The ambiguous identity of Lumban Bulbul

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Abstract. Lumban Bulbul Beach, located on the bank of Lake Toba, the North part of Balige City has transformed rapidly in the last 5 years from qualitative to quantitative values. The space of village for daily life with the use-value of living focused on family and agriculture and livestock, today has become commercial activities space with exchanged value. The government of Toba Samosir District intervenes the beach construction to show the progress of development. For decades, community planted bamboo along the beach as wind defenses and maintains fish life and farming, but today transformed into the recreational beach with food and beverages stalls of the community. The local wisdom is ignored and exploited for commercial purposes. The orientations of the houses gradually turn towards the beach for serving modern recreational life. The dualism of life occurs in the area is creating ambiguity, one side as the local community's daily life, and the other side to gain profit. The research conducted by quantitative method with the observation of space, activity, users, find the ambiguity of the house along the beach, between daily life space with use-value of the community for several generations, and modern commercial space along the beach with exchange-value.

1. Introduction
Balige is one of the areas located surrounding Lake Toba. Established in 1998 as the capital of Tobasa Regency. It is not only known as the center of government but also the village center of the Batak kings, which is indicated by the establishment of several monuments Batak clan and the tomb of the Batak kings in the area. In addition, as a village it is also characterized by a fertile expanse of farmland, while as a thriving city it has land and water transportation access that is quite strategic as an inter-city access road as well as the existence of Silangit Airport that provides opportunities for this area as an international tourist destination. Balige is also known as the city of education because there are several schools with good standards there so that many parents who come from the city and its surroundings and from outside the city sent their children here to gain knowledge. Not only that, the presence of Balerong in the city center make this city be as the center of economic. Friday is the day when the city will be crowded with buyers and sellers who come from inside and outside the area. The problem of space occurring in modern cities today is due to the conflict between community life and capitalist. The opposition between the two lies in the ' use-value of living ' that is owned by the community in daily life and the ' exchange value of capitalism ' brought by the capitalist [1].

Assignment of Lake Toba as one of 10 the world destinations and establishment of the Badan Otorita Danau Toba (BODT) become a breakthrough to move of tourism development in a massive way by the government, private and community in the area surrounding of Lake Toba. Lumban Bulbul as one of Balige area located on the bank of the lake. By utilizing the potential of Balige as the center of various around makes Balige a magnet that can attract the attention of many best out into this area, Government,
communities and capitalist see the phenomenon as an opportunity. Their initiative make something trending out there to attract people to visit Lumban Bulbul. Lumban Bulbul has changed, that was once a local area that still upholds local wisdom has become an area that has two faces. The space transformation essentially occurred by government intervention and capitalist exploitation through two-dimensional planning [2]. Their action then raises abstract spaces. Abstract space has a role to destruct of society [3] and cause population shifts and also how communities live [4]. The modern cities became ambiguous [5]. The community in the city has alienation and confusion in daily life (Soja). The phenomenon that occurs in the Lumban Bulbul will be discussed in the following discussion.

2. Method
The area of Lumban Bulbul is a research locus that is one part of the city Balige, a village of Batak people which is located on the banks of Lake Toba. This research uses a mixed research method i.e. with qualitative and quantitative research. Through the primary and secondary theory of research in the first study already done. The researchers understand the form of patterns and characteristics of the city, the identity of the city as well as theories relating to the value of the history and culture of Batak Toba. The research method begins by collecting data through observations in the area. The process will discuss structural patterns and regional forms, depictions of regions and conducting interviews with local communities and related agencies.

The analysis of the study emphasized on the process of change occurring in this area periodically based on several variables consisting of changes in building function, local community response to the inclusion of modernization, and the combination of between local and modern values within an area.

3. Results and discussions

3.1. Lumban Bulbul
Lumban Bulbul, administratively, the area is located in Balige Sub-district, Toba Samosir Regency (Figure 1). As known, Balige is one of the centers of Batak people, from there born and developed Batak clans scattered around the world. The entry of the Netherlands and the missionaries to this area in the past brought many impacts to the development of the area. The presence of market centers, ports, hospitals, education centers and cinemas has indirectly formed the image of Balige as a city area amid the country's rural areas.

Figure 1. Location of Lumban Bulbul in Balige.
Lumban Bulbul identity used to be a village area where most of the people have livelihoods as farmers and fishermen. No wonder along the left and right of the road there are rice fields and several residential buildings among which are built to the highway (Figure 2).

![Figure 2. (a) rice field and (b) old residential building surrounding Lumban Bulbul.](image)

### 3.2. Modernity transform Lumban Bulbul

The presence of globalization in the area of Balige ultimately does not close the possibility for people to access news and information that is circulating and dominant to attract the attention of today. Advances in technology bring modernism to diminish traditions and replace them with new ones happening in the area. It is economically, the income of the community has increased, but on the other hand without realizing the community has lost the feeling of the place.

The phenomenon of consumption of people lately who want to enjoy the time and atmosphere that is naturally captured by the people of Lumban Bulbul as an opportunity to benefit. Appointed by Lake Toba and the establishment of the Badan Otorita Danau Toba (BODT) in support of the area as a tourist destination the world is increasingly giving courage to the community to adopt an example of a thriving lakeside tourism business from elsewhere to the Lumban Bulbul area (Figure 3). Identity as “the extent to which a person can recognize or recall a place as being distinct from other places” [6]. Transformation that occurs causes ambiguity identity of Lumban Bulbul area.

![Figure 3. Lumban Bulbul beach.](image)

### a. Space

Before modernity changed the area of Lumban Bulbul, it was just a village by the lake. The space in the area is still divided into the daily space of community (settlement), the yard of cattle, bamboo clumps, marshes and beaches. In the daily space there are community houses that are still made of wood material that stand still oriented to the street (figure 4). In the area they live and do daily activities, interact among communities and carrying out their values and customs. While in the backyard they were raising chickens, pigs and buffalo. Behind their yard there is a space is overgrown by bamboo clumps. The presence of bamboo clumps in the area is a local wisdom. Local wisdom is culture resulted from human thought processes to adjust its existence in natural surroundings which can be manifested in his works tangibly as the built environment and intangible [7]. Community believed bamboo clumps as a protector
of the village from the threat of wind and water originating from the lake that can at times interfere with the safety and comfort of the village. There are also marshes and fields around the beach. In the place every afternoon is filled with children who come from some surrounding village to playing while shepherding the buffalo. While on the lakeside is also a daily space of people there they wash clothes and plates, bathe and put boats.

![Diagram](image_url)

**Figure 4.** Performance of Lumban Bulbul before development.

But the presence of globalization affects the existence of the area. Community no longer prioritize the local space. The profit from the modernity changed point of view the community. The orientation of space has changed and have two orientation (figure 5). Originally the settlement that oriented to the street as daily space and the backyard area of their settlement which facing to the lake is private space to be priority space (commercial space). The clumps are cut down and only a few clumps remain (figure 6).
Figure 5. Performance of Lumban Bulbul after development.

Figure 6. Bamboo clumps are still left.

The yard which is the farm has been destroyed. With their own way, the community changed the area into a tourist area. Then the space is divided to place various facilities. In the area was established stalls (figure 7) and huts to relax (figure 8). Both facilities were in the building of wood materials, use a colorful plastic roof and carpet as a visitor's seat mat.

Figure 7. The stall buildings.
In front of the huts there is a space for pedestrians. The pedestrian path is built along the Lumban Bulbul beach (figure 9). The community also provides outdoor play space and photo spot on the beach. There are gokart games and photo spot facilities that can be rented for later use along the area (figure 10).

And there is also the water modern game facility such as banana boat, jet ski, and other water rides (Figure 11). The visitors who came there seemed enthusiastic to use the paid games.

b. Activity

The activities present by the beach are also influenced by modernity. This can be seen from various types of activities performed by local communities. The increased profits gained are a major consideration in the development of businesses. Bringing the attention that attracts out there is seen as something that needs to be done also in this area to attract people to visit and invest their money. Modernity then change this area from space for daily life (local space) to space orf commercial activities (abstract space). As these activities are also performed by the community in other tourist areas.

Some of community which have modals sell foods, beverages, clothes, games, etc along the beach (figure 12). Food that is typical for Batak people is a food that has a distinctive flavor of processed basic ingredients of andaliman, chilli, sour and salt. Usually this is used when cooking fish and meat eaten daily by the community such as arsik, naniura, saksang, manuk namargo, etc. Globalization also brings variety of food from various regions to this place. Fast food such as noodles (popmie and indomie), gado-gado, other snack funds become the main dish of every stall that sells food in the area.
The presence of amusement rides and the gathering place on the beach Lumban Bulbul has changed the atmosphere of the area. The village, which was not well lit, has now become a light-filled area. Colorful lights in the night animate the atmosphere of the area (Figure 13). There are not only ordinary lamps used by the public in their home lighting, but there are also modern lamps with various color attractions.

The presence of commercial enterprises in the region not only mastered the community’s eyes but also mastered hearing. As an area dominated by Batak people, in daily life, they usually hear and sing local Batak music and songs. Globalization has brought in music and foreign songs to this place. Local music is no longer a priority to be heard in the area. The owners who do business in the region capture visitors’ interest in modern music expressing a sense of free and relaxed to be a force to preserve the mood of visitors. Dangdut Remix Music, Korean music, Western music and latest Indonesian Pop songs played at high volumes meet the area. The tourists seem to sing and dance to the music.

c. People
Public communal spaces provide an opportunity for a group of people to meet and to realize, required some catalysts [8]. The catalysts are activities that attract a group of people to join and meet in it. The suburb of Lake Toba which is a public space has become a magnet that attracts the attention of many communities from different regions and circles. This leads to a change in the user space. Local people of Lumban Bulbul no longer dominate the use of space. The presence of people who come from outside of this area and foreign people who want to enjoy the charm of the lake and the game has been coloring the life around the room. Even in some holiday moments, tourists dominate the area.

The arrival of people from outside the area also brought changes to the style of dressing in the area. In Batak culture, ulos is a typical fashion. But in everyday life they do not always use it. Modest and simple clothes that they always wear, even for those living in the village area on the outskirts of Lake Toba. However, the existence of Lumban Bulbul as a tourist area has brought various kinds of clothing to this place. The visitors come by carrying the identity of each outfit.

Changes in language use also occur. The daily language of the people in Lumban Bulbul is Batak Toba local language. The entrance of tourists to the area makes them adapt to the tourists. Bahasa Indonesia is the intermediate language used. In addition, visitors who come from various cultural backgrounds and origins also bring their language to this place.

According to Clifford [9] that globalization brought capitalism will cause not only cultural meetings or cultural mixing, but also cultural competition. Being a threat when in the concept of community
thinking the main orientation of profit, the intercultural opposition entered by the modernity and local culture will occur, gradually use the value of living and sense of belonging of the area and relationship with each other will disappear. But most important is to selectively accept outside influences so that local values can still be maintained accordingly. [10], the change occurred, but the desired change is one that does not eliminate the core characteristics of a culture. So, there is a changed section and the section is still preserved.

3.3. Government intervention

Governments and capitalists have a role in space transformation. The space transformation occurred by government intervention and capitalist bring up abstract spaces. The government as a regulator cannot ignore the value of a space. That is, the government should ideally be a facilitator and regulator in bridging the interests of society and capitalist. The government cannot be neutral to the interests of the community and to the parties’ capitalist interests. With the establishment of Lake Toba as a tourist destination of the world, certainly encouraged the government to make more efforts to attract public enthusiasm visit to various regions. Fulfilment of decent facilities and infrastructure and gives a sense of comfort with international class to target achievement. Various promotions were conducted by the government to attract capital owners to invest in this place. Massive results of capitalists have been investing in the region through the construction of lodging facilities, restaurants, roads, airports, and other tourist spots. The development activities that were carried out seemed no consideration, the rice fields that were initially become wealth and the scenery is expensive to see when visiting the village has now turned into a persil to be built classy and private residential, hotel and restaurant.

The government's actions through the regulation also involved to stimulate the public independently utilizing the outskirts of Lake Toba in Lumban Bulbul as a tourist attraction, so that the destruction of local wisdom area. After Lumban Bulbul Beach was known by public then the government intervened to tidy the area. By carrying the concept elsewhere, a permanent sidewalk was built between the beaches to facilitate pedestrians walking there. The presence of government precisely the atmosphere of the beach (Figure 14).

4. Conclusion

Lumban Bulbul has been changed drastically from natural local space to be commercial space. The change started when the modernity comes to the area, recreational activities the beach took place the daily life the community. The orientation of the houses to the public village circulation change to the beach as main orientation. Bamboo clumps as the local wisdom manifestation change to be food and drink stalls. Beach becomes the area for commercial activities that attract people outside enjoy the recreation offered. Modernity brought to the area dominates the activities in the area. The two values of space, use-value of living in the houses and exchange-value in the recreational space along the beach. The ambiguity because of the presence of two values happens in the family houses already exist for recreations.
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