



Analysis of Community Participation in Sustainable Tourism Development in Simanindo Sub-District

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Abstract. The abundance of natural resources and the expansive beauty of nature make Simanindo a district with great potential for tourism development. This tourism potential was later developed by the Samosir Regency government and used as a sector capable of bringing foreign exchange to the country and society. Tourism development can begin from planning to management or utilization stages and evaluation of results. All these phases are inseparable from the roles and contributions of multiple parties, especially the communities surrounding the tourist destination. This shows that community involvement is an important issue for the success of future tourism development programs. The survey was conducted through a qualitative approach. This study explains and explains the symptoms and trends in the focus of the study. In the first focus, the research method was performed through the collection of key data, and in the second focus, the data was collected through observations, detailed interviews, and focus group discussions. The results of this literature review show that community involvement in tourism progress is influenced by internal and external factors that can affect the development of the tourism industry and the standard of living of local communities. The details of this literature study focus on the form of participation and influencing factors, support and hinder the process of community participation in tourism development.

Keywords: development, participation, Simanindo, sustainable, tourism

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1 Introduction

Tourism development is part of economic development. To boost the country's economic growth to create jobs for a wider community that can later increase people's income. Overall, it can ultimately improve the well-being of society. In this case, the goal achieved in tourism area development is to increase tourist visits to the area being developed and to satisfy tourists who visit it later [1]. Tourism development that can boost the economy of communities in a

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particular region. Presented are the readiness of each sector in both facilities and infrastructure compared to other sectors.

Tourism has been developed with the social, environmental and economic impacts of the community in mind [2]. Based on these principles, the development of tourist destinations is to provide tourism services without ignoring the interests of the local community. Sustainable tourism improves the standard of living of the community by minimizing the negative impact on the community [3]. To develop tourism in Indonesia, Wishnuta Max Bandio, Chairman of the Ministry of Tourism and Creative Economy / Ministry of Tourism and Creative Economy (KEMENPAREKRAF) would have made more progress if tourism was supported by the creative sector, or vice versa [4]. Currently tourism development creativity is focused on 10 priority tourist destinations, including 5 priority of tourist destinations: Mandarica, Lake Toba, Borobudur, Labuan Bajo and Rikupan [5].

The Lake Toba area is surrounded by seven districts that have the potential to develop sustainable tourism. One of them is the Samosir Regency in the middle of Lake Toba. Previous studies have shown that the Samosir Regency has many tourist objects that have the potential to develop further [6].

This study was conducted in the Simanind district of Samosir Regency. Shimanindo still has many tourist destinations that can be developed. Located on the shores of Lake Toba, the region has great potential for tourism development. With the creative industries, this area can grow for the better. To support the tourism development of Lake Toba, we need proper connectivity and infrastructure to promote and promote the increase of domestic and foreign tourists to Lake Toba. The Lake Toba Authority (BPODT) is building partnerships with local villages to support communities that are key beneficiaries of regional development [7].

The main goal of tourism development, including the active role of the community, is theoretically the more active role of the community in the tourism activities, thus strengthening the community, improving the community economy and increasing local income. That is. As the community's employment opportunities increase, so does the income of the people. Therefore, governments should endeavor to encourage community participation to overcome economic problems. To encourage community participation, governments provide facilities to meet needs, provide forums for community participation, and provide directions and directions for communities to know appropriate community participation and participation methods. is needed.

On the cultural interaction side, meetings may take place between two or more citizens from supporters of different cultural elements. The conference has resulted in mutual contact, influence and empowerment so that new cultures can be formed without ignoring the existence of business and political interactions. Starting with the understanding that the model used for tourism development is an open model, this means that the possibility of contact between

tourism activities and community activities in the tourism area is not ruled out. These contacts cannot be restricted by any violence, not to mention being supported by the presence of support agencies that enable the movement of the community. The most likely contact is between the surrounding community and the visitor or tourist. The surrounding community acts as a service provider to meet the needs of tourists. This contact, when passive, leads to an immediate refreshment of community behavior, way of life and culture.

2 Library Review

Tourism

According to Indonesian Law No. 10, 2009, Tourism respects religious, socio-cultural, sustainable and quality values and implements them in a systematic, systematic, integrated, sustainable and responsible manner Sera [8]. It is an integral part of national development. We provide the environment and national interests. Tourism Elements by Sally Spiran [9] Tourism has five important aspects. In other words, (1) attractions can be classified into local attractions and event attractions. A. Landmark is a permanent attraction in fixed location. In other words, it is a tourist attraction of tourist destinations such as zoos, keratins and a museums. The attraction is a temporary place of interest, but the place can be easily changed or relocated as follows: B. Festivals, exhibitions, or local art exhibitions. (2) Facility. Facilities are usually attractive where you need to be close to the market. While staying in a tourist area, tourists need sleep, food and drink, and therefore need very necessary accommodation. (3) Infrastructure. If the basic infrastructure is not available, you will not have easy access to attractions and facilities. This is an advantage for non-tourists, as infrastructure development in the area actually benefits both tourists and the people who live there. (4) Transportation. Tourist destinations need international advances in transportation and logistics to drive the distance and time of tourism. Land, air and sea shipping are important elements of tourism dynamism. (5) Hospitality. Tourists staying in unfamiliar environments need to be reassured about their safety responsibilities, especially for a foreign tourists who need an overview of the tourist destinations they visit.

Tourist

Tourism actors are about all parties involved in and play a role in tourism activities. According to Damanik tourism stakeholders are [10]: (1) Tourists. A traveler is a consumer or user of a product or service. Tourists has different motives and backgrounds (expectations, economy, culture, social characteristics, interests, etc.) when conducting tourism activities. The difference is that tourists are parties that generate demand for tourism services and products; (2) Tourism Industry / Service Companies. Tourism Industry / Service Companies are all companies that produce goods and services for tourism. They can be divided into two main groups; (a) direct actor, that is, a tourism company that provides or requires direct service to tourists. This category includes restaurants, café, travel agencies, entertainment venues, tourist offices, hotels

and more; (b) Indirect Actor is a company that specializes in products that indirectly support tourism, such as the craft business, book publishers, and guidebooks.

Participation

Sastrodipoetro (Ainur Rohman, 2009: 45) describes participation as a voluntary involvement with awareness and responsibility for the group's interests in achieving a common goal. Charlie (Ainur Rohman, 2009: 45) states that participation is the mental and emotional nature of an individual or group of people in a group situation that encourages the involvement of those who are willing to participate, depending on their self-help abilities. It states that it is a general accountability goal for performance efforts. Tjokroamidjojo (Ainur Rohman, 2009: 46) defines his own involvement as participation in a government-run process that determines direction, strategy, and development wisdom. Community participation in development requires participation prerequisites or elements [11].

Participation in Society

There are two types of definition of participation in society: (1) Definition of formal development planner in Indonesia. This type of participation defines human participation in development as people's support for a development plan or project designed and specified by the planner. According to this definition, the degree of people's low participation in this definition is also measured by the will of those who bear the costs in the form of energy and money in the implementation of national development projects; (2) By a generally accepted definition, people's participation in development is close cooperation between people in planning and planners, preserving, implementing, and further developing the achievements of development results. By this definition, people's low participation in development is measured not only by the willingness of those who bear the cost of development, but also by their inability to speak out about their direction and purpose. A project to be built on their territory. Another measure of people's high participation is the lack of people's willingness to independently store and further develop the results of their projects. According to Soetrisno (1995), community participation has several components: (1) There is a willingness of the community to play an independent role in an activity; (2) These activities are carried out by the community to achieve a common goal; (3) In order to achieve the objectives of these activities carried out systematically or carried out with a management system (planning, implementation, and evaluation) [12].

Participation is an emotional involvement and a mental in a group's situation that contributes to the group's goal and encourages them to share the responsibility for those goals. am. The basic idea is participation, contribution and responsibility. In addition, Isbandi (2007:27) stated that community participation involves identifying community problems, possibilities, and needs, making decisions about other replacement solutions to problems, the changes that transpire and

implementing efforts to overcome problems. It states that it involves community involvement in the evaluation process [13].

Tourism Concept

According to Tourism Law Number 10 of 2009, tourism is a variety of tourism activities supported by a variety of facilities and services by governments and local governments, municipalities and entrepreneurs [14]. According to Mc. Intosh and Goelder (Wardiyanto, 2011) tourism is a science or art business that can attract and attract visitors, including different accommodations [2].

Tourism Development

States that tourism development is all coordinated to attract tourists by providing all the infrastructure, goods and services, and facilities needed to meet the needs of tourists. It states that it is an activity and an effort. Tourism development can be interpreted as "an effort to complement or improve the facilities and services needed by the community." According to Sastrayuda (2010: 67) [15], the development plan includes: (1) Participatory plan. All elements related to the theoretical and practical planning and development of the tourist attraction area, including: (2) Possible approaches and functions, availability of cultural products that can support the sustainability of tourism area management. (3) The community empowerment approach is to provide the community with the opportunity to develop skills to achieve individual and group skills. (4) The regional approach, which is an element of interregional cooperation, is an important activity that can realize the potential as a part that needs to be systematically listened to and balanced. (5) An approach for optimizing opportunities by optimizing the opportunities available in the village. The development of cultural potential has not yet been mentioned or counted as an indicator of successful development.

Sustainable Tourism Development

Sustainable tourism is regional tourism development that takes into account the economic, sociocultural, environmental and accommodation needs of visitors and the communities in which they live [16]. Sustainable tourism is tourism development that improves quality of life and minimizes adverse effects on the local culture and environment [17]. Sustainable tourism aims to reduce the negative impact on the environment, economy, society and host culture [18] [19].

Sustainable tourism development by The WTO is defined as development that meets the demands of today's tourists while also safeguarding and encouraging opportunities for the foreseeable future . It leads to resource management that meets economic, social, and aesthetic needs while preserving cultural integrity, key ecological processes, biodiversity, and life support

systems. Tourism items that are sustainable work in harmony with the environment., community and culture, making them permanent beneficiaries rather than victims of tourism development. [20].

3 Research Methodology

This research method uses a qualitative and quantitative approach. In this study, the data analysis used was a descriptive qualitative analysis. Primary data from observations, questionnaires, interviews and documents. Secondary data was provided from relevant institutions, the Internet media, and literature through books supporting the subject of research. According to Nazir, the descriptive method is a study to find facts with the correct interpretation [21]. Data collection for this survey was conducted using survey methods: interviews, observations, questionnaires, and literature surveys. In this study, there are two types of data, primary and secondary, to collect the necessary data and information. Primary data is collected by interviewing respondents and information providers identified using a question list (questionnaire) and direct observation (observation) created according to the purpose of the survey, and completes the necessary primary data. Let me. Secondary data supports data for research activities that cover the overview of the Simanind area in the Simanindo area.

4 Results and Discussions

General Location of Research Area

Simanindo sub-district is one of the sub-districts in Samosir Regency. The area of this sub-district is 198.20 km² or 13.72% of the total area of Samosir Regency. The topography of Simanindo District is at an altitude of 1539 – 1630 meters above sea level (asl). Geographically, this sub-district is located at 2°32' - 2°45' North Latitude and 98°44' - 98°50' East Longitude, with the following regional boundaries (Figure 1): To the north: Pangururan and Ronggur Nihuta Districts, South side: Lake Toba, West: Onan Runggu, Palipi and Lake Toba Districts, East side: Lake Toba.

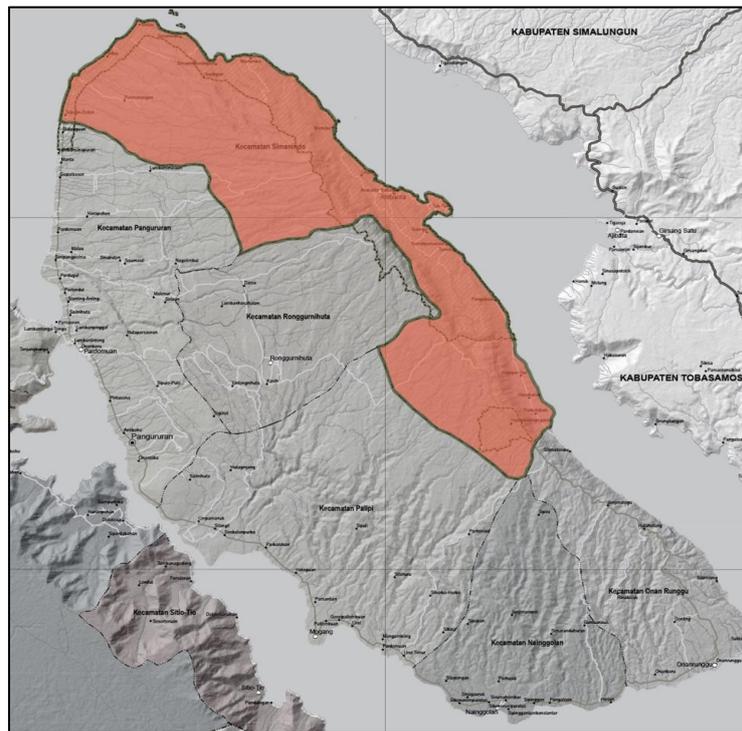


Figure 1. Simanindo District Map

This study analyzes the issue of community participation in tourism in Simanindo District, Samosir Regency. Community participation in tourism is very important because the presence of the community both in maintaining, managing and providing information will make a big impact on this participation, so that it is successful and brings more tourists to visit.

One form of community involvement and awareness in tourism that is encouraged is the formation of tourism awareness groups (Pokdarwis). The formation of this group is a KEMENPAR program with the concept of involving the participation of various parties in encouraging a conducive climate for tourism development. Pokdarwis is a social institution that has the potential to support economic activities by actively involving local communities, including during the current pandemic (Table 1).

Table 1 Performance Indicators of Public Participation Issues in Tourism

No.	Monitoring Issues	Baseline Indicator	Unit	Sum			Performance Indicator	
				2018	2019	2020	2019	2020
10	Community participation in tourism	The number of educational activities benefiting tourism and community assistance in one year	Activities	-	-	-	-	-

No.	Monitoring Issues	Baseline Indicator	Unit	Sum			Performance Indicator	
				2018	2019	2020	2019	2020
		Percentage of people who understand the concept of sustainable tourism development	%	-	-	2,8	-	-
		Availability of sustainable tourism development information that is easily accessible to the public	There/None	Exist	Exist	Exist	0	0
		The number of educational programs/institutions that incorporate sustainable tourism learning into the curriculum;	Agency Unit	-	-	-	-	-
		Perception of the issue of community participation in tourism	Average likert scale		3,79		Agree	

Availability of Information

Tourism promotion information (Figure 2) by the Tourism Office of Samosir Regency is conveyed through print media, online media Print media in the form of maps, flyers, stickers, posters and billboards, while online media with websites through www.visitsamosir.com and social media such as Instagram and Facebook . Information in the form of tourist destinations, amenities (hotels, restaurants, souvenir shops, bars/pubs, karaoke, cafes, watersport tourism, tour guides, homestays, pokdarwis, restaurants, and nightclubs), Lake Toba transportation and calendar of activities.

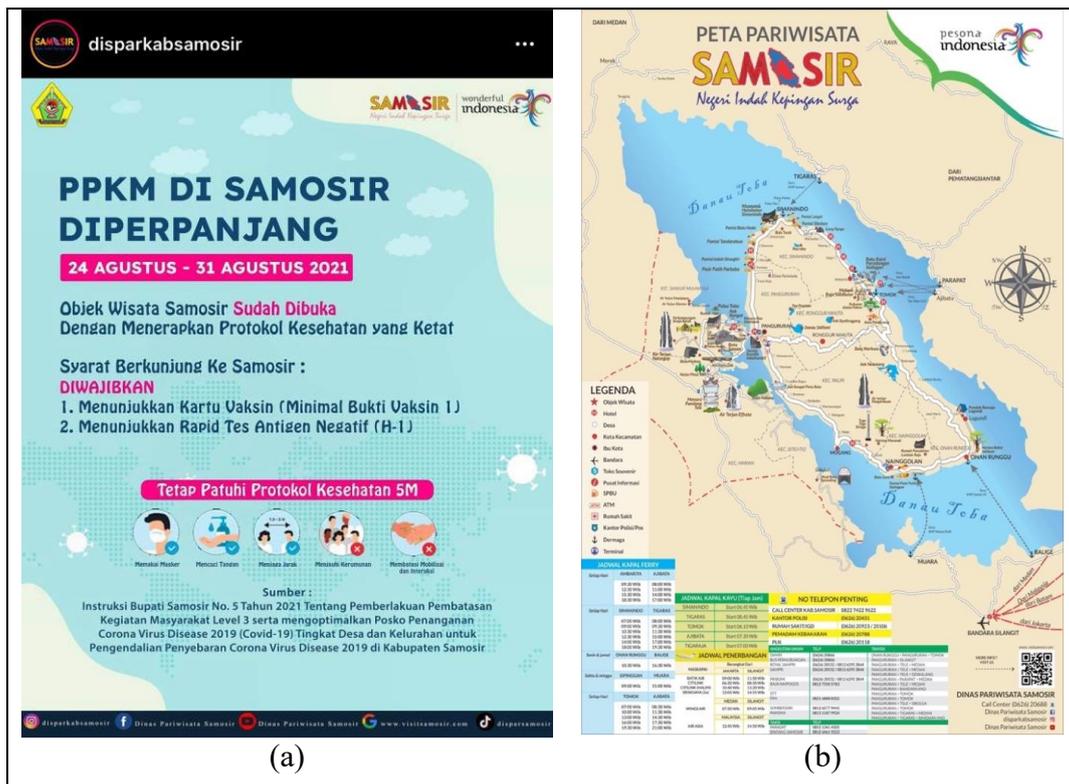


Figure 2. Providing Information Through (a) Instagram and (b) Print Media

Information Analysis

Regarding the issue of community participation regarding information analysis, the researchers distributed questionnaires to the community in Simanindo District. The purpose of distributing the questionnaire is to find out whether the community understands the concept of sustainable tourism development. From the results of the distribution of the questionnaire, the average Likert scale was 3.83. The average community states that they already understand the concept of sustainable tourism (Table 2).

Table 2. Statistical Results Related to I Understand What is meant by Sustainable Tourism in Simanindo District

Information	Respondents	Percentage (%)	Average Likert Scale
Strongly Agree		3%	
Agree		84%	
Neutral	100	6%	3,83
Disagree		7%	
Strongly Disagree		-	
Total		100%	

Application of Information

The frequency with which information about sustainable tourism is used in the wider context of society through digital media. The number of institutions that apply information on sustainability aspects in the strategic planning process includes all offices in Samosir district. From the results of distributing questionnaires related to the availability of information on sustainable tourism development that is easily accessible to the public, the average Likert scale

is 3.74. Regarding the issue of the Covid-19 pandemic, every tourist destination in Simanindo District has also set regulations related to procedures that must be obeyed by every visitor who comes. Information related to prokes is given when visitors enter Samosir Regency either by authorized officers or by tourism actors when visitors want to enter a tourist attraction. In each tourist attraction, hand washing equipment is also provided so that tourists can travel comfortably and safely (Figure 3).

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Table 3. Related Statistics Results I Easily Access Information About Sustainable Tourism in Simanindo District

Information	Respondents	Percentage (%)	Average Likert Scale
Strongly Agree		2%	
Agree		72%	
Neutral	100	24%	3,74
Disagree		2%	
Strongly Disagree		-	
Total		100%	

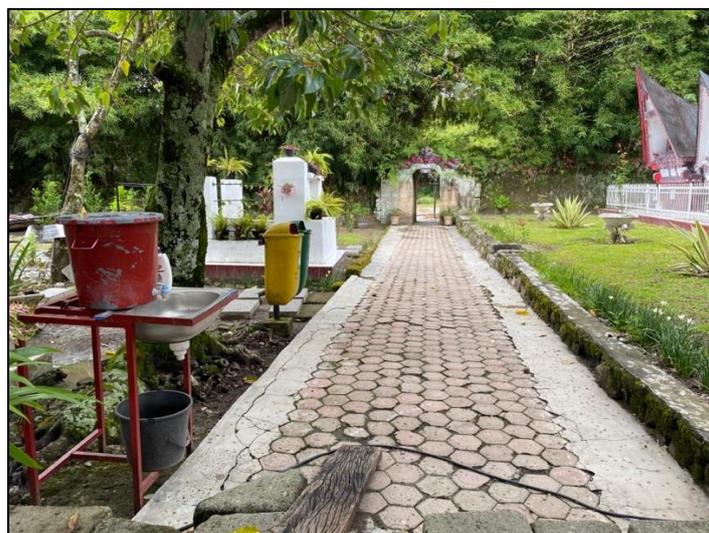


Figure 3. Application of Information

Information Advocacy

In connection with providing information, researchers determine the number of advertising opportunities associated with sustainable tourism practices. Travel agency / service is promoting in various ways. Promotions are caused by printing media, mass media and social media. Information about sustainable tourism can also be sent by tourists. The tourist information center in the advertising field has four employees. The operator manages all social media such as Instagram, Youtube, Facebook, TouristOffice websites and more. In addition, community participation issues were identified in the context of advocacy, and visitors received information about destinations and sustainable tourism practices provided prior to their visit.

Information Action/Impact

Community involvement issues related to information impact control are identified by a number of tourism businesses at destinations that provide tours / guides with trained knowledge of sustainable tourism practices. Meanwhile, the Simanind district has 33 tour guides who are registered with the Samosir Regency Tourism Board and have foreign language skills such as English, Dutch and German. In the Simanind district, on the other hand, there are no educational institutions / programs in the curriculum that include sustainable tourism learning. Researchers consist of availability of tourism promotion information, easy access to sustainable tourism planning information, satisfaction with the quality and quantity of tourism information, understanding of sustainable tourism and community involvement. We distributed a questionnaire about community involvement in tourism in the district.. Understanding the role in tourism and the benefits of tourism in the Simanind area. The tabular values of public awareness of the participation of local governments in tourism are 1-1.5 for very dissatisfied, 1.6-2.5 for dissatisfied, 2.6-3.5 for sufficient, 3.6-3.6 for satisfaction. 4, 5, very satisfied (Table 4).

Table 4. Tabulation of Public Perception of The Issue of Community Participation in Pariwisata

No	STATEMENT	Average
C1	There is information on tourism promotion available	3,83
C2	I have easy access to knowledge about tourism planning that is sustainable	3,74
C3	I am satisfied with the quality and quantity of tourism information provided	3,55
C4	I understand what is meant by sustainable tourism.	3,83
C5	I participate actively in my community's tourist activities	3,83
C6	I completely comprehend the advantages of tourism activities	4

Community Participation Rate in supporting Sustainable Tourism Development in Simanindo Subdistrict

In this study using the participation theory of Arnstein (1969) where the levels of group participation are non-participation, tokenism and Citizen Power (the community is in full control). The presentation of each level of participation is as follows:

Non Participation

Non-participation consists of 2, namely manipulation and therapy which is defined as the community does not participate fully in the sense that there is still influence from the government that makes people feel intimidated. The community is not given the opportunity to speak and express opinions as in socialization. All talks have been determined by the government so that people only listen to what has been determined, there is no reciprocal communication relationship. The form of participation is only in the form of energy where the community only comes to socialization or meetings without expressing their opinions.

In this study, the level of community participation does not appear to show the characteristics of the non-participation stage because the community has a role in the meeting. According to the statement above, it can be concluded that the non-participation level of participation does not apply in the Tanjung Hollandang Beach tourist area because in field conditions the community can contribute participation in any form without fear of the government.

Tokenism

Tokenism is the level at which communication occurs between the government and the community. First, the lowest level in the tokenism level is information, which means that there is one-way communication from the government to the community. The communication that occurs is expected to be able to help provide an overview to the community regarding the development of Sustainable Tourism in Simanindo District. Furthermore, the second level in the tokenism level is consultation, namely the existence of two-way communication, in the form of meetings with the community to find out the development of activities or discuss plans that will be carried out in the future for coastal development. This meeting was conducted by the authorities on activities that support tourism development in Simanindo District. A meeting that is held once a month or just before a big event with all POKDARWIS management.

The highest ladder at this level is peace, involving residents to become members of PKDARWIS. In Simanindo sub-district, certain sections have been established for each membership. Each working group always plays a role in every decision making because it knows the problems that occur and understands what must be prioritized so that it can be concluded that there has been communication between the government marked by meetings. The community can channel their aspirations or proposals but it is still not guaranteed whether they are accepted or not, negotiations can be carried out but there is no guarantee that they will be taken into account in decision making. The visible forms of participation are energy, thoughts, goods and money.

Citizen Power

The lowest level of citizen power is the partnership ladder, meaning that the government and Pokdarwis have established partnerships with the community. Pokdarwis in Simanindo Sub-district established a partnership by forming a working group and also as a realization of this partnership the Tourism Office has provided assistance for the development of coastal roads. However, the government has not fully authorized the community to manage it in its entirety, because a permit from the local government is required for all types of existing activities.

Community participation already exists but is still limited, meaning that the community does not fully control the entire decision-making process but is still guided by the government. Community-based development is a way of strengthening and educating the community through directed experiences so that they are able to carry out activities according to their own abilities. For example, women's participation is in the form of cooking skills and processing the mainstay of the beach food, namely ale-ale which requires support from the government. The community already has local potential and strength that can be developed but the participation of the government or the private sector is also very much needed to support it in terms of capital and marketing so that the products produced are sold and become tourist attractions. In other words, there is already local potential but in the process of delivering participation there are still obstacles so that it only reaches the tokenism level, meanwhile to go to citizen power there must be a partnership commitment with the government, private sector and communities to increase participation in supporting tourism development in Indonesia. Simanindo District.

5 Conclusion

Based on data presentation, data analysis, and data interpretation, the findings of group involvement in tourism progress at Mahen Bang Beach in the Kacas district can draw the following conclusions: (1) The reaction of the Simanindo area community can be seen from the community's understanding of Simanindo's sustainable tourism development, with 97% of respondents saying they fully understand the benefits of tourism in the Simanindo area. The results of the survey also show that up to 85% of the community play an active role in tourism occupation in the Simanindo area. The Likert scale of 3.83 shows that community participation is very high in the Simanindo area; (2) Answers to participate in or participate in the implementation of sustainable tourism development throughout the Shimanindo area, as evidenced by the active development of souvenir shops, hotels / inns, restaurants and tourism awareness, the form of community participation in the Shimanindo area. It can be inferred as the motivation of the person. Group (POKDARWIS).

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