

## DESIGN STRATEGY FOR TOURISM OBJECT MANAGEMENT CASE STUDY AT LOKEN BARN RESORT KARO DISTRICT, NORTH SUMATRA PROVINCE



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### Abstract

Karo Regency is an area that has so many natural attractions. Loken Barn Resort at Pengambatan, Gajah Bobok Street, Merek District, Karo Regency, North Sumatra Province 22173, which is managed and developed by an owner of Loken Barn Resort. The purpose of this study is to analyze the owner's strategy in managing and developing the Loken Barn Resort location in Karo Regency. This type of research is descriptive qualitative research. Sources of research materials are key information and related information in this study. Data collection techniques in this study were observation, interview documentation, and literature study. Data analysis techniques used with data collection, data simplification, data presentation, and conclusions. The results of this study indicate that in managing and developing tourist destinations it is considered that it is still not optimal in the management and development of Loken Barn Resort attractions due to limited professional staff and human resources and the lack of budget to manage and develop Loken Barn Resort attractions.

**Keywords:** Strategy, Management, Development, Tour, Loken Barn Resort

## INTRODUCTION

Tourism Indonesia is a country with natural beauty and cultural diversity, so the tourism sector must be developed. Tourism is one of the utilization of natural resources, which can have high economic value for the management of regional natural resources as a tourist destination, which can attract visitors both from within the country and abroad, in addition to high economic value, tourism can grow and grow pride in the nation, so that people who care more about the nation grow (Kasus et al., 2011). This is because tourism is an industry that is considered profitable and has the potential to develop into an asset that is used as a source of income for the community and the government.

Management of tourist destinations is a way of effectively controlling or organizing various resources to achieve goals, growth, and economic income by serving tourists as well as protecting the environment and preserving tourist objects so tourism management must refer to the principles of tourism management that prioritizes values concerns regarding consumers, culture and heritage, economics, ecology, finance, human resources, future, and social opportunities (Toha, 2021). The principles of tourism management must pay attention to the following principles: a) Participation, must involve local communities in its management; b) Community Goal, Synergy between local communities, local government, community organizations, and the tourism industry; c) Stakeholder Engagement, involving stakeholders and more parties; d) Local Ownership, providing convenience for local entrepreneurs; e) Building a Local Business Linkage, capable of involving other businesses.

Tourism is voluntary and temporary travel or part of holiday activities. Tourism is an opportunity that cannot be avoided because it is very profitable and can clearly promote currency, create jobs, promote long lost culture and seniors, present for exhibitions or individual tourists. attractions and also create business opportunities (Pengelolaan et al., 2020). In other words, tourism can be developed with various aspects of the cultural, social, political and economic life of the community. with the fourth largest population in Indonesia, after the provinces of West Java, East Java and Central Java, and the largest on the island of Sumatra.

North Sumatra Tourism has several tourist destinations that vary from historical tours, nature tourism, culinary tours to religious tourism. North Sumatra Province has a lot of natural tourism and is a place visited by many tourists, both domestic and foreign.

Currently, traveling is one of the destinations sought after by everyone, not only adults but also young children. And everyone wants to visit tourist attractions in various regions. Indonesia has many tourism industries that attract the attention of local and foreign tourists. Such as: Bali, Yogyakarta, Bandung and Surabaya which are tourist destinations to unwind and are perfect for working and relaxing. Travel appeals to everyone because it relieves boredom, fosters creativity and supports individual productivity. The tourism industry is one of the country's leading political and economic sectors that needs to be developed and improved. In addition, tourism also plays an important role in displaying state treasury in general and regional treasury in particular. Therefore, it is necessary to manage and develop tourism, and tourist destinations as well other supporting factors, which from the economic aspect affect the growth of people's income, growth of employment opportunities and growth of state income and the growth of national entrepreneurship.

People who live in big cities like a cool and beautiful place to enjoy the natural atmosphere because they are tired of the city where there are frequent traffic jams in the middle of the road every day. In Indonesia, we also encounter many other natural attractions that are always visited by tourists, because many tourists themselves choose nature tourism as a vacation or recreation destination, in mountains, seas, waterfalls, several tourist destinations that tourists are looking for when visiting North Sumatra.

## **REVIEW OF LITERATURE**

The definition of tourism according to Article 1 Paragraph 3 of Law Number 10 of 2009 concerning Tourism is various kinds of tourism activities and are supported by various facilities and services provided by the community, businessmen, government and entrepreneurs. Tourism is a tourism activity outside their original place of residence by visiting certain places for recreational purposes, studying the uniqueness of tourist attractions, religious or for business purposes which are supported as facilities and services provided by the community, entrepreneurs, central government and local government (Kasus

et al., 2011). So, from the definitions above, it can be concluded that tourism is a tourism activity outside the original place of residence by visiting certain places for recreational purposes, studying the uniqueness of tourist attractions, religion or for business purposes which are supported as facilities and services provided by the community, entrepreneurs, central government and local government.

As for the principles of "decent tourism" (Kasus et al., 2011), namely as follows: a) Actively encourage the continuity of heritage in an area, culture, history and nature; b) Emphasizing and displaying regional identity as something unique; c) Conducted based on existing heritage interpretation skills; d) Empower local people to interpret their own heritage to guests; e) Build local pride in their local heritage and improve guest relations and service skills; f) Help maintain local lifestyles and values; g) Empower local communities to plan and facilitate authentic and meaningful multi-dimensional; h) experiences for visitors; i) It is "cross-cultural" meaning that guests and hosts alike receive a mutually enriching experience; j) Represents programs that can be applied at every level of tourism development and all tourism conditions; k) Presenting a "value added" approach to tourism means increasing the depth and level of services provided to tourists; l) Presents an approach towards sustainable tourism development. Because it emphasizes and respects the heritage of an area and empowers its inhabitants as a true basis for development (Muawanah et al, 2021).

### **Understanding Strategy**

The word strategy comes from the Greek word *strategos* is a combination of Stratos or soldiers and ego or leader. A strategy has the basis for achieving the intended goals. So basically, strategy is a tool to achieve company goals in terms of long-term goals, follow-up programs, and priority allocation of resources. Strategy can also be viewed as a pattern of goals, policies, courses of action, decisions or allocation of resources that define how the organization is, what is done and why the organization is doing it (Toha, 2021).

Denotes strategy as an underlying pattern of purposeful and planned means, distribution of resources and interactions of organizations with markets, competitors and environmental factors (Nurlina et al., 2022). Strategy is a form of concluding strategy is a process of determining plans for top leaders that focus on the long-term goals of the

organization, accompanied by the preparation of a method or effort how to achieve these goals.

In the management and development of tourism in Indonesia, it is generally guided by the Republic of Indonesia Law Number 10 of 2009 concerning Tourism. This law stipulates that the tourism industry business is divided into three parts, namely: a) Tourism service business (travel agency, travel agent, tourism); b) Tourism facilities business (provision of accommodation, provision of food and drink, provision of tourist transportation in tourist areas); c) Entrepreneurs of tourist objects and attractions (nature tourism, cultural tourism, special interest tourism).

## **RESEARCH METHOD**

### **Place and Time of Research**

The research was conducted at Loken Barn Resort which is located at Pengambatan, Gajah Bobok Street, Merek District, Karo Regency, North Sumatra Province 22173. The object of this research is "The Design Strategy for Tourism Object Management Case Study at Loken Barn Resort, Karo Regency, North Sumatra Province".

### **Data Types and Sources**

Based on the type of research conducted by the author, this research is included in the type of research that is qualitative in nature. Qualitative research is an approach that reveals certain social situations by describing facts correctly, formed by words based on techniques of collecting and analyzing relevant data obtained from natural situations (Nurlina et al., 2022). Primary data is "Data that comes from the original or first source, not available in compilation or document form, primary data must be sought through sources or respondents, namely people we use to collect information or data" (Masayu Rosyidah, S.T. & Rafiq Fijra, S.T., 2021). It can be said that secondary data is "Data that is already available, we only need to find and collect it, secondary data is easier and faster to access because it is already available, such as in libraries, businesses, organizations, central statistical agencies, and government offices." (Masayu Rosyidah, S.T. & Rafiq Fijra, S.T., 2021). This type of research is qualitative research that is descriptive in nature, that is, with work steps to describe an object or phenomenon, contained in narrative writing. This means that the data, facts

collected are in the form of words or pictures. The form of this research identifies the management and development strategy for Loken Barn Resort tourist destinations.

In writing an article, the qualitative researcher's report contains excerpts from data or facts disclosed in the field to provide support for what is presented. Data are descriptions of a matter which can be in the form of something known or something that can be described through numbers, symbols, codes and so on related to research.

The method of analysis is "The process of processing data into new information so that the characteristics of the data become easier to understand and useful for solutions to a problem, especially those related to research." (Ade Ismayani, 2019). In analyzing the data, the authors use a qualitative method in which this study seeks to provide an overview of the data collected to draw a conclusion and carry out meaning and interpretation.

## **RESULTS AND DISCUSSION**

### **Development of Tourism Information Center/TIC**

The basic concept of developing a Tourist Information Center/TIC is to provide accurate and up-to-date tourism information service facilities (updates) to anyone who needs it. Along with the development of needs and the progress of the times, the function of the Tourist Information Center/TIC can be a place to promote a destination. in increasing the number of visits and length of stay of visiting tourists.

The authors say that the Tourist Information Center/ITC at Loken Barn Resort meets the standards in PERMENPAREKRAF No. 3 of 2018. Which is where the Tourist Information Center/ITC has an area of  $\pm 15 M^2$  and also has infrastructure such as: telephone, internet, computers, tables, chairs and others.

The Functions and Benefits of the Tourist Information Center/ TIC are as a means of promotion in which the Tourist Information Center/ TIC plays a role in bringing visitors to tourist destinations and increasing the length of stay and the amount of tourism expenditure.

### **Location of Tourist Information Center/TIC**

The authors say that the Placement of the Tourism Center/TIC Location has met the standards in PERMENPAREKRAF No. 3 of 2018. Which is where the location is strategic and easy to reach by visitors using both public and private transportation.

### **Toilet Manufacturing**

Tourists really need changing rooms or toilets to wash their hands, wash their faces, relax or change clothes on their way to tourist destinations. These needs must be considered by tourism managers because they are closely related to each other. For the convenience of tourists during their tour, the availability of changing rooms and/or toilets in tourist areas is very important. Because its existence meets the needs of tourists.

Making toilets has fulfilled the basic concepts contained in the toilet manufacturing standards, where the basic concepts for making toilets have: the physical aspects of toilets; aspects of tourists' need for toilets; environmentally friendly aspects of toilets; planning of toilets; and the maintenance aspect of the toilet.

The principles or rules for making toilets are as follows: Global; Making this toilet is quite environmentally friendly with the decision taken by the owner to make the toilet by providing sensor faucets and a shower. Gender; In the construction of toilets at Loken Barn Resort the number of women's toilets is more than that of men's, where there are 12 women's toilets and 6 men's toilets. Because women tend to use the toilet longer than men. Culture; Construction of facilities in toilets using water and tissue. Where toilets at Loken Barn Resort adapt to the culture in the country which is the majority of local or foreign culture. Hygiene; Construction of toilets at Loken Barn Resort is quite hygienic where the facilities provided to visitors with toilet air good, clean, dry and healthy toilets.

The functions and benefits of the toilets at Loken Barn Resort include the following; The function of the toilet is; A place for tourists to defecate; A place for tourists to urinate; As a place for tourists to wash their hands, wash their faces, or other activities that require water. The benefit of the toilet is to provide a sense of security and psychological comfort to tourists, knowing that there are sufficient toilets in tourist areas if you need to urinate or defecate at any time.

### **Technical Toilets in Loken barn Resort**

#### **Space Size**

The rooms in the toilets are resistant to friction, non-slip, non-absorbent and easy to clean. The walls of the toilet rooms hang from each other 20 cm (twenty centimeters) from the floor.

### **Air Circulation**

The air cycle in the Loken Barn Resort toilet has a humidity of 45% which is still included in the standardization in making the air cycle in the toilet.

### **Lighting**

The lighting in the lights in the Loken Barn Resort toilet is a little dim, so the manager takes advantage of natural lighting which gives a positive impression on making toilets.

### **Door**

For doors, use waterproof materials, such as wood fiber, where the combination of wood fibers can hold water. Wooden doors are one of the most commonly used door materials. The appearance gives a natural impression and has its own charm.

### **Palate**

The shape of the ceiling or ceiling is flat or with a slope of the roof and is waterproof and there are no leaks when it rains.

### **Loken Barn Resort Park Arrangement**

The arrangement of the garden at the Loken Barn Resort tour consists of making pergolas and gazebos, making guardrails and installing garden lights.

### **Making Pergola/Pergola Roof Cover/Gazebo**

The purpose of making a pergola/cover or pergola/gazebo is so that visitors can take shelter, sit and gather in the pergola/gazebo. Pergolas are in the form of a row of pillars/columns/pillars which generally support cross beams on top which are equipped with some kind of cover and are often given vines. The pergola functions to connect between facilities or activity areas in the park. As a gazebo, the pergola functions as a gathering area for activities and rest. In both of these functions, the pergola is to provide protection to visitors from direct sunlight. Pergola design pays attention to aesthetic factors, in accordance with local cultural architecture or local wisdom. In gardens and other areas, pergola designs are in harmony with garden design concepts in general and especially with pavilion designs or other garden elements.

### **Installation of Garden Lights**

Lights or lighting are a complement to the garden which is related to creating an atmosphere. The lighting needs of the garden and its surroundings are chosen to give a warm and comfortable impression by choosing range/orange lights. There are also several main areas that require a higher level of security to allow the use of white lights. The lights/lighting in the gazebo are installed integrated with the pillars supporting the gazebo. Lights/illumination of the outside area around the gazebo are installed at a height of 7 (seven) meters.

### **Guardrail**

The purpose of making a guardrail at Loken Barn Resort is as a separation of activity zones with different intensity level zones. Making Park fences aims to direct the circulation and movement of visitors to follow a certain pattern, such as avoiding dangerous areas or directing them to various tourist attraction points in one round. from the environment around him. In principle, the garden guardrail is a building barrier, so the design must be clear and pay attention to the safety factor of the surrounding environment. In addition to being functional, the fence design must also pay attention to aesthetic factors, namely in accordance with local cultural architecture or local wisdom. In addition, the guardrail is also made to provide a sense of comfort and security for visitors.

### **Construction/Revitalization of Places of Worship**

The purpose of building a place of worship at tourism of Loken Barn Resort is so that tourists who want to fulfill their religious obligations can worship properly, places of worship at tourism of Loken Barn Resort are also easily accessible to visitors. Lighting as well as entrances and exits are in accordance with the standards set by PERMENPAREKRAF No. 3 of 2018. Where there are also writings that can be read clearly and easily seen as well as buildings that have unique elements, represent tourist attractions and local cultural characteristics, and also have facilities such as; Prayer rugs and *Mukenah*. The following are places of worship at Loken Barn Resort:

### **Construction of the Tower of View (Viewing Deck)**

The Pandang Tower was built at the Loken Barn Resort Tourism with the aim that tourists can enjoy the view provided by the Loken Barn Resort Tourism manager, namely

the View of Lake Toba which can be seen properly and beautifully. The functions and benefits of the Pandang Tower in the Loken Barn Resort tour are; As a guard post to maintain the safety of tourists; As a facility to support tourist activities to enjoy the area in birdview; Maintain the security and safety of tourists; Creating more experiences for visitors with activities that can be provided at the viewing tower without disturbing life around it.

### **Development of Identity Gate**

The Identity Gate serves as a sign for the entrance to the tourism area and as a welcome greeting for visiting tourists. Garuda Identity is also a place where tourists visiting tourist areas get information about public spaces and infrastructure, as well as services offered by tourism activity funds. Including information about things that must be considered by tourists in the tourist area.

The author says that the picture above shows that the identity gate in Loken Barn Resort Tourism does not meet the standards in PERMENPAREKRAF No. 3 of 2018. Which is where the gate is still not made properly so that visitors will find it difficult to find the identity of the Loken Barn Resort Tourism.

### **Pathway for Persons with Disabilities**

As can be seen in the image below, Wisata Loken Barn Resort has not made special lanes for persons with disabilities. But in this picture, people with disabilities will have no trouble getting to Wisata Loken Barn resort, but there are several places that people with disabilities may not be able to access.

That way the authors suggest that in the future Loken Barn Resort Tourism pay more attention to visitors with disabilities, and create special routes so that persons with disabilities can reach all locations that may be difficult to reach.

### **Pedestrian Path**

Pedestrian paths are made with the aim of making it easier for visitors to reach destinations with closer distances that connect one place to another.

### **Parking Lot Development**

Parking lots are land or areas provided in general that aim to place tourists' vehicles. The following is the parking area at the Loken Barn Resort tour:

From the picture above the author knows that the land/parking lot at tourism of Loken Barn Resort has not been standardized, which is where the land/parking lot is not differentiated according to the regulations in PERMENPAREKRAF No. 3 of 2018.

## CONCLUSION

Based on the results of the research that the authors describe regarding the strategy for Designing a Tourism Object Management Case Study at Loken Barn Resort, Karo Regency, North Sumatra Province in meeting PERMENPAREKRAF No. 3 of 2018 the author can conclude that the attractiveness of this tourist destination has great potential to be developed because of the beautiful natural beauty that adds to the attractiveness of the Loken Barn Resort tourist destination. However, in managing and developing tourist destinations it is considered that the implementation of policies carried out by the Tourism Office is not yet optimal, due to limited expertise or human resources available and the lack of high costs in managing and developing these tourist destinations. However, maintenance and construction are still carried out according to the budget in accordance with the quarterly income and the number of visitors who come.

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