

Tibrena Tourism Attraction as an Alternative Destination in Sibolangit District Deli Serdang Regency

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Abstract

An artificial tourist attraction is a popular tourist attraction; an artificial tourist attraction is an artificial tourist attraction that is interesting to visit. The artificial attractions found in Tibrena Sibolangit include a floating restaurant above a fish pond, a camping ground, lodging, and a large field. Therefore, researchers are interested in knowing more about the attractiveness of tourism made by Tibrena, like something to do, something to see, something to buy, something to arrive, and something to stay. Moreover, whether Tibrena in Sibolangit can be considered artificial tourism, this research was conducted using qualitative methods and data collection techniques: observation, interviews, questionnaires, documentation, and a combination of the four. The samples in this study were tourists and managers of Tibrena Sibolangit. Questionnaires were distributed to tourists who had visited Tibrena Sibolangit, and observations and interviews were carried out directly with the manager. Based on the results of this study, the tourist attraction owned by Tibrena Sibolangit is an artificial tourist attraction. Therefore, the researcher hopes that this research can be used as evaluation material to increase the tourist attractiveness that is owned.

Keywords: Artificial Tourism, 5S, Attractiveness

INTRODUCTION

Humans are everything from unique human activity with a special attraction that can be used as a tourist object, such as objects of history, culture, religion, and human ordinances. Tibrena is one of the tourist attractions in the Sibolangit District. Sibolangit is one of the tourist attractions in Deli Serdang Regency; in the Sibolangit area, there is a suitable recreation area for families named Tibrena. Tibrena is a family recreation area with cafes, restaurants, lakes, and halls for holding events, lodging, and camping grounds. The location of Tibrena is not too far from the Sibolangit camp, only a few minutes from the Sibolangit camp to Tibrena. Accessibility to Tibrena from the intersection is approximately 1 km. The road to Tibrena is narrow if we meet a car in front of us, and one of them has to give in or stop for a moment. Moreover, there are no lights at night, so it is very dark because there is no lighting on the road to Tibrena.

The journey to Tibrena on the left and right of the road offers views of residents' land; at night, it looks like a very dark forest. Tibrena is an artificial tour owned by a family that used to be an empty area without housing or shelter. It was founded in 2012. The formation of Tibrena's artificial tourism was originally an accident without having a concept to build a tourist attraction until it finally became as big as it is today. Tibrena is located on Jalan Beringin Dusun I, Bandar Baru Village, Sibolangit District, Deli Serdang Regency. Entering this tourist attraction, we will also find two natural baths, namely the Loknya Natural Baths and Satu Hati Waterfall; the area of this Tibrena tourist attraction

is about 2 hectares and is about 500 meters from the Bandar Baru highway. Tibrena has many facilities, such as a floating restaurant, lodging facilities, mess rooms,

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bathrooms, parking lots, prayer rooms, camping ground areas, children's playgrounds, and so on. Because of the adequate facilities, Tibrena was made into the Satu Hati Waterfall Bathing Post and became the choice of tourists when carrying out camping activities.

Tibrena has natural potential and tourist attractions for visitors, including 1) Natural Tourism, which includes views of the hills with a vast expanse of green grass, which can be used for several tourist activities 2) Artificial Tourism includes fish ponds, which are used for fish farming and are used for floating restaurants so that tourists can also carry out activities, namely feeding the fish in Tibrena's artificial ponds.

Table 1. Number of Visits in 2019 – 2021

No	Years	In Month	In Years
1	2019	5.300	63.600
2	2020	400	4800
3	2021	1300	15.600
	Total	7000	83.000

Source: Researcher, 2023

Table 1 shows a decrease in visit rates in 2020 and an increase in return visits in 2021. This is due to government policies implementing PPKM in destinations and tourist attractions. For this reason, Tibrena tried to improve during the pandemic by building several tourist facilities to meet tourism needs. The tourist attractions most liked and recommended by visitors when visiting Tibrena are camping grounds, eating at a floating restaurant, and going to the Satu Hati Waterfall bath, which is currently attracting many visitors. The purpose of this research is to overcome problems in the form of infrastructure that is still not accommodated well enough and to provide a suggestion for the formation of appropriate marketing for tourist attractions made by Tribena. The benefits in this research will theoretically provide an argument for the long-term development of Tibrena's tourist attraction, which is likely to be discussed by the management, and the practical benefits will be provided by the tourism manager being able to implement some structured tourism governance and improve service quality in visiting guests.

LITERATURE REVIEW

5S Tourism Concept

There are conditions to become a tourist attraction in the framework that invites tourists as stated (Maryani, 2018) as follows: 1) The attraction that can be witnessed (what to see); this implies that in the area, there must be something that becomes a tourist attraction or an area should have a special appeal and cultural attractions that can be used as entertainment for tourists. What witnessed can consist of natural scenery, activities, arts, and tourist attractions; 2) Tourism activities that can be done (what to do), this hinted that at a tourist spot witnessed something that interesting, tourists should also be provided with recreational facilities that can make tourists feel at home to stay longer; 3) something that can be bought (what to buy) This implies that tourist destinations should provide several facilities support for shopping, especially souvenirs, and handicrafts people who can function as souvenirs to be brought home to place of origin of tourists; 4) This means of transportation (how to arrive) must be able to explain that to be able to visit the area of tourist attraction what vehicles are used and how long do tourists travel arrive at the destination where you want to go; 5) Lodging (where to stay) This shows how tourists will be able to stay temporarily while they are on holiday. To support temporary residents' needs, tourists visiting tourist destinations must prepare lodging.

Artificial Tourist Attraction

Man-made tourist attractions are classified as special attractions that are artificially created and involve other human activities outside the realm of natural tourism and cultural tourism. The tourist attraction of man-made/special results can then be explained: a) Recreational and entertainment facilities or theme parks, namely facilities related to motivation for recreation, entertainment, and hobby distribution, such as theme parks/amusement parks (Trans Studio area, Taman Impian Jaya Ancol, Taman Mini Indonesia Indah; b) Integrated resort facilities, namely resort areas with supporting components that form an integrated area, such as the Nusa Dua Resort Area, Tanjung Lesung Area; c) Recreational and sports facilities, such as the Senayan recreation and sports area, golf course area, and sports circuit area.

Development of Attractiveness

The development of the attractiveness and extent of the ecotourism area must be followed by considering and/or fulfilling the demand from visitors or tourists. This is in line with the opinion of (Suwarjodoko, 2007) that

the development of ecotourism must be carried out and must be more careful in its management, not trapped or not prioritizing profits in a short time, but must have a benchmark in the process of sustainable development.

Tourism development is increasingly needed in every tourist area, especially new tourist areas such as LBG, and it shows their existence and raises the level of attractiveness that will attract tourist interest. In addition, LBG's status as a botanical garden is an ex-situ conservation area with the theme of Indonesian ornamental plants. It is a representation of TNBBS vegetation, making it a challenge to develop strategies to evolve LBG tourism areas (Solihah 2015).

METHODS

The method used in this study is causally associative quantitative research. According to (Manullang and Pakpahan, 2014), causal research (causal relationship) is research that wants to see whether a variable that acts as an independent variable affects other variables that become the dependent variable. This research was conducted in Tibrena, located in Sibolangit, Deli Serdang Regency, North Sumatra. This research was conducted from Mei to June 2023. The data collection techniques used are documentation, namely collecting and studying data obtained through data from Tibrena consumers. Questionnaires (questionnaires) were given, namely collecting data by asking a list of questions that had been structured in a structured manner given to customers of Tibrena who were sampled. The questionnaires from this study are as follows. Each answer will be scored in researching the variables to be tested.

RESULT AND DISCUSSION

Sibolangit District

Sibolangit is a sub-district in the highlands, Deli Serdang Regency, North Sumatra province, Indonesia. Sibolangit District is directly adjacent to the Karo Regency area. Sibolangit is also a popular Scout camp area. Sibolangit was the host of the 1977 Indonesian Scout Movement National Jamboree. The Jamboree was held from July 1 to 20, 1977. This area has hilly natural topography, so it is an area with cold temperatures. Sibolangit is also a local tourist destination with many natural attractions. One of them is a tour made by Tibrena Sibolangit.



Figure 1.1 Location of Sibolangit District

Source: Researcher 2023

Tibrena

Tibrena Mekar Restaurant on Jalan Beringin Kampung Wisata Dusun 1, Bandar Baru, Sibolangit, North Sumatra, is also used as a place to relax, hang out, have meetings, and games activities. Tourists can see goldfish fighting for food when fed right under the restaurant hut. The pool above the restaurant is regularly cleaned, so it is clean and pleasing to the eye. Tourists are also presented with beautiful views of grass and various flowers around the pond. Employees said their restaurant is strategically located around the tourist area and floats under the pool. Even though it is not in front of the market like famous eateries in Berastagi such as Peceran and Panatapan, we have our allure because it is a post or a place to ask tourists to go to Satu Hati Waterfall and Loknya Waterfall," he said. He says the tour of the two waterfalls around the village is now increasingly famous. However, inadequate guideposts make the restaurant a place to ask questions and offer a guide. We offer many types of food, and the prices are cheap," he said. He said the tour of the two waterfalls around their village is now increasingly popular. However, the inadequate guides have made his restaurant a post for asking questions and offering guides.

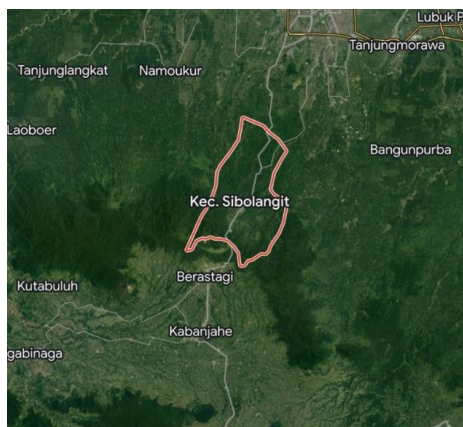


Figure 1. Location of Sibolangit District

Source: Researcher 2023

RESULT

In describing the results of the interviews contained in this point, the aim is to describe deficiencies and solutions to these deficiencies, which will have an important role in improving every tourist attraction in Tibrena Tourism Attraction in the future. As for these classifications, the author summarizes with several points. Along with evidence from interview questions that the author has conducted.

Description of the History of Tibrena

Table 2. Interview about Tourist Motivation

Speaker	Question and Answer
Researcher	What is the motivation for establishing Tibrena as an Artificial Tourism object?
Administrator	The motivation for the establishment of Tibrena is that we want to create jobs for the local community.

Source: Researcher 2023

Based on the interview results above, it can be seen that the motivation for forming Tibrena started with forming several community activities that had free time. They were said to have not had a job but intended to advance tourism in the Tribena area. This motivates Tribena to become an artificial tourist destination in Sibolangit.

Description of Best Attraction in Tibrena

Table 3. Interview Result

Researcher	What are the top attractions of Tibrena-made tourism?
Administrator	Tibrena is superior because of its floating restaurant; apart from its culinary delights, which have unique characteristics, Tibrena is the only floating restaurant in the surrounding Sibolangit District area.

Source: Researcher 2023

Based on the table above, it can be said that the priority attractions in Tibrena's tourist attractions are floating restaurants, which have unique culinary characteristics, and additional tourist attractions, such as feeding fish in fish ponds, which give a unique impression of this restaurant and target existing promotions. In Tibrena, to be a family-type Traveler.

Description about Tibrena Atraction

Table 4. Tibrena Atraction

Researcher	What attractions does Tibrena's tourism have?
Administrator	The attractions owned by Tibrena include visitors being able to do outings, gathering, outbound, camping, flying fox, and being able to taste the special culinary delights of grilled tilapia and vegetable <i>bulung gadung gat gat</i> (yam leaves) in the Tibrena floating restaurant. Besides that, tourists can also give the fish feed, which is just below the Tibrena restaurant.

Source: Researcher 2023

Based on Table 1 above, it can be concluded that apart from the floating restaurants in the Tibrena tourist attraction, this tourist attraction has other tourist attractions, namely activities that tourists can do in open spaces such as outings, gathering, outbound, camping, flying fox and being able to taste the special culinary delights of grilled tilapia and vegetable bulung gadung gat gat (yam leaves) in the Tibrena floating restaurant.

Description of potential Tourist

Table 5. Potential Attraction from Tourist Choices

Researcher	Do the attractions in Tibrena's tourism have the potential to become the choice of tourists?
Administrator	Yes, it has potential; maybe attractions such as outings, gatherings, outbound, camping, and flying fox can be carried out at other tourist objects but rarely provide facilities and have a supportive attraction so that Tibrena can be the choice of tourists because of its facilities and attractiveness support.

Source: Researcher 2023

From the interview results above, it can be concluded that several tourist attractions are the main choice of tourists when visiting this tourist destination, namely several tourist attractions that involve adrenaline-challenging activities such as outings, gatherings, outbound, camping, and flying fox, which are very popular among Tibrena visitors from time to time.

Description Tibrena Amenities

Table 6. Tibrena Amenities

Researcher	What are the amenities owned by Tibrena Tourism?
Administrator	The amenities in Tibrena are quite good; we have a hall, floating <i>lesehan</i> , playing field, children's playground, prayer room, bathrooms, parking, lodging, and Mess. I think that is part of the amenities.

Source: Researcher 2023

The table above describes several complementary amenities for visitors at the Tibrena tourist attraction, including a hall, floating *lesehan*, playing field, children's playground, prayer room, bathrooms, parking, lodging, and Mess.

Description About Accessibility

Table 7. Description About Accessibility

Researcher	How is the accessibility to tourism made by Tibrena?
Administrator	Access is easy; from the front of the highway, the road to Tibrena is asphalt and has been widened so that large cars and tourism buses can enter.

Source: Researcher 2023

Based on the results of the interview above, it can be seen that access to Tibrena from any route has been accommodated quite well and has sufficient road area for group tourists to pass by using buses but has a slightly uphill road, so those who drive must have the expertise to get to Tibrena.

Local government support and Promotion.

Table 8. Tourist Suggestions and Local Government Supporting

Researcher	Does the local government provide support for tourism made by Tibrena?
Administrator	Yes, the government has given us great support; just as a small example from yesterday's road, the government has widened the road leading to this tour made by Tibrena.
Researcher	Does the tour made by Tibrena have access for tourists to give suggestions and criticisms?
Administrator	For now, there is none; usually, visitors directly provide criticism or suggestions to managers or entrepreneurs.

Source: Researcher 2023

Based on the results of the interview above, it can be concluded that the local government has supported Tibrena's existence, such as improving the entrance to the area outside of Tibrena, and that is why some travel has included the condition of the road, which is quite easy for tourists to pass on each of their brochures concerning Tibrena.

Description of Feedback from Tourists

Table 9. Criticism and Feedback From Tourists

Researcher	As a manager, have you ever received criticism or suggestions from tourists who have visited?
Administrator	Yes, always, sometimes healthy criticism and sometimes praise.
Researcher	What percentage do you think the return rate of tourists who have visited the tours made by Tibrena is?
Administrator	Almost 100% back again.



Source: Researcher 2023

Based on Table 9 above, it can be said that the managers in the Tibrena tourist attraction receive several criticisms and input for each tourist attraction in Tibrena and have the opportunity to have continuous visits from Tibrena every month.

Tibrena Tourism Attraction Potential

According to (Maryani, 1991), tourist attractions can be attractive to tourists who must meet the requirements for regional development, such as Something To Do in Tibrena, such as outbound, camping, flying fox, feeding fish, etc. Something To See (which can be seen) in Tibrena is a view of the hill with a wide expanse of green grass. Something To Buy (which can be purchased) in Tibrena is Tibrena's culinary specialty. Something To Arrive (Access) to Tibrena: To visit Tibrena, we can use the bus, which takes to get to Tibrena from Medan, which is around 1 hour. Something to Stay (Lodging): Tibrena has a place to stay and a mess.

Table 10. Tibrena Tourist Attractions

Tourist Attraction Attributes	Description
	One of the main tourist attractions in Tibrena is a floating restaurant with a variety of culinary delights that are quite delicious and suitable for visitors' tongues. Besides that, there are additional attractions in the floating restaurant, namely feeding fish, which children love. There are several types of fish in this artificial pond, namely koi fish, tilapia fish, and goldfish.
	Tibrena has a camping area for family and millennial tourists with activities such as outbound and self-healing tourists.

Tourist Attraction Attributes	Description
	<p>Based on the picture beside, it can be categorized that tourist attractions like the one beside are aimed at family tourists with children who are active and confused about spending time in Tibrena.</p>
	<p>Based on the picture beside, it can be seen that tourists who want to stay longer in Tibrena besides using camping facilities can also choose the Mess as the right accommodation to stay for a few days.</p>
	<p>The complementary facilities in Tibrena are currently quite well accommodated, namely a prayer room that is clean and spacious enough to accommodate several tourists who want to pray five times every day.</p>
	<p>The parking facilities in Tibrena have been accommodated with guards who secure tourist vehicles and separate them from two-wheeled and four-wheeled vehicles. They have relatively cheap parking tickets, starting from IDR 3000 – 6000.</p>
	<p>Tibrena is classified as a fairly good toilet but needs to be improved in terms of cleanliness and the addition of several toilets to create some visitor satisfaction, and its location must be brought closer to several tourist activities so that tourists can use it more easily in a sustainable period.</p>

Tourist Attraction Attributes	Description
	<p>The group tourist activities, such as outbound, are attended by several millennial tourists, and usually, this activity is carried out five times a month by tourists in school or college events.</p>
	<p>The closing activities of the outbound attended and participated in by millennial tourists are no less interesting than the tourism activities in Tibrena.</p>
	<p>Describes the condition of the road terrain, which is good enough for tourists to pass from all directions. It has never experienced congestion in the outside area and flooding during the rainy season during Tibrena's construction until now.</p>

Source: Researcher 2023

Tourist Response

Tibrena Sibolangit can be said to be an artificial tour. Apart from that, based on interviews with the manager, we know that Tibrena Sibolangit used to be an empty land, so most of the attractions and facilities in Tibrena Sibolangit are made by human hands. For rates and services at tours made by Tibrena Sibolangit, based on questionnaires that have been distributed to visitors who have already come to tours made by Tibrena Sibolangit, it can be seen that almost all tourists feel that the rates and services at tours made by Tibrena Sibolangit are good, so tourists have plans to make a return visit.

Based on the Tourist respondents who have been given the experience of tourists while in Tibrena until now, they must have new facilities so that tourists do not feel bored with the same facilities and have a sustainable impact in Tibrena, as for some developments in destinations in The Tibrena that must be considered again are as follows: 1) The floating restaurant is currently unique in terms of culinary which is quite good and has tourist attractions to feed fish in fish ponds. The author suggests several additional tourist attractions, namely Live Music, which has an impact on the life of the restaurant; 2) The Mess, which is one of the accommodations in Tibrena, has an advanced stage of development in facilities such as beds that have some damage and must be replaced and some broken ceramics that can make tourists injured; 3) Toilets which are

additional supporting facilities in Tibrena are required to have clean facilities, and there are quite a lot of them in several tourist activity points in Tibrena.

CONCLUSION

Tibrena Sibolangit is an artificial tourist object that has an attractive attraction or potential to visit because Tibrena Sibolangit has a different attraction from the others, namely, a Floating Restaurant, large land, artificial fish ponds, playgrounds, lodging, camping areas that make this Tibrena different from other tourist attractions around it.

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