

DEVELOPMENT OF ONE-DAY TRIP TOUR PACKAGE IN LINGGA CULTURE VILLAGE KARO DISTRICT

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Abstract

This research was conducted in Lingga Cultural Village, Karo District, North Sumatra. The Lingga Cultural Village is an object with a unique Karo culture. The purpose of this study is to find out the itinerary and package prices. Even though the Lingga Cultural Village is very unique and has positive potential to be sold as a tour package because the existing tourist attractions in the Lingga Cultural Village have never been formed into a one-day trip tour package and the people of the Lingga Cultural Village are still not aware of tourism, tourism has great opportunities for new jobs and increases the benefits of society. The method used is a qualitative method. Data collection techniques included direct observation to see the conditions and attractions in the Lingga Culture Village and interviews with village managers to collect data so that it could be made into an itinerary and used to determine tour package prices. Documentation is done to strengthen research results and get an overview from the subject's point of view through a written medium and other documents. The conclusion of this study is that the Lingga Culture Village one-day trip itinerary is an itinerary in tabular form that can be made with a duration of about 9 hours, or a one-day trip. The calculation of the one-day tour package for Lingga Culture Village is based on two types of costs: fixed costs and variable costs. The selling price for tour packages that can be offered is Rp. 270,000 for a minimum of 15 pax with the start point of Grand City Hall Medan and with the target market of foreign tourists.

Keywords: Creation, Tour Package, Trip.

Introduction

Cultural tourism is a tourism activity that utilizes culture as a tourist attraction. Cultural tourism is only found in certain areas and cannot be found in other areas. The advantages of cultural tourism are that it has its own uniqueness and characteristics in each region. Cultural tourism is useful for preserving native culture so that it does not become extinct and can be introduced to all regions so that this culture becomes famous. In addition, cultural tourism can also be profitable for an area and create community employment. To introduce cultural tourism in a village, it is necessary to arrange tour packages so that tourists can visit them with unique, valuable, and more economical activities. Cultural tourism is like a double-edged knife in its utilization of cultural heritage as a tourist attraction object. On the one hand, tourism can preserve the cultural heritage, while on the other, tourism activities will damage or have a negative impact on the cultural heritage because these objects will be consumed by tourists (Burn and Holden, 1995:19). According to the tourism typology based on objects, cultural tourism is a type of tourism

caused by the attractiveness of art and culture in an area or place, such as ancestral heritage, ancient objects, and so on.

Ranjabar (2006:13), suggests the elements of culture or cultural universals can be detailed as follows: "Equipment and equipment for human life (clothing, housing, household appliances, weapons, means of transportation, means of production, and so on); Livelihoods and economic systems (agriculture, animal husbandry, production systems, distribution systems, and so on), social systems (kinship systems, organizations, politics, marriage systems, etc.), language (oral or written), arts (sound arts, movement arts, and so on), knowledge systems (religious ceremonies): Based on the elements of cultural tourism listed above, it can be arranged into a one-day tour package by utilizing culture as a tourist attraction to attract tourists to visit it. The preparation of a tour package is the process of making a tour product, starting from the type of tour package, schedule, itinerary, and accommodations to calculating the package price. In order for travel to be comfortable, safe, and able to be sold, it is packaged into a tour package where the price includes travel costs, hotels, or other facilities that provide convenience for the buyer (Suwantoro, 1997:15). In general, a tour package is a tourism product, which is a travel composition that is arranged and sold in order to provide convenience and practicality in traveling. Tour packages are made based on the type of tour tourists want. One type of cultural tourism that can be packaged into a tour package is the Lingga Cultural Tourism Village in Karo Regency. The Lingga Cultural Village has great potential for local residents to greatly benefit from selling tourism activities based on the uniqueness that exists in this village.

The tourist attractions of the Lingga Cultural Village that can be sold include the Karo Siwaluh Jabu Traditional House, a studio, which is a place used by a group of people to carry out activities, the Cultural Village Museum, and Uruk. Tourists can see firsthand the life of the Karo people in the Karo traditional house, which consists of 6–8 families. The Karo Traditional House section also has reliefs that have meanings and functions that add to the knowledge of tourists. In addition to the traditional house, there is also a studio in the Lingga Culture Village, which is used as a means to carry out artistic activities including dance, music, theater, and Karo traditional martial arts called Ndikkar. After visiting the attractions above, tourists can also learn about and see the history of Karo at the Cultural Village Museum, which is located approximately 500 m from the Karo Traditional House. Apart from the cultural tourism attractions listed above, in the Lingga Cultural Village there is also a place on a hill called Uruk. Uruk is located about 10 minutes from Lingga Cultural Village. There, tourists can enjoy the cool air while seeing the beauty of Berastagi from above Uruk. There are also the tombs of kings who once ruled in the Lingga Cultural Village area more than a century ago. In addition, tourists can also try using the Lembu train. Residents around the Lingga Culture Village often use ox carts or carts driven by oxen as transportation to their fields. Tourists can also try to use the cart. Even though the Lingga Cultural Village is very unique and has positive potential to be sold as a tour package, the tourist attractions mentioned above have never been formed into a one-day tour package. As for the formulation of the problem, namely the one-day trip itinerary and the calculation of the price of a one-day trip tour package in the Lingga cultural village.

Literature Review

According to Bojamic and Calantone in Oppewal and Rewtrakunphaibon (2004: 183), a tour package is a combination of many components of a tourism product that combine with each other, consisting of transportation, lodging, tourist attractions, and food sold to tourists at a price. According to Yoeti (2001: 112), defining a tour package is a tour planned and organized by a travel agent or travel agency at its own risk and responsibility, which includes the length of time to travel, places to be visited, accommodations, transportation, food, and drinks that have been determined by the travel agency and the amount has been determined. According to Desky (2003: 23), tour packages are a combination of several tourism products, at least two of which are known to form a single price unit that cannot be separated from one another. Based on the above understanding, the authors can conclude that tour packages are travel products designed to make it easier for tourists to travel and find out the prices and costs that must be incurred to travel.

1. Tour Package Components

According to Yoeti 2013: 208), the tour package component is part of the whole in the tour package product, including:

a. *Transfer in and Transfer Out*

Transfer in is the process of picking up tourists from their place of arrival and transporting them through the airport, port, or train station to the hotel to check in at the hotel specified in the tour package. Meanwhile, *transfer out* is the process of delivering tourists from the hotel to the airport, port, or train station to return to their place of origin or to continue their journey to another place.

b. Accommodation Facilities

Accommodation facilities are needed if the tour is held within more than 24 hours and it is planned to use certain accommodation facilities as a place to stay.

c. Ways of getting around

Means of transportation are tools that can be used by tourists to reach tourist destinations and also a means of movement at tourist destinations.

d. Food and Beverage Facilities

Provision of food and drinks for all tourists during the tour program.

e. Tourist Object and Attractions

Tourist objects and attractions are tourist destinations and activities to see and visit tourist attractions while traveling.

f. Entertainment Facilities

Entertainment facilities are part of tourist attractions that can involve the public in showing performances to tourists.

g. Souvenir Shops

Provision of typical goods in an area in the form of souvenirs as a memento for tourists.

h. Guide

The person who guides tourists during the tour and provides information about everything that tourists see and visit.

After determining the tourism components, the preparation of tour packages needs to pay attention to the following points, (Desky, 1999:11):

1. Determine the flight schedule.
2. Determine the travel components for calculating tour packages.
3. Arrange travel schedules and travel routes. The sequence of events must be systematic, with the location of the tourist attraction, local conditions, and the visiting hours provided.
4. Calculating the travel component rates to get the selling price of the tour package
5. Offer brochures are prepared in clear and easy-to-understand language.
6. The price of the tour package offer is made on a separate sheet.
7. The tour packages offered must be in accordance with market demand.

Based on the above understanding, the author can conclude that to make a tour package, one must think carefully about the accuracy in calculating prices and hours. So in addition to the company benefits, consumers also feel pleasure and satisfaction. There are various types of tour packages offered to tourists. According to Suyitno (2001: 11), in terms of its preparation, tour packages can be divided into two types, including:

1. *Ready Made Tour*, namely tour packages arranged without waiting request from candidates tour participants And arranged by *tours* operator.
2. *Tailored Made Tour*, which is a tour package that is arranged after the existence request from candidate participant tour Which arranged after exists request from from potential tour participants.

Meanwhile, according to Rodger (2010: 36), tour packages can be divided into a number of types. Type of package for the tour, among others:

1. *Pleasure tourism*, that is, package tours arranged for an objective fill-in holiday, is used to relieve everyday fatigue.
2. *Recreation tourism* is a package tour that is organized for the purpose of using a vacation to recover from physical or mental exhaustion.
3. *Cultural tourism*, namely tour packages organized for the purpose of learning about customs, lifestyles, and art as culture,
4. *Adventure tourism* is a package tour that allows you to practice courage and dexterity while taking risks that may endanger your life and being guided by an expert.
5. *Sport tourism*, that is, package tours that aim for activity,
6. *Business tourism*, namely tour packages aimed at business or
7. *Convention tourism*, namely tour packages that aim to attend program meetings, exhibitions, seminars, conferences, and other programs interspersed with tourist activities.

Itinerary

According to Kodyat and Ramaini (1992:73), give an understanding of *tours itinerary*, namely a list and schedule of tour events with complete data regarding day, date, time, tourist attractions (objects), hotel where to stay, place of departure, the place arrived, the events presented so describe the implementation schedule as well as the entire tour program from early arrival to early departure.

According to Robert in Suyitno (2001:15), program tour consists of a list and schedule of events of tourist activities with data that is complete about day, O'clock, places (object tours), hotels place of stay, place of departure, place of arrival, and events that will happen, so in the whole it will describe the implementation schedule as well as the times of the entire tour event (from early arrival to late arrival).

According to Suyitno (2001:14), a travel program is a document that can be worn to illustrate maintenance during a tour. A program tour is also known as a product shadow because it provides a shadow or image of a tour.

According to Suyitno (2001:35), *the itinerary* is made in three forms, namely, *essay styles*, *tabulated styles*, and *graphic styles*. Following explanation:

a. *Essay Style* (Itineraries in form description)

Essays styles is *itinerary* Which written in paragraph in the form of a description which includes tourism events as a whole complete with the date of implementation of the activity journey the. *itinerary* Which shaped description usually written in form paragraph And with which language interesting.

b. *Tabulated Styles* (Itineraries shaped table)

The itinerary is presented in the form of a table in which there are the columns contain date, activity, description, place, and time. Following is a format table *itinerary*.

c. *Graphic Styles* (Itineraries shaped chart)

itinerary made in form chart, Which inside it there is symbol in accordance with order activity Which will held.

Calculation Price Package Tour

According to Suyitno (2001:36), define that cost tour is all possible output rated with money for manage tour. As factor shaper price tour, cost tour must in a manner maximum reflect all internal expenses tourism management.

$$TP = TC + SC$$

Research Methodology

The research method used by the author in this study is qualitative. According to Saryono (2010:49), qualitative research is research that is used to investigate, find, describe, and describe qualities or features of social influence that cannot be explained, measured, or depicted through a quantitative approach. The method of collecting data is by:

1. Observation

According to Nawawi and Martini (1992:74), observation is observation and systematic recording of the elements that appear in something symptom or symptoms in object study. Based on from the explanation above, it can be concluded that observation is an activity observation and recording which done by researcher for perfect study so that reach results which maximum. This research was conducted by direct observation without any intermediary in the Lingga Cultural Village. With observation researchers can see directly tourist attractions

and attractions which is on Lingga Cultural Village for compile package tour *one day trip* in Lingga Cultural Village.

2. Interview

According to Estherberg in Sugiyono (2015:72), interview is "meeting which done by two person for exchange information even an idea by way of question and answer, so that it can be pursued be a conclusion or deep meaning certain topic". The interview technique used in this research is interview structured because researcher use guidelines interview which arranged systematically and completely to collect data searching for. In this study the authors conducted interviews with 2 managers in the Lingga Cultural Village.

3. Documentation

According to Sugiyono (2013:240), document is "notes incident that has passed. Documents can be in the form of writing, pictures, or works monumental from". Document which shaped writing for example diaries, life histories, biographies, regulations, policies. Documents in the form of images such as photographs, motion pictures, sketches and etc. Documents in the form of works are works of art, which can be form picture, statue, film and etc. Studies document is complementary from use method observation and interview in study qualitative.

In this study writer use technique analysis data qualitative. According to Bogdan in Sugiyono (2018: 334), states that data analysis in qualitative research is the process of searching and systematically compiling data obtained from interviews, field notes, and other materials so that easier to understand, and its findings can informed to person other.

Results and Discussion

This study held In Lingga Cultural Village which located in Simpang empat District, Karo Regency, North Sumatera Province. Lingga Cultural Village is the oldest village in Karo Regency which until now still has traditional karo houses that are older of 250 years. The distance between Lingga Cultural Village and Berastagi is about 15 km. Lingga Cultural Village can taken with vehicle general nor bus tourist with level accessibility which good, from Medan going to Linga Culture Village needs time 2 O'clock 30 minutes. Lingga Cultural Village has a high potential to be a destination tourism because it has a unique history and culture. Apart from the Karo traditional house in Lingga Cultural Village there is studio art, geriten, uruk and museum. Around the Lingga Cultural Village, lodging and houses are available eat which still limited.

Lingga Cultural Village can made objective tour because own uniqueness and has some legacy that can be added knowledge about culture and history custom karo. As for attractions that tour there is in Linga Culture Village include:

a. House custom Karo

The karo traditional house is known as the Siwaluh Jabu House which means there are 8 families in one house. The traditional karo house was built in mutual cooperation with the village community without using nails only connect the wood but can still stand up to it at this moment. House custom Batak Karo sized 17 x 12 m² and height 12 m² building this symmetrical on second shaft, so that door enter on both sides equally. The height of the door is approximately 1.5 m in this case

make people who go inside have to bow their heads and window size his more small. In the house custom karo only there are 4 kitchens. Each jabu / family is divided into two so formed jabu-jabu delicious bena wood, delicious end wood, delicious lepar bena wood, and jabu delicious lepar end wood. The traditional karo house has many carvings on the walls and have meanings on each carving.



Picture 1. House custom Karo

Source: Documentation Researcher, 2023

b. Studio Art

The art gallery in Lingga Culture Village is a place or facility which used for activity art like show dance martial arts, and the art of music by playing the karo instrument. Activity art in Lingga Cultural Village done one time in a week for practice ability member art which do it.



Picture 2. Studio Art Lingga Cultural Village

Source: Documentation Researcher, 2023

c. Geriten

Geriten is a small building built similar to traditional karo house with a small size. Geriten is used as a special house made for a place to store bones or deceased human skeleton. Besides working for keep the remains of the owner's deceased relatives, part lower Geriten This is place Sit down or place gather for some residents, especially youth.



Picture 3. Geriten of Teuku Sekh

Source: Documentation Researcher , 2023

d. Museum

Museum Lingga Cultural Village is legacy from General GH Mantuk. Since he died the museum was handed over to one of the people in the Lingga Cultural Village and manage it become a tourist attraction. The museum is open from 08:00 until 17:00. Inside the museum there are relics of the king such as traditional Karo objects, namely capah (large wooden plate for a family), sticks/sticks, musical instruments and traditional clothing karo.



Picture 4. Museum Karolingga

Source: Documentation Researcher, 2023

e. Uruk

Uruk is a high place 1 km from the Traditional House Karo Lingga Cultural Village. Diuruk there is 3 monument which is eat king kingdom Lingga. Besides that, buried phallus also there is a the cafe own view which very beautiful.



Picture 5. Uruk Phallus

Source: Documentation Researcher, 2023

Itinerary One day Trip In Lingga Culture Village

The first step is to arrange a *one day trip tour package* in the Lingga Cultural Village with make *Distribution Of time (DOT)* And *Check List* about tourist attractions in the Lingga Cultural Village. Researchers have do journey with fill in DOT from track general which used for make package tour *one day trip* in Lingga Cultural Village. After fill in DOT and *check list* so researcher can make *itinerary* to Lingga Cultural Village and can make package tour *one day trip*.

In accordance with the interviews conducted with the manager of the Lingga Cultural Village that the Lingga Village own tourist attraction based a very unique culture like the Karo traditional house which has carvings on the walls and every such carving have meaning and function each. Besides that there is the karo traditional house, geriten, studio and uruk. Compared to with object tour other which there is in Regency Karo in the Lingga Cultural Village traveler can see in a manner direct how is life in the Traditional House Karo siwaluh jabu which has 8 families in the one house and see activity karo culture. This is in accordance with what was conveyed by one of the Pokdarwis members that:

"Lingga Cultural Village very potentially for for sale especially on foreign tourists and teenagers because object tour Lingga Cultural Village this own uniqueness which typical compared to objects tour other".

Maintenance means and infrastructure in Lingga Cultural Village by public local, however manager Lingga Cultural Village very expect help from government Regency Karo for look after and expand traditional karo house so as not to become extinct. According to what the informant said:

"The Lingga Culture Village is managed well assisted by the local community, but we really hope for help government. Lingga Cultural Village also own organization coral cadets which also participate for maintain this legacy historic".

Access going to Lingga Cultural Village already good enough and can reached by public transportation, private and bus. The entrance fee per person is IDR 5,000 for domestic tourists and IDR 10,000 for foreign tourists.

In Lingga Cultural Village do not have accommodation yet like Hotel, however there is hotels 5 km from the Lingga Cultural Village, precisely at Kabanjahe and Berastagi. But if there is traveler which want to stay more from one day, there is lodging inside the Karo Traditional House for tourists can know and know how's life daily public Karo with facility traditional. As with places to eat, there are no restaurants yet, but residents can provide them when they need food or drink.

One Day Trip Itinerary at Lingga Cultural Village in Karo Regency

Based on results study and observation direct by researcher in Lingga Cultural Village can arranged become itinerary package tour *one day trip* which started from Medan. referring on theory Yoeti (2013:206), component package tour in Lingga Cultural Village not yet entirely available in accordance reference theory which use component accommodation, while package tour *one day trip* Lingga Cultural Village no use component accommodation because journey done not enough from 24 O'clock. As for component package tour *one day trip* in package tour *one day trip* Lingga Cultural Village on this study are as follows:

1. Transfer in And Transfer Out

Process *Transfer in* traveler picked up in Medan grand City Hall and delivery tourists in Medan.

2. Means Transportation

Transportation which used is bus Hiace 15 pax.

3. Means food and drink

Means food And Drink Which used on study This is House Eat typical karo in

Lingga Cultural Village.

4. Object And *Attractions* Tour

Attractions in the Lingga Cultural Village include the Karo Traditional House Sibelang come on and House custom Karo gerga, Geriten teuku shek, Mortar, Studio Art, museum Linga and Uruk Phallus.

5. Means *entertainment*

Entertainment facilities that involve the community, namely the 5 series dance, dance lift, Gundala and plays tool karo music.

6. *Guide*

Based on results study in Lingga Cultural Village there is 2 guide.

After compile component package tour so writer can made *a one day trip itinerary* in the Lingga Cultural Village. As for the type *the itinerary* used in this study is the form *itinerary* table because of the time and activities to be carried out be included clearly, briefly and easily understood but, a table-type *itinerary* no decipher activity with congested and no show locations such as narrative *itineraries* and charts. The following is the *itinerary table one day trip* Lingga Cultural Village:

Table 1. *itinerary One day Village Trips Linga Culture*

<i>Day/Date</i>	<i>Place/Time</i>	<i>Description</i>	<i>Remarks</i>
Day 1	Medan grand City Hall/08:00	Departing from Medan to Berastagi.	<i>On boards</i>
	10:00am-10:30am	Arriving at Berastagi, continue the journey to the Lingga Cultural Village	<i>On boards</i>
	10:30am-11:10am	Until in Lingga Cultural Village traveler welcome use Beka Buluh for men and Uis Nipes for girls, after that traveler can do <i>welcome dance</i> that is dance 5 series and dance lift which guided by the art of dance. After dancing together, traveler will see Ndikkar show performed by public local which already trained.	<i>Tours</i>
	11:10am-11:30am	Look and enter the house custom karo which guided by guide local. in the House custom karo traveler can see the way of life of the native karo people stay together in 1 House with amount 8 family. Traveller also can see the very kitchen unique.	<i>Tours</i>
	11:30am-11:55am	Visit Geriten Teuku seksh shrouded or wrapped in cloth shroud, and a place to lay skull in part on so hanged shroud.	<i>Tours</i>

<i>Day/Date</i>	<i>Place/Time</i>	<i>Description</i>	<i>Remarks</i>
	11:55am- 1:00pm	Lunch at Lingga Cultural Village with enjoy food typical karo namely Tasak telu	<i>Rest</i>
	1:00pm- 1:35pm	Visit Studio Art and see show art by Lingga Culture Village art group like thunder and see show tool music karo and traveler also can try play tool music karo in a manner direct like keteng-keteng, balobat and kulcapi with instruction from musicians to tourists can play it. aside from that can bought by traveler and souvenir others.	<i>Tours</i>
	1:35pm- 1:40pm	After that, tourists will leave going to museum phallus which the distance 1 km from studio art phallus.	<i>On boards</i>
	1:40pm- 2:00pm	Arrive at the phallus museum, tourists can see the relics of the king who there is in the museum besides that there is also equipment farming on era formerly which guided by owner museum.	<i>Tours</i>
	2:00pm- 2:10pm	After that, traveler leave towards uruk phallus for 10 minutes. The distance from the museum to Uruk is 1 km access road which uphill however Still can passed with vehicle	<i>On boards</i>
	2:10pm- 2:50pm	Until they are buried, tourists will be able to see the beauty of Berastagi and Kabanjahe from the top of a high hill with cool air in the afternoon. In addition, tourists can also see the 3 graves of the Linga kings from 1934-1948. After that, tourists can rest and enjoy the natural beauty on the hill, enjoying Karo's special food, namely cimpa. tourists can also see how to make the spleen directly and eat the spleen while it is still warm.	<i>Tour and rest</i>
	2:50pm- 3:20pm	When finished, tourists return to Berastagi	<i>On boards</i>
	3:20pm- 5:20pm	Until in Berastagi continue trip to Medan and journey finished.	<i>On boards</i>

Source: Processed Author, 2023

The trip will start at 08.00 from Medan Grand City Hall to Berastagi. The trip to Berastagi is approximately 2 hours. Arriving at Berastagi, will immediately go to the Lingga Cultural Village. Arrived at the Lingga Cultural Village at the welcoming dance. Male tourists will be dressed in bamboo reeds. Beka reed is a cloth for marking the karo custom. Meanwhile, female tourists are given uis nipes. After that, tourists and members of the dance arts perform the traditional karo 5 series dance and the tukat dance together.

After dancing, tourists are welcome to see and enter the Karo traditional house. Tourists who enter are limited because the Karo traditional house is very old, so to maintain it, it must be limited to a maximum of 5 people. After the tour at the Karo traditional house, tourists are invited to see Geriten. Geriten is one of the traditional buildings of the Karo tribe which is similar to the Karo traditional house, the shape is much smaller and has four sides. Geriten Tengku sek who has died on the upper part while the lower part is a seat or gathering place for some residents, especially young people. In the Lingga Cultural Village, there are 3 Geriten. After that, tourists will have lunch at a restaurant in the Lingga Culture Village, which is a typical Tasak Telu karo dish made from chicken and processed with traditional karo spices. After lunch visit art gallery. There tourists can see karo performances such as Gundala-Gundala, play karo musical instruments and tourists are taught to try these musical instruments. Musical instruments in the studio can also be purchased by interested tourists.

Next, tourists depart for the phallus museum which is located 5 minutes away from the art gallery using the Hiace Bus. There tourists can see relics of king Sibayak Lingga such as farming equipment, tools meals, karo traditional clothing, traditional weapons and many more. At 14:00 tourists leave for Uruk Lingga. Access to uruk phallus not too good and a little uphill. In uruk Lingga tourists can see 3 graves which were used as monuments to honor the King. Apart from that, the scenery at Uruk Lingga is also very beautiful, with the cool air, tourists can see the beauty of Berastagi and Kabanjahe from the top of the hill. There is also a place to rest, while enjoying Karo's special food, namely cimpa, where tourists can also see how to make cimpa and try it directly. After that, tourists will return to Berastagi and continue their journey to Medan. At 17:20 tourists arrive in Medan and the trip is over.

The duration of the *itinerary* is 9 hours 20 minutes, so it can be called *one day trip*. Compilation of the duration of *a one day trip itinerary* in the Lingga Cultural Village based on time and distance between tourist attractions is close enough then can be done in less than 24 hours . So that the preparation of the package *itinerary* this tour is made become *one day trip*.

After conducting observations and interviews with village managers Lingga culture, the author can conclude that the preparation of the package tour *one day trip* can done with count whole component which already made. For guard authenticity object tour, so not yet lots found equipment modern however facility and access to the Lingga Cultural Village is good and can be arranged into package tour *one day trip* .

In general, tourists will get satisfaction and pleasure if tourism components can be fulfilled in a tour package. Based on the results of interviews and direct

observation of researchers, it can be known tourists do not spend more than 1 day to tour the Lingga Cultural Village. Preparation package tour *one day trip* started from Medan with amount 15 person. referring on theory Suyitno 2001 about tour package calculations, *one day trip tour package calculations* Lingga Cultural Village already in accordance and can counted price sell (*selling price*) with maximum.

One day trip tour package is divided into two that is cost *fixed cost* that is cost borne by whole participant tour like transportation that is bus hiace Rp. 1,200,000, *Guides fees* Rp. 100.00, *Parking Fee* Rp. 15,000, *Driver tip* Rp. 100,000, *Donations* Rp. 300,000 awarded to *local guides* and performers in art and music performances, no fees expected Rp. 100,000. While *Variables cost* that is cost which borne per person for each tour participant such as *the entrance fee* at the Lingga Cultural Village IDR 10,000/person and museum Phallus Rp. 5000/person. Food and big drink Rp. 50,000/person with menu cook typical karo in Lingga Cultural Village. *Coffee break* at Uruk Lingga Rp. 15,000/person. *Souvenirs* will be given to tourists at a price of Rp. 8000/person.

Furthermore package tour *one day trip* Lingga Cultural Village counted with *surcharges/ benefits* Which taken that is as big 10% after calculated profit Rp. 22,928/pax and agent commission of 5%. Price is calculated using the *selling price formula* so that the results are equal to IDR 270,000/pax minimum 15 pax with *start point* grand City Hall Medan.

Conclusion

After the author finished doing research on the problems that researcher submit this as material writing task end in Lingga Cultural Village started from observation direct, interview and documentation, so author can conclude that:

- a. *Itinerary* tour *one day trip* Lingga Cultural Village is *itinerary* in tabular form, can be made with a duration of about 9 hours or *one day trip*.
- b. Calculation package tour *one day trip* Lingga Cultural Village is based on two costs, namely *fixed costs* and *variable costs*. Package selling price tours that can be offered are Rp. 270,000, - a minimum of 15 pax with *the start point* Grand City Hall Medan and with the target market of tourists abroad.

Suggestion

- a. It is expected for the Karo people who live in the Lingga Cultural Village so that still guard and maintain House custom Karo and Karo culture, so that Lingga village is still visited by tourists domestic nor abroad with culture typical public Karo.
- b. To the Karo district government to pay attention to the Lingga Cultural Village for progress and preservation so that it is better maintained due to age traditional houses that are very old must receive proper care maximum.
- c. *Itinerary* and tour packages that the author made to be promoted by government nor manager Lingga Cultural Village, Because not yet there was once a tour package specifically made for traveling in the Lingga Culture Village.

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