

## **Development of Tourism Village Potential in the Context of Economic Improvement in Jonggi Nihuta Tourism Village**

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### **Abstract**

*Tourism attraction is one of the factors that encourage tourists to visit an area. The development of tourist villages is one of the important strategies in improving the local economy, especially in areas that have tourism potential. Jonggi Nihuta Tourism Village is one of the tourism villages located on the shores of Lake Toba, precisely in Lumban Julu District, Toba Regency. The purpose of this research is to identify and develop the right development strategy to maximize tourism potential in Jonggi Nihuta village in order to improve the economy of the local community. The research method used in this research is descriptive qualitative, with data obtained through in-depth interviews, observations, and documentation studies. The results showed that Jonggi Nihuta Tourism Village has great potential to be developed through infrastructure improvement, digital promotion, and human resource training in tourism management. Tourism potential that can be developed in Jonggi Nihuta Tourism Village includes natural, cultural and artificial tourism. The development of tourist villages is expected to improve the welfare of local communities through increased tourist visits and tourism-based economic activities. Active community participation and government support are also important factors in the successful development of tourist villages.*

**Keywords:** *Development, Potential, Tourism Village, Lake Toba*

## **A. INTRODUCTION**

Tourism can be understood as a travel activity undertaken temporarily by individuals or groups from their place of residence to other locations for various purposes. These activities are generally motivated by the need for recreation, relaxation, stress relief, and the desire to enjoy new experiences. In addition, tourism also includes travel for business purposes, cultural enrichment, local arts, and the purchase of souvenirs as a form of remembrance. In a legal perspective, Law Number 9 of 1990 explains that tourism encompasses all aspects related to tourism activities, such as the management of tourist attractions, tourist appeal, and various supporting businesses in this sector. James J. Spillane (1982:20) explains that tourism is a travel activity to obtain pleasure, self-satisfaction, broaden horizons, maintain health, exercise, rest, perform tasks, or pilgrimage. From that definition, tourism has many dimensions and purposes, including social, cultural, economic, and health aspects, making it a multifunctional sector with a wide impact on society.

In the context of national tourism area development, Lake Toba has been designated as one of the 88 National Strategic Tourism Areas (KSPN) based on Government Regulation Number 50 of 2011 regarding the National Tourism Development Master Plan 2010-2025. This designation makes Lake Toba a priority area for tourism development in Indonesia. Based on Law Number 10 of 2009, a Strategic Tourism Area is an area with a primary role in tourism or significant potential, with a major impact on economic, social, cultural, natural resource utilization, environmental carrying capacity, as well as defense and security aspects.

As a priority development area, the Lake Toba region, particularly in the Toba Samosir Regency, receives policy support through Presidential Regulation Number 81 of 2014 concerning the Spatial Plan for the Lake Toba Area and Its Surroundings. This policy includes development and enhancement to increase the attractiveness and facilities in Lake Toba. The KSPN status prioritizes Lake Toba to become a national and international tourist destination, expected to make a significant contribution to the tourism sector with better infrastructure compared to non-KSPN areas.

To realize this potential, it is necessary to identify development aspects that still face obstacles, in order to formulate strategies to increase tourist visits, especially in the Toba Regency area. This area is one of the main entry points to Lake Toba, but the number of tourist visits is still lower compared to other entry points in the Simalungun and Samosir Regencies. Strengthening infrastructure, promotion, and enhancing quality tourism services will be strategic steps in supporting the growth of tourism in Lake Toba as a strategic National Tourism Strategic Area (KSPN).

Jonggi Nihuta Tourism Village is a tourist area consisting of 11 hamlets, namely Napultak Hamlet, Parendean Hamlet, Rianiate Hamlet, Lumban Baringin Hamlet, Sibaganding Hamlet, Sitalolo Hamlet, Gala Gala Hamlet, Sosor Pasir Hamlet, Jonggi Nihuta Hamlet, Garoga Hamlet, and Sibarbane Hamlet. Each hamlet has its own uniqueness that has the potential to be developed as a tourist attraction. This village is known to have rich tourism potential, both in the form of natural tourism and cultural tourism, which can offer authentic tourism

experiences for visitors.

The natural tourism potential of Jonggi Nihuta Village includes the beauty of pristine rural landscapes, green forests, and hilly areas that are interesting to explore. Meanwhile, the cultural tourism potential in this village is demonstrated through the community's life, which is rich in Batak Toba customs and traditions, as well as various authentic local cultural and artistic activities. The presence of these cultural elements, such as traditional ceremonies, carving arts, and typical Batak handicrafts, provides an opportunity for Jonggi Nihuta Tourism Village to enrich the cultural-based tourism experience for visitors. With its diverse potential, Jonggi Nihuta Tourism Village has the opportunity to develop into a tourist destination that is not only visually appealing but also provides deep cultural and historical insights to visitors. The development of the tourism sector in this village is expected to support the economic improvement of the local community and enhance the tourist appeal in the Toba Regency area, North Sumatra.

This research aims to identify and analyze the tourism potential in Jonggi Nihuta Tourism Village and formulate development strategies that can support the village's economic improvement. The development of tourism in this village is aimed at utilizing natural, cultural, and social potentials as unique tourist attractions. Additionally, this research also focuses on identifying the constraints faced in tourism development, which will later serve as the basis for formulating recommendations for sustainable tourism village development strategies. Through the development of infrastructure and supporting tourism facilities, it is hoped that the Jonggi Nihuta Tourism Village will be able to attract more domestic and international tourists, thereby impacting the economic welfare of the local community and making a significant contribution to the overall village economy.

## **B. RESEARCH METHOD**

This research method uses a descriptive qualitative approach aimed at identifying and analyzing various definitions and concepts of tourism put forward by several institutions and experts in the field of tourism, such as the World Tourism Organization (UNWTO), Oka A. Yoeti, and Nyoman Pendit S., and relating them to the Indonesian legal framework on tourism, particularly as stated in Law No. 10 of 2009 on Tourism. Primary data in this research were obtained through field observations conducted in the Jonggi Nihuta Tourism Village and in-depth interviews with the community and the tourism village management to gather information about the real conditions of tourism development in the area. Meanwhile, secondary data were collected through literature review, which included theoretical sources and previous empirical studies related to tourism development at both national and international levels. This approach allows researchers to gain a deep understanding of the role of tourism not only in economic aspects but also in the relevant social and cultural contexts. Data analysis in this research focuses on interpreting the potential, challenges, and impacts of tourism development on the economy, culture, and social life of the local community in Jonggi Nihuta Tourism Village.

### C. FINDINGS AND DISCUSSION

According to the World Tourism Organization (UNWTO), tourism is a phenomenon that not only encompasses economic aspects but also has social and cultural dimensions. Tourism activities involve the movement of people to various countries or places outside their daily routines for various purposes, whether personal, commercial, or professional. Meanwhile, Oka A. Yoeti revealed that the word "tourism" comes from a language that means travel or repeated activities to a place. In Indonesia, the definition of tourism is outlined in Law No. 10 of 2009 on Tourism, which defines it as a series of activities that encompass various services and facilities provided by the community, business operators, the government, and local authorities to support tourism activities.

Furthermore, Nyoman Pendit S. explains that tourism is a travel activity undertaken by a person for a temporary period to a place outside their residence and workplace. Tourism has commercial value aimed at fulfilling the needs and desires of travelers during their journey. The tourism industry plays a crucial role in strengthening the economy and culture of a region. This sector not only contributes to the increase in economic income and job creation but also serves as a medium for cultural exchange between countries. Infrastructure also develops indirectly along with the increasing flow of tourists. In terms of accommodation, tourists need places to stay as well as food and beverages that meet quality standards. They often visit shopping centers to buy souvenirs, which economically benefit local businesses such as travel agents, hotels, restaurants, and souvenir shops near tourist sites.

Tourism provides an opportunity for foreign tourists to experience Indonesian culture directly, thereby encouraging young entrepreneurs to create innovative and sustainable products and services. On the other hand, local communities can learn and adapt to other cultures. For the government, the tourism sector is one of the main sources of revenue that can be used for infrastructure development. The more tourists that come, the greater the need for safe modern facilities.

The development of tourist villages aims to optimize local potential, such as natural beauty, cultural uniqueness, and artificial intelligence applied in various facilities. For example, the Jonggi Nihuta Tourism Village has great potential in attracting tourists through the development of destinations such as waterfalls and lake panoramas scattered in the area. The presence of this tourist village is expected to create many job opportunities for the villagers so that they do not have to travel far for work. The management of the Jonggi Nihuta Tourism Village is aimed at ensuring that its economic impact can be felt by the entire local community, enabling them to meet their living needs independently. In the end, the existence of this tourist village will enhance the social and economic welfare of its community.

Administratively, the Jonggi Nihuta Tourism Village consists of several villages, including Napultak Village, Parendean, Rianiate, Lumban Baringin, and several other villages. The tourism potential in this village primarily focuses on nature and cultural tourism. According to Utami (2017), ecotourism refers to activities that utilize natural resources while prioritizing environmental preservation, both in terms of natural activities and in the

context of local culture. This approach emphasizes environmental protection, but also considers the physical needs and satisfaction of visitors engaging in tourism activities. This form of ecotourism can take the form of beaches, mountains, natural landscapes, and even marine or ocean tourism.

Situmurun Waterfall is one of the natural tourist destinations located in Jonggi Nihuta Tourism Village, Lumban Julu District, Toba Regency. With a height of around 70 meters, this waterfall offers a spectacular view where the water flows directly into Lake Toba, creating a peaceful and cool atmosphere. Its clear water against the backdrop of natural scenery makes Situmurun Waterfall one of the favorite destinations in North Sumatra. Visitors can enjoy this view while capturing moments at a location that has a variety of interesting photography spots.

On the other hand, the Bidadari Waterfall also serves as a tourist magnet in this village. The beauty of the natural waterfall, with water flowing from a height, creates an enchanting natural swimming pool. According to legend, this place is said to be a bathing spot for fairies. Located in a dense tropical forest, the journey to this waterfall is challenging yet beautiful, requiring an enchanting trek.

In addition, there are the Bukit and Pantai Tuk Tuk Rihit destinations, which showcase the enchanting views of Lake Toba with its blue waters and surrounding green expanse. This location is perfect for those who want to unwind from their daily lives. Visitors can enjoy relaxing activities by the lakeside, camping, or even swimming in the refreshing water. Cultural tourism in Jonggi Nihuta Tourism Village offers an immersive experience through various cultural objects, ranging from traditional houses to local rituals. The Bolon House is a traditional Batak Toba house in North Sumatra that reflects the cultural identity of the local community. The ornaments and symbols attached to this traditional house add a unique charm that attracts tourists.

Tourism potential is all the resources possessed by an area that can attract tourists and become a source of regional income. Tourism potential according to Yoeti in Mariotti (1983) is all the natural and cultural wealth that can attract tourist visits. Jonggi Nihuta Tourism Village continues to strive to maximize this potential, among other things by promoting through social media, such as Instagram, Facebook, and TikTok. The presence of tourist attractions such as Situmurun Waterfall, Bidadari Waterfall, and the hills and beaches of Tuk Tuk Rihit will be the main draws that can increase visits from both local and international tourists.

### **Strengths**

Jonggi Nihuta Tourism Village has extraordinary natural beauty, which is one of its main attractions. This village offers stunning views with beautiful waterfalls and captivating panoramas of Lake Toba, attracting many tourists who want to experience authentic and serene natural beauty. In addition, Jonggi Nihuta Village has great potential in the agricultural sector, with commodities such as cocoa, onions, corn, and others. These

commodities not only serve as a source of income for the community but also have the potential to be developed as tourist products, such as in the form of agro-tourism that can attract the interest of tourists. From an infrastructure standpoint, the support provided by PT Inalum is very valuable. This company contributes to the development of tourist facilities, thereby helping to create a more comfortable and adequate environment for tourists visiting this village.

### **Weaknesses**

Jonggi Nihuta Tourism Village faces several challenges that need to be addressed to increase tourist visits. One of them is the limited accessibility. The condition of the road leading to this village is not yet fully good, and the lack of public transportation makes it difficult for tourists to reach the location easily. This obstacle can certainly affect the comfort of visitors and impact the number of visits. In addition, the lack of promotion is also a major weakness. This village is not yet well-known as a tourist destination, so the number of visitors is still considered very low. Human resources in tourism management also pose a challenge that needs to be addressed. The quality of tourism management still needs to be improved through specialized training and education so that the community can provide more professional services and attract more tourists.

### **Opportunities**

There are various opportunities that can be utilized to advance the Jonggi Nihuta Tourism Village. Support from the government in the development of tourist villages is increasing, which includes funding opportunities and infrastructure development, thus providing significant benefits for this village. In addition, the increasingly popular trend of nature tourism also presents a great opportunity. Tourists today tend to be attracted to destinations that offer tranquility and natural beauty, and Jonggi Nihuta Village has great potential in this regard. The development of the village through the Village-Owned Enterprises (BUMDes) also presents a significant opportunity. If managed well, BUMDes can encourage community involvement in the tourism sector, boost the local economy, and create broader job opportunities in the village.

### **Threats**

Although Jonggi Nihuta Tourism Village has various advantages, there are several external threats that need to be watched out for. Competition with other tourist destinations around Lake Toba can be a challenge. Tourists have a variety of tourist destination options in this region, so the village must continue to innovate to keep attracting visitors. In addition, climate change affecting natural conditions also poses a significant threat. Extreme weather fluctuations, environmental damage, or changes in rainfall patterns can impact the natural beauty and sustainability of the ecosystem, which are the main attractions of Jonggi Nihuta Village. Lastly, dependence on limited natural resources can threaten the village's economy. If these resources are not managed sustainably, it could lead to exploitation that damages the environment and reduces the village's appeal in the long term.

#### **D. CONCLUSION**

In this research, we discuss the potential of Jonggi Nihuta Tourism Village located in the Lake Toba area and how its development can enhance the local economy through tourism. This village has many attractions, including natural tourism such as Situmurun Waterfall, trekking to Bidadari Waterfall, camping at Tuktuk Rihit Hill, as well as cultural tourism from Batak Toba traditions. The current focus of the village's development is to improve infrastructure, promote technology, and provide training to the community on tourism management. Jonggi Nihuta Tourism Village has great natural tourism potential, attracting visitors seeking natural tranquility. Although promotion and accessibility are the main obstacles, the trend of nature tourism and government support open up many opportunities for progress. The sustainability of the village as a tourist destination can also be influenced by external issues, such as climate change and competition with nearby destinations. Jonggi Nihuta Tourism Village can attract more visitors if planned well. So that the income of the community can increase and the beauty of nature and culture can also be preserved.

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