

Strengthening Homestay Management Based On Local Wisdom In The Village Lumban Suhi Suhi Toruan

Siti Hajar¹; Faustyna²; Puji Santoso³

Faculty Social Science and Political Science,
Universitas Muhammadiyah Sumatera Utara

Email: ¹sitihajar@umsu.ac.id, ²faustyna@umsu.ac.id, ³pujisantoso@umsu.ac.id

Abstract

The development of the tourism village program at Lumban Suhi Suhi Toruan Village is a priority because it is a creative village producing Ulos Batak. Efforts have been made in developing this tourism village program, one of which is managing homestays. The problems faced by partners are the low awareness of the community about interpreting the concept of tourism about local wisdom as an effort to develop cultural heritage, the lack of good understanding and ability in the community about homestay governance management related to marketing, finance, national standard services in the tourism sector, and not yet organized. neat administration of homestay management and the absence of regulations and Standard Operating Procedures (SOP) for managing homestays in Lumban Suhi Suhi Toruan Village. The method implemented in strengthening the community's understanding and ability about homestays is counseling and socialization about tourism villages based on local wisdom and tourism products (homestays); as well as training and mentoring on service management, marketing and promotion. The results obtained in this activity are increasing the understanding and awareness of local communities in developing a tourism village based on local wisdom through good and correct homestay management in accordance with tourism service standards, the creation of a homestay symbol that shows local wisdom from Lumban Suhi Suhi Toruan Village, namely Kampung Ulos.

Keywords: management, governance, homestay, local wisdom, tourist village

INTRODUCTION

The tourism sector can be developed based on the potential of the region such as natural potential, cultural diversity, history and religion as well as the daily life of its people. Tourism is a leading sector in national development that contributes greatly to regional income. Development in the tourism sector is believed to be able to overcome the increasing unemployment rate in the region, which is caused by the low capacity of human resources in developing the potential of the region it has. As expressed by (Widyaningsih, 2020) that the increasing role of the multi-player effect is due to the tourism sector which can drive related sectors such as the plantation, livestock, fishery, culinary, craft industries and various other service sectors.

Sustainable tourism development and related to the development of local wisdom must be in accordance with the natural, social and cultural conditions of the community, so that it can be an alternative in local economic development. The government through the Ministry of Tourism has launched a superior program in developing tourism in rural areas, namely the Tourism Village Program, through this program the community is empowered and encouraged to be more creative in processing local wealth owned by the region, including food, arts, handicrafts and so on. As expressed by (Rahmayuni, 2017) that natural beauty and cultural richness are the main attraction for domestic and foreign tourists.

One of the districts located in the Lake Toba area and has diverse tourism potential so that it can be developed is Samosir Regency. The largest income in this area comes from the

tourism sector. One of the villages in Samosir Regency that has developed a tourism village program is Lumban Suhi Suhi Toruan Village. This village has its own advantages and characteristics in developing a tourist village, namely by introducing an item that is considered to have an important role in the social life of the Batak tribe.

Lumban Suhi Suhi Toruan Village is located in Pangururan District, Samosir Regency, and its northern boundary is bordered by Siopat Sosor (Simanindo District), in the south it borders Sitolu Huta (Palipi District), in the east it borders on Lumban Suhi Suhi Dolok (Ronggur Ni Huta District).) and in the west it is bordered by Lake Toba (District Sitio tio). The population in Lumban Suhi Suhi Toruan Village is 1413 people including men (690 people) and women (723 people) and has an area of ± 350 ha covering paddy fields, dry land, wet land and plantation land. The journey to Lumban Suhi Suhi Toruan Village takes about 40 minutes from Tomok port or 20 minutes from Pangururan City. This village also has several tourism potentials that support the tourism village program, namely Lakes (Water Tourism, Forest Tourism, Archaeological Sites, etc.), Mountains (Forest Tourism, National Parks, Campgrounds, etc.), Agrotourism, and Cultural Conservation.

The development of the tourism village program in Lumban Suhi Suhi Toruan Village is a priority because it is a creative village that produces Ulos Batak. This tourist village aims to preserve the typical Batak woven fabric, namely Ulos as a cultural heritage and at the same time can develop local wisdom. This preservation is so that it does not become extinct and can be developed in accordance with the modes and trends needed by the community and the tourism industry so that the Batak cultural heritage does not sink and become outdated. Positive impacts are also expected in this tourism village program, namely increasing public awareness in clean living behavior, increasing public insight and information about the world of tourism. Public awareness is also needed in developing tourism through people's love for their area by

preserving cultural heritage as local wisdom so that they can support and develop tourism village programs, one of which is managing homestays.

Lumban Suhi Suhi Village in 2020 has 17 homestays managed by local communities. The homestay owned by this tourist village has not met the national requirements that have been set, namely about the level of cleanliness and comfort. Homestay is an inn managed by local people or residents in the form of houses. As explained by (Fitriana, 2020) that a tourist village is not only a facility in the form of accommodation but a means of cultural exchange which becomes an attraction because it sells interactions between tourists and their owners and contains the customs, culture and habits of its inhabitants. Thus, homestay is one way to develop a tourism village based on local wisdom, so that the welfare of the community can increase and create new jobs.

Based on the results of interviews with Lumban Village Head Suhi Suhi Toruan, the management of homestays in Lumban Suhi Suhi, there are still several obstacles or obstacles that must be resolved immediately related to the level of understanding and knowledge about good and correct homestay management that has not been fully understood by the community as managers , as explained by the Ministry of Tourism (2019), that people who manage homestays must have good management knowledge including marketing management, finance, to service management. Regarding understanding and knowledge that is still not optimal, it is also caused by limited insight and information related to managing a good and correct homestay.

Homestay is a resident's house that is used as an inn, so it must have its own uniqueness and reflect the characteristics of the tourist village so that it is different when compared to conventional hotels or inns. Widawati (2020), revealed that homestays are also a form of tourism business that must continue to be developed so that it brings benefits to the owner, and must be carried out professionally in accordance with service standards. The management of the homestay in

Lumban Suhi Suhi Toruan Village is expected to be able to develop a tourist village while preserving its cultural heritage, because the homestay also includes attractions and facilities that can become a tourist attraction.

In terms of production, homestays are a form of tourism business that can strengthen the village economy and local communities so that it leads to the category of productive partners. The potential of a tourist village that is owned as a creative tourism village producing Ulos woven fabric as a cultural heritage. The attractions performed by the weavers can also be seen in every homestay in Lumban Suhi Suhi Toruan Village, and this is the main attraction for visiting this tourist village. However, the management of this homestay has not been organized neatly and the people do not understand proper and proper clean living behavior. Thus, methods or procedures and regulations are needed that can provide guidelines for managing homestays with national service standards.

The partner problems described above, it is hoped that universities can contribute through assistance to local communities and village governments in developing tourism villages based on local wisdom through good and correct homestay management in accordance with tourism service standards. The assistance provided is expected to absorb skilled workers through training, courses and certifications and not just skilled workers with high formal education.

Referring to the explanation above, several problems can be identified as follows: 1) Low public awareness about interpreting the tourism concept of local wisdom as an effort to develop cultural heritage; 2) Lack of good understanding and ability in the community regarding homestay governance management related to marketing, finance, national standard services in the tourism sector, and the homestay management administration has not been neatly arranged; 3) There are no regulations and Standard Operating Procedures (SOP) for homestay management in Lumban Suhi Suhi Toruan Village.

This PKM activity is expected to increase public understanding and awareness in developing tourism villages based on local wisdom through homestay management that can contribute to tourism development. The ability and quality of the community in managing homestays is expected to develop a tourism village based on local wisdom so that cultural heritage can be preserved. Lumban Suhi Suhi Toruan Village is a creative tourism village that produces ulos woven fabrics that preserve the cultural heritage of the Batak tribe. Furthermore, this PKM activity is also expected to be able to contribute to homestay managers so that they can perform attractions and provide comfortable facilities for tourists when they come to visit the creative tourism village producing ulos in Lumban Suhi Suhi Toruan Village.

Efforts to achieve goals in PKM activities to strengthen homestay governance management based on local wisdom in Lumban Suhi Suhi Toruan Village, the solution offered is

- 1) Strengthening community understanding and ability about homestays through the development of tourism villages based on local wisdom, while the actions taken are: a) Providing counseling and socialization about tourism villages based on local wisdom; b) Provide an understanding of tourism products including homestay
- 2) Strengthening homestay governance management in the community, while the actions taken are service management training, marketing management and promotion.

METHOD IMPLEMENTATION

This PKM activity is carried out using the Participatory Rural Appraisal (PRA) method. This method aims to accommodate the community to be directly involved in every PKM activity which includes preparation, planning, monitoring, evaluation of the implemented program.

This PKM is carried out in stages of activities carried out in 2 (two) stages, namely socialization and counseling, training and assistance provided to activity participants. The

final result of PKM activities in Lumban Suhi Suhi Toruan Village related to strengthening homestay governance management based on local wisdom is a framework for homestay management and the preparation of a final report on PKM activities.

The implementation of this PKM activity is carried out in various ways which include:

- a) Observations and interviews with homestay owners or managers regarding homestay operational problems encountered and the skills needed by them in developing local wisdom through homestay management.
- b) Lectures, discussions and questions and answers were conducted to find out the community's understanding of the concept of managing homestays based on local wisdom.
- c) Training and assistance related to improving the community's capacity regarding homestay governance management so that they can realize tourism-standard homestays.
- d) Evaluation is carried out by monitoring the readiness of the community in managing homestays after attending training and the existence of a framework or guide for managing homestays based on local wisdom so that they can develop a tourism village program.

RESULTS AND DISCUSSION

The implementation of this PKM activity, as a follow-up to research conducted by (Hajar, 2019), that the importance of good and correct homestay management as an effort to develop a tourist village based on local wisdom so as to realize superior and competitive tourism in Samosir Regency. Then, Saputra and Ali (2020) also stated that there are policies in Samosir Regency that support the development of tourist villages related to the fulfillment of tourism facilities and infrastructure, including managing homestays

which are one of the efforts to increase tourist attraction that can be favored by tourist areas.

The development of tourism villages based on local wisdom must be carried out with reference to the principles of tourism development, including attractions, facilities, accessibility/transportation and additional facilities. A tourist village that has local wisdom is the main capital to develop the advantages and characteristics of the village such as the potential possessed by Lumban Suhi Suhi Toruan Village, namely Ulos. Ulos village became a name that gave rise to its own local wisdom so that it could easily be developed and used as a symbol of the existing facilities in the homestay. This symbol is also an attractive tourist facility that can be favored as an attraction for tourist visits, including methods for making ulos and materials that support and produce the best ulos.

Standardized homestay management can be developed through improving existing facilities and not eliminating the symbol of local wisdom owned by Lumban Suhi Suhi Toruan Village. This homestay facility can be directed to hotel standards, namely cleanliness, bedroom facilities, comfort, and security as well as the friendliness of the host so that tourists can feel like they are at home and are served professionally like staying at a five-star hotel. This homestay can also provide several additional facilities, such as souvenirs for tourists who have finished their stay (accessories), business cards, or food and drinks that can be served when tourists are at the homestay, also don't forget to provide brochures of tourist destinations that can be visited at the homestay. Lumban Suhi Suhi Toruan Village.

The development of tourism in Lumban Suhi Suhi Toruan Village is also inseparable from the media that can promote and provide information related to tourism in this village. Not only about tourism, but also to promote homestays in Lumban Suhi Suhi Toruan Village by bringing up symbols of local wisdom in this village. Homestay development can also be developed with the help of media, both online and otherwise. With the existence of

a separate website owned by the homestay, it can facilitate the promotion and booking of homestays, besides that it can also be used through the village's website so that it can accumulate tourist visits visiting Ulos Village, Lumban Suhi Suhi Toruan Village through homestay reservations.



Figure 1. Implementation of Training on Strengthening Management of Homestay Management Based on Local Wisdom

The implementation of this PKM activity is also influenced by several factors that hinder the governance of homestays based on local wisdom, including:

- a) The low integrity of the village community (managers) in understanding the meaning of local wisdom
- b) The availability of inadequate facilities at the Lumban Suhi Suhi Toruan Village homestay

- c) Homestay that does not have national tourism standards

Furthermore, the implementation of this PKM activity is also influenced by several factors that can support homestay governance based on local wisdom, including:

- a) Public awareness (managers) in developing their homestays and participating in realizing superior and competitive tourism through local wisdom owned by tourist villages.
- b) The village government always motivates the community to continue to learn and develop knowledge and gain experience from various trainings provided related to homestay management and tourism village development.
- c) The existence of financing that supports local wisdom-based homestay management through APBDesa.

CONCLUSIONS AND RECOMMENDATIONS

The importance of the components that are considered in the development of tourism potential, especially in strengthening the management of homestay governance based on local wisdom in Lumban Suhi Suhi Toruan Village, includes tourist attractions, accessibility/transportation, facilities or accommodation, and additional facilities. These components are factors that can support the strengthening of homestays based on local wisdom so that they can develop tourist villages into symbols that can reflect superior and competitive tourism.

Strengthening the management of homestay governance is also one of the efforts to open opportunities for rural communities to increase their income through lodging business in the form of homestays without losing the local wisdom possessed by Lumban Suhi Suhi Toruan Village as well as a follow-up in developing a tourist village as Ulos Village. This business opportunity can also minimize the level of poverty and unemployment in Samosir Regency. The management of this

homestay also does not only depend on capital (financing) but is also related to cultural capital and natural capital as the meaning of local wisdom owned by Lumban Suhi Suhi Toruan Village.

REKOMENDATIONS

The implementation of PKM activities to strengthen homestay governance management based on local wisdom in Lumban Suhi Suhi Toruan Village also provides suggestions and recommendations, namely

- a) This PKM activity cannot be carried out only once but must be on the agenda of the village government work program in Lumban Suhi Suhi Toruan Village, because it can provide great benefits for the development of tourism villages in the future.
- b) It is necessary to prepare a homestay management book based on local wisdom so that it can reflect a superior tourist village
- c) The need for special training for rural communities as homestay managers in realizing homestays with hotel and professional standards.

REFERENCE

- Fitriana, R. (2020). HOMESTAY DI DESA. *Wikrama Parahita: Jurnal Pengabdian Masyarakat*, 4(1), 8-12. <https://doi.org/http://dx.doi.org/10.30656/jpmwp.v4i1.2059>
- Kementerian Pariwisata. (2019). Menpar Fokus Terapkan 3 Strategi Pariwisata Hadapi Era Industri 4.0. Retrieved March 28, 2020 from <http://www.kemendikbud.go.id/index.php/post/siaran-pers-menpar-fokus-terapkan-3-strategi-pariwisata-hadapi-era-industri-40>
- Hajar, S. (2019). GOVERNANCE OF TOURISM VILLAGE BASED ON LOCAL WISDOM: IN ISLAMIC PERSPECTIVE. *Journal of Islamic, Social, Economic and Development (JISED)*, 4(24), 38-43.
- Rahmayuni, S. (2017). Peranan Laporan Keuangan Dalam Menunjang Peningkatan Pendapatan Pada Ukm. *Sosial Humaniora Dan Pendidikan*, 1(1),

93-99.

- Widawati, I.A.P. (2020). kebutuhan Pelatihan Pengelolaan Keuangan bagi Homestay. In *Homestay Mozaik Pariwisata Berbasis Kerakyatan* (Vol. 1). bali: Pusat Penelitian dan Pengabdian Kepada Masyarakat Sekolah Tinggi Pariwisata Bali
- Widyaningsih, H. (2020). Pengembangan Pengelolaan Homestay Dalam Mendukung Desa Wisata Diro. *Khasanah Ilmu: Jurnal Pariwisata Dan Budaya*, 11, 9-15. <https://doi.org/10.31294/khi.v1i1.7822>