

# THE VARIETY OF IMPROVEMENT AGROWISIC VILLAGES IN LAU GUMBA BRASTAGI BASED ON COMMUNITY

<sup>1</sup> Zhilli Izzadati Khairuni, <sup>2</sup> Rahmadhani Fitri

Program Study Architecture, Faculty Science and Technologi, Universitas Pembangunan Panca Budi  
Norht Sumatera, Indonesia

**Abstract:** *Lau Gumba as a village in Berastagi Karo district with coordinates 03.2029 lu-098.5108 bt latitude 12 m. Lau Gumba have into 4 hamlets with differences ethnic and religious, where each hamlet is dominated by cert religions and tribes, but until now people walk in unity and peace. An age of the village is still down by 4 years, bu village launched it as one of the introductory villages in Karo district, where natural resource guarantees that a often not carried out natural resource potential are often carried out optimally and tend to be exploitative. This tre. needs to be improved through the development of the tourism industry with natural resources and biodiversity a based on integrated regional development. The sub-district of Berastagi village is a research area that has touri: potential in agriculture. The development of the agro-tourism concept of this study will investigate the success rate agrotourism that will be applied*

**Key Words:** *Tourism, Agro Tourism, Lau Gumba Village.*

## 1. INTRODUCTION:

Indonesia once of the most important centers of biodiversity in the world with the highest level of endemism. All natural and biological wealth is a priceless asset. A wealth of land and waters both inland and sea waters should be preserved. The potential of nature tourism, both natural and artificial, has not been well developed and is a mainstay. Many natural potentials have not been optimally exploited.

A developed of natural and agro-tourism areas is able to contribute local revenue, open business opportunities and employment opportunities as well as maintain and preserve natural and biological wealth. Agro-tourism is part of a tourist attraction that utilizes an agricultural business (agro) as a tourist attraction. The aim is to expand knowledge, recreational experience, and business relations in agriculture. Through the development of agrotourism that emphasizes the local culture in utilizing the land, it is hoped that it can increase farmers' income while preserving land resources, as well as maintaining local culture and technology (indigenous technology) which is generally in accordance with its natural environment. [6]

Basically, agrotourism is an activity that seeks a develop natural resources in an area that has potential in agriculture to become a tourist area. The development of agro-tourism is essentially an effort to utilize the potential of agricultural tourism attractions. Based on a joint Decree (SK) between the Minister of Tourism, Post and Telecommunications and Minister of Agriculture No. KM.47 / PW.DOW / MPPT-89 and No. 204 / KPTS / HK / 050/4/1989 agro-tourism as part of a tourist attraction, defined as a form of activity that utilizes agro-business as a tourist object with the aim of expanding knowledge, recreational experience and business relations in agriculture [1].

Berastagi is a sub-district in Karo District, North Sumatra, a tourist attraction on the Karo plateau. Berastagi is about 66 kilometers from Medan City. Berastagi is flanked by 2 active volcanoes, Mount Sibayak, and Mount Sinabung. Near Mount Sibayak, there is a hot spring bath. Karo Regency is also the only area outside the city of Medan and within the North Sumatra province that has 5-star hotels [5]. This indicates a large tourism potential in Karo district. Berastagi is a sub-district in Karo Regency, North Sumatra. Berastagi City is a tourist attraction in the Karo highlands. Berastagi is about 62 kilometers from Medan City. Economic activities in Berastagi are centered on the vegetable and fruit markets, and in tourism activities. Ethics that are dominant in this area are Karo tribes. Berastagi Subdistrict is one of 17 sub-districts in Karo Regency consisting of 6 (six) villages and 4 (four) villages [2]. Economic activity in Berastagi is centered on the fruit and vegetable market, and in tourism. The dominant ethnic groups in this area are the Karo. Ortenzia in the area such as Bung Karno Exile House, Quality Campus, Agricultural Land, Bukit Kubu Tourism Area.

The area of Lau Gumba Village is a community service area of the engineering faculty of Panca Budi University. Some documentation that has been captured during the survey of Lau Gumba Village. The study was conducted so that agrotourism village-based community studies can be applied to the village of Lau Gumba, it requires a plan that is not only oriented to physical development. This can be started by analyzing the main factors and supporting agro-tourism, general analysis, and supporting analysis in the form of demand analysis and agro-tourism offers. Thus, it is expected that the agro-tourism area will have a clear concept and development direction. The concept should refer to the optimization of existing potential and at the same time consider sustainability aspects.

Tourism villages that are successful with the number of tourist visits are expected to have a positive impact on economic development and local communities. Agro-tourism development, which is in addition to being able to sell services from objects and attractiveness of natural beauty, at the same time will reap the proceeds from the sale of agro-cultivation, so that in addition to obtaining income from the service sector while earning income from agricultural commodity sales [4]. The direction & strategy for developing an agrotourism zone must be based on local strength and potential and is market-oriented. Creativity and innovation are needed to package and market superior agro-tourism products by selling authenticity, distinctiveness, and localization in the agro-tourism area [3].

**2. GEOGRAPHICAL CONDITIONS OF LAU GUMBA VILLAGE**

Data on this condition as a support in a research process. Lau Gumba located in Berastagi District, Karo Regency. The village of Lau Gumba has an area of 160 hectares or around 5.25% of the total area of Berastagi District. The village of Lau Gumba is about 2 km from the capital of the sub-district, 13 km from the district capital and 62 km from the provincial capital. Geographically, the village of Lau Gumba is located at 03o20'29" LU / LS and 098o51'08" BT with an altitude of ± 1200 meters above sea level. Lau Gumba village has an area of ± 160 Ha. Lau Gumba village consists of 4 (four) hamlets, namely Hamlet I, Hamlet II, Hamlet III and hamlet IV. The boundaries of the Lau Gumba village are as follows:

- a. North: borders on State Forest
- b. South: bordering the Kelurahan Tambak Lau Mulgap I
- c. East: bordering the village of Sempajaya
- d. West: borders the Gundaling village

Like other regions in Indonesia, the village of Lau Gumba has a tropical climate with two seasons, namely the rainy season and the dry season. Lau Gumba Village has also located around 13.66 km from Mount Sinabung, active Mount Merapi located in Karo District. This is one of the factors that cause land in Lau Gumba village in particular and in Karo District generally is fertile land and suitable as agricultural and plantation land. [4].

**Population a Demography, Ethnicity, Community Trust and Social Life System of Lau Gumba Village**

The total population of the village of Lau Gumba is 1,623 people with a population density of 10.14 people / km<sup>2</sup>. The total population consists of 837 men and 786 women formed from 375 heads of families [1]. The population distribution based on age can be seen in table 1 below.

**Table 1.** Distribution of Lau Gumba Populations Based on Age and Gender

| No     | Ages          | A Mans | A Womans |
|--------|---------------|--------|----------|
| 1      | 0 – 12 months | 12     | 8        |
| 2      | 1 – 10 years  | 101    | 105      |
| 3      | 11 – 20 years | 94     | 88       |
| 4      | 21 – 30 years | 64     | 68       |
| 5      | 31 – 40 years | 90     | 98       |
| 6      | 41 – 50 years | 116    | 118      |
| 7      | 51 – 60 years | 105    | 106      |
| 8      | 61 – 70 years | 85     | 95       |
| 9      | > 70 years    | 29     | 45       |
| Jumlah |               | 696    | 731      |

The majority who inhabit the village of Lau Gumba are mostly Karo and Javanese in addition to other tribes. The dominant language used daily is Karonese, but Indonesian is also often used in everyday life, especially when villagers communicate with people who come from outside the village.

The Karo tribe as the dominant tribe in the village of Lau Gumba adheres to a patrilineal kinship system. In this kinship system, the child born will automatically follow the lineage and clan from his father. As with other villages in Karo District, the identity inherent in the Karo tribe is the ownership of the clan. The people of the village of Lau Gumba will also not be separated from the Rakut si Telu (three elements of relatives) which means "three ties" and is a picture of family ties in the traditional system of the Karo community.

Before embracing a religious system like today, the Karo community adheres to a belief called Pemena. Pemena is a belief that believes in the creation of a universe known as Kata-Kaci or Tonggal Sinasa. But now the diversity of religious followers in the village of Lau Gumba adheres to 5 religions recognized by the government. The population status in Lau Gumba village based on religion can be seen in table 2 below.

**Tables 2.** Distribution of Lau Gumba Populations by Religion.

| No     | Religioun         | Jumlah (Jiwa) |
|--------|-------------------|---------------|
| 1      | Islam             | 800           |
| 2      | Kristen Protestan | 612           |
| 3      | Kristen Katolik   | 15            |
| 4      | Hindu             | 0             |
| 5      | Budha             | 0             |
| values |                   | 1427          |

From a table2 , as above it can be seen that the majority of the population of the village of Lau Gumba is Muslim and Protestant. Despite religious differences among the people of the village of Lau Gumba, the community still lives side by side.

**3. METHOD OF RESEARCH:**

The research was carried out by passing several stages. First is the preparation step which is marked by making research proposals including problem formulation activities, setting study objectives and making proposals and completing study permits.

The next steps are to carry out the research phases which consist of the implementation of survey methods and data and map analysis as well as the stages of synthesis and planning. Author collect data, analyze and produce designs is a qualitative approach to methodology of a research. A qualitative approach is a research process and understanding that is based on a methodology that investigates a social phenomenon and human problems. Here is an explanation of the research process in achieving the results of the research that has been done (figure 1).



**Figure 1** Research Procedure Scheme.

An improvement tourism industry, especially agro-tourism requires creativity and innovation, cooperation and coordination as well as good promotion and marketing. Regional-based agro-tourism development also means the involvement of regional and community elements intensively (Bappenas, 2004) in figure 2.



**Figures 2** Factor Relations Demand and Inner Offer Agrotourism Area Development

In order for agrotourism to be sustainable, the agrotourism products displayed must be in harmony with the specific local environment. Thus the community will care about tourism resources because it provides benefits so that people feel tourism activities as a whole in their lives. Agro-tourism can be a development of other sectors that are expected to be able to support sustainable economic development, for example the development of agro-tourism areas in agropolitan areas, development of agro-tourism areas in plantation areas, development of agro-tourism areas in food crops and horticulture, development of agro-tourism areas in livestock areas, development of agro-tourism areas in land fisheries and so on.

#### 4. ANALYZE AND RESULTS:

Lau Gumba village has a border to the north of Daulu village, Berastagi subdistrict, south side of Tambak Lau Mulgap I village, west side of Gundaling I village, Merdeka sub-district and east side of Sempajaya village. As can be seen more clearly in Figure 4 below.



Figures 3 Lau gumba village location

#### 4.1 The development direction

The direction & strategy for developing an agrotourism area must be based on local and market-oriented strengths and potentials. Creativity and innovation are needed to package and market superior agro-tourism products by selling authenticity, distinctiveness and localization in the agro-tourism area. This can be combined with more general products such as the development of adventure tours, campsites, development of hiking / tracking facilities, cultural tourism and others according to their potential.

In addition, convenience and support must be provided through the provision of supporting facilities & infrastructure in terms of cultivation, post-harvest processing and infrastructure and other facilities such as promotion, transportation and accommodation and integrated marketing must be carried out by the government both at the central and regional levels.

The direction of developing an agrotourism area must be able to touch the components of the area fundamentally. These include:

- a. Empowering agro-tourism people
- b. Development of tourist activity centers as growth points.
- c. Development of supporting facilities and infrastructure.
- d. The integration between regions that supports efforts to increase and preserve the carrying capacity of the environment as well as social and local culture.
- e. The integration of agro-tourism areas with regional and national spatial planning.

Based on the results of observations in the field, land use is mostly managed individually, such as pertangan and agricultural areas. Most of the areas that have the potential to be tourist areas in the village are in hamlet 1 such as Bukit Kubu, the provincial mess and PT PIMS fresh milk as the location of tourist despair at this time, in order to increase the selling value of tourist areas by providing supporting facilities and infrastructure around tourist sites in the form of gazebos / lodges, parking lots, prayer rooms, toilets. The direction of tourism development is very feasible to be developed as a tourist object with historical and natural concepts.

The existing tourist area and can be developed as follows:

- a. Mess the Soekarno Province / mess that has been used as a historical tour in the form of slupcture and a stopover,

- b. PT PIMS Susu Segar which is an industrial facility in the village of Lau Gumba and much in demand by tourists, it's just that the access / circulation directly to the village and other tourist locations is not available.
- c. Bukit Kubu is the most popular tourist area for tourists as a natural tourist attraction.

Based on the development formula above, then the next is the determination of development that must be done in an effort to optimize the existence of tourism objects. The direction of tourism development is carried out by considering several aspects, namely:

### Land Condition

The existence of land around the location of tourism objects is owned by individuals so there needs to be an effort to liberate land for the continuity of tourism development.

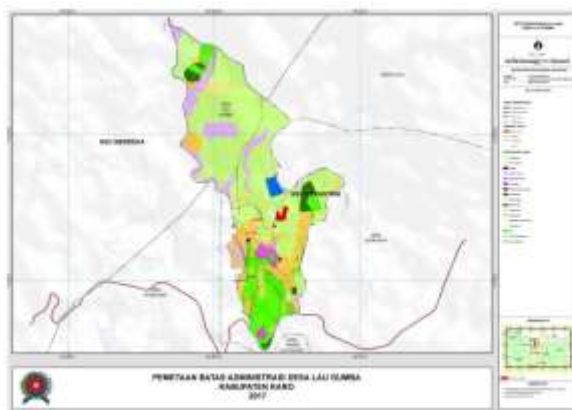


Figure 4 Land Use Map of Lau Gumba Village

From the picture of the land use map, it was found that the village of Lau Gumba was mostly used for horticulture activities, so that these lands had the main potential to be developed in the field of agrotourism.

### Nature Potential

Natural potential in Tanah Karo consists of: vegetable and fruit commodities, so that people really need information about agriculture and livestock. Information about agriculture and livestock has become a major need in the lives of karo people in their daily lives. Information needed by the community varies greatly along with the development of science and technology.



Figure 5. Topographic maps and distribution maps of facilities for Lau Gumba Village facilities

From the map, it appears that the topography of the village area naturally supports tourism activities and agrotourism. The map also describes farm facilities that support tourism activities in community-based agrotourism development.

### Tourist Potential

At this time, the arrival of tourists to attractions is very rare due to the location in the village. Tourist visits occur during school holidays and public holidays. This condition can be improved to be better if supported by tourist facilities that can add value and become an attraction in historical tourism, nature and education in agriculture and



animal husbandry. With the direction of tourism development that has been planned, their arrival is not only for tourism but also for other purposes, namely at the same time learning and loving nature. If this condition is implemented, the addition of value to tourist sites will be better.

The results of the analysis by collecting field data, the researchers made a concept and development model in the form of making a rabbit garden as a support for agro-tourism activities. Making and building a rabbit park to create a tourist area together with the people of Lau Gumba Village. The making of parks and rabbit houses became the main focus in the development of the model of agro-tourism village development. At this time, rabbits were bought by the market in a low price and then sold at high prices. With the creation of parks in the village area, the community can empower these animals such as empowering rabbit livestock activities into educational tours, where tourists can see, touch, know how to care for animals and feed livestock so that rabbit livestock activities become tourist experiences for tourists. In addition, the community can also creatively present rabbit-based culinary tourism as a delicious and healthy culinary specialty of Lau Gumba village to increase the variety of activities for tourists.

Lau Gumba village is located in Berastagi tourist area. The purpose of making a park is to attract visitors or tourists to come to this village to see, touch, feed rabbits and how to care for them (part of education) or buy rabbits. Current conditions and atmosphere of rabbit cattle in the village of Lau Gumba (Figure 7)



**Figures 6.** Model development of a rabbit park that can be applied to Lau Gumba Village



**Figures 7.** The atmosphere of the garden and rabbit house that will be applied to Lau Gumba Village which meets the comfort and aesthetic standards for livestock and visitors.

The design or design of rabbit houses is one of the concepts applied and developed by the village community specifically rabbit breeders so that the manufacture of rabbit houses meets the comfort and aesthetic standards for rabbits and those who see them. In addition to meeting the comfort standards for visitors aesthetically as well as the landscape, they also pay attention to the development of good livestock. the atmosphere of the rabbit garden is illustrated in figure 7.

## 5. CONCLUSION:

Based on the results of the analysis conducted on tourism development in Lau Gumba Village, Berastagi District, the following conclusions can be drawn:

1. Based on environmental aspects, tourism development is very possible when considering the target market based on various factors, namely:

a. Potential users, based on potential user factors, are residents in the Berastagi District. With the population, the level of population density and the number of tourists, the development of tourist sites is very possible to do the development.

b. The factor of recreation, the attraction of tourism developed in the village of Lau Gumba is very interesting with prehistoric relics of Bung Karno's mess and the Bukit Kubu tourist area is very useful to increase historical knowledge for tourists who visit, but also supported by livestock products from PT. Putra Indo Mandiri Sejahtera (PT. PIMS) who flushes and sells fresh milk production.

2. Social aspects, based on the support of various criteria described in the previous chapter, the development of tourist sites requires the support of supporting facilities and infrastructure as well as human resources, while the support needed for tourism development in Lau Gumba Village is:

- a. Health facilities to support if there are health problems for visiting tourists.
- b. Electricity network in tourist attractions.
- c. Transportation to take tourists to tourist sites.
- d. Management structure for managing tourist attractions.

### Greeting

Based on the results of studies that have been carried out there are several things that must be done, namely to realize tourism development, it is expected to coordinate with various interested parties, especially in the provision of facilities and facilities for the development of the tourist area of Lau Gumba Village. The author would like to thank the Ministry of Research, Technology and Higher Education for financial assistance in the beginner lecturer research grant supported by LPPM Pancabudi Development University Medan Years 2018.

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