



Development the Tourist Attraction of Aek Sijorni, Aek Libung Village, North Sumatera

Usy Anggre Yuni Marbun

Faculty of Tourism, University of Udayana Bali

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ABSTRACT

Aek Sijorni is one of the most beautiful tourist attractions in South Tapanuli. Visitors enjoy a nice natural panorama with natural scenery where there are waterfalls that flow to various corners of the cliffs, making visitors enjoy this beauty by sitting under the stream. A tourist attraction will definitely continue to develop, to increase tourist visits. In developing a tourist attraction, it is very important to know in advance the position of current tourism development in the tourist area. This study aims to analyze the position of Aek Sijorni's tourism development based on TALC (Tourism Area Life Cycle). This study uses descriptive analysis techniques that refer to the TALC theory indicators. Data collection in this study using several methods, as interviews, observation, and literature study. Results of this study indicate that Aek Sijorni does not have good management, because there still management of Aek Sijorni privately by the local community. Related to the position of tourism development Aek Sijorni is currently in the consolidation stage.

Keywords: Aek Sijorni, Tourism Development, Tourist Attraction

1. Introduction

Tourism is an industrial sector that is very popular in the current era. It is undeniable that the development of tourism in Indonesia is growing rapidly. The development of tourism can indirectly help the community's economy and increase regional and national income. The development of tourism is usually followed by an increase in the number of tourist visits and unique tourist attractions. Based on current trends, the government and society are increasingly carrying out tourism development. Development is carried out in order to maintain and preserve the unique attractiveness of each region and attract tourist visits. The development of a tourist destination area must be based on the conditions and carrying capacity of the environment, the aim of which is to create mutually beneficial long-term interactions between the achievement of tourism development goals, improving the welfare of the local community and the sustainability of the carrying capacity of the environment in the future (Fandeli, 1995).

Indonesia has natural wealth and cultural uniqueness that can be developed as a tourist attraction. One of the currently developing tourist attractions is Aek Sijorni. This tourist attraction is a natural tourist attraction in the form of a waterfall, which is located in Aek Libung Village, Sayur Matinggi District, South Tapanuli Regency, North Sumatra. The use of the name Aek sijorni comes from the Batak language which means clear water in Indonesian. The waterfall in Aek sijorni has a height of about 10 meters. Aek sijorni is a tourist attraction that is often visited by domestic tourists. However, most tourist visits to Aek Sijorni are only on weekends and major holidays. Aek sijorni is a very good tourist attraction to visit, because of the natural beauty of the terraced waterfall. A tourist attraction will experience development from year to year. The concept of tourism development is needed to analyze the position and changes that occur in a tourist attraction, both positive changes and negative developments. Good tourism development and management will experience sustainable tourism (Theobald, 2004). Before the tourism development strategy is formulated, it is necessary to analyze the position of Aek Sijorni's tourism development. The concept applied to analyze tourism development in the tourist attraction of Aek Sijorni is the TALC (Tourism Area Life Cycle) concept by Butler in 1980. The theory of the tourism life cycle has seven stages as indicators to analyze the position of development and life cycle of tourism in the tourist attraction of Aek Sijorni. These indicators are discovery, involvement, development, consolidation, stagnation, decline and rejuvenation (Butler, 1980). Based on this background, it is necessary to analyze the position of Aek sijorni's development, in order to act as a preventive measure in developing Aek sijorni.

2. Methodology

This research is located in Aek Libung Village, Sayur Matinggi District, South Tapanuli Regency, North Sumatra. This research use descriptive qualitative approach. Qualitative data is a description of data that is explained in detail and clearly from the results of interviews with informants and literature studies, which can then be drawn conclusions (Moleong, 2011). Collecting data in this study using several methods, namely observation, interviews and documentation. Data analysis techniques are data collection, data reduction, data presentation and conclusion (Miles and Hubberman, 1992). The data

source for this research is from the management of Aek Sijorni's tourist attraction. The focus of this research is to analyze and determine Aek Sijorni's position as a tourism development based on the TALC (Tourism Area Life Cycle) theory.

3. Results

The tourist attraction of Aek Sijorni is a natural waterfall located in South Tapanuli Regency, North Sumatra and a potential tourist object that is expected to improve the local economy. The uniqueness of Aek Sijorni is that there are two waterfalls with a height of ten meters which are close together and terraced. This is a sight that is very pleasing to the eye. The waterfall is a direct stream of mountain water. In addition to these natural attractions, tourism attraction manager Aek Sijorni is also developing artificial tourism such as a swimming pool as a bathing place for visitors. The swimming pool water flows directly from the waterfall. Tourists who come to visit Aek Sijorni are still dominated by local tourists. To reach the Aek Sijorni tourist attraction, you have to cross a bridge under which there is a river that has flowed from the previous village. The ticket price for entering the Aek Sijorni tourist area is very affordable, namely 10.000 Rupiah for children and 20.000 rupiah for adults. The Aek Sijorni tourist destination is open every day from 07.00 to 18.45 WIB local time.



Fig 1: Aek Sijorni Tourist Attraction

3.1. Development of Tourism in Aek Sijorni

The tourist attraction of Aek Sijorni is currently managed by the South Tapanuli regional government. The development of tourism in the tourist attraction of Aek Sijorni in this study is examined from several aspects:

a. Tourist Attractions

Tourist attraction is one of the attractions that is unique and able to attract tourists to want to visit tourist destinations. (Suwena and Widyatmaja, 2017). Aek sijorni has several tourist attractions that can be enjoyed by tourists, such as swimming in waterfalls and artificial pools, taking pictures in several photo spots that have been provided. Aek sijorni is also a fixed choice for family recreation. Aek Sijorni has two bathing places for you to visit. This tour covers about 10 km. swimming pools are built for all types of ages.

b. Accessibility

Aek sijorni is on the side of the main road, so the journey to reach Aek sijorni is very easy to reach. The location of Aek Sijorni is an area that is often passed by public transportation and is a link between the City of Padangsidempuan and Panyabungan. If you want to travel from Padang Sidempuan to Aek Sijorni, it will take about one hour. There are two paths to enter the Aek Sijorni tourist spot, which are about 150 m from one another. However, to enter the special tourist bath below where there is a swimming pool there, you have to buy a return ticket of 10,000 for children and 20,000 for adults. To enter tourist area, visitors must go through a suspension bridge.

c. Tourism Facilities

Tourism facilities are the most important thing to support tourist activities. The facilities at Aek Sijorni are quite complete. There are many types of businesses that are packaged in the tourist attraction of Aek Sijorni, such as food and beverage shops, clothing stores, souvenir shops. Apart from this, vehicle parking is also available and a fee of 5000 rupiahs is charged. Rental of swimming equipment and toilets.

d. Tourist Visits

Aek Sijorni is one of the most famous tourist attractions in South Tapanuli district. Tourists who visit are still dominated by local people. The number of visits to Aek sijorni increases on holidays, such as Eid al-Fitr and New Year's. However, the number of tourist visits to Aek sijorni has decreased. This is because the management of Aek Sijorni's tourist attraction has not been optimal. The number of tourist visits can be seen in the following table.

No.	Year	Number of Tourist
1.	2015	98.735
2.	2016	95.842
3.	2017	92.619
4.	2018	89.058
5.	2019	87.965
6.	2020	85.621

Table (1) of Tourist Visit Data to Aek Sijorni in 2015-2020

e. Community Participation

Collaboration is the key to success in the development of a tourist attraction, including working together to actively involve local communities in all tourism activities in Aek Sijorni. Local community participation in Aek Sijorni has not been optimal due to the lack of awareness of its tourism potential. The road to Aek Sijorni must pass through community land, so that only the people who own the land are involved in implementing tourism. Aek sijorni is managed by the South Tapanuli Regency government. Regarding the planning and development of Aek sijorni, it is only based on the management's decision. The community is also only a decision taker.

3.2. Aek Sijorni's Position in The Analysis of the Tourism Life Cycle (Tourism Area Life Cycle)

A tourist attraction certainly experiences development from year to year. It is important to know the concept of tourism development to see the current position and condition of tourism in a tourist attraction. The concept applied to analyze tourism development in the Aek Sijorni tourist attraction is the TALC (Tourism Area Life Cycle) concept by Butler in 1980. The theory of the tourism life cycle has seven stages as indicators for examining the position of development and the life cycle of tourism in the Aek Sijorni tourist attraction, including discovery, involvement, development, consolidation, stagnation, decline, rejuvenation. Tourism development in Aek Sijorni will be explained as below.

Phase	Characteristic/indicator	Observation results	
		In accordance	It is not accordance with
Exploration	a. A place as a new tourism potential was discovered both by tourist	✓	
	b. The location is difficult to reach but is in demand by a small number of tourist who are actually interested because it is not yet crowded		✓
	c. Tourists are attracted to areas that have not been polluted and deserted		✓
Involvement	a. There is control from the local community		✓
	b. Increasing the number of tourist visits	✓	
	c. An area becomes a tourist destination which is marked by the start of promotion	✓	
	d. There is an initiative from the local community to developed their area		✓
Development	a. Outside investment is starting to come in		✓
	b. Areas are becoming more open physically	✓	
	c. Local facilities have been abandoned or replaced by international standard facilities		✓
	d. Artificial attractions have begun to be developed to add natural attractions	✓	
Consolidation	a. This regional and economis domination is held by government	✓	
	b. The number of tourist arrivals is still increasing but at a lower level	✓	
	c. Old facilities are starting to be abandoned		✓
Stagnation	a. The capacity of various factors has exceeded the carrying capacity, causing economic, social and environmental problems		✓
	b. Facilities especially those expecting repeater guests or convention/business travel		✓
	c. Artificial attractions (bothcultural and natural)		✓

	d. The initial image has begun to fade and destinations are no longer popular		✓
Decline	a. Tourists have switched to new or abandoned tourist destinations and what remains is only 'in vain'		✓
	b. Many tourism facilities have practiced or transferred their functions to non-tourism activities, so that destinations are increasingly unattractive to tourist		✓
	c. Local participation may increase again as prices slump with a weak market		✓
	d. Destinations can developed into low-class destinations (a tourism slum) or completely lose themselves as tourist destinations		✓
Rejuvenation	a. Dramatic changes can occur (as a result of various efforts from various parties) towards repair or rejuvenation		✓
	b. There is innovation in developing new products and exploring or utilizing natural and cultural resources that were previously untapped		✓

Table (2) Research Results at Aek Sijorni

Based on the results of this study indicate that the position of tourism development in Aek Sijorni is in the consolidation phase. The conclusion will be explained as below.

a. Exploration Stage.

Aek Sijorni is a natural waterfall that has existed for a long time. Before it was officially developed by South Tapanuli Regency Tourism Office, Aek Sijorni was still very natural and there had been no development in the form of a pool and widening of the location area. Local people are not yet aware of the tourism potential they have.

b. Involvement Stage

At this stage is the beginning of the community starting to do business as food and beverage sellers in the tourist area. Community participation in Aek Sijorni is included in passive participation. This is because the tourist attraction of Aek Sijorni is managed individually, so there is no good management. The local government of the South Tapanuli district is also not active in developing tourism in Aek Sijorni.

c. Development Stage

In 2019, the local government began to pay special attention to developing Aek Sijorni. This is because the level of tourist visits continues to increase. The government began to make spatial arrangements for the Aek Sijorni area and build several tourism facilities and infrastructure.

d. Consolidation Stage

Based on the results of Aek Sijorni's analysis, it is in the consolidation stage. The following will explain indicators showing that Aek Sijorni is included in the consolidation stage. In this phase, Aek Sijorni's tourist attraction is already dominant in the regional economic structure and the government and investors hold economic domination. This is in accordance with the statement that Aek Sijorni is managed by the South Tapanuli Regency government. Tourist visits are still there, but the growth in the number of tourists from year to year has decreased. The local community is not directly involved in planning the development of Aek Sijorni.

4. Conclusions and Suggestions

Based on the results and discussion in this study, several conclusions can be drawn, including:

- a. One of the tourism destinations in North Sumatera is Aek Sijorni, there are many tourists who come, especially during holidays and weekends, they come from various regions and even from outside the island of Sumatera Aek Sijorni is a waterfall with a height of ten meters which is very unique because of its terraced shape with clear flowing water over the rocks that are arranged on it. The Aek Sijorni tourist attraction is also equipped with a swimming pool, so visitors can play in the pool or waterfall. The facilities available at Aek Sijorni Waterfall are varied, ranging from a parking area, prayer room, changing rooms, toilets, gazebos and several food and beverage stalls, as well as a large play area.
- b. Based on the TALC theory, Aek Sijorni's tourism position is at the consolidation phase. Management and development is dominated by the South Tapanuli district government and investors. Local people do not understand about tourism, so that the community is only the recipient of the decision. The thing that becomes a conflict in Aek Sijorni is regarding land ownership and extortion, this causes tourists to not get comfortable when visiting.

There are also some suggestions that are expected to be input and taken into consideration in developing Aek Sijorni's tourist attraction.

- a. Existing facilities on this area should be improved both in terms of rides where to play, the availability of safe and spacious parking. Limited parking space results in traffic jams. In addition to this, it is necessary to carry out routine maintenance of tourism facilities by management and the community. To increase tourist visits, it is necessary to innovate tourist attractions and implement Sapta Pesona.
- b. At the consolidation stage, the community is not increasingly involved in developing the tourist attraction of Aek Sijorni. Therefore the local community must be given the opportunity to be involved in implementing tourism activities in Aek Sijorni. Related to extortion in Aek Sijorni, the government must conduct outreach and mediation to local communities and owners of the road area leading to Aek Sijorni. A tourism awareness group needs to be formed to support the development of Aek Sijorni's tourist attraction in a sustainable tourism.

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