Model Arrangement of The Meat Village as an Alternative Tourism Destination of Toba Lake

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Abstract. The development of tourism in Sumatera Utara is currently focused on the Toba Lake National Strategic Area. One tourist destination is on the outskirts of Toba Lake namely Meat village, Toba Samosir Regency. Preliminary studies show that the tourist attraction of Meat village has not been optimal in capturing tourist visits. The world travel concept elevates local wisdom as an innovation in the tourism industry. This study aims to uncover the potential of nature and culture as a model for developing tourist destination areas by elevating the wisdom of local landscapes. The analysis was carried out using SWOT to explore the potential of landscapes and local activities to be used as elements of tourist destinations that would be designed to be a model of tourism. The results of the research show that there are five tourism activities, namely on Toba Lake beach tours, hill tours, paddy field tours, tomb tours, and traditional house tours. The tourism activity can be a model arrangement and guide for the development of local wisdom-based activities as a mainstay of Meat village tourism and alternative tourism for Toba Lake in Sumatera Utara province.

1. Introduction

One element of regional development is the development of the local tourism industry [1]. The development of the Sumatera Utara currently has the Toba Lake National Strategic Area as a leading tourist destination. The construction of Silangit Airport and Sibisa Airport shows the seriousness in developing tourism in the Toba Lake region. One of the gateway destinations to Toba Lake is the town of Balige in Toba Samosir Regency, which improves several mainstay tourist locations, including the tourism market, historical museum, beach tourism, and the Meat village area. As a village directly adjacent to the waters of Lake Toba, Meat village has a demographic advantage and a favorable position. The regional landscape that presents mountains, plains, rice fields, and the waters of Toba Lake shows that Meat village has the potential as an attractive tourist destination.

So far the tourist destination of Meat village has not shown a significant increase in tourist visits. It was recorded that there was only one inn and several homestays whose conditions were increasingly not maintained with the average of guest length of stay was only two days and one night during a visit to Meat village. Guest visits number around 60 people per month (as of June 2019). One effort to increase the number of tourist visits is to increase the attractiveness of tourism objects and tourism activities in an area. This study aims to reveal the potential of Meat village as an alternative tourist attraction to enhance the tourist attraction of Lake Toba. With the diversity of tourist objects and...
attractions, it is expected that it will be able to lift the number of tourist visits while extending the length of stay of tourists in the Meat village which in turn will be a lever of economic growth in the Meat village community.

2. Literature Review
Tourism objects in a potential tourism area have criteria for tourist attraction, including a unique environment, the attraction of local culture, and behavior and a friendly society towards the tourism industry [2]. Such tourist attraction must, of course, be attractive and valuable (art, culture, and commercial) to be visited and witnessed [3]. The criteria for tourist attraction are affirmed in Republic of Indonesia Law No. 10/2009 [4], regarding tourism as an object that has beauty, uniqueness, and value, among others in the form of biodiversity, natural wealth, local culture, and human craft creations.

This study will examine a number of tourist attractions of a tourist destination object within the framework of identifying potential and obstacles in terms of attractions (interesting performances) and amenities (tourism, infrastructure facilities) tourism [5], which are useful in developing development models Toba Lake tourism especially Meat village in Toba Samosir Regency.

A tourism order model is a tourism area development strategy that is able to meet the expectations and needs of tourists in terms of answering the "what is seen there" i.e., tourist objects must display unique tourist attractions and have different landscapes, flora fauna, cultures or customs with other regions. Objects of tourism must also be able to display the attractions of "what can be done there," namely the offer of physical activities that can be done at these tourist destinations including indoor, outdoor activities, adventure, traveling, etc. Furthermore, tourists' expectations are "what can be bought for memories", namely the variety of products created by the work of local people. Tourists also want comfort in accessibility to the object of tourist destinations referred to as information services, ease of transportation, smooth accessibility, and travel time to reach the object of a relatively short tourist destination. In addition, the convenience of temporary, clean, neat, and hygienic dwellings is a demand for "where to stay" tourists. "What food is served" is the primary needs of tourists who must be a priority for tourism management, both daily and routine food that is unique in the tourist area. All of them are measured in the categories of achieving pleasure, beauty, comfort, safety, uniqueness, affordability, completeness, and specificity of tourist values [6].

3. Methodology
The research carried out in the Meat village of Toba Samosir Regency is exclusive considering that Toba Lake is an Indonesian National Strategic Area as well as a mainstay of Sumatera Utara tourist destination objects.

This research is descriptive qualitative [7], with an analysis method using SWOT (Strengthness, Weakness, Opportunities, and Threats) assessment techniques classification of potential objects [8]. Data obtained by visual survey methods recording images and description of the atmosphere/phenomenon of a number of objects and activities at Meat village all day long.

Basically, SWOT analysis rests on the logic of critical interpretation with the aim of uncovering the potential and opportunities of existing conditions to be appointed as tourist attractions simultaneously. The analysis will reveal weaknesses/constraints and threats that must be reflected or critically dealt with so as not to become a nuisance. Descriptively the results of the analysis in the form of tourism potential will be mapped and then described in a model arrangement that displays sequential ideas integrating the potential of Meat village as a tourist guide in the hope of increasing tourists' length of stay.

4. Result and Discussion
The Meat village of Toba Samosir Regency is located between two hills with a direct view of Lake Toba. Meat village has a population of 876 inhabitants which are divided into three regions, namely
Dusun 1, Dusun 2, and Dusun 3. Meat is a village on the lakeshore of Toba Lake has clear water and sloping edge, complete with a boat pier (Fig. 1).

![Figure 1. Meat village boat pier, Toba Samosir Regency, Sumatera Utara.](image)

Meat villagers cultivate rice and herd buffalo as paddy plow tools. Paddy field landscape of Meat village is arranged to form terracing with mountain water irrigation. Community activities in farming from starting to manage rice seedlings, plowing paddy fields, planting rice, waiting for the rice, harvesting rice to plugging into rice barns appear to be the daily activities of Meat village residents (Fig. 2).

![Figure 2. Paddy field activity at Meat village, Toba Samosir Regency, Sumatera Utara.](image)

Meat Village is in a valley between two towering hills with verdant pine plants. A fairly low hill with sloping paths leading to the summit is a way for residents to cultivate fields and perennials on this hill (Fig. 3).

![Figure 3. The Meat hills, Toba Samosir Regency, Sumatera Utara.](image)
The tradition of the Meat village community in dealing with death is to make a unique tomb formation and not in a cemetery but placed in fields, or paddy fields and close to home (Fig. 4).

![Image](image1.png)

**Figure 4.** Traditional tomb formation in Meat village, Toba Samosir Regency, Sumatera Utara.

One form of cultural expression of the Toba people in Meat village in the form of a typical residential house and settlement according to the Toba tradition. This house full of symbols and markers has been used as a tourist village complete with Toba traditional dance attractions and an exhibition of Toba scarf techniques (Fig. 5).

![Image](image2.png)

**Figure 5.** Toba settlement at Meat village, Toba Samosir Regency, Sumatera Utara.

The results of the research were obtained through critical assessment analysis with the SWOT technique on field observation data. Analysis and interpretation are carried out from the point of view of tourism area development. Furthermore, the forecasting potential of Meat village is carried out as an attraction and form of tourism object proposed as an addition to the tourist attraction of Meat village.

4.1. The potential of beaches
Toba Lake beach is the main tourism potential of the Toba Lake tourism destination. Sloping beaches and clear lake water have the potential for waterfront tourism. Activities that can be initiated on the banks of Toba Lake are sunbathing waiting for the sunset or sunrise, fish and shrimp culinary typical of Lake Toba, fishing, beach volleyball, playing sand, and etc. Activities on the lake are swimming, fishing off-shore, boating a boat typical of Toba (Solu), and a lake aquarium. In some locations, mangroves are found which are usually places for lakes shrimp and crabs. The model of coastal use as one of the tourist attractions is a tourist alternative as tourism in Sentani [9].

4.2. The potential of paddy fields
The activities of local farmers in the rituals of paddy are interesting objects of observation. Tourists can be invited to take part in farming, starting to plow fields, plant rice or harvest rice if it's time to
harvest. Besides that, the attraction of riding buffaloes and bathing buffaloes is an activity that is quite attractive. The results of the Meat village rice have good quality so that it can be used as a souvenir for the tourists. The potential of paddy fields and farming activities is a good basic capital for the agrotourism industry. The agrotourism model can be used as an alternative to tourism generation by relying on the potential of paddy fields and fields [10].

Figure 6. Buffalo as a tool for plowing fields at Meat village, Toba Samosir Regency, Sumatera Utara.

4.3. The potential of hills
The bonus demography of Meat village is located between two hills offering attractive hiking and tracking hill activities. From the top of the hill, you can see the magnificent panorama of Lake Toba, especially if you are on the peak at the time of the sunrise and will display beautiful scenery. Meat Hill's flora consists of fragrant pine, which gives a relaxing effect. On this hill, there is also a stretch of land quite safe for camping (camping ground) under the shade of pine trees. The development of hill forest tourism models and pine plants can be the attraction of typical attractions even more so with the involvement of the community as a provider and area manager [11].

Figure 7. Camping ground on hills at Meat village, Toba Samosir Regency, Sumatera Utara.

4.4. The potential of tombs/cemeteries
The tombs/cemeteries in Meat village presents its own uniqueness as a sign of sacred place. The tomb at Meat village is not in a tomb complex but is scattered in several locations in the rice and regular fields. The uniqueness of the shape, color, position, and narration of the myth that accompanies the tomb is the main attraction for tourists. The tomb at Meat village is a traditional tomb so that it is full of unique rituals with pilgrimage attractions which are unique to the Toba culture which if packed, will become an attractive spiritual tourism object. The tourists get unique experiences and narratives about the history of the tomb and
the unique kinship system of the Toba tribe. Tombs are objects that have an attraction as an artifact in the shape of a building which is also the attraction of myth as religious tourism that requires a special promotion strategy as part of tourist objects and attractions [12].

![Figure 8. Tombs/Cemeteries at Meat village, Toba Samosir Regency, Sumatera Utara.](image)

4.5. The potential of house and settlement
Toba houses and settlements form a residential environment that contains traditional and historical values which are referred to as *huta*. Meat village includes traditional villages with complete *hariara* trees (village gates), houses and *sopo* (rice barns), *parik* (bamboo plants as village boundaries), and *alaman* (a community gathering place). In the Meat tourist village, which was initiated by the Toba Samosir Regency government, there was a complete replica of settlements with daily activities and cultural activities such as *ulos* weaving, traditional dance attractions, the storytelling of history, customs and Toba culture. There is a uniqueness of the settlement structure and customary daily behavior of the Toba people that has the potential to be a tourist attraction in the Meat village [13][14].

![Figure 9. Toba’s house and settlement at Meat village, Toba Samosir Regency, Sumatera Utara.](image)

Analysis of the potential of Meat village as a whole Toba tourism object shows diversity as in the following table (tab. 1).
Table 1. Meat’s tourism potential.

| Objects             | Potential                      | Strengthening                                | Tourism opportunities |
|---------------------|--------------------------------|----------------------------------------------|-----------------------|
| Lake Toba           | Beach                          | Waterfront design leisure                    | Sport/Adventure       |
| Dock/Pier           | Shade                          | Type, number, tutor                          | Leisure, photos, shop |
| Solu/Boat           | Fish/Shrimp/Crab               | Cultivation, cooking expert                  | Culinary              |
|                     | View of sunset/sunrise         | Spot view                                    | Photo-spot            |
| Hills               | Gentle slope                   | Camping ground                               | Camping               |
| Pine forests        | Outbound area                  | Photo-spot                                   |                       |
| Hilltop             | Agricultural techniques        | Viewpoint tower                              | Photo-spot            |
| Paddy fields        |                              |                                              |                       |
|                     | Buffalo and poultry           | Farming tools and training                   | Plants outbound       |
|                     | Rice field results            | Amounts, types, and attractions              | Animals outbound      |
| Tombs/cemetery      | Tomb shape                     | Preservation of tombs                        | Religious tourism     |
|                     | Tomb story/myth               | Tour guide training                          | Religious tourism     |
|                     | Grave location                | Land preservation                            | Religious tourism     |
| Traditional house   | Architecture                  | Architectural preservation                   | Cultural tourism      |
|                     | Local dance/settlement        |                                              |                       |
|                     | attractions                   | Local dance training                         | Cultural tourism      |
|                     | Weaving attractions           | Weaving training                             | Cultural tourism      |
|                     | Ritual attractions            | Ritual training                              | Cultural tourism      |

source: analysis, 2019

Estimating the opportunity time of activities on Meat village tourism objects with several tourist object designs as above analysis shows that at least tourists can stay for five days four nights to complete their visit so they can enjoy all five Meat village tourism potentials namely Toba Lake beach, paddy fields, hills, tombs, and traditional houses.

5. Conclusion
Development of Meat village tourism destination objects can be done by strengthening five tourism activities, namely on Toba Lake beach tours, hill tours, paddy field tours, tomb tours, and traditional house tours. The attraction activities offered are as a landscape-based tourism model that is sports, adventure, leisure, culinary, camping, swimming, fishing, trekking, hiking, harvesting, outbound, sunset/sunrise attractions, religious tourism, and cultural tourism. With this diverse offer promising an activity that was of interest to tourists so that they would be able to stay longer in the Meat village.

The result of this tourism activity is a guide for the development of local wisdom-based activities to become Meat’s village mainstay in developing the region's potential. The tourism activity can be a model arrangement and guide for the development of local wisdom-based activities as a mainstay of Meat village tourism and alternative tourism for Toba Lake in Sumatera Utara province. Toba Samosir Regency government support is expected to be able to realize tourist destinations that enhance the local economy.
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