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## THE ATTRACTION AND DEVELOPMENT OF ERGENDANG CAVE HOT SPRINGS IN PENUNGKIREN VILLAGE, STM HILIR DISTRICT, DELI SERDANG REGENCY

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### Abstrak

Penelitian ini bertujuan untuk mengetahui: (1) daya tarik wisata Pemandian Air Panas Ergendang, (2) sarana dan prasarana wisata Pemandian Air Panas Ergendang, (3) upaya pengembangan yang dilakukan pemerintah dalam mengembangkan wisata Pemandian Air Panas Gua Ergendang. Pemandian Air Panas Gua Ergendang, (4) Upaya pengembangan masyarakat dalam mengembangkan wisata Pemandian Air Panas Gua Ergendang. Pemandian Air Panas Gua Ergendang meliputi pemandangan alam, flora dan fauna, peninggalan sejarah, budaya dan aktivitas yang tergolong kategori sedang. Sedangkan persepsi pengunjung terhadap daya tarik objek wisata Pemandian Air Panas Gua Ergendang terhadap pemandangan alam berada pada kategori baik (89%), flora dan fauna dalam kategori baik (88%), peninggalan bersejarah pada kategori buruk (20%), budaya dalam persepsi tidak baik. baik (20%), dan kegiatan dilakukan dengan persepsi baik (90%). Fasilitas wisata di Pemandian Air Panas Gua Ergendang antara lain: transportasi, penginapan, restoran, tempat parkir, toilet, pondok pengunjung, tempat ibadah, pemandu wisata, promosi dan tempat sampah dalam kategori sedang. Prasarana pariwisata Pemandian Air Panas Gua Ergendang meliputi: jaringan jalan, jaringan listrik, jaringan telekomunikasi, pelayanan kesehatan, air bersih yang tergolong dalam kategori baik.

**Kata Kunci** : Daya Tarik, Pengembangan Daya Tarik Wisata, Persepsi Pengunjung

### Abstract

This study aims to determine: (1) the tourist attraction of the Ergendang Hot Springs, (2) the facilities and infrastructure of the Ergendang Hot springs tourism, (3) the development efforts made by the government in developing Ergendang Cave Hot Springs tourism. Ergendang Cave Hot Springs, (4) Community development efforts in developing Ergendang Cave Hot Springs tourism. Ergendang Cave Hot Springs includes natural scenery, flora and fauna, historical heritage, culture and activities that are classified as moderate category. Meanwhile, visitors' perceptions of the attractiveness of the Ergendang Cave Hot Springs tourist attraction on natural scenery are in the good category (89%), flora and fauna in good category (88%), historic heritage in the bad category (20%), culture in perception is not good. good (20%), and activities carried out in good perception (90%). Tourist facilities at the Ergendang Cave Hot Springs include: transportation, lodging, restaurants, parking lots, toilets, visitor huts, places of worship, tour guides, promotions and trash cans in the medium category. Tourism infrastructure at Ergendang Cave Hot Springs includes: road network, electricity network, telecommunication network, health services, clean water are classified as good category.

**Keywords**: Attractiveness, Tourist Attraction Development, Visitor Perception

## INTRODUCTION

Tourism is one of the things that is the mainstay and development of tourism in an area that has tourism. The development of the tourism sector in an area will also develop other sectors because tourism in the area attracts the attention of tourists who come to the tour. According to Law No. 10 of 2009 tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments.

Deli Serdang Regency is part of the east coast of Sumatra Province which borders the City of North Sumatra, which is the capital of Lubuk Pakam Regency. Deli Serdang Regency has twenty-two sub-districts and one of the sub-districts in Deli Serdang Regency is the Sinembah Tanjung Muda Hilir sub-district which offers a tourism destination for the Ergendang Cave Hot Springs located in Penungkiren Village.

Attractions Ergendang Cave Hot Springs or Cave and Hot Springs Ergendang It is located in Penungkiren Village, Sinembah Tanjung Muda Hilir (STM) District, Deli Serdang Regency. The access road to the location of the Ergendang Hot Springs is mostly paved, except that there are roads with potholes and damage with a road width of 5 meters and the rest of the roads are smooth paved, the access road to the location of tourist destinations is not so big that it can make two cars pass each other the car has to walk halfway on the asphalt road and there is no public transportation to get to the tourist location.

The attraction of the Ergendang Cave Hot Springs tour is that it offers hot water in the cave and this hot water doesn't smell too sulfuric as well as the natural beauty that is in the Ergendang Cave Hot Springs tourist attraction and the beauty in the cave such as the presence of stalactites and stalagmites. The number of visitors at the Ergendang Cave Hot Springs tourist attraction or Cave and Hot Spring Ergendang experienced an increase in the number of visitors but in 2020 it decreased due to Corona Virus (COVID-19), in 2016 tourist arrivals were 4,314 visitors, in 2017 there was an increase of 5,257 visitors, in 2018 the number of visitors again increased by 5,913 visitors, in 2019 increased by 6,429 visitors, in 2020 decreased by 5,229 visitors due to the presence of COVID-19 (Ergendang Cave Hot Spring Manager, 2021).

The development of the Ergendang Cave Hot Spring tourist attraction is very necessary in order to increase the potential attraction of this

tourist attraction. The development and attractiveness of tourism objects is the main driver in the tourism sector which requires the cooperation of the government and the community, direct cooperation from businesses and the private sector.

This study aims to determine: (1) the tourist attraction of the Ergendang Cave Hot Springs, (2) the Ergendang Cave Hot Springs tourism facilities and infrastructure, (3) the development efforts made by the government in developing Ergendang Cave Hot Springs tourism. Ergendang Cave, (4) Development efforts made community in developing Ergendang Cave Hot Spring tourism.

## Methods

This research is located in Ergendang Cave Hot Springs which is located in Penungkiren Village, STM Hilir District, Deli Serdang Regency.

The population in this study is the Ergendang Cave Hot Springs in Penungkiren Village, STM Hilir District, Deli Serdang Regency. The determination of the sample in this study is total sampling. The population at the same time will be the sample of this study, namely the Ergendang Cave Hot Spring Tourism Object with an area of 6 ha in Penungkiren Village, STM Hilir District, Deli Serdang Regency.

The variables in this study are: 1) Tourism objects include tourist attractions, tourist facilities and infrastructure. 2) The government's development efforts in developing the Ergendang Cave Hot Spring tourist attraction include amenities, promotions and community empowerment.

3) Efforts to develop the surrounding community in developing the Ergendang observation and interview techniques. The data analysis technique used is descriptive qualitative, namely by analyzing and managing data systematically, which is then assisted with a frequency table so that it will get an overview of the tourist attraction of the Ergendang Cave Hot Springs, so that later conclusions can be obtained regarding the Attractiveness and Development of Ergendang Cave Hot Springs.

Data management is carried out to assess tourist attraction and tourism development in the Ergendang Cave Hot Springs tourist attraction. The scoring of the attractiveness and development of Ergendang Goa Hot Springs tourism here is done quantitatively with scoring values ranging from 1, 2, and 3 to measure the criteria for each indicator of poor, medium, and good quality assessment. The total score for grouping the indicators into 3 class intervals,

namely: the highest, medium and low scores. Follow Sturges guidelines with

$$IK = \frac{Range}{K}$$

Where :

- Ik : class interval
- Ranger : the difference between the largest value data and the smallest data
- K : many classes

For data processing, visitor questionnaires follow the criteria presented in the form of a linkert scale as follows:

**Linkert Scale Table**

No	Criteria	Score
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Don't agree	2
5	Strongly Disagree	1

The data were analyzed using descriptive statistics, namely by calculating the percentage. The percentage score can be calculated by the following calculation formula:

$$\text{score percentage} = \frac{\text{total score obtained}}{\text{maximum score}} \times 100\%$$

Calculation of the results of research data using the above formula, it will produce numbers in the form of percent (%). The score classification will be converted into a percentage classification with qualitative sentences as follows:

**Table of Assessment Criteria and Categories On Variable**

No	Persen (%)	Kriteria
1	80 - 100	Very good
2	61- 80	well
3	41-60	pretty good
4	21-40	not good
5	≤ 20	very not good

## Result And Discussion

### Result

#### A. Tourist Attraction

Based on the results of direct observation in field of tourist attraction, when viewed in the form of a tourist attraction score of Ergendang Cave Hot Springs is in the medium category (score 9). Natural scenery is in the good category (score 3), flora and fauna, activities carried out are in the moderate category (score 2), historical and cultural heritage are in the bad category (score 1).

#### B. Facilities and Infrastructure of Ergendang Cave Hot Springs Tourism Object

##### 1. Tourist Facilities

Based on the results of direct observations in the field of bathing tourism facilities Ergendang Cave Hot Springs when observed in the form of a score, the condition of the Ergendang Cave Hot Spring tourist facilities is in the moderate category (score 21).

Transportation, tourist guide and lodging are in the bad category (score 1), restaurants, parking lots, promotions, trash cans are in the good category (score 3) and for toilets, visitor huts, places of worship are in the moderate category (score 2).

Tourism Infrastructure Based on field of tourism infrastructure, when observed in the form of a score, the condition of the existing infrastructure at the location of the Ergendang Cave Hot Springs tourist attraction is in the good category (score 12). Road networks, telecommunications networks, and health services are in the moderate category (score 2), electricity and clean water networks are in the good category (score 3)

#### C. Effort Development Government In Developing Ergendang Cave Hot Spring Attraction

Rizal Ardiman Simatupang as Head of the Tourism Development Section at the Deli Serdang Regency Tourism Office, on Monday, October 11, 2021, the development efforts made by the government in developing the Ergendang Cave Hot Spring tourist attraction from the interviews found that considering this Hot Springs tourist attraction managed by the private sector, the efforts made by the government in carrying out development are by:

- a. Improving tourism facilities and infrastructure at the Ergendang Cave Hot Springs tourist attraction so that visitors feel comfortable when they come to visit this tourist attraction.
- b. Make a FGD (Focus Group Discussion) to all tourism business actors and follow the CHSE certification (cleanliness, health, safety, environment sustainability) recommended by the Ministry of Tourism.

c. There is good cooperation and agreement between the Tourism Office and the tourism object manager, so that the Ergendang Cave Hot Spring tourist attraction is more developed and attractive so that later many visitors will come to the Ergendang Cave Hot Spring tourist attraction.

**D. Effort Development By Community in Developing Ergendang Cave Hot Spring Tourism Object**

The research was conducted by interviewing the community around the Ergendang Cave Hot Spring tourist attraction. Based on the results of interviews from 20 respondents, there were 18 people who opened a tourism business. Efforts msoacdieetyin developing a tourist attraction of Ergendang Cave Hot Springs can be seen in the table below.

**Table of Efforts to Develop Ergendang Cave Hot Springs Tourism Object by Public**

No	Type of business		Percentage
	Tour	Amount	(%)
1	Food stalls	18	90%
2	Security	2	10%
	Security		
Amount		20	100%

From the table above, the known development efforts carried out by the community are 2 types of tourism businesses, and the largest is opening a food stall business as many as 18 food stalls (90%) that provide a variety of food and drinks. The list of prices for food and drinks available at food stalls around tourist attractions is on average almost the same, such as Felicia's food stall that provides a variety of food and drinks, namely pop noodles (Rp. 7,000), sweet tea (Rp. 5,000), nutrisari (Rp. 5,000), indomie (Rp. 15,000), fried foods (Rp. 5,000), soda drinks (Rp. Rp. 7,000), coffee (Rp. 9,000), and the community also sells their harvests such as selling seasonal fruits, namely duku (Rp. 15,000/kg), rambutan (Rp. 10,000/kg), avocado (Rp.15,000/kg), durian (Rp 30,000), petai (Rp 25,000/bunch), jengkol (Rp 15,000 to 25,000). Then there are 2 security guards (10%)

around the tourist attraction, namely by guarding the vehicle of visitors who come to the Hot Springs tourist attraction. In terms of maintaining environmental cleanliness, the people who sell around the tourist attraction only clean the place to sell it, and the manager gives an appeal to all visitors who come to obey the rules and cleanliness while at the Ergendang Cave Hot Springs tourist attraction.

**Discussion**

**1. Tourist Attraction of Ergendang Cave Hot Springs**

Tourist attraction is everything that has its own uniqueness and beauty that can attract the attention of tourists to come to visit a tourist attraction. This matter supported by Yoeti(1996) which explained that tourist attraction is "everything that can attract the attention of tourists who come to visit a tourist area such as natural tourism, culture, human tourism and man-made tourism itself". The tourist attraction of Ergendang Cave Hot Springs has an attraction that can make this tourist attraction one of the mainstay attractions of Penungkiren Village. In terms of natural scenery, this tourist attraction has beautiful natural scenery in the form of hot water and stalactites in the cave. First arriving at the location of the tourist attraction, visitors can determine the entrance to the swimming pool by passing through a cave or by using a normal road. Then along the location of this tourist attraction, trees are planted where visitors who don't want to be in the hut can take shelter under a tree.

The flora and fauna in the Ergendang Cave Hot Springs tourist attraction has several plants that grow around the tourist attraction in the form of hard trees and other ornamental plants such as star fruit trees, mango trees, paper flowers, and so on, while for the fauna in the object In this tour there is a horse.

Judging from the historical heritage, this tour does not have a historical heritage, it's just that there are stories circulating in the middle of the world. the middle of society. In the past, the local community said, often heard the sound of traditional karo music from around the cave. So, this

is related to the naming of "Goa Ergendang" which means "beating the drum". In addition, it is also believed that this cave was once believed to be a special bathing place for royal princesses, but it is not known where the kingdom came from this area.

In terms of culture, this tourist attraction has no culture displayed by the community at the Ergendang Cave Hot Springs tourist attraction, because the location of this tourist attraction is far from residential areas. Judging from the activities carried out (something to do) visitors to this attraction include bathing, taking pictures around the tourist attraction.

## 2. Tourism Facilities and Infrastructure for Ergendang Cave Hot Springs

### a. Tourist Facilities

The condition of the tourist facilities in the Ergendang Cave Hot Springs is quite decent. This can be seen in transportation, where transportation already exists but for transportation such as public transportation it is not available and only private transportation to get to the location of the Ergendang Cave Hot Springs tourist attraction. Therefore, visitors who come to the tourist attraction use more private transportation to get to the location of this tourist attraction. In terms of lodging, this tourist attraction does not have a place to stay because most tourists who come directly go home as soon as they come to visit the Ergendang Cave Hot Springs tourist attraction. Looked from the restaurant at the location of this tourist attraction, the manager opens a small shop for people who want to open a business at the location of the tourist attraction by providing food and beverages drinks such as pop noodles at a price of Rp. 7,000, instant noodles Rp. 15,000, sweet tea Rp 5,000. In terms of parking at the Ergendang Cave Hot Springs tourist attraction, a large parking area is available with regular parking conditions and can accommodate all visitor vehicles that come.

### b. Tourism Infrastructure

The condition of the tourism infrastructure in the Ergendang Cave Hot Springs is in a decent category. This can be seen in the road network leading to the location of the tourist attraction which has been paved, only that there are roads with holes in some roads, smooth accessibility and still easily traversed by four-wheeled and two-wheeled vehicles.

The electricity network at this attraction is also available in the form of lighting at the location of the tourist attraction.

## 3. Effort Development by Public In Developing Ergendang Cave Hot Spring Attraction

The development efforts made by the community in developing the Ergendang Cave Hot Spring tourist attraction are with community participation in help developing this tourist attraction by opening a food stall or food stall trading business, maintaining cleanliness and security at the location of the Ergendang Cave Hot Spring tourist attraction.

This is supported by research by Riza, et al (2018), in their research entitled "Development of Waterfall Destinations and Attractions as Tourist Destinations". According to Riza, et al that the development of Trap Sewu Waterfall is also accompanied by community participation, by selling food in tourist areas, managing the area parking and selling souvenirs or souvenirs. The participation of the Bodang Village community to develop tourism can be seen in the development of tourism objects and the role of the community and PKK women in making special foods and drinks, as well as making souvenirs or souvenirs of Bodang Village. In the future, this can improve the welfare and quality of life of the people of Bodang Village.

Efforts to develop the surrounding community in developing the Ergendang Cave Hot Spring tourist attraction, of the 20 people interviewed, 18 of them opened a tourism business, ie 90% of the people opened a food stall or restaurant business as many as 18 units that provided a variety of food and drinks. For a variety of food and drinks available at food and beverage stalls at

tourist attractions, all of them are almost the same variety of types of food and drinks, namely pop noodles (Rp 7,000), indomie (Rp 15,000), fried foods (Rp 5,000), sweet tea (Rp 5,000), nutrisari (Rp 5,000), soda drinks (Rp 7,000), coffee (Rp 9,000). Not only selling food and drinks, the community also sells their harvests such as selling seasonal fruits, namely selling duku fruit at a price (Rp 15,000/kg), rambutan (Rp 10,000/kg), avocado (Rp 15,000/kg), durian (Rp. 30,000) Furthermore, 10% of the people who maintain security around the tourist attraction are by keeping the vehicles of visitors who come to the Ergendang Cave Hot Spring tourist attraction with a parking fee for two-wheeled vehicles of Rp. 2,000 and for four-wheeled vehicles, a tariff of Rp. 5,000 is charged. In terms of maintaining environmental cleanliness, tourism business owners only clean their respective places of business and the manager urges visitors to maintain cleanliness while at the location of the Ergendang Cave Hot Spring tourist attraction.

### Conclusion

Based on the research results obtained, the conclusions that can be drawn from the Attraction and Development of Ergendang Cave Hot Spring Tourism Objects are as follows:

1. The tourist attraction of Ergendang Cave Hot Springs includes natural scenery, flora and fauna, historical heritage, culture and activities carried out (something to do) belongs to the medium category. As for the visitor's perception of the attractiveness of the Ergendang Cave Hot Spring tourist attraction in natural scenery, it is at good category (89%), flora and fauna in good category (88%), historic heritage in bad category (20%), culture in bad perception (20%), and activities carried out in good perception (90%).
2. The condition of tourism facilities and infrastructure at the Ergendang Cave Hot Springs. Tourist facilities at the Ergendang Cave Hot Springs include transportation, lodging, restaurants, parking lots, toilets, visitor huts, places of worship, tour guides, promotions and trash cans in the medium category. Tourism infrastructure at the Ergendang Cave Hot Springs includes a road network, electricity network,

telecommunication network, health services, clean water which is categorized as good.

3. Development efforts made by the government in developing the Ergendang Cave Hot Spring tourist attraction, namely improving the facilities and infrastructure for the Ergendang Cave Hot Spring tourist attraction, holding a FGD meeting ( Focus Group Discussion) to all tourism business actors and follow the CHSE certification (cleanliness, health, safety, environment sustainability) recommended by the Ministry of Tourism, there is good cooperation and agreement between the Tourism Office and the tourism object manager, so that the Ergendang Cave Hot Springs tourist attraction is more developed and attractive so that later many visitors will come to the Ergendang Cave Hot Springs tourist attraction, and carry out promotions carried out by the manager and the Tourism Office so that the Hot Springs tourist attraction is better known by tourists.
4. Development efforts made by the surrounding community in developing the Ergendang Cave Hot Spring tourist attraction, namely 90% of the people open a food stall or restaurant business as many as 18 units, and 10% of the people who maintain security around the tourist attraction, namely by keeping the visitors' vehicles. who came to the Ergendang Cave Hot Springs tourist attraction.

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