

COMMUNITY EMPOWERMENT STRATEGY IN MANAGING SILALAH I TOURISM VILLAGE

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Abstract

Silalahi II Tourism Village is one of the villages in Silahisabungan District, Dairi Regency, North Sumatra Province. Silalahi II tourism village has diverse tourist attractions, this village has rich natural and cultural tourism potential but requires proper management to improve the welfare of the local community and the sustainability of tourism. This study aims to analyze the obstacles in empowering the community in managing Silalahi II Tourism Village and optimizing the role of the community in developing Silalahi II village with an emphasis on human resource development and the role of the community in tourism. The research method used is a qualitative method, Data collection is carried out through in-depth interviews and focus group discussions on residents, community stakeholders, and tourism village managers. The obstacles faced are that the community is still not creative enough in creating tourism activities; second, the activeness of BUMDes members is still very lacking and Pokdarwis has not been formed. The results of the study indicate that although Silalahi II Tourism Village has great potential, challenges related to low human resources need to be overcome. This strategy also highlights the importance of collaboration between governments, local organizations, and the community to create an environment that supports sustainable and inclusive tourism growth. This study provides recommendations for developing a more effective empowerment model and increasing human resource capacity through tourism skills training and the formation of joint business groups to increase community income, as well as community involvement in participatory planning and management of tourist destinations.

Keywords: Community Empowerment, Human Resources, Tourism Village

A. INTRODUCTION

The development of tourism in Indonesia is currently continuing to increase, this is marked by the growing tourist attractions that stand in various regions spread throughout Indonesia. As a tropical country with diverse biodiversity, ethnicities, customs, and cultures, the government has paid special attention to the tourism sector as one of the country's sources of revenue. Tourism is a business opportunity to contribute the country's foreign exchange, create jobs, create business opportunities and also as an effort to hone or foster a sense of love for the homeland for Indonesian

tourists, (Law No. 10 of 2009 concerning Tourism) in other words, tourism is developed not only as a single sector, but integrated with various aspects of cultural, social, political life, and community economy. Tourism is a highly competitive industry and the level of service and professionalism, as well as the level of innovation offered are the main variables that determine the success of a country in attracting and developing its tourism market share. Involvement in empowerment decisions means involving people in decision-making that will affect their lives and give them control over the factors that affect their quality of life (Zeldin, Christens, and Powers). Silalahi II tourist village is also considered a follow-up destination for tourists after visiting Berastagi and Tongging because it is easy to reach. Tourism products relied on by the Silalahi II tourism village consist of 2 (two) types, namely: a. Nature tourism Nature tourism is any type of tourism that offers nature as its main attraction. The mainstay destination of the Silalahi II tourist village is centered on the beautiful stretch of beach and the waters of Lake Toba with a depth of 905 meters. In addition, there are 3 (three) waterfalls that have the potential to be developed, namely Sidua waterfall, Siringo waterfall and Sitiris-tiris waterfall. The three waterfalls are located not far from the Lake Toba beach tourist location in the tourist village of Silalahi II. From observations in the field, Sidua waterfall can be reached by walking approximately 15 minutes from the hydropower plant location in the tourist village of Silalahi II. This waterfall has a height of about 100 meters, towering on the hilly cliffs of Lake Toba. The water is also a source of clean water that is distributed to 8 (eight) heads of families living around the hills of Sidua. Although the access is still through the Setapak road, there are still visitors who come to see the beauty of the waterfall. In addition, there is also the Siringo waterfall. This seven-tiered waterfall is even more interesting because in this location there are many natural pools resembling lakes that visitors can use to bathe. b. Cultural Tourism Cultural tourism includes souvenir tours, dance performances, handicrafts, food, music and others. Some of the tourist locations in the Silalahi II tourist village include the Silalahi Monument which is an icon of Silalahi. This monument is the tomb of a king who is believed to be the first king in the tourist village of Silalahi. This monument has a top shaped like a fire like the one in the Monas monument. Educational Theoretical Studies is a process of teaching and learning activities for each individual or group whose goal is to improve the quality of mindset, knowledge and develop the potential possessed by each individual. Education has several objectives, including:

- Increase intelligence.
- Changing human personality to have commendable morals
- Improve skills.
- Increase creativity in what is learned.
- Educate humans to be better in the field they are engaged in. According to Mubarok (2007), there are three educational goals, namely:
 1. Individual education, which is education provided with individual targets.
 2. Group education is education provided with group targets.
 3. Community education, which is education provided with community targets. In delivering education with this method, it is necessary to consider the size of the target group and the level of formal education of the target.
 4. Mass-based approach-based methods. This method of mass approach is suitable for communicating health messages aimed at the public, so that the target of this method is general, in the sense that it does not discriminate between age groups, gender, occupation, economy, education level and so on, so that the health messages to be

conveyed must be designed in such a way that they can be captured by the masses. 2. Socialization Socialization is a social process that is important for the development of individuals and society. Through socialization, individuals learn to understand and appreciate.

B. RESEARCH METHODS

The qualitative research method is a research method based on the philosophy of post-positivism, used to research the natural conditions of objects. Based on the data collection technique, this research is included in qualitative research. The researcher used in-depth interviews and literature studies as data collection instruments. The data obtained during the study is divided into primary data and secondary data. The approach used is descriptive, which is to provide an in-depth overview of the existing phenomenon based on data obtained from informants and the results of field observations. Data collection was carried out through three main techniques, namely interviews, observations, and literature studies. The interviews were conducted involving key informants consisting of two Pokdarwis members, the village secretary, and the village head. The data collection techniques used in this study are qualitative data collection techniques in the form of field research and 28 Journal of Applied Management Research (PENATARAAN) Vol. 1 No. 1 (2016) pp. 23 - 35 (Tourism Human Resource Development: Tourism Potential Perspective....) library search. The two data collection techniques are in steps to obtain more comprehensive and in-depth primary and secondary data on the problems raised by the author. The selection of locations in this study was carried out in places that can support research and are relevant to the problems being researched. In this study, the research location is the manager in Silalahi II Village, Silalahisabungan District, Dairi Regency. This qualitative research method is also in an effort to obtain data and facts in the field. The first step in this method is to look for various theoretical sources from various media, then make observations to find out what problems exist in Silalahi II Village, then conduct interviews so that the researcher is able to create a solution to deal with the problem of human resources that are still very low in Silalahi II Village.

C. RESULTS AND DISCUSSION

From the results of our interviews, we obtained some information related to our research which shows that even though Silalahi II Tourism Village has diverse tourist attractions and has very rich natural and cultural tourism potential, it is not surprising that many people make Silalahi II Village as a tourist destination. However, Silalahi II Village requires good management to improve the welfare of the local community and the sustainability of tourism. Challenges related to low human resources need to be addressed. An empowerment strategy that focuses on upskilling skills, community engagement, infrastructure improvement, and effective marketing is essential to optimize the management of tourist villages. Long-term success depends on the active involvement of the community in every aspect of development and management. Training and Community Skills Improvement Most of the informants who are involved in the tourism sector admitted that they have participated in various skills trainings, which focus on tourism management, tourism services, and the maintenance of tourism facilities. According to the

tourism village manager, the training provided is very helpful for the community in understanding the standards of good tourism services.



Figure 1. Interview and discussion activities with village secretaries and village officials related to community empowerment in Silalahi II Village

Interview results In this study, interviews were conducted with 3 informants consisting of 2 Pokdarwis, 1 village secretary, business owners engaged in tourism, The results of the interviews show several main findings related to community empowerment strategies in managing tourism villages in Silalahi II Tourism Village.

1. Training and Skill Improvement Based on the results of interviews with tourism village managers and business owners, almost all respondents stated that training and community skills improvement is one of the most important empowerment strategies in managing tourism villages.
1. Is there a training program for the community related to natural resource management? The village secretary said: The research program already exists and not only from the village, but also from the tourism office and the education office along with the trade and industry office (industry, trade, cooperative and MSME offices. Training provided by the trade and industry office: Making souvenirs from ulos materials in the form of bags, hats, shawls.
2. Are the community involved in decision-making related to the environment? The village secretary said: The community is involved in decision-making related to the environment Such as: the community, religious shops, youth to build tourism. Example: Building a church
3. Are there efforts to increase environmental awareness in the community? The village secretary replied: Efforts to increase environmental awareness (not yet) for environmental cleanliness from the village (transportation of waste 2 times a week) and kotong royong once a month.
4. Is there a mechanism to evaluate the effectiveness of the empowerment program? Evaluation (Yes) Example: If there is an important matter related to the village, a meeting will definitely be held in collaboration with the BPD and the meeting is not routinely held.
5. Participation in Decision-Making The village secretary said: "We have tried to involve the community in several planning meetings, but there are still many who do not attend because they are only thinking about the money coming in. We feel more effort is needed to provide an understanding of the importance of their participation." The results of the interviews showed that community empowerment in Tao Silalahi 2 Tourism Village had a positive impact on

improving skills and economic income, but there were still several challenges in community participation in decision-making and strengthening cooperation between the community and the government. To improve the sustainability of empowerment, a more inclusive approach to decision-making and more in-depth and sustainable training for local communities is needed.



Figure 2. Teaching elementary school children in Silalahi II Village about the importance of the 7 Sapta Pesona and English.

This research focuses on community empowerment, especially for elementary school children in Silalahi II Village. We believe that children are the next generation who will be at the forefront of welcoming and serving tourists. Therefore, we collect and teach children from grades 3 to 6 about the 7 concepts of Sapta Pesona and basic English, as well as the provision of tripods, tables, and chairs that will be carried out to make it easier for tourists when they want to take pictures in Bukit Cinta without the hassle of bringing their own tripods and equipment. It is important for us to realize that a pleasant travel experience is not only gained from natural beauty or interesting tourist attractions, but also from the friendly welcome and friendliness of the people. Likewise, if we visit a tourist attraction and are welcomed by the local community, there will definitely be beautiful memories that will leave an imprint on our hearts. By teaching children basic English, they can communicate with tourists from different countries and introduce them to the beauty of their villages. From the results of a previous research titled Skills development in tourism: South Africa's tourism-led development strategy, education and community skills are important to create more engaging tourism activities.

D. CONCLUSION

Based on the results and discussions, it can be concluded that although this village has great potential to be developed as a tourist destination, the challenges faced related to low human resources (HR) need to be handled seriously. In addition, community involvement in planning and management is essential to creating a sense of ownership and responsibility. This study

recommends the implementation of training programs that focus on tourism management, marketing, and tourism services, as well as infrastructure improvements to support accessibility. Suggestions for future researchers to conduct more in-depth research on human resources (HR) and make a good strategy to make Silalahi II village a superior tourist village.

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