



## THE POTENTIAL OF SUSTAINABLE LIVELIHOOD-BASED TOURISM IN KUTA JUNGAK TOURISM VILLAGE, PAKPAK BHARAT DISTRICT

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#### ABSTRACT

*To identify the topic of sustainable livelihood, the author tried to make the Kuta Jungak Tourism Village in Pakpak Bharat District, Siempat Rube District and founded in 2005. The development of the Kuta Jungak Tourism Village has received support from the local community, although it has yet to attract many visits. This study aimed to identify the potential for sustainable livelihood-based tourism for the people of Kuta Jungak Tourism Village. This study aimed to identify the potential for sustainable livelihood-based tourism in the Kuta Jungak Tourism Village, Pakpak Bharat Regency. This study used qualitative research methods. The informants in this study were the managers of the Kuta Jungak Tourism Village and the village community. Kuta Jungak Tourism Village, when viewed from the tourism potential according to the tourism component 4A, has the potential to make this village a pilot tourism village. However, it continues, and this village has many tasks in developing a tourist village. Furthermore, the concept of sustainable livelihood can be used as a reference in developing the Kuta Jungak Tourism Village with its five indicators. After reviewing it, it was found that for each indicator of sustainable livelihood, all indicators had yet to be implemented in the Kuta Jungak Tourism Village. Existing potential must be developed to attract tourist visits and provide positive benefits for the welfare of rural communities and assist the government in achieving village development indicators.*

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### INTRODUCTION

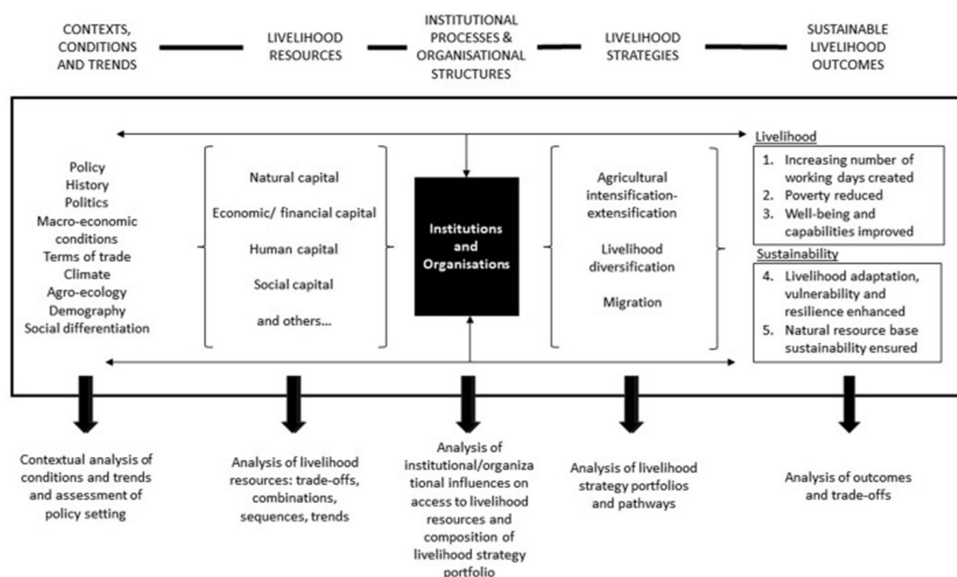
According to the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism Chapter II Article 4 states that tourism aims to improve people's welfare and eradicate poverty. So, by the law, it is necessary to consider the community's welfare in tourism development (UU Number 10 of 2009, n.d.). Sustainable livelihoods are one way that can be applied in identifying existing capital in a village and developing it with the aim of community welfare. This research will discuss the potential for sustainable livelihoods in a tourist village.

Onur Cakir (2018) researched the development of tourism through sustainable livelihoods in a village in Cappadocia (Turkey), with results showing a significant impact on the livelihoods of the people in that village. To increase tourism based on people's livelihoods (sustainable livelihood) and to achieve environmentally, socially, and economically sustainable results, activities such as supporting and encouraging local businesses, increasing the length of stay, and promoting destinations are recommended. Another activity is to enact environmental protection laws (Çakır et al., n.d.)

Other research discussing sustainable livelihoods focuses on natural tourism communities. The livelihood concept has a significant impact on the income of local people. Other results show that the type of livelihood that is effective has a significant impact on people's income (farming). The type and amount of livelihood assets have a particular influence on the choice of livelihood, and the type of livelihood determines how assets from that livelihood are used (Ma et al., 2018).

Other research discussing sustainable livelihoods shows that tourism villages are influential in utilizing sustainable community livelihoods. With proper planning, tourist villages can be used to develop sustainable livelihoods and quality of life for the community, providing employment opportunities and reducing poverty (Kheiri & Nasihatkon, 2016).

Each component of sustainable livelihood has a different value in its formation. Human assets are the most critical assets and can drive other assets: natural assets and natural resources owned by a village, including land, water, and air. Land resources in tourist villages are one of the attractions of tourist villages because land use is one factor that makes villages more beautiful and become tourist attractions (Hardati, n.d.). The analytical framework developed by the UK's Department of International Development is divided into five types of capital used as indicators of sustainable livelihoods: physical capital, human capital, natural capital, social capital, and financial capital. The framework aims to identify the most pressing constraints and development opportunities that benefit society the most. The sustainable livelihood approach also includes three aspects: capital diversification, minimizing risk exposure to the environment, and maximizing the results of community activities. The following framework is used to analyze tourism potential based on sustainable livelihoods.



Source : (Natarajan et al., 2022)

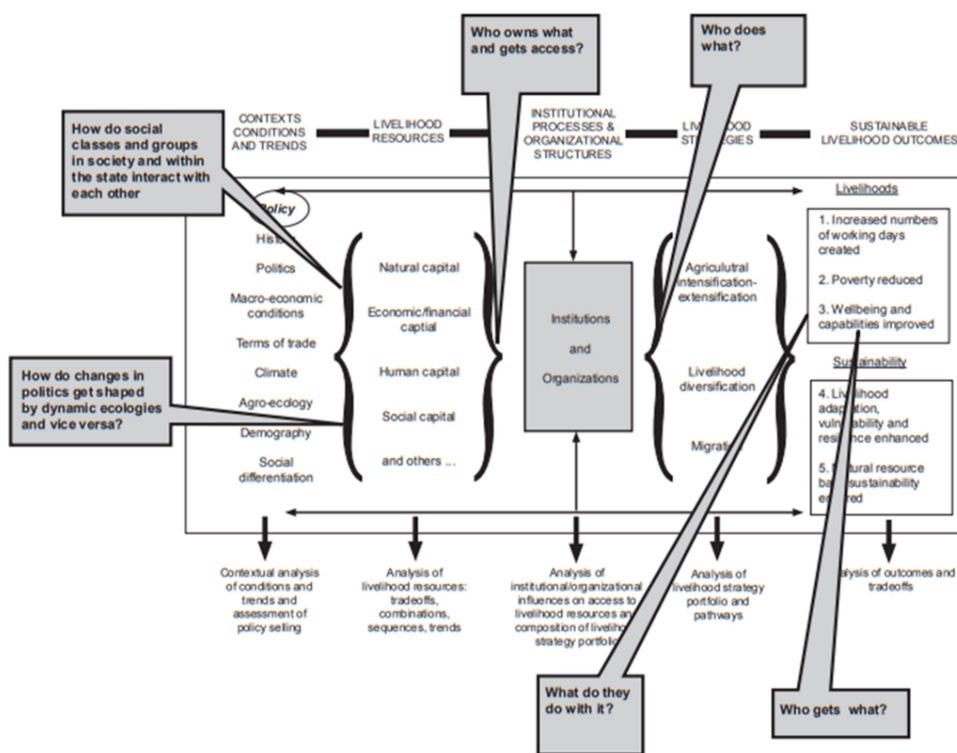
The Brundtland Commission first described the concept of sustainable livelihoods with a focus on the Environment and socioeconomic and ecological development in a cohesive structure relevant to the policies of the time. The Conference of Nations on Environment and Development set the goal of a sustainable livelihood to eradicate poverty. Sustainable livelihoods

can also be an integrating factor enabling policies to address development, sustainable resource management, and poverty alleviation. Sustainable livelihood is defined as a livelihood that consists of capabilities, assets, and activities needed for means of livelihood. Sustainable livelihoods are believed to overcome shocks, maintain and increase the ability of assets, and provide livelihood opportunities for the next generation (Prasad & Lalrinpuia Vangchhia, n.d.). The sustainable livelihood framework is used to analyze rural context and development. However, it is possible if sustainable livelihoods are also used in urban areas (Melles, n.d.).

The sustainable livelihood-based tourism approach is expected to build a community economy based on tourism activities (Annisa Virgin et al., 2022). Sustainable livelihood is a strategy based on priorities and opportunities to utilize available capital to maintain livelihoods (Ghazali, 2023). Sustainable livelihood is an example of an approach with natural, human, social, physical, and financial capital. The following are the five dimensions used in a sustainable livelihood:

- a. Natural capital: natural resources (soil, water, water, genetic resources) and environmental services (hydrological cycle and pollution sink)
- b. Social Capital: social resources (network, social relations, affiliation, and association)
- c. Human capital: skills, knowledge, and labor
- d. Physical Capital: infrastructure (buildings and roads) and technology
- e. Economic or financial Capital: capital base (cash, credit/debit, and other economic assets)

The following is a framework for a sustainable livelihood:



Source : : (Natarajan et al., 2022)

To identify the topic of sustainable livelihood, the author tried to make the Kuta Jungak Tourism Village in Pakpak Bharat District, Siempat Rube District and founded in 2005. The village has the potential and attractive natural resources to be developed into a tourist attraction. The potential of this tourist village is the Lae Lifting River, Camping Kuta Jungak Village, Tracking, Sampuren Sipitu waterfall, views of rice fields, ploughing rice fields, rice planting

activities, Simantas Hill, and Sabah Julu tourism. The development of the Kuta Jungak Tourism Village has received support from the local community, although it has yet to attract many visits (Mayolita Panjaitan et al., 2023). This way, the potential for a sustainable livelihood can be identified in this village. This study aimed to identify the potential for sustainable livelihood-based tourism for the people of Kuta Jungak Tourism Village. This study aimed to identify the potential for sustainable livelihood-based tourism in the Kuta Jungak Tourism Village, Pakpak Bharat Regency.

## **METHOD**

A qualitative research method with a descriptive approach is used in this study. Researchers use qualitative research methods because qualitative research solves the problem of an issue or complex picture that is examined according to the complexity of the object under study. This qualitative research will require data sources and researchers to act as key informants to collect data in the field (Irene & Sitorus, n.d.). Data collection techniques used in this study were direct observation, in-depth interviews, literature studies and documentation. Informants in this study are managers of tourist villages and the community. The technique of determining the key informants in this study is to select informants who master the research topic. The informants in this study were the managers of the Kuta Jungak Tourism Village and the village community. The data analysis technique used in this study is descriptive analysis, describing the actual events based on facts and data at the research location. The author also uses categorization data analysis techniques, namely compiling categories from data findings arranged based on thoughts, institutions or opinions based on specific criteria. Processing and analyzing qualitative descriptive data will analyze sentences, pictures, and subject behaviour without numerical or nominal data. The research analysis method will use a data triangulation process (Juliana et al., 2021).

## **RESULT AND DISCUSSION**

Pakpak Bharat Regency was established based on Law Number 9 of 2009 concerning the Formation of South Nias, Pakpak Bharat Regency and Humbang Hasundutan Regency. The three districts are districts that are developing the tourism sector. Pakpak Bharat Regency consists of eight sub-districts with fifty-two villages. Pakpak Bharat Regency has natural and cultural beauty that can potentially develop the tourism sector in Pakpak Bharat Regency. Many villages in Pakpak Bharat Regency have tourism potential, including Kuta Jungak Village, located in Siempat Rube District. This village consists of three hamlets: Hamlet I Lebuh Neur, Hamlet II Kuta Jungak and Hamlet III Simpang Partellu-tellu. The Kuta Jungak Tourism Village was officially established in 2017 and is included in the tourism village network with the pilot village category.

The potential possessed by the Kuta Jungak Tourism Village is analyzed by four tourism components: attractions, accessibility, amenities and ancillary services. In meeting the needs of a tourist attraction, it is necessary to fulfil all the needs of tourists, namely component 4a. Tourists can feel the tourism component, which becomes a valuable tourist experience. Tourism development is a coordinated activity to attract tourists. Thus, in developing the potential of the Kuta Jungak Tourism Village, it is necessary to pay attention to the conditions of the four tourism components first.

A tourist attraction is a component that must have its uniqueness that can be an attraction for tourists to visit. Owned tourist attractions will become capital or assets for the village in developing tourism. Three capitals (tourist attractions) can attract tourists to visit: (1) natural resources, such as beautiful landscapes, waterfalls, beaches, mountains, forests, etc. The Tourism Village of Kuta Jungak has natural tourism potential, namely Hiking along the Lae Lift River, Camping and Tracking along the village, Sampuren Sipitu / Sipitu-Pitu Waterfall, views of rice fields, Simantas Hill, planting rice and ploughing fields and Sabah Julu Tourism. (2) cultural resources, namely resources originating from the culture or traditions of the community in an

area such as dance, traditional food, people's lifestyle, etc. (3) artificial attractions such as local souvenirs. In managing tourist attractions in the Kuta Jungak Tourism Village, proper planning and adjusting to the needs of tourists are needed. Seeing the potential of the river and views of the rice fields owned by this village, managers need to package and market it.

Accessibility is an aspect that discusses access that can reach a tourist attraction, transportation that can be used to reach that attraction, and the ease of movement from one area of origin to a destination (tourist attraction). Access the Kuta Jungak Tourism Village, when viewed from a Google Map search, can be reached in about 4 hours and 35 minutes from Medan City. However, what is lacking in Google Maps is the inaccuracy in indicating directions and calculating the time to go to Kuta Jungak Tourism Village. There is still about an hour to Kuta Jungak Tourism Village from the point on Google Maps. The condition of the road to Kuta Jungak Tourism Village is still not entirely good. There are still several sections that are inadequate for tourists to pass through. This can be a government concern in preparing even better access to the Kuta Jungak Tourism Village.

The next component is the amenities, all the facilities, and infrastructure tourists need while at the attraction. The facilities referred to in this case are lodging for tourists, restaurants, places of worship, etc. The thing that must be evaluated and completed about the Kuta Jungak Tourism Village facilities is that there are no excellent homestays to be provided to tourists. Another thing is the need for reference restaurants for tourists. This can be input for village managers to provide and manage homestays and restaurants that are appropriate for tourists.

In comparison, the infrastructure is clean water, electricity, landfills, telecommunication technology, and others. Evaluation and the thing that must be improved in the infrastructure aspect is improving the quality of telecommunications (internet network and telecommunications signals at several points leading to the Kuta Jungak Tourism Village, which can disturb the convenience of tourists. If a tourist attraction/village has tourism potential, then accessibility must be considered and provided sufficiently so that tourists can easily reach the area.

The next component is ancillary services, namely tourism organizations needed to service tourists, such as the tourism service and Pokdarwis (Pokdarwis Marsada Asa Maju). This ancillary service component is concerned that the tourism office can direct and evaluate tourism development in the Kuta Jungak Tourism Village. Many aspects still need to be improved in quality to be offered to tourists, such as the components of tourist attractions, accessibility, and the provision of information for tourists by utilizing social media, which the Kuta Jungak Tourism Village Pokdarwis team can manage.

Based on APBD data for Pakpak Bharat Regency, there are seven target indicators for the development of Pakpak Bharat Regency in 2023, namely: Economic growth rate of around 5.36%, Human development index of around 68.68%, Percentage of poverty around 8.35%, Open unemployment rate around 0.76% The Gini ratio index is around 0.235, the bureaucratic reform index is 70.00, and the village development index is 0.7200 points. In addition to target indicators, there are three development priorities in Pakpak Bharat Regency in 2023, namely improving the quality of people's economic life, innovation and competitiveness in optimizing the potential of the economic sector, developing the quality of competitive human resources, increasing solutive, agile, adaptive governance and collaborative, as well as equal distribution of the quality of infrastructure and environmental governance. To support the target indicators and development priorities of the Pakpak Bharat Regency, it is necessary to pay attention to and utilize the village's tourism potential, one of which is the Pakpak Bharat Tourism Village. The author uses a sustainable livelihood approach in developing tourism potential in the Kuta Jungak Tourism Village because it is expected to build the community's economy based on tourism activities. Sustainable livelihood is a livelihood strategy based on priorities and opportunities to utilize available capital in a village/community. A sustainable livelihood is also an approach. The following are the conditions for sustainable livelihoods in the Kuta Jungak Tourism Village which can improve the economy of the people in the Kuta Jungak Tourism Village:

**Table 1.** *Analysis of Sustainable Livelihood in the Tourism Village of Kuta Jungak*

| <b>KUTA JUNGAK TOURISM VILLAGE</b>                          |  |   |
|---|--|---|
| <i>Sustainable Livelihood Approach</i>                      | <i>Livelihood Asset</i>  | <b>Efforts to Improve People's Standard of Living</b>   |
| <i>Human Capital (skill and knowledge)</i>                  | Empowering village communities in the development of tourist villages  | <ul style="list-style-type: none"> <li>- Providing training for the community following their respective areas of competence</li> <li>- Communities involved in the development of tourist villages continue to be monitored and equipped</li> <li>- The Pokdarwis must be active in seeking and participating in training activities related to the management and development of the Kuta Jungak Tourism Village</li> </ul> |
| <i>Natural Capital (land, aquatic and forest resources)</i> | Sipitu-Pitu River, Hiking along the Lae Lift River, Camping and Tracking along the village, Sampuren Sipitu / Sipitu-pitu Waterfall, views of rice fields, Simantas Hill, planting rice and ploughing fields | <ul style="list-style-type: none"> <li>- Making tour packages based on the potential of the Kuta Jungak Tourism Village</li> <li>- Utilizing social media to market tour packages</li> <li>- Prepare standards for each activity that will be carried out by tourists with due regard to the safety and comfort of tourists.</li> </ul>   |
| <i>Social Capital (local wisdom)</i>                        | Culture of the Pakpak Bharat Tribe that has not been specifically identified in the Kuta Jungak Tourism Village  | <ul style="list-style-type: none"> <li>- Identify forms of culture that can be used to support tour packages that will be made in the Kuta Jungak Tourism Village</li> <li>- Making a story telling for a tour guide who will guide tourists who will visit the Kuta Jungak Tourism Village</li> </ul>  |
| <i>Physical Capital (Shelter and Building)</i>              | There are no homestays for tourists yet  | Manage standard homestays and provide management training for people whose homes are used as homestays.   |
| <i>Finance Capital (People's livelihood)</i>                | Create a simple financial management system for pokdarwis and create programs to benefit village communities, especially in the tourism sector.  | <ul style="list-style-type: none"> <li>- Provide financial training for Pokdarwis members who manage the financial system</li> <li>- The Pokdarwis team makes plans to increase tourist visits to Kuta Jungak Village and takes into account how to gain benefits for the people involved (must provide increased income for the village community)</li> </ul>  |

Source : data processed by researcher

Capital assets in sustainable livelihoods help regulate factors that limit or enhance livelihood opportunities and show how these factors relate to one another. Based on data found in the field, human resources in the Kuta Jungak Tourism Village have the following details: 56

heads of families with 110 female and 100 male members. The people of Kuta Jungak Tourism Village mostly embrace Christianity. Their main occupation is farming, entrepreneurship, and work in government. By presenting the community, the Kuta Jungak Tourism Village has the potential to develop the concept of sustainable livelihoods by empowering farming communities and conceptualizing their agricultural products, mainly in the form of rice and coffee, to be developed into educational tours. Community-managed coffee can be packaged and made into educational tour packages for tourists. However, to achieve this, the community needs to increase their ability and competitiveness in managing and packaging their agricultural products and reminding the community's capacity to have a tourism and hospitality mindset.

Next is social capital, namely the connections and relationships between communities in developing Kuta Jungak Tourism Village tourism. Based on data from the sources, it was stated that until now, the Pokdarwis had yet to formulate programs that could increase the potential of the Kuta Jungak Tourism Village itself. This needs to be improved in the development of this village. Pokdarwis itself has a dominant role in the development of a tourism village. Pokdarwis should be the initiator in managing and developing a tourism village. This must be addressed immediately so that the social capital in the Kuta Jungak Tourism Village can synergize and positively impact the development of a tourist village.

The next aspect of sustainable livelihood is natural capital. The natural assets the Kuta Jungak Tourism Village owns are the Sipitu-Pitu River, the Lae Lift River, Bukit Simantas, rice field-based landscapes and activities. This natural capital needs to be optimally managed, so it has not been able to positively impact tourism in the Kuta Jungak Tourism Village. Owned natural capital must be studied more deeply in terms of tourist needs and also market conditions. Tourism village managers must be able to market their natural capital and bring in tourists if they want to apply the concept of sustainable livelihoods and positively impact the community.

The physical capital the Kuta Jungak Tourism Village owns is divided into infrastructure and tools/technology used to support tourism development. In terms of infrastructure, one of this village's weaknesses is the access road to the tourist village, which needs to be appropriately managed, and there is no signpost to the village. This will significantly affect customer needs and satisfaction in visiting the Kuta Jungak Tourism Village. Related telecommunications must also be evaluated because telecommunications signals still need to be evenly distributed in this village area. If you want to be managed thoughtfully, the quality of this physical capital also needs to be improved immediately. Homestays and restaurants also need to be added if later the market results show that this tourist village has the potential to attract tourist visits. If the physical capital has been repaired, this tourism village will be able to operate and be worthy of being promoted to the market.

For financial capital, create a simple financial management system for Pokdarwis and create programs that benefit village communities, especially in the tourism sector. In addition, there is a need for financial training for Pokdarwis members who manage the financial system. The Pokdarwis team plans to increase tourist visits to Kuta Jungak Village and considers how to gain benefits for the people involved (must provide increased income for the village community).

Based on the elaboration of implementing sustainable livelihoods in the Kuta Jungak Tourism Village, all aspects of the concept are still in the form of potential. Many evaluations must be conducted on tourism development in the Kuta Jungak Tourism Village. Village managers have to take on many roles and improve this village's tourism potential. Suppose this is not addressed in the future. In that case, this village may only become a formal tourism village in the sense that it cannot carry out programs related to tourism and cannot have a positive impact on the community.

## **CONCLUSION**

Kuta Jungak Tourism Village, when viewed from the tourism potential according to the tourism component 4A, has the potential to make this village a pilot tourism village. However, it

continues, and this village has many tasks in developing a tourist village. Furthermore, the concept of sustainable livelihood can be used as a reference in developing the Kuta Jungak Tourism Village with its five indicators. After reviewing it, it was found that for each indicator of sustainable livelihood, all indicators had yet to be implemented in the Kuta Jungak Tourism Village. Existing potential must be developed to attract tourist visits and provide positive benefits for the welfare of rural communities and assist the government in achieving village development indicators.

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