province, both as a source of foreign exchange earnings and as a creator of employment and business opportunities. To improve the welfare of the people, tourism development will continue and be improved through the expansion and utilization of natural resources and regional tourism potential so that it becomes an economic activity that can be expected to increase foreign exchange earnings. In addition, tourism activities are also expected to expand and equalize employment opportunities and business opportunities, especially for the surrounding community to stimulate regional development and introduce national identity and culture. In the development of regional tourism, the view of life and environmental quality must be maintained. Tourism development is carried out in line with the development program of various tourism industries, so that not only small and medium scale industries but also large scale tourism industries will be able to benefit.

This district has 32 sub-districts with an area of 438,660 ha or 6.12% of the area of North Sumatra Province. Simalungun Regency has 57 tourist attraction locations, consisting of 30 natural tourist locations, 14 agro-tourism locations, 4 cultural tourism locations, and the rest are other recreational tourism locations. And is the Regency with the most tourist attraction points in North Sumatra (BPS Simalungun Regency 2022). Lake Toba as one of the priority tourist attractions that has been determined by the central government, part of its area is also in Simalungun Regency. Economically, the existence of tourist attractions around Simalungun Regency is an important factor in driving the economy of the community around the tourist attraction. Simalungun Regency relies on many tourist attractions in the form of natural beauty, natural bathing locations, both rivers, lakes, and springs. One of the well-known natural bathing

attractions is Karang Anyar natural bathing, which is located in Karang Rejo Village, Gunung Maligas District..

Karang Anyar bathing attraction is managed independently by the people of Karang Rejo Village. Currently chaired by Mrs. Siti Jamilah, with almost 24 members, each of whom has and is tasked with managing the tourist attraction as well as managing the lodge, parking, and conserving the area crossed by the bath. Karang Anyar Tourism Village is located in Gunung Maligas Subdistrict, Karang Anyar means NEW PARKING, it is said that the water that appears in the village of Karang Anyar comes from the flow of the Pamujian bah spring which used to be a place of worship for the local community whose springs come from Lake Toba. In 1970 the village became an icon of nature tourism, water tourism and artificial tourism which became excellent. The village also has a banyan tree that is hundreds of years old and as one of the spring locations in the village, Anyar has a history that is closely related to the lives of the surrounding community. In the past, this place was known as a resting and worshipping location for the local community.

In the 1990s, the local government began to develop Karang Anyar into a more structured tourist attraction. With better facilities, including parking lots, play areas, and food stalls, Karang Anyar managed to attract more visitors. Today, this bathhouse is one of the leading tourist destinations in Pematang Siantar, especially during the holiday season. Karang Anyar has various potentials that make it a great choice for a vacation. First, the clear and fresh bathing water is the main attraction. The water, sourced from the surrounding mountains, keeps it cool even in the midst of the hot sun. Many visitors enjoy the experience of soaking in natural water, as well as playing on the rocks around the bathhouse. Furthermore, the natural beauty around Karang Anyar is captivating. Surrounded by dense tropical forests, this place offers a stunning natural panorama. Here, visitors can enjoy the sound of gurgling water, chirping birds, and soothing green scenery. Many also take advantage of this moment to take pictures, capturing the beauty of nature as a keepsake.



Figure 1. Location of Karang Anyar

Karang Anyar natural baths are located about 10 km from the center of Pematang Siantar City and 124 KM from Medan City. Access to this location is quite easy, both using private vehicles and public transportation. Good roads make it easy for visitors to get to the location. Currently, the distance to Karang Anyar from Medan City is only 2 hours, through a toll road that has been connected from Medan to Pematang Siantar City. In terms of facilities, Karang Anyar is equipped with toilets, parking lots, and food stalls that serve a variety of local culinary delights. Visitors can also find souvenir sellers offering handicraft items typical of Pematang Siantar. This certainly adds to the convenience for tourists. Along with the increasing number of visitors, awareness of the importance of maintaining cleanliness and environmental sustainability is also increasing. The bathhouse management invites all visitors to maintain cleanliness by not littering. In addition, various conservation programs are also implemented to preserve the flora and fauna around the baths. Karang Anyar natural bath in Pematang Siantar is a tourist destination that holds natural beauty and rich history.

Karang Anyar Natural Bath is located in Karang Rejo Village, Gunung Maligas District, managed independently by the surrounding community with guidance from the Village and Simalungun Regency Government. The baths utilize spring water sources from umbul-umbul located in narrow caves which are still a mystery where they come from, and are famous for the beauty of the area, and become one of the tourist destinations before they go to the baths. In the management of this natural bathing tourism, the local community formed a group called the Karang Anyar Bathing attraction manager. Currently this group is chaired by Mrs. Siti Jamilah with a total of 24 members. This group manages an area of tourist attraction land along the spring flow which is utilized as a tourist attraction for the community. The services they offer to visitors are resting huts, culinary, and parking. Each visitor at this tourist location is charged an entrance fee of Rp. 5000 for one person. In managing the Karang Anyar bathing location, the team looking for information asked about the average monthly income for cottage

rental is 1,000,000-2,000,000. and cottage rental rates vary, according to the size of the cottage being rented. With the existence of tourist sites, Mrs. Siti Jamilah claimed that her family's economy was greatly helped. But it has not been recorded so that the amount of income each month from cottage rentals cannot be known with certainty. And on weekends and national holidays, the increase in visitors will be even greater, this income can actually be maximized and increased if there is similarity in determining the rental rate of the cottage which is agreed upon together, so that no more group members raise and lower the cottage rental rate.

However, the author here sees that the cleanliness of this natural beauty tourism area is not very good. A lot of garbage is found scattered and in each cottage the manager does not provide adequate trash cans to be used by visitors who come. This needs to be a concern of the manager for the convenience of visitors, so that visitors feel at home and are in a clean and tidy bathing location. At the time of entry, visitors cannot get a clear map of the location of the tourist area. The manager does not prepare a banner containing a tourist location plan that contains the location of the cottage, bathroom as well as changing rooms and facilities in the bathing location. In order for visitors to easily find out the location of the tour well, it is necessary for the manager to provide a banner containing information on the layout of the natural bathing location.

Training and assistance in financial management needs to be given to members of the Namu Sira-Sira natural bathing attraction management group. This is to make it easier for group members to know exactly their income per month. Conduct cleaning actions together with the group and provide cleaning equipment in the form of brooms, and trash cans. Mapping the area to sketch the location plan of the natural bathing attraction which will be installed at the entrance to the attraction. So that visitors easily recognize the location point of the facilities in the location of the tourist attraction.

2. METHOD

The implementation of activities will be coordinated with LPPM-UNIMED and the partner team and related agencies such as obtaining permits, preparing activity schedules and preparing training facilities that will be provided to the Partner Team. Preparation stages for the procurement of cleaning facilities, preparation of human resources as social media admins for marketing using Instagram, Facebook and Tik Tok. This activity is carried out with training and mentoring methods where to solve the problem of financial management of members of the Karang Anyar bathing attraction management group and the formation of a management organization structure for partners to streamline management so that the

involvement of the village government can increase. In the next session, there will be clean-up activities for the tourist area, financial management training and marketing by utilizing social media.

This assistance is carried out for financial management and marketing to help group members in preparing and planning financial management properly and correctly, as well as being able to utilize social media to market Karang Anyar tourist attractions. This mentoring activity is carried out to ensure that the training material provided has been well received by group members. The PKM team can also continue to monitor the development of financial reports that are 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 that the team carries out are as expected. The PKM team also coordinates with the Simalungun Regency Tourism office to be able to provide assistance and maximize the tourism potential of Karang Anyar's nature tourism.

The components evaluated in this activity are how the organizational structure can carry out its functions properly, and how the manager has been able to apply the training material properly. And in this evaluation component, the PKM team also collaborates with LPPM Unimed to be able to monitor the activities we carry out. With the monitoring from LPM Unimed, we hope that there will be a lot of input that we get for the improvement of further activities.

3. RESULTS AND DISCUSSION

Assistance to the Karang Anyar Natural Baths tour management group, Karang Rejo Village, Gunung Maligas Subdistrict, Simalungun Regency, has been running in accordance with the activity planning contained in the submitted activity proposal. After the announcement of the proposal that passed and was 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 manager that the mentoring activities for the Karang Anyar natural bathing object manager would be carried out by the service team. In the coordination activity held on May 11, 2025, the team directly met with the head of the management group, Mr. Siti Jamilah. At the meeting there was an agreement on the time of activity implementation. Based on the series of activities planned after initial coordination, the next activity to be carried out by the team is to conduct hygiene management training. This activity was carried out in an effort to maintain the cleanliness of the natural bathing attraction environment, so that visitors who come feel comfortable. This activity was attended by lodge managers, parking managers totaling 12 people. This activity

itself was held on Saturday, May 18, 2025, at the Karang Anyar tourist attraction hall. As a resource person for the activity Mr. Ade Ros Riza as the head of the activity team.

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

The use of social media as a cheap and easy means of promotion is one of the focuses in assisting the manager of Karang Anyar tourist attraction. Currently, social media such as Instagram, Facebook, Tik Tok, and Youtube, are widely used by various groups to promote business products and services that they offer to consumers. By using social media, the reach of the announcement will be wider. It must be realized that currently there are many social media users in Indonesia. Of course, promotional opportunities through social media must be the main focus of managers in offering the beauty and facilities provided to consumers or visitors who want to travel there. To assist the manager in promoting the Karang Anyar natural bathing attraction, the team then made marketing training via social media. This activity itself, provides managers with 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 12 managers who are children of each tourist attraction manager. This activity was held on Thursday, June 26, 2025, with resource person Mr. Deni Rahman Marpaung, M.Or



Figure 2: Social Media Accounts, Instagram and facebook

In this activity, the team provided cleaning equipment that could be used by partners in supporting the cleanliness program around the tourist attraction. The cleaning equipment assistance is in the form of broom sticks, trash cans, mops, and others. The equipment assistance was received directly by Mrs. Siti Jamilah as the head of the Karang Anyar Natural Bathing Object Management. On that occasion he expressed many thanks to the Rector of Universitas Negeri Medan Prof. Dr. Baharuddin, ST. M.Pd, for the attention of Universitas Negeri Medan towards tourism development in Simalungun Regency, especially Karang Anyar tourist attraction.



Figure 3: Photo of activities Assistance in the management of Karang Anyar tourist attraction

4. CONCLUSION

Assistance activities for the Karang Anyar Natural Baths tourism management group, Karang Rejo Village, Gunung Maligas District, Simalungun Regency, have been carried out in accordance with planning, this activity includes training in hygiene management, financial management, and marketing management. This activity was attended by 12 tourism object managers, and activity participants were able to take part in the activity well, participants understood the material provided by the resource persons, and could implement it in the management of the Karang Anyar natural bathing attraction. The cleanliness of the tourist attraction location is getting better, 90% of visitors are satisfied with the cleanliness of the tourist attraction. 2. The existence of a cash book that is used in recording income and expenses of tourist attractions. 3. The existence of social media accounts on Facebook, Instagram, and TikTok which are used for marketing Karang Anyar natural bathing objects. The direct impact of this activity is the increase in the number of visitors by 45% from the previous average visit. The service team on this occasion also provided cleaning equipment assistance to be used by managers in maintaining the cleanliness of the tourist attraction environment, so that visitors feel comfortable while in the tourist attraction. Equipment assistance provided in the form of

broom sticks, large trash cans, small trash cans, mops, bathroom brushes, trash scrapers and bathroom cleaning equipment.

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