

Tourism Village Development Pattern In Bawomataluo Village, South Nias Regency, Indonesia

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ABSTRACT

The aim of this study was to analyze the Pattern of Tourism Village Development in Bawomataluo Village in South Nias Regency. The analytical method used in this study is SWOT and qualitative descriptive analysis. In order to find a Development Model, Focus Group Discussion (FGD) was conducted to discuss the strategies obtained from the results of the SWOT analysis. The results showed that the potential of Bawomataluo Village as a Tourism Village in South Nias Regency, can be seen from the existence of the "Ono Niha" culture which is believed by some anthropologists and archaeologists as one of the oldest people in the archipelago. In addition to a row of classic houses, there are many other interesting things such as the traditional art of Lompat Batu (Hombo Batu), War Dance (Fataele and Maluaya), Ho Ho, Mogaele, and other traditional arts that are still preserved. In addition, some Tourism Objects in the Bawomataluo Village Area and in several locations adjacent to Bawomataluo can become an integrated tour package. In developing Bawomataluo Village to a success Tourism Village, the community must be participated in the planning and implementation.

Keywords: Bawomataluo Village, Tourism Village, Village Potential

Introduction

South Nias Regency is one of the Regencies in the North Sumatra Province. This South Nias Regency is the result of the expansion of the South Nias Regency in 2003 in accordance with the Law of the Republic of Indonesia Number 9 of 2003 concerning the Establishment of South Nias Regency, West Pakpak Regency and

Humbang Hasundutan District in North Sumatra Province February 25, 2003.

Tourism village is a rural area that has several special characteristics to become a tourist destination. In this region, the population still has a tradition and culture that is still relatively original. In addition, several supporting factors such as typical food, agricultural systems and social systems also color a tourist village area. Beyond these factors, natural and pristine and maintained environment is one of the most important factors of a tourist destination (Yoeti, 1996).

Bawomataluo village is currently included in the sub-district of Fanayama, South Nias Regency, North Sumatra Province. The area of the countryside is ± 5 (five) hectares and is located at an altitude of about 400 meters or 1,313 feet above sea level and is currently inhabited by around 816 heads of families. The name Bawomataluo is often translated into Indonesian as the "Sun Hill". From this name it is conceivable that this village was indeed built on hills so that it was relatively safe against the threat of large waves or tsunamis, even though the distance was only about 4 km from the edge of the sea.

Bawomataluo Village has been designated as a National Cultural Heritage Area through the Decree of the Minister of Education and Culture No. 168 / M / 2017 concerning the Jorong Padang Ranah and

Tanah Bato Nagari Sijunjung Indigenous Heritage Area and Settlement Cultural Area, Bawomataluo Traditional Megalithic Baths and Cemeteries as National Cultural Heritage Areas .



Figure 1. Rows of Bawomataluo Traditional Houses in South Nias Regency
Source: www.kompasiana.com

The village also has uniqueness, authenticity, distinctive nature, is located adjacent to extraordinary natural areas and is also associated with cultured groups or communities that intrinsically attract

visitors, such as stone jumping, war dance and traditional music. In addition, it has the opportunity to develop both in terms of basic infrastructure, as well as other facilities.



Figure.2. Stone jumping Attractions in Bawomataluo Village
Source: Facebook account of the charm of South Nias

Based on observations from the Central Nias Regency Statistics Agency, the number of tourists in South Nias

Regency has increased from year to year except in 2014 it has decreased. For more details, see the following table:

Table 1. Data on the Number of Archipelago and Foreign Tourist Visits in South Nias Regency in 2012 to 2016

Year	Tourist		Total
	Local	International	
2012	18.367	1.450	19.817
2013	23.685	2.360	26.045
2014	21.835	2.044	23.879
2015	25.819	2.507	28.326
2016	30.567	3.143	33.710

Source: South Nias in numbers (2017)

Muftiadi (2017) in the research "Development of Tourism Village and Its Potential in Pangandaran Regency" is an effort to build the concept of tourism villages in the Pangandaran region which is comprehensive community-based and sustainable. Important steps that need to be diversified are tourist destinations such as caves, rivers, lakes, plantations and typical rural areas, beaches and so on associated with existing tourism activities as the closest anchors, such as Pangandaran Beach. Nabila and Yuniningsih (2016) in the study "Analysis of Community Participation in the Development of Kandri Tourism Village in Semarang City" identified factors that influence community participation as pseudo-participation, while the Kandri community participation in the development of Kandri Tourism Village is at the highest level namely citizen power. The factors that encourage are knowledge of the program, gender, public trust, and external factors while the factors that inhibit the community work, education, and external factors.

Prabowo, et al., (2016) conducted a study on "Analysis of Community Participation in Tourism Village Development (Study in Pujonkidul Village, Pujon District, Malang Regency)". The thought participation that has not involved the community to express

ideas related to the shortcomings or strengths of Pujonkidul Tourism Village, physical labor participation that has been carried out by the Pujonkidul community in the form of tourism facilities and infrastructure, skill participation and skills that have involved several communities in the form of agricultural education, livestock, making special food, managing outbound, making tour packages, providing homestays, and providing local guides, and participating in property with the application of charms. Factors that inhibit community participation are low motivation, low human resources, difficulties in politics and regulation in licensing the manufacture of typical foods. Supporting factors are good care and communication.

The definitions of tourism have been standardized into Law No. 10 of 2009 concerning tourism, what is meant by tourism is various kinds of tourism activities which are supported by various facilities and services provided by the community, entrepreneurs, the Government and the Regional Government. According to Marpaung (2002) several principles of tourism are feasible, and can increase the benefits of tourism activities.

Tourism village is a form of integration between attractions, accommodations, and supporting facilities that are presented in a structure of community life that is integrated with prevailing procedures and traditions. A tourist village has a distinctive appeal (can be a physical uniqueness of the rural environment, as well as the socio-cultural life of its people) which is packaged naturally and attractively so that the attraction of rural areas can drive tourist visits to the village (Ministry of Culture and Tourism, 2011). If there is a tourist village managed by investors, it means that the village is not a tourist village in the real sense (Asyari, 2010).

According to Sirojuzilam (2011) regional development is an increase in the value of benefits for the community of a particular region, able to accommodate more residents, with an average level of community welfare improving, besides showing more infrastructure, available goods and services and business activities increasing community business, both in terms of type, intensity, service and quality.

Statement of the problem

What is the potential of Bawomataluo Village as a Tourism Village in South Nias Regency?

Material and Method

The type of research used is descriptive with a qualitative approach. Data analysis is done by systematically searching for and compiling data obtained from interviews, observations, and documentation, by organizing data into categories, describing into units, synthesizing, arranging into patterns, choosing which ones are important and which will be studied, and make conclusions so that they are easily understood by themselves and others.

Result

Tourism potential in Bawomataluo Village as a Tourism Village in South Nias Regency

The potential of South Nias Regency as one of the Tourism Destination Areas has long been recognized, and is currently one of the priority programs of South Nias Regency. This is in accordance with the South Nias Regency Development Mission 2016-2021 in point 7, developing tourism potential and based on natural and cultural resources.

South Nias Regency has many tourist objects and the types vary greatly with a total of 116 (one hundred and sixteen) objects. This tourism potential if managed properly will provide great benefits for the people in South Nias Regency, moreover there are tourist destinations in South Nias Regency whose names have been global and already known by foreign tourists since the 70s such as surfing locations on Sorake Beach, sunbathing place, relaxing with its clean beaches at Lagundri Beach and Bawomataluo Village with all its unique culture accompanied by a very interesting culture of stone jumping.

Mainland Nias which is famous for its megalithic culture holds some mysteries and cultural uniqueness. Including the origins of the ancestors of the people of Nias today. The inhabitants of this island call themselves Ono Niha which is believed by some anthropologists and archaeologists as one of the oldest people in the archipelago.

Many interesting things are still preserved such as classical houses, traditional art of Jumping Stone (Hombo Batu), War Dance (Fataele and Maluaya), Ho Ho, Mogaele, and other traditional arts. This village has been proposed to be a world cultural

heritage area in the UNESCO World Heritage Site since 2009 and is currently

still a waiting list.

Table 2. SWOT Data Potential Tourism Objects of Bawomataluo Village, South Nias Regency

Strengths	Weaknesses
1. Potential cultural tourism 2. Natural tourism potential 3. Road conditions 4. Hospitality of the community	1. Facilities and infrastructure 2. Transportations service and distance 3. Lack of tourist attractions such as performing arts 4. Low quality human resources
Opportunities	Threats
1. The tourism sector is growing and increasingly in demand. 2. Absorb labor in the area around tourism objects that can reduce unemployment 3. Developing technology 4. Number of tourists and positive opinions from tourists to others	1. Competition between tourist destination 2. Natural disasters 3. Negative behavior towards tourism objects 4. Lack of government support in promotion and infrastructure

Source: 2018 research, data processed

Furthermore, based on Table 2, measurements, ratings and scores of each internal factor were carried out to develop

the potential area of Bawomataluo Village as a Tourism Village in South Nias Regency, which can be seen in Table 3.

Table 3. Analysis of Internal Factors in the Potential of Bawomataluo Village

Strategic Internal Factors	Value	Rating	Score
Strength			
1. Potential cultural tourism	0,14	4	0,56
2. Natural tourism potential	0,13	3	0,39
3. Road condition	0,12	2	0,24
4. Hospitality of the community	0,11	1	0,11
Weakness			
1. Facilities and infrastructure	0,14	4	0,56
2. Transportation service and distance	0,12	3	0,36
3. Lack of tourist attractions such as performing arts	0,13	2	0,26
4. Low quality human resources	0,11	1	0,11
Total	1,00		2,59

Source: 2018 research, data processed

The results of the above analysis indicate that the dominant internal factors are: cultural tourism potential, natural tourism potential, road conditions, hospitality of the community, facilities and infrastructure, transportation service and distance, lack of tourist attractions such as

performing art, and low-quality human resources

Measurements, ratings and scores from each of the external factors developing the potential area of Bawomataluo Village in South Nias Regency can be seen in Table 4.

Table 4. Analysis of Potential External Factors in Bawomataluo Village

Strategic External Factors	Bobot	Rating	Skor
Opportunities			
1. The tourism sector is growing and increasingly in demand.	0,14	4	0,56
2. Absorb labor in the area around tourism objects that can reduce unemployment	0,10	3	0,20
3. Developing technology			
4. Number of tourists and positive opinions from tourists to others	0,14	2	0,42
	0,12	1	0,10
Threats			
1. Competition between tourist destination			
2. Natural disasters	0,14	4	0,56
3. Negative behavior towards tourism objects	0,10	3	0,30
4. Lack of government support in promotion and infrastructure	0,14	2	0,28
	0,12	1	0,12
Total	1,00		2,54

Source: 2018 research, data processed

The results of the analysis above show that the dominant external factors are: the tourism sector which is growing and increasingly in demand, absorbing labor in the area around tourism objects that can reduce unemployment, developing technology, number of tourists and positive opinions from tourists to others, tourism competition between attractions, natural disasters, tourist negative behavior towards tourism objects, and lack of

government support in promotion and infrastructure

After the strengths, weaknesses, opportunities and threats can be identified, then using the SWOT matrix is attempted to obtain alternative strategies based on logic by maximizing strengths and utilizing opportunities simultaneously to be able to minimize weaknesses and anticipate threats. In full, the SWOT matrix can be seen in Table 5.

Tabel 5. Data SWOT Potensi Objek Wisata Desa Bawomataluo Kabupaten Nias Selatan

	Strengths	Weaknesses
	1. Potential cultural tourism	1. Facilities and infrastructure
	2. Natural tourism potential	2. Transportation service and distance
	3. Road condition	3. Lack of tourist attractions such as performing arts
	4. Hospitality of the	4. Low quality human resources

	community	
Opportunities	SO Strategy	WO Strategy
1. The tourism sector is growing and increasingly in demand. 2. Absorb labor in the area around tourism objects that can reduce unemployment 3. Developing technology 4. Number of tourists and positive opinions from tourists to others	1. Maintain environmental cleanliness and natural beauty. 2. Development of tourist attractions such as nature, art and culture by increasing facilities and infrastructure as well as tourist attractions	1. Development of tourist attractions. 2. Improve promotion by using technology. 3. Increasing infrastructure facilities and tourist facilities. 4. Improve the quality of human resources with training.
Threats	ST Strategy	WT Strategy
1. Competition between tourist destination 2. Natural disasters 3. Negative behavior towards tourism objects 4. Lack of government support in promotion and infrastructure	1. Developing a partnership between local communities, government and the private sector in developing tourism facilities and businesses in Bawomataluo Village. 2. Maintain a positive opinion of tourists. 3. Cooperation with the Government to help promote or market attractions.	1. Improve the quality of tourism objects to overcome tourism competition. 2. Providing public transportation services to go directly to tourist destinations. 3. Expand the promotion and marketing of tourism objects in Bawomataluo Village from various local, regional, national and international market segments 4. Developing the arts and culture of the area as a form of preservation of tourist charm and a wealth of traditional values and local culture

Source: 2018 research, data processed

From the SWOT matrix above, 13 alternative strategies can be formulated which are selected strategies which include: 2 alternatives for the SO-Strategy, 4 alternatives for the WO Strategy, 3 alternatives for the ST-strategy and 4 alternatives for the WT Strategy, as follows:

1. Maintain environmental cleanliness and natural beauty.
2. Development of tourist attractions such as nature, art and culture by increasing facilities and infrastructure as well as tourist attractions
3. Development of tourist attractions.

4. Improve promotion by using technology.
5. Increasing infrastructure facilities and tourist facilities.
6. Improve the quality of human resources with training.
7. Developing a partnership between local communities, government and the private sector in developing tourism facilities and businesses in Bawomataluo Village.
8. Maintain a positive opinion of tourists.
9. Cooperation with the Government to help promote or market attractions.

10. Providing public transportation services to go directly to tourist destinations.
11. Expand the promotion and marketing of tourism objects in Bawomataluo Village from various local, regional, national and international market segments
12. Developing the arts and culture of the area as a form of preservation of tourist charm and a wealth of traditional values and local culture
13. Improve the quality of tourism objects to overcome tourism competition.

Conclusion

Bawomataluo Village has a potential that can be developed to become a tourist village that can improve the economy of rural communities.

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