



ANALYSIS OF TOURISM POTENTIAL AT KUTA JUNGAK VILLAGE, PAKPAK BHARAT REGENCY USING 4A (ATTRACTION, ACCESSIBILITY, AMENITIES, ANCILLARY)

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ABSTRACT

The development of tourist villages is one of the programs carried out by the government to promote tourism in Indonesia, this is supported by the interest of the people who are starting to visit tourist destinations such as tourist villages because they have different natural and cultural beauties and have their own characteristics - each village. Another thing is also because the development of Tourism Villages is able to create an economic leap for the surrounding community and at the same time makes the value of tourism in Indonesia stronger. Kuta Jungak Village, which is in Pakpak Bharat Regency, is one of the tourist villages in the priority destination area in North Sumatra and needs to be considered and developed. This study aimed to identify the potential of Tourist Attraction in Kuta Jungak Village, Pakpak Bharat Regency using the 4A concept (Attraction, Accessibility, Amenities, Ancillary). Kuta Jungak Village has natural tourism potential in the form of rice fields, hills, and streams. With this potential, it can be managed and enriched so that it can be developed into a tourism potential in Kuta Jungak Village. Accessibility to the Kuta Jungak Tourism Village can be said to be not too easy. The condition of the road to Kuta Jungak Tourism Village is still not entirely good. the component of Amenities Services of Kuta Jungak Village, Pakpak Bharat Regency does not yet have adequate facilities for tourists. Provision of skills and knowledge for POKDARWIS and BUMDES has been carried out, the contribution made by the local central government, Tourism and Culture Office of Pakpak Bharat Regency, they carry out Tourism Awareness activities for POKDARWIS Kuta Jungak Tourism Village.

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INTRODUCTION

Tourism is one of the important sectors in increasing a country's foreign exchange. For Indonesia, tourism is a foreign exchange earner. Through the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency, Indonesian tourism continues to be developed and becomes a driving force for the Indonesian economy. The development of tourist villages is one of the programs carried out by the government to promote tourism in Indonesia, this is supported by the interest of the people who are starting to visit tourist destinations such as tourist villages because they have different natural and cultural beauties and have their own characteristics - each village. Another thing is also because the development of Tourism Villages is able to create an economic leap for the surrounding community and at the same time makes the value of tourism in Indonesia stronger. Based on the understanding, a tourism village is a rural area with an overall original and distinctive atmosphere, both from socio-economic, social-cultural life, customs, daily life, has building architecture and a typical village spatial structure, attractive economic activities, and has potential. which can be developed (Hadiwijoyo 2012). The development of a tourism destination can be carried out if it fulfills the 4 (four) components of Tourist Destinations / Attractions known as the 4A concept, namely: Attraction, Accessibility, Amenities, Ancillary (Cooper 2010). this research will discuss the potential of Tourist Attraction in Kuta Jungak Village using the 4A concept to determine the quality and results of each component to meet adequate criteria; so that it can become a Tourism Destination component that can meet tourist satisfaction (Sugiama 2013).

Attractions must be able to attract tourists to visit, Tourist Attractions can be in the form of cultural attractions, Natural Resources, or man-made (Judsissenno 2017). Tourist attraction is the most important element that can attract tourist arrival (Suwena and Widyatmaja 2010). So, The Attraction component is the main component that must be owned by a tourist destination because the existence of attractions is the reason and motivation for tourists to visit a tourist attraction (Setiawan 2015). Amenities related to the services provided by a tourist attraction to tourists such as accommodations, shops, restaurants, etc (Marsono, et al. 2018). To increase tourist visits to a tourist destination, this component is the main factor, because the completeness of the tourism services provided will increase the visiting time or length of stay of tourists in a tourist destination. In line with the provision of tourism services to tourists, according to (Setiawan 2015) the infrastructure that is much needed for the development of tourism facilities are roads, water supplies, electricity, landfills, airports, ports, telephones, etc. Accessibility relates to the transportation network used by tourists to get to tourist attractions (Kristiana 2019). Access to a tourist destination greatly influences the interest and motivation of tourists to visit a tourist destination, because if an area already has tourism potential, adequate accessibility must be provided so that the area can be visited and easily accessible by tourists (Setiawan 2015). And the last, Ancillary is additional services such as public facilities that are used by tourists, for example: telecommunications, Automated Teller Machines, friendly officers, security officers, and others (Sunaryo 2013). Ancillary is also an important component that supports tourism, such as management agencies, Tourist Information, Travel Agents, and stakeholders who play a role in tourism. This component influences the motivation of tourists visiting a tourist destination because if a clear organization or institution is formed in a tourist destination, tourists will feel safe and protected (Satato, Yuliamir and Rahayu 2019). This component also includes community empowerment from related organizations or institutions to advance the skills and knowledge of tourism managers in a tourist destination (Panjaitan, Harahap and Munthe 2022).

Pakpak Bharat Regency is one of the regions in the province of North Sumatra, which was established based on Law Number 9 of 2003 concerning the Establishment of South Nias Regency, Pakpak Bharat Regency and Humbang Hasundutan Regency in North Sumatra Province. Kuta Jungak Village, which is in Pakpak Bharat Regency, is one of the tourist villages in the priority destination area in North Sumatra and needs to be considered and developed, seeing the natural potential such as natural landscapes and rice fields, it is necessary to carry out in-depth research to identify and analyze tourism potential is. only that can be used as a natural tourist attraction in the village of Kuta Jungak. After knowing the conditions of each component, it will then be analyzed what are the obstacles faced by tourism managers in Kuta Jungak Village in developing Tourism Potential in the village, so that it can become additional data and information for related managers so that the development of this Tourism Village can be maximized. This study aimed to identify the potential of Tourist Attraction in Kuta Jungak Village, Pakpak Bharat Regency using the 4A concept.

METHODS

Data analysis method is a method used to process research results to obtain conclusions. The data analysis used in this study is a qualitative descriptive analysis of the results of interviews with informants at the

research location and the results of the researcher's observations. Data collection by means of in-depth interviews was carried out to obtain data based on observations made (Sugiyono 2014). Interviews were conducted by asking questions to key informants, namely Village Headman and Tourism Activity Managers such as the Tourism Awareness Group (POKDARWIS) in Kuta Jungak Village, Pakpak Bharat Regency. The objects observed are potential, facilities, and existing facilities and infrastructure at the research location. In addition, literature review is also carried out by examining books, literature and previous studies related to this research problem. Because this study aims to describe the tourism potential in the area, the analytical method in this study is also used to obtain a clear picture related to the subject matter under study, namely the tourism potential in Kuta Jungak Village, Pakpak Bharat Regency.

RESULTS AND DISCUSSION

The Kuta Jungak Tourism Village was officially established in 2017 and is included in the tourism village network with the pilot village category. Pakpak Bharat Regency consists of 8 (eight) Districts with 52 (fifty two) villages. Based on the Central Statistics Agency (BPS) for Pakpak Bharat Regency, the population in the Siempat Rube sub-district is 5,479 people. Most of the livelihoods of the residents of Kuta Jungak Village, Siempat Rube District are farmers with the main commodities corn, coffee, pineapple and rice fields. Attraction is a tourist attraction that can be enjoyed by tourists in a tourist destination, including natural, cultural and man-made potential. Kuta Jungak Village has natural tourism potential in the form of rice fields, hills, and streams. With this potential, it can be managed and enriched so that it can be developed into a tourism potential in Kuta Jungak Village. The cultural potential in the village of Kuta Jungak has not been seen because there are no activities or activities related to customs & culture that can be offered to tourists. And the Man made potential activities that exists in the Kuta Jungak Tourism Village, Pakpak Bharat is like a photo spot with views of the rice fields, and a cafe in the middle of the rice fields. The annual event that has been carried out by Kuta Jungak Village can also be used as a tourist attraction to promote tourism in this village, this activity is the Year Peak Tent Activity (Tenda Puncak Tahun), where in this activity all tourism managers in this village contribute to camping activities carried out 2-3 nights at the Kuta Jungak Village camping site.

Based on observations and direct visits, The Accessibility to the Kuta Jungak Tourism Village can be said to be not too easy. 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 is because the location of the village cannot be reached using the Google Maps application, we will need help from the local community to show the right way to Kuta Jungak Village. Overall, the access and condition of the roads leading to and in the Kuta Jungak Tourism Village are quite good, although continuous monitoring is still needed, but the distance from the main road, namely Sigalingging to Kuta Jungak Tourism Village, it is quite far and can take about 45 minutes. Access to existing tourist attractions is still difficult and not good because access to tourist spots is damaged and some are even closed because they have not been maintained for too long and regular monitoring is carried out. To visit this village you can use a car, approximately 6-7 hours drive from the city of Medan, for public transportation you can only reach until Sigalingging street, then to continue the journey to Kuta Jungak Village using a private vehicle.

Then the component of Amenities Services of Kuta Jungak Village, Pakpak Bharat Regency does not yet have adequate facilities for tourists. There are not many tourist facilities such as sinages or signboards in Kuta Jungak Village, public toilets with certain standards are also not widely available, parking lots at each tourist location are also not well organized, other tourist facilities such as homestays have not been maximized so they cannot be used as lodging for tourists because it does not meet the standard as a homestay. Other tourist facilities such as restaurants, places of worship, tourist information centers are also inadequate. This is very important because these are the main facilities to meet the needs of tourists. Public facilities such as pertamini, and small stalls are available in this village, but for large services such as hospitals, post offices, large restaurants and other facilities can only be found in the city of Salak which is the capital of Pakpak Bharat, to go to this city requires approximately 30-45 minutes by car.

The last component is Ancillary services, is organizations that manage and develop tourism activities in Kuta Jungak Village, Pakpak Bharat Regency are marked by the formation of POKDARWIS (Tourism Awareness Group) and BUMDES (Village Owned Enterprises) with the name "Marsada Asa Maju". With the existence of this organization that has been formed, it will be able to help tourists or visitors who come to obtain appropriate and appropriate tourism information and services. Provision of skills and knowledge for POKDARWIS and BUMDES has been carried out, this can be seen from the contribution made by the local central government, namely the Tourism and Culture Office of Pakpak Bharat Regency, which carries out Tourism Awareness activities for POKDARWIS Kuta Jungak Tourism Village. By providing socialization aimed at exploring and increasing motivation, increasing

understanding, and educating POKDARWIS and BUMDES about the potential of human resources and tourism in Kuta Jungak Village. Other support that has been carried out by the Service is to assist in the form of facilitating all needs and equipment in every activity in Kuta Jungak Village, this is to support tourism drivers to be motivated to carry out activities to the fullest and pave the way for organizing tourism activities.

The obstacles faced in the Kuta Jungak Tourism Village, Pakpak Bharat in developing Nature Tourism Potential. From the results of the analysis of tourism potential in the Kuta Jungak Tourism Village using the 4A concept (Attraction, Accessibility, Amenity Ancillary), there are several factors and reasons that become obstacles in the development of tourism in this village, the first and being the main concern is that the community still doesn't want to get involved and fully participate in tourism activities in Kuta Jungak Village because of the mindset of the people who do not know and feel the direct impact of tourism activities which are actually able to increase the income of the local community and the desire to get instant results, this may be due to a community background that is not from the tourism sector. tourism or do not have experience in the tourism sector.

Another obstacle is that the tourism management agency in Kuta Jungak Village, namely POKDARWIS, does not yet have a planned work program related to tourism activities that can be carried out in this village, so it has not been able to mobilize the local community to contribute to tourism in Kuta Jungak Village. In addition, activities that are usually carried out by tourism managers and the people of Kuta Jungak Village can only be enjoyed or only able to meet the needs of the local community, and are not yet suitable to be offered to visiting people/tourists, these activities are Year Peak Tent, this activity is usually carried out by youth in the Kuta Jungak Tourism Village and carried out in the village camp. Based on the results of observations and interviews with informants, Kuta Jungak Tourism Village already has Small and Medium Enterprise (UMKM), but is not optimal in promotion and marketing due to the lack of knowledge of the local community in using current technology and digital systems. Promotion of the promotion of tourism-related activities has also not been optimally carried out by the community and tourism managers in Kuta Jungak Village due to limited knowledge and skills in using Social Media which is the most widely used platform today to promote everything including tourism products and tourist destinations. The Small and Medium Enterprise from Kuta Jungak Village are coffee powder named "Simim Coffee (Kopi Simsim)", Simsim coffee is a brand of coffee products that a young man is involved in from the Pakpak Bharat district, other MSME products namely snacks with the name "Tedoh Chips (Keripik Tedoh)" made from spinach, bananas, and potatoes.

CONCLUSION

The Attraction component already has the potential for attraction that can be developed into an attraction for the village of Kuta Jungak, it hasn't been optimally managed either by POKDARWIS or the community as tourism managers. The natural potential of the Kuta Tourism Village is waterfalls, rivers, rice fields and hills with beautiful natural scenery. The Accessibility component still needs to be considered because access to Kuta Jungak Village is still relatively difficult, both from a considerable distance from the nearest town, as well as access roads that are not adequately distributed evenly. Apart from that, the internet network and maps are not evenly distributed, because Google Maps has not been able to read the exact point of Kuta Jungak Village. The next component is Amenities Services related to tourist facilities offered to tourists which are also inadequate, there are no proper lodging/homestays, there are no food stalls, public toilets, tourism information boards, and other tourist facilities. And the last component, Ancillary Services or additional services and institutions in Kuta Jungak Village, has been formed but needs assistance and commitment from POKDARWIS and related Stakeholders to make work programs and tourism development plans for the short and long term.

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