

## COMMUNITY PERSPECTIVE ANALYSIS OF SUSTAINABLE TOURISM VILLAGE DEVELOPMENT IN BATU JONG-JONG VILLAGE, LANGKAT DISTRICT, NORTH SUMATRA PROVINCE

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### Abstract

*Tourism is a concept developed by considering the social, economic and environmental influences of tourism activities on tourist destinations and neighborhood communities. The concept of sustainable tourism is an important standard set by the government to increase the quantity and quality of tourism. One of the government's efforts to maximize sustainable tourism is to provide encouragement and assistance to tourist villages. Batu Jong-Jong Tourism Village is a tourist village that has extraordinary natural resources. Batu Jong-Jong Village has been eyed as a potential that must be developed in the Langkat Destination Area. The community is seen as the main actor for implementing the concept of sustainable tourism. Therefore, this study aims to determine the community's perspective on the implementation of sustainable tourism villages development in Batu Jong- Jong Village, Langkat Regency, North Sumatra Province. This research is a quantitative descriptive research, with records series techniques thru questionnaires that have been tested for validity and reliability. The populace used is the people of Batu Jong-Jong Village, with a sample of 30 respondents (aged between 13-35 years). The results of the observe show that the influence of the community perspective variable is 22.3% significant enough to influence sustainable tourism villages development, on the other hand there are the rest 77.7% influenced by other variables outside of this research. The conclusion of this study is that the community perspective simultaneously has a positive and significant impact on sustainable tourism villages.*

**Keywords:** Sustainable Tourism, Tourism Village, Community Perspective

### Introduction

One of the tourist villages in Indonesia is Batu Jong-Jong Tourism Village. Batu Jong-Jong was designated as a tourist village in April 2022 which was inaugurated by kemenpar Dr. H. Sandiaga Salahuddin Uno, accompanied by the Langkat Regent Syah Affandin SH. Batu Jong-Jong has one tourist attraction which is themain attraction, namely the Batu Katak Ecotourism Area. This area is one of the destinations that offer nature, flora and fauna. This area is on the edge of the protected forest of Mount Leuser National Park which offers endemic animals and Rafflesia Arnoldii and Carrion Flowers / Amorphopalus. With the designation of Batu Jong-Jong Village as a touristvillage, it is hoped that in the future it will be able to utilize, develop and sell the potential of Batu Jong-Jong Village.

The Batu Katak Ecotourism Area is one of the potentials of Langkat Regency which is still hotly debated after the visit kemenpar. This area began to be known after the government, Non-Governmental Organizations (NGO) and the media helped both through training to improve the quality of tourism and efforts to promote tourism. Especially strengthening human resources related to tourism awareness and tourism management, various parties involved are trying to create superior tourism. One of the efforts provided is training in the management of sustainable-based tourism villages provided by the Tourism Office, TNGL, and NGO such as tourism consultant services.

Sustainable tourism is a tourism concept that is carried out by considering the social, economic and environmental impacts on tourist destinations as well as for the purposes of the surrounding community. The concept of sustainability is essentially aimed at seeking equitable improvement among generations in the present and in the future (Kurniati R., 2012). This equity means a balance between the resources owned by the process of production or consumption of the tourism resources themselves. (Sutamihardha, 2014), in the concept of sustainable tourism, policy collisions that may occur among the need to explore resources to fight poverty and the need to prevent resource exploitation need to be avoided and be balanced. This makes the parties involved in tourism implement the concept of sustainable tourism, especially in tourist villages.

A tourism village can be defined as a village area that has tourism and is used as a tourist destination by highlighting natural, social and cultural elements belonging to the local community (Kemenparekraf). Tourism villages are developed and managed by the community with due regard to aspects of environmental and cultural preservation. Communities are expected to be able to carry out important tasks as managers. Therefore, public awareness needs to be updated according to the concept of sustainable tourism. The community needs to have a good perspective on sustainable tourism in the Batu Jong-Jong Tourism Village.

Perspective is a point of view or way of looking at a problem or a particular aspect. Seeing the community's perspective means as a point of view that comes from the experience of the community and the ability of the community to distinguish or compare something that is happening now, in the past and in the future. (Plato, People's Perspective, 374). Community perspectives can help decision-making, in the field of tourism, for example, such as community perspectives shape actions or provisions that are implemented to support sustainable tourism. A good community perspective on sustainable tourism will facilitate the implementation of sustainable tourism itself. If the community's perspective seems negative, then implementing sustainable tourism will be difficult to implement.

This study aims to find out how community's perspective on sustainable tourism villages in Batu Jong-Jong Village.

### **Literature Review Sustainable Tourism Concept**

Sustainable tourism is motivated by the development of tourism around the world and its implementation is increasing rapidly after the WTO (World Trade Organization) proposed it to the United Nations (UN). Along with the development of tourism, there are 3 keys that are the direction of sustainable tourism, namely social justice, economic efficiency and environmental preservation (Weaver, 2001). The main goal of sustainable tourism development is to make sure that the natural, social, and cultural resources used for tourism development now may continue to be enjoyed in the future. Sustainable Development that can support tourism is development that is technically and socially feasible for the community, as well as commercially and ecologically feasible. This means that Sustainable Tourism is an organized, integrated effort to increase the quality of life through sustainable management of the availability, development, use and maintenance of natural resources.

An effective governance system that involves active and balanced engagement from the government, the individual, and the community at large has the potential to accomplish this. accordingly sustainable tourism isn't most effective associated with environmental troubles, however also problem. The principles of sustainable tourism such as:

1. Preservation of Natural Resources
2. Sustainable Economic Development
3. Sustainable Destination Management
4. Involvement of government, stakeholders and society
5. Develop local economy
6. Maintain local culture and heritage
7. Pay attention to the interests of the local community
8. Monitoring and evaluation
9. Training and promotions

### **Sustainable Tourism Village Development**

Tourism village is a village development concept that has tourism potential by optimizing local wisdom and existing natural resources. The tourist village is designed to attract tourists with the appearance of the cultural, historical and natural wealth of the village. The purpose of developing a tourist village is to improve the local community's economy and preserve local wisdom and the environment. The tourist village is not just a tourist destination but also a center of economic activity that involves the local community in the management and marketing of the tourism village. Tourism villages require the active decision-making and management of tourism resources in order to create a balance between the sustainability of tourism and the welfare of the local community (Kurniati R., 2011).

Tourism villages continue to strive to maintain the sustainability of their resources. So that the concept of sustainable development is needed in the management of tourist villages. There are 4 indicators of sustainable tourism village development, namely:

1. Environmental conservation efforts to reduce negative impacts on the environment

2. Preservation of local wisdom
3. Involve local community participation
4. Tourism villages improve people's welfare through tourism development.

### **Community Perspectives on Sustainable Tourism Villages**

The community perspective can assist in the process of developing sustainable tourism because the local community will become part of the management and utilization of tourism potential. By involving the community in tourism development, the tourism potential can be utilized in a sustainable manner and have a positive impact on the welfare of the local community.

In this case anthropology can assist in the tourism development process. Anthropology involves the perspective and way of life of local people. Thus enabling the creation of tourism that is more sustainable and can have a greater impact on local communities (Putova, 2018) (Ba).

### **Research Methodology**

Research method is quantitative research, namely a learning method that uses numbers as a tool to examine information about what we want to know. (Aprilia, Sunarti, and Pangestuti 2017). The quantitative research method is research that is rich in the nuances of using numbers and field data collection methodologies (Sustainable 2022). This study consisted of three tasks, namely sample identification, data processing, and field surveys by distributing questionnaires to visitors.

The subjects in this study were the Batu Jong-Jong Tourism Village community with 30 respondents. Visitors were given a questionnaire as part of the study's data collection method, which involves processing a computer program called SPSS (Statistical Product and Service Solutions) used for statistical analysis.

#### **a. Population**

Population can be interpreted as a group of individuals consisting of a certain characteristic group (Ratna Sari Sinaga 2015) based totally on the definition of populace above, the populace on this observe is the local community in Batu Jong- Jong Tourism Village.

#### **b. Sample**

The sample is part of the population which is the source of data in research, which are part's of number of characteristics possessed by the population (Sugiyono, 2017:81). The sampling method was incidental sampling which took respondents from the local community of Batu Jong- Jong Tourism Village. In this study the authors took a sample of 30 local people from the Batu Jong-Jong Tourism Village.

#### **c. Hypothesis test**

The F test is typically used in a study to see whether the independent factors have an impact on the dependent variable at the same time. if the likelihood (sig) is less than 0.05. This descriptive the strong impact of the independent variable on the dependent variable. If the independent variable may affect the dependent variable with  $F_{count} > F_{table}$ , the effects can be seen based on the values of  $F_{count}$  and  $F_{table}$ . A t test can be used to determine whether the independent



variable has a partial impact on the dependent variable. Additionally, the independent variable has no partial Impact on the dependent variable if  $H_0$  is accepted while  $H_a$  is rejected. When  $H_a$  is approved but  $H_0$  is refused, the independent

a. According to Ghozali (2018), the t (parisal) test are used to determine the effect of each independent variable on the dependent variable.

b. The F (simultaneous) test is employed to observe the simultaneous impact of the independent variables on the dependent variable. The independent variable simultaneously has a substantial impact on the dependent variable if the value produced from the  $F_{count} > F_{table}$  value with a significant level for the two-way test is 0.05.

**d. Coefficient of Determination ( $R^2$ )**

With a value between zero and one, the coefficient of determination can be expressed as a percentage. If  $R^2$ , it suggests that only a relatively small number of independent factors can adequately explain the dependent variable. Nearly all the information required to predict the dependent variable is contained in values for the independent variables that are close to one number (Ghozali 2013, in Ulufanuri, 2019).

The following are operational variables from community perspective research on sustainable tourism villages in Jong-Jong Village, Langkat Regency, North Sumatra Province.

Table 1.1 Operational research variables

No	Variable	Dimensions	Definition	Indicator	Statement	No. Statement
1.	Community Perspective (x)	Community perspective	Put forward that the perspective of society can be seen as a system of signs or symbols used by the community in interpreting the meaning of the world around it.	Community perspectives regarding the sustainable use of tourism villages.	Tourism villages are considered as a way to maintain and promote local culture and traditions.	1
					Tourism villages are seen as places to introduce local products to tourists.	2
			The tourism perspective is a point of view that can be seen from humans, physical objects, services,		Tourism villages are considered as a way to develop new expertise and skills for local people.	3

			organizations, ideas, places and activities in the field of tourism (Eka, 2021).	Cooperation related to sustainable tourism.	Tourism villages are seen as an opportunity to develop cooperation between the local community and other parties such as investors or the government.	4
				Village as a means of promotion.	Tourism villages are seen as a means to increase the recognition and attractiveness of the region to	5
2.	Sustainable tourism village (Y)	Sustainable tourism.	UNWTO (1992) developed the views and principles of sustainable tourism and promoted implementation of the concept worldwide by definition as tourism that meets the needs of tourists and the tourism industry, while protecting and enhancing opportunities for local people, respecting cultural heritage and the environment,	Knowledge related to sustainable tourism.	The community already knows the concept of sustainable tourism in the Batu Jong-Jong Tourism Village.	7
					Sustainable tourism in the Batu Jong-Jong Tourism Village is very beneficial in maintaining environmental sustainability and local culture.	8
				Implementation of the application of	The community has given maximum effort to maintain the tourist attraction	9

			and generating economic benefits. Balanced	sustainable tourism		
					in Batu Jong-Jong Village.	
					Active community with high awareness, to participate when there is training or programs from the government or non-government.	10
					The community seeks to maintain a balance in the use of resources such as Natural, Cultural and socio-economic in the tourism value chain for the sake of the sustainability of Batu Jong-Jong Tourism Village	11
					The community is able to carry out the actions needed to improve the implementation and quality of sustainable tourism in the Batu Jong-	12

					Jong Tourism Village.	
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Source: Data processed by the author

### Results and Discussion

Batu Jong-Jong Tourism Village is located in Kecamatan Bahorok, Kabupaten Langkat, Sumatera Utara. The village with an area of around 20 km<sup>2</sup> was inaugurated as a tourism village in April 2022 by the Minister of Kemenpar and the Regent of Langkat. This village is in area III of the Gunung Leuser National Park (TNGL) and borders Aceh. The type of lowland area under TNGL makes the local community earn as much as 88% of their income from agriculture. This village consists of 4 hamlets, one of which is Batu Katak hamlet which is an ecotourism area. It is this area that makes Batu Jong-Jong Village a tourist village.

The people living in this Ecotourism Area are the core managers of the tourism chain in Batu Jong-Jong Village. The main manager of tourism in this area is the tourism agency. Even so, almost 90% of local people are tourism industry players in Batu Jong-Jong Village. Communities generally act as tour guides, food and beverage providers, lodging/homestay providers and souvenir makers. Community involvement is expected to be able to contribute to implementing tourism in a sustainable manner, bearing in mind that this tourism concept is ecotourism.



Figure 1.1 Batu Jong-Jong Tourism Village (Bekail river)

Source: Data by author



## Characteristics of Respondents

Jenis kelamin

35 jawaban

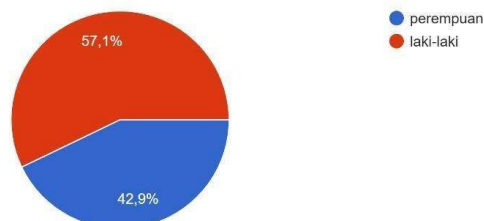


Figure 1.2 characteristics of respondents based on age source: Data processed by the author (2023)

Pendidikan Terakhir

34 jawaban

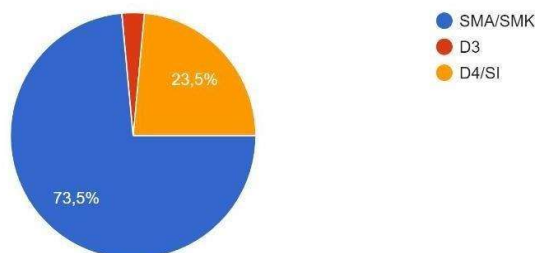


Figure 1.3 characteristics of respondents based totally on last education source: Data processed by the author (2023)

usia

35 jawaban

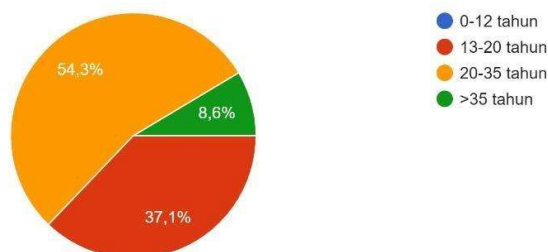


Figure 1.4: Characteristics of respondents by age Source: Data processed by the author (2023)

Based on the diagram above, the population that filled out the questionnaire was 35 respondents. However, the sample for this study was 30 respondents.

Table 3.1: TableOutput Reliability Statistics  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.873	12

Source: Data processed by the author

Based on table 3.1, it has been see from the SPSS calculation that the Cronbach's Alpha value is 0.873. Because the value is  $0.873 \geq 0.70$ , the sustainable tourism village instrument (Y) is reliable with good instrument data results or in other words, reliable (trustworthy) questionnaire results.

Table 3.2 TableOutput Validity  
**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	44.69	26,293	.633	.863
X2	44.76	26,047	.542	.865
X3	44.72	25,993	.727	.859
X4	44.86	25,552	.559	.864
X5	44.76	25,761	.684	.859
X6	44.86	25,552	.559	.864
X7	45.10	23,453	.609	.861
X8	44.90	26025	.375	.876
X9	45.31	22,650	.619	.863
X10	45.10	24,453	.551	.865
X11	44.86	25,980	.549	.865
X12	45.07	23,852	.651	.857

Source: Data processed by the author (2023)

Based on table 3.2, it can be seen that the SPSS calculation of the Corrected Item Total Correlation value is greater than 0.3610. Because all values of Corrected Item Total Correlation  $\geq 0.3610$  where instrument (X) is dependable. The result was outcomes of the instrument data are true or in other words the statements in the questionnaire may be trusted.

Table 3.3 Output of Simple Linear Regression Analysis Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	2,900	3,522		.823	.457
Perspective	.250	.839	.147	.298	.780

a. Dependent Variable: Continuous concept

Source: Data processed by the author (2023)

Simple Linear Regression Equation Formula:

$$Y = a + bx.$$

To find out the value of the regression coefficient can be seen from the Coefficient table above:

a = Constant number of Unstandardized Coefficients. b = Regression coefficient number

In this case the value of a is 2,900. This number is a number which means that if there is no Community Perspective (X) then the value of Sustainable Tourism Village (Y) is 2,900.

The b value is 0.250. Based on this figure it can be seen that for every 1% addition to the Community Perspective level (x), the Sustainable Tourism Village (y) will increase by 0.250.

Value from regression coefficient are positive (+), it can be said that the Community Perspective (x) has a positive effect on Sustainable Tourism Village (y).

Then the regression equation is:

$$Y = 2.900 + 0.250$$

Table 3.4 ANOVA Outputs  
ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.002	1	.002089	.780	b
residual	.112	4	.028		
Total	.115	5			

- a. Dependent Variable: Continuous concept  
b. Predictors: (Constant), Perspective

Source: Data processed by the author (2023)

The rule of hypothesis testing is if the value of  $Sig \leq \alpha$  then  $H_0$  is rejected, and if  $Sig \geq \alpha$ , then  $H_0$  is accepted. Based on table 3.4, the Sig value is 0.780, this value is compared to  $\alpha$  (0.05).

### Hypothesis Analysis

- a. X against Y where the sig value of x is 0.780 which is greater than 0.05. So it can be concluded that the Community Perspective has no significant effect on the development of Sustainable Tourism Villages.

Table 3.5 Output Model Summary

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.147a	.022	.223	.16771

- a. Predictors: (Constant), Perspective  
Source: Data processed by the author (2023)

Based on table 3.5, it can be seen that the Coefficient of Determination ( $R^2$ ) is 0.223, meaning that the influence of the Community Perspective variable on Sustainable Tourism Village is 22.3%, while the remaining 77.7% is influenced by other variables outside this study.

### Conclusions

The research conducted by the researcher aims to determine whether there is influence from a community perspective on the development of a sustainable tourism village in Batu Jong-Jong Village which has been discussed in the introduction and data processing results. Based on data analysis and discussion of research results, the authors can conclude as follows:

1. The results of the simple linear regression analysis produce a regression equation  $Y = 2,900 + 0,250$
2. X against Y where the sig value of x is 0.780 which is greater than 0.05. So it can be concluded that the Community Perspective has no significant effect on the development of Sustainable Tourism Villages.
3. Based on the Model Summary table, it can be seen that the Coefficient of Determination ( $R^2$ ) is 0.223, meaning that the influence of the Community Perspective variable on Sustainable Tourism Village is 22.3%, while the remaining 77.7% is influenced by other variables outside of this study.

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