

THE MOTIVATION FOR TOURISTS TO VISIT SIGAPITON TOURISM VILLAGE IN TOBA REGENCY

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Abstract

The purpose of this research is to understand the motivations of tourists visiting Sigapiton Village in Toba Regency. The research method used is both qualitative and quantitative. The research was conducted in Sigapiton Village, Ajibata Subdistrict, Toba Regency, North Sumatra Province, during January 2024. The population of the study consists of tourists in Sigapiton Village, and the exact number is unknown. Non-probability sampling technique is used with the Lemeshow formula, resulting in a sample size of 96 respondents. The types of data include qualitative data obtained from an interview with Mr. Manubu Manurung, and quantitative data from questionnaires distributed to tourists. Data sources include both primary and secondary data. Data collection techniques include observation, interviews, questionnaires, and documentation, using the Likert scale. Data analysis techniques involve distributing questionnaires, tabulating questionnaire responses, calculating answers, classifying motivations, and developing a public relations program. The results of this research indicate that tourists' motivations for visiting Sigapiton Village are based on four motivation indicators: physical, cultural, social, and fantasy motivations. The most dominant physical motivation is relaxation, with the majority of tourists (54 respondents, 56.3%) agreeing. Cultural motivation, involving observing the traditions of Sigapiton Village residents, is dominant with 65 respondents (67.7%) agreeing. The most dominant social motivation is to experience the hospitality of the community, with 59 respondents (61.5%) agreeing. The most dominant fantasy motivation is to enjoy satisfaction in Sigapiton Village, with 40 respondents (41.7%) agreeing. The development of a public relations program in Sigapiton Village follows the concept of PENCILS (publications, events, news, community involvement, lobbying and negotiations, and social responsibility).

Keywords: Motivation; Tourists; Sigapiton Tourism Village.

A. INTRODUCTION

Tourism has an important role in development for various fields such as economy, social, and culture. Tourism activities in the economic field will help in increasing community income and provide foreign exchange. The social field with tourism will be a bridge from differences, providing a sense of brotherhood between tribes, religion, and race. Tourism seen from the cultural field can play an important role in providing and introducing various cultures and customs inherent in an area.

Tourism as an activity carried out by someone from one place to another for fun (Meha et al., 2023) . According to Soekadijo, tourism is an activity carried out by the community related to tourists (Faraby & Rahman, 2023) . An area in the tourism sector is influenced by the visit or arrival of a tourist (Edi, 2024) .

According to Sudirman, motivation is an inner drive that makes tourists do something to achieve a certain goal (Hayati, 2019) . Tourist motivation is a factor that plays a major role in tourists making decisions to visit tourist attractions (Sari & Zuraida, 2019) . McIntosh and Murphy stated that there are 4 motivations, namely physical motivation, cultural motivation, social motivation, and fantasy motivation.

A tourist village is a village that has a special character as a tourist destination where it has high resources and potential as a tourist destination (Jon et al., 2024) . The existence of the village will provide a new alternative for tourists to visit to see the natural beauty and socio-cultural structure of the local community (Afrellia, 2024) .

One of the tourist villages in North Sumatra, especially around Lake Toba, to advance tourism is the Sigapiton Tourist Village. The Sigapiton tourist village is located in the edge of Lake Toba, Ajibata District, Toba Regency. Sigapiton Tourism Village has amazing natural beauty, but behind the beauty of Sigapiton Tourism Village there are still many problems, especially problems regarding the motivation of tourists to visit Sigapiton Tourism Village.

This problem can be seen where the Sigapiton Tourism Village has stunning natural scenery, but the natural scenery from the field area towards the lake cannot be seen optimally because it is covered by bushes. From the direction of the arrival of tourists, the beauty of Sigapiton has not been shown because the foothills and fields are covered by wild trees. The existing fields have not been arranged properly, starting from the shape and type of plants. The houses of the Sigapiton Tourism Village community are concentrated on the banks of the river and are uneven. And accessibility from the upper side tends to be difficult, there is no location as a place to see Sigapiton as a whole from the upper side or *signature view point*.

The number of tourists visiting Sigapiton Tourism Village is not yet known each year, but it is estimated that it is only visited by 1500 to 2000 people each year, with details of foreign tourists around 300 people and domestic tourists around 1000 to 1500 tourists each year. This is far from the target number of tourists to The Kaldera in a year which reaches 300 thousand tourists.

Sigapiton Tourism Village has a very large village potential to attract tourist visits. However, this activity has not run optimally due to existing obstacles and limitations so that the motivation of tourists to visit Sigapiton Tourism Village is still small because Sigapiton Village is a pioneering village with inadequate road access problems because many tourists choose to use access via Lake Toba.

From the explanation of the background, the purpose of this study is to determine the motivation of tourists to visit Sigapiton Tourism Village, Toba Regency. Based on this explanation, this paper is expected to contribute to decision makers in creating and determining products to attract tourist visits to Sigapiton Tourism Village.

B. RESEARCH METHOD

This study uses qualitative and quantitative methods. The location of this study was conducted in Sigapiton Tourism Village, Ajibata District, Toba Regency, North Sumatra Province. The time of the study was conducted in January 2024.

The population of this study is tourists who have visited and tourists who are visiting Sigapiton Tourism Village. So the population in this study is unknown. In this study, because the

author's population is unknown, the author determines the number of samples using the formula proposed by Lemeshow, namely:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

Information

n= Number of samples

Z= Normal standard price (1.96)

p= Estimated population proportion (0.5)

d= Interval or deviation (0.10)

q= 1-p

So it can be calculated as follows:

$$n = \frac{(1,96)^2 \cdot (0,5) \cdot (0,5)}{(0,10)^2}$$

n = 96.06

n= 96

Based on the sample calculation above, the number of samples in this study was 96 respondents.

The types of data used in this study are qualitative and quantitative data . Qualitative data were obtained from interviews with Mr. Manubu Manurung as a member of the Sigapiton Tourism Village community. Quantitative data were obtained from questionnaires distributed to tourists who had visited and were visiting the Sigapiton Tourism Village. The data sources in this study used primary and secondary data. Primary data were obtained from interviews and questionnaires. Secondary data were obtained from books, journals, and previous research.

The operational variables in this study are:

Table 1 . Operational Research Variables

Variables	Sub Variables	Indicator
Tourist Motivation to Visit Sigapiton Tourism Village, Toba Regency	Physical motivation	Doing relaxation
		Maintain health
		Looking for comfort
		Sports activities
	Cultural motivation	Learning customs
		Knowing the traditions
		Learning culture
		Seeing art
	Social motivation	Visiting relatives
		Maintaining prestige
		Get hospitality
		Escape place
	Fantasy motivation	Looking for fantasy
		Enjoy the satisfaction
		Searching for status
		Seeking health

Source: *Sociology of Tourism*, McIntosh 1977, Murphy 1985

Data collection techniques in this study are observation, interviews, questionnaires, and documentation. This study uses a *Likert scale*. The *Likert scale* to be measured is described as a variable indicator, then the existing indicators are used as a basis for compiling instrument items in the form of questions or statements.

Table 2. Alternative **Answers with Likert Scale**

Symbol	Alternative Answers	Mark
SS	Strongly agree	5
S	Agree	4
KS	Disagree Less	3
TS	Don't agree	2
STS	Strongly Disagree	1

Source: Sugiyono Year 20 18

The data analysis technique in this study is to answer the existing research objectives. The research objectives are answered by distributing questionnaires, tabulating questionnaires, calculating the answers to each questionnaire question item, and classifying the motivations that have been set according to the motivation of tourists visiting Sigapiton Tourism Village. Furthermore, compiling a *public relations program* to attract the motivation of tourists to visit Sigapiton Tourism Village.

C. FINDINGS AND DISCUSSION

Sigapiton is a village on the edge of Lake Toba, under the Sibisa area, parallel to Horsik and Sirungkunon. The location of this village is in the form of a beautiful basin or valley flanked by 2 tuktuks or capes. Access to this village can be passed through the lake access, namely by taking a boat from Ajibata. Access for four-wheeled motor vehicles cannot yet be passed and access for two-wheeled vehicles can be passed through the Sibisa area. The population of Sigapiton village consists of 140 families with a total population of 390 residents. The majority of the population of Sigapiton village is of the Toba tribe and is Christian.

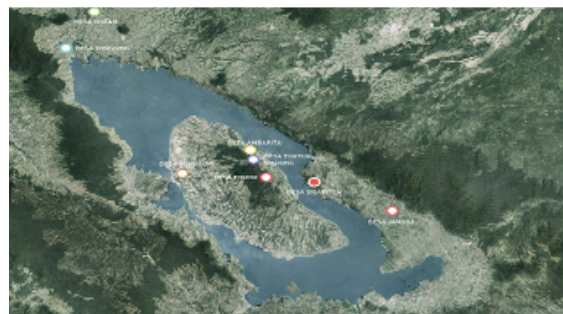


Figure 1. Location of Sigapiton Tourism Village

Source: Researcher 2024

Validity Test

Validity test is used to measure whether the questionnaire that has been given to the respondents is valid or not. In this study, it was conducted on respondents who have the motivation to visit Sigapiton Tourism Village. The value is said to be valid if $r_{\text{count}} > r_{\text{table}}$ where $\alpha = 0.05$ and $df = n-2 = 96-2 = 94$ is 0.2006. The validity test of tourist motivation to visit Sigapiton Tourism Village is tourist motivation is valid because statements one to thirty-two are valid with $r_{\text{count}} > r_{\text{table}}$.

Reliability Test

Reliability testing is conducted to see the extent to which the measurement of the use of questionnaire instruments remains consistent. The questionnaire is reliable if *the cronbach's alpha* (α) value is greater than 0.6. From 32 statements of *cronbach's alpha value* of 0.946 . The r_{table} value at a confidence level of 95% (significance 5%) where the respondents are 96 people where $N = 96$ and $df = N-2 = 96-2 = 94$ is 0.2006. So, *the cronbach's alpha value* of $0.946 > 0.2006$.

Respondents' Responses to the Physical Motivation Sub-Variable

a. Doing Relaxation

Based on the indicator of doing relaxation, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 54 respondents.

b. Maintain health

Based on the health maintenance indicator, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the respondents' answers which predominantly stated that they agreed, amounting to 46 respondents.

c. Seeking Comfort

Based on the indicator of maintaining comfort, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the respondents' answers which predominantly stated that they agreed, amounting to 53 respondents.

d. Sports Activities

Based on the sports activity indicator, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the respondents' answers which predominantly stated that they agreed, amounting to 48 respondents.

The physical motivation of tourists is to relax in the Sigapiton Tourism Village.

Respondents' Responses to the Cultural Motivation Sub-Variable

a. Learning Customs

Based on the indicator of studying customs, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 64 respondents.

b. Knowing the Tradition

Based on the indicator of knowing the tradition, the motivation of tourists agrees to visit the Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 65 respondents.

c. Learning Culture

Based on the indicator of studying culture, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 61 respondents.

d. Seeing Art

Based on the indicator of seeing art, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 60 respondents.

The cultural motivation of tourists is to learn about the traditions of the community in Sigapiton Tourism Village.

Respondents' Responses to the Social Motivation Sub-Variable

a. Visiting relatives

Based on the indicators of socializing, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the respondents' answers which predominantly stated that they agreed, amounting to 38 respondents.

b. Maintaining Prestige

Based on the indicator of maintaining prestige, the motivation of tourists does not agree to visit Sigapiton Tourism Village because of prestige. This can be seen from the respondents' answers which predominantly stated that they did not agree, amounting to 30 respondents.

c. Getting Hospitality

Based on the indicator of getting friendliness, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 59 respondents.

d. Place of Escape

Based on the escape indicator, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the respondents' answers which predominantly stated that they agreed, amounting to 56 respondents.

The social motivation of tourists is to get friendliness from the community in Sigapiton Tourism Village.

Respondents' Responses to the Motivation Sub-Variables Fantasy

a. Looking for Fantasy

Based on the fantasy seeking indicator, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 45 respondents.

b. Keep Enjoying Satisfaction

Based on the indicator of enjoying satisfaction, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 64 respondents.

c. Searching for Status

Based on the status-seeking indicator, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 28 respondents.

d. Seeking Freedom

Based on the indicator of seeking freedom, the motivation of tourists agrees to visit Sigapiton Tourism Village. This can be seen from the dominant respondent's answer stating that they agree, amounting to 40 respondents.

The fantasy motivation of tourists is to enjoy satisfaction in the Sigapiton Tourism Village.

Discussion

Sigapiton Tourism Village as one of the villages included in The Toba Caldera, always tries to attract the motivation of tourists to visit the Sigapiton TOURISM Village which has amazing natural beauty. Based on the results of the study, the motivation of tourists to visit the Sigapiton Tourism Village is:

1. Physical Motivation

The motivation of tourists to visit Sigapiton Tourism Village physically is to relax or to refresh themselves. Most tourists have an interest in getting refreshed to restore their enthusiasm both physically and mentally, and want to eliminate boredom due to tourists' daily activities. In Sigapiton Tourism Village, tourists can enjoy the beautiful and amazing nature, cool, natural and fresh air, and tourists can see various tourist attractions in Sigapiton Tourism Village.

Tourists can do outdoor activities *on land* such as *trekking, walking, running* or by ATV, starting from The Kaldera (upper area) down to the Sigapiton Tourism Pier. Along the way, you will be treated to beautiful views of rice and onion terraces to the Samosir hills in the distance

and Sigapiton Bay as part of Lake Toba. Tourists can do water-based *outdoor* activities such as playing canoe, *spearfishing*, swimming and fishing. The waters of Sigapiton Bay are clear enough to be suitable for swimming and with not too much effort you can get large fish (1-2 kilograms) when doing *spearfishing* and fishing activities. Tourists can do yoga and or similar activities on the coast of Sigapiton Bay. The calm atmosphere and cool wind certainly add to the solemnity of yoga activities.

The motivation of tourists physically, especially the motivation to relax or refresh themselves by visiting Sigapiton Tourism Village, is very important to restore *the mood* of tourists to be better and *fresh* when returning to their respective places.

2. Cultural Motivation

The motivation of tourists to visit Sigapiton Tourism Village culturally is to learn about the traditions of the Sigapiton Village community. The tradition of the Sigapiton Village community is the tradition of mutual cooperation in the agricultural cycle from planting to harvesting where the Sigapiton Tourism Village community works together to open land, work the land, make rice field irrigation, plant land, clean and care for land, prepare and provide fertilizer, and work together in harvesting.

Tourists usually play a role in organizing the Manabur Boni (sowing rice seeds) and Manggotil Eme (harvesting rice) rituals which are packaged as a cultural festival in Sigapiton. Tourists can witness the people of Sigapiton Village working together and going through the stages of the intended cultural ritual. Praying at the Sigapiton water source located under The Kaldera is an important and solemn stage as a request to God to bestow prosperity on the people of Sigapiton

The next tradition of mutual cooperation of the Sigapiton Village community is in the life cycle from birth to death. This starts from the tradition of mutual cooperation in the maresek-esek tradition of the Toba Batak tribe, the mangharoan tradition of the Toba Batak tribe, the martutu aek or tardidi tradition of the Toba Batak tribe, the marhjabuan tradition of the Toba Batak tribe, the mambosuri tradition of the Toba Batak tribe, the hamatena tradition of the Toba Batak tribe, the mangongkal holi tradition of the Toba Batak tribe.

Finally, the tradition of the Sigapiton Village community in the work cycle in the environment is mutual cooperation at the gotilon party or harvest party, Easter welcoming event, Christmas and New Year welcoming event, Indonesian Independence Day welcoming event, road construction and repair activities, environmental cleanliness and village welfare activities as well as mutual cooperation in the daily lives of village residents.

In addition, tourists can watch and learn how to make ulos as a noble heritage of the Batak people, and buy ulos crafts as souvenirs. Tourists can watch traditional dances performed by Sanggar Dalihan Natolu which routinely performs at The Kaldera every Saturday and Sunday and welcomes guests or tourists who come to Sigapiton. Usually, tourists will be invited to play an active role in dancing traditional dances with the children of Sanggar Dalihan Natolu.

Cultural tourism has tourist attractions such as the results of human feelings, will, and creativity as cultured beings (Patabang et al., 2023). This study is supported by previous research according to Julius et al. which states that there are 3 traditions of the Sigapiton Village community, namely in terms of mutual cooperation for farming life, life from birth to death and community environmental life (Tampubolon et al., 2022). The cultural motivation to learn about the traditions of the Sigapiton Tourism Village community is something that is interesting for tourists to visit.

3. Social Motivation

The social motivation of tourists visiting Sigapiton Tourism Village is to get the hospitality of the Sigapiton Village community. The hospitality of the Sigapiton Village community such as eating and drinking palm wine at the front lapo of the Sigapiton Tourism Pier which serves palm wine (a typical Batak alcoholic drink) and tambul (snacks to accompany palm wine), while singing traditional Batak songs and chatting intimately with local residents about daily life.

In addition, the friendliness of the village community can be found when visiting an elementary school (SD Sigapiton) which is accustomed to receiving guests from Europe who come to Sigapiton once a week via water before or after visiting Situmurun Waterfall. Tourists will be greeted by traditional Batak dances and become an arena for the students of SD Sigapiton to show their courage to hone their English skills when inviting foreign tourists to chat.

Social motivation of tourists to visit Sigapiton Tourism Village is to get the hospitality of the village community which can be obtained by communicating directly with tourists and making tourists feel satisfied because they get the best service from the village community.

4. Fantasy Motivation

The motivation of tourists in fantasy is to enjoy satisfaction. The motivation to enjoy tourist satisfaction is to do reading activities or do nothing, continued to fantasize on the coast of Sigapiton Bay, under the shade of trees and the cool breeze of Lake Toba and locations in the valley and surrounded by hills, which of course can bring an atmosphere like on the edge of a European lake.

This is supported by previous research where fantasy motivation is an activity related to the fantasy that in another area a tourist will get satisfaction and can let go of various boring daily activities (Naba, 2022) .

The fantasy motivation to get satisfaction can be done by tourists by enjoying the beauty of the Sigapiton Tourism Village like the edge of a European lake.

Public Relations Program for Sigapiton Tourism Village

1. Publications

Disseminating good information about Sigapiton Tourism Village through various media, both mass media and social media. The role of the community in publication is very large. Tourists will be interested in spreading the word about the village to others when the Sigapiton village community can host and warmly welcome the presence of tourists. This will be an added value for the progress of the village in attracting the motivation of tourists to visit Sigapiton Tourism Village.

2. Event

Event activities can be carried out to introduce Sigapiton Tourism Village to tourists widely and comprehensively. The role of the Sigapiton Tourism Village community who take part in running *the event* will have a good influence on the sustainability of the village because it is able to introduce the village to the public.

3. News

Creating news through *press releases*, *news letters*, bulletins and others can be attempted to attract tourists' motivation to visit Sigapiton Village. The Sigapiton Tourism Village community can take part in creating news by writing about the Sigapiton Tourism Village area with local wisdom that can go global. The writing can be disseminated through various sources such as newspapers, magazines, the internet, social media and so on.

4. *Community Involvement*

Community involvement in tourism activities of Sigapiton Tourism Village is very important. Village communities that support tourism activities will make tourists feel comfortable visiting Sigapiton Tourism Village.

5. *Information or Image*

Image is very necessary to build to improve the development of a village. Sigapiton Tourism Village must be able to have a good image so that tourists have great motivation to visit. The government and village community must be able to work together to build a positive image of Sigapiton Tourism Village.

6. *Lobbying and Negotiation*

Negotiation skills are essential because they will never be separated from communication with the public. What is needed when having negotiation skills is to make decisions, solve problems, manage permits, and so on.

7. *Social Responsibility*

Social responsibility is very important in PR. Organizations do not only think about the interests of the institution but also care about the community.

This is supported by previous research for *public relations mix* with the concept of PENCILS (*publications, events, news, community involvement, lobbying and negotiations, and social responsibility*) (Safitri, 2015). Based on this, it can be concluded that the preparation of a PR program to increase the motivation of tourists to visit Sigapiton Tourism Village is very necessary.

Based on this, it can be concluded that the motivation of tourists to visit Sigapiton Tourism Village is very important, starting from physical motivation, cultural motivation, social motivation, and fantasy motivation.

D. CONCLUSION

Based on the results of this study, it can be concluded that the motivation of tourists to visit Sigapiton Tourism Village is based on 4 motivational indicators. Namely physical motivation, cultural motivation, social motivation, and fantasy motivation. The most dominant physical motivation is to relax with the number of tourists dominantly answering agree as many as 54 tourists with a percentage of 56.3%. Cultural motivation by seeing the traditions of the Sigapiton Village community with the number of tourists dominantly answering agree as many as 65 tourists with a percentage of 67.7%. The most dominant social motivation is to get the hospitality of the community with the number of dominant answers agree as many as 59 tourists with a percentage of 61.5%. The most dominant fantasy motivation is to be able to enjoy satisfaction in Sigapiton Tourism Village with the number of tourists dominantly answering agree as many as 40 tourists with a percentage of 41.7%. Program preparation *public relations* in Sigapiton Tourism Village, namely with the PENCILS concept (*publications, events, news, community involvement, lobbying and negotiations, and social responsibility*).

This study has limitations because it still discusses a small scale. This study is recommended to the government to be able to market Sigapiton Tourism Village to become a tourism village that has many visits and increased tourist motivation to visit Sigapiton Tourism Village. To the community of Sigapiton Tourism Village to provide more maximum service by providing various attractions and facilities that support tourist motivation activities in Sigapiton Tourism Village.

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