

## The role of the community in the development of local wisdom-based tourism in Meat tourism village, Tampahan district, Toba regency

Ayu Ansari Sitepu<sup>1</sup>, Loly Surya Sirait<sup>2</sup>, Nur Khafiza Khairi<sup>3</sup>

Politeknik Pariwisata Medan, Indonesia<sup>1,2,3</sup>

<sup>1</sup>Email: [ansariayu60@gmail.com](mailto:ansariayu60@gmail.com)

**Abstract** - The Ministry of Tourism has acknowledged that Lake Toba in North Sumatra is one of Indonesia's top five destinations of high priority. This study aims to identify various forms of local wisdom that exist in the Meat (Desa Meat) tourism village and analyze the role of the community in tourism development there. The research method used is qualitative analysis through observation and literature study. Sources of data used in this research include books, journals, websites, and other relevant references related to the theme of this research. Meat village which is located in the vicinity of Lake Toba, has also been designated as one of the tourism development areas. The reason behind the appointment is because this village not only has abundant natural beauty, but also manages to maintain its distinctive artistic and cultural elements. Research has proven that Meat village has a tourism concept that is based on local wisdom, in which the local community is actively involved in developing tourism through the production of woven yeast hotang cloth. Besides being valuable as part of human creativity, the potential for this local wisdom also has significant economic value. The development of a tourism village that focuses on local wisdom like this can be used as an example for other villages interested in developing the concept of rural tourism.

**Keywords:** toba lake; tourism village; local wisdom; community empowerment

### 1. Introduction

Tourism has become an important sector in the economic development of a region, both at the local and national levels. In many countries, including Indonesia, tourism is a major source of income and creates job opportunities (Pitana & Diarta, 2009). However, to develop sustainable tourism and make the most of regional tourism potential, the role of the local community is very important. (Prabowo et al, 2016; Aleksandrov, 2012). One form of tourism development that is currently developing is tourism based on local wisdom. Local wisdom refers to the traditional knowledge and skills possessed by the people of a region. In the context of Meat Tourism Village, local wisdom includes cultural heritage, traditions, knowledge and practices that exist in the community (Rahim, 2010; Kamal & Juliana, 2022).

Meat Tourism Village offers a unique tourist experience, with its rich culture, arts, local wisdom, and natural beauty. However, the development of tourism in this village cannot be separated from the participation and contribution of the local community. The community's active role in tourism development is very important, because they have in-depth knowledge of local wisdom and cultural aspects inherent in their village (Suharto, 2011; Adriani, 2015).

The Meat village community has various roles in the development of tourism based on local wisdom (Komariah et al, 2018). First, they can become guardians and guardians of local cultural heritage and traditions. By maintaining and preserving local wisdom, the community can provide an authentic experience for tourists visiting the village. In addition, the community can also act as tour guides explaining cultural values and local knowledge to visitors (Amir et al, 2020)

Communities can also play a role as entrepreneurs and local economic actors in tourism development. They can open businesses such as restaurants, homestays, or gift shops that offer local products. This not only provides economic opportunities for the community, but also raises awareness of local wisdom and helps in its preservation (Fafurida, 2017; Agung, 2015). In the context of tourism development based on local wisdom, active community participation also involves joint decision making. The community needs to be involved in the process of planning, managing and making policies related to tourism in Meat Village. By involving the community directly, a relationship of mutual trust will be created between the government, the community, and tourism entrepreneurs, which will ultimately support sustainable tourism development and have a positive impact on the local community (Hariawan et al, 2020).

Based on the background described above, the authors conducted a study entitled "The Role of Communities in Tourism Development based on Local Wisdom in Meat Tourism Village, Tampahan District, Toba Regency". The purpose of this research is to identify forms of local wisdom that exist in Meat Tourism Village and to analyze the role of the community in developing tourism in Meat Village.

Tourism Village is a concept that integrates accommodation, attractions and supporting facilities in a community that lives according to the rules and traditions that apply. A village can be classified as a tourism village if it has tourism potential that can be developed, maintains distinctive traditions and culture, and has accessibility and infrastructure that supports the tourism village program. In addition, security, order and cleanliness must also be maintained (Zakaria & Supriharjo, 2014). The development of a tourism village depends on an understanding of the characteristics and capacity of the elements in the village, including environmental and natural conditions, socio-cultural aspects, community economy, structural layout, historical aspects, community culture and buildings, as well as local knowledge and capabilities. by the local community (Fajarini, 2014).

In the process of developing a tourist village, the surrounding community plays an active role, in which the surrounding environment and the social life of the people in the village become a tourist destination. The community also has a role as a tourism promotion agent and innovator in providing ideas and ideas for the development of a tourism village (Utami et al, 2022).

Local wisdom is a characteristic of the village community. In foreign languages, local wisdom is often referred to as local wisdom, local knowledge or local genius. Local wisdom reflects a view of life that is based on wise thoughts, good manners, and positive values. In this context, local wisdom can be interpreted as the result of wise thoughts, deep feelings, natural traits, good behavior, and encouragement for the good of humans. understand and applying local wisdom will bring the human soul to moral perfection (Lanur & Martini, 2015; Angela et al, 2022).

Tourism development is important in the development of a tourism destination area. This involves developing tourism products, such as tourist attractions, tourist facilities, accessibility, as well as involving the role of local communities in tourism activities. In a tourist village, the role of the local community is very important in developing the area by prioritizing local wisdom in the village, and the active participation of the community is very influential in the development of a tourist village (Purbasari & Asnawi, 2014). In this context, the word "development" means development which is carried out in stages and regularly with a focus on achieving the desired goals.

## **2. Method**

The research method used in this research is descriptive qualitative. This method involves collecting data through observation and literature study. According to Sugiyono (2008), the qualitative research method is a research approach based on post-positivism philosophy. This approach is used to investigate the natural state of the research object (as an alternative to experiments), with the researcher as the main instrument. Data was collected using a triangulation technique, in which data analysis was carried out inductively/qualitatively. Qualitative research emphasizes understanding of meaning rather than generalization. In the literature study, various literatures, scientific publications such as books, journals and other documents relevant to the development of tourism villages are sought and studied. Data sources used in this research include books, journals, web pages, and other references that are considered relevant to the research theme.

### 3. Results and Discussion

#### 3.1 Meat tourism village

Meat Village is a tourist destination located in Toba district, in the Tampahan sub-district, with an area of 24.45 km<sup>2</sup>. Located on the shores of Lake Toba, Meat Village offers visitors an interesting and mesmerizing natural landscape. Surrounded by two hills overgrown with pine forests and various other types of plants, as well as beautiful views of rice fields, this village is a beautiful place. Meat Village also has white sand beaches, clear water, and calm waves, so that tourists can enjoy various tourism activities comfortably. Therefore, the government and tourism investors need to explore and develop the very promising natural potential in Meat Village, with its beautiful natural landscapes and a variety of interesting cultural attractions. Desa Wisata Meat also offers a variety of delicious local dishes, including traditional dishes and snacks using natural ingredients from around the village. The local market in this village is also a place for tourists to buy organic agricultural products and handicrafts. For accommodation, Meat tourism village has various accommodation options, ranging from traditional homestays to modern villas. Visitors can experience the friendliness of the locals and enjoy the quiet country life. Overall, Desa Wisata Meat is the perfect place to enjoy the beauty of nature, traditional village life and the rich local culture (Andrianto & Damayanti, 2018)

#### 3.2 Forms of Local Wisdom in Meat Tourism Village

Every tourist spot is often unable to maintain the authenticity and uniqueness of the culture and social life of its people. Local culture generally has high values, both philosophically and sociologically, and is considered as something exotic. Natural beauty, social life, and spiritual wealth are the attractions that attract the interest of outsiders. Therefore, this exotic must be displayed in an authentic form so that it becomes the main attraction of a tourist destination. One way to achieve this is to build community groups that are active and concerned about the preservation of tourist areas. Community involvement in these groups is a concrete action that shows their concern for tourism areas and other potential natural resources. Through a community like this, nature conservation can be realized.

Local wisdom is seen in the lives of people who have a good understanding of the surrounding environment, coexist harmoniously with nature, and use natural resources wisely. Wise management of natural resources and the environment is a form of conservation by the community.

Meat Tourism Village has various local wisdoms because the culture of Meat village is the culture of the Toba Batak tribe which fulfills the requirements for a cultural definition. This can be seen from the majority of the villagers who are Toba Batak and this village still maintains its culture to this day. One example is the existence of traditional houses which were passed down by their ancestors and still retain the distinctive carvings of the Batak culture. In addition, another proof that Meat village is very attached to its culture is in the process of naming the location of a community settlement, which is named Ragi Hotang Traditional Village. This name is taken from the ulos cloth used in the traditional procession of the Toba Batak tribe. Ulos Woven Fabric is one of the unique local wisdoms in the Meat Tourism Village.

The following is an explanation of the local wisdom of Ulos Woven Cloth in Meat village.

##### (1) History and Meaning

Ulos Woven Fabric has a long history and has been passed down from generation to generation by the people of Meat Village. This cloth has a very important meaning for the local community, because it symbolizes identity, social status, and traditional values. The manufacturing process involves intricate handicrafts and requires special skills.

##### (2) Motifs and Colors

Ulos woven fabrics in Meat Village have a variety of unique motifs and colors. These motifs often depict stories and traditional symbols related to village life. For example, bird, animal or

plant motifs that have symbolic meaning in local beliefs and customs. The colors used also have certain meanings and symbols.

### (3) Manufacturing Process

Making Ulos Woven Fabric involves a complicated process and requires precision and patience. The stages of this process include combing the threads with rice so that the threads become stiff (*manunggas*), rolling the threads (*makulhul* or *hul-hul*), inserting the threads for ulos (*manorha*), attaching warp threads or colored threads (*mangani*), rolling the weft threads (*makasoli*), weaving (*martonun*), until the final stage is tidying up the sides of the ulos cloth so that it doesn't unravel (*manirak*). The Meat Village community maintains the authenticity of traditional techniques in the process of making this Ulos Woven cloth.

### (4) Role in Local Culture

Ulos Woven Fabric plays an important role in the local culture of Meat Village. This cloth is often used in traditional ceremonies, such as weddings, funerals, or religious events. In addition, the Ulos Woven cloth has also become one of the cultural identities of the village community and a symbol of pride for them. Through the use of Ulos Weaving cloth, the people of Meat Village can maintain and strengthen their identity and pride in their cultural heritage.

### (5) Local Economic Development

Ulos Woven Fabric also plays a role in developing the local economy in Meat Village. Through the production and sale of Ulos Weaving cloth, villagers can earn additional income. Ulos Woven Fabric is a commodity that is in demand by tourists and art collectors, thereby opening up business opportunities and improving the economy of rural communities. In addition, the development of Ulos Weaving cloth can also create jobs for villagers.

By explaining the local wisdom of the Ulos Woven Cloth to tourists and the local community, it is hoped that it can increase appreciation for the cultural heritage of Meat Village and promote its sustainability and preservation

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Communities need to be actively involved in tourism development, because they are one of the important elements in tourism development. The goal is to improve the welfare and standard of living of local residents by giving them the opportunity to benefit directly from tourists. The level of community involvement in tourism varies depending on existing potential, experience, knowledge and expertise of local individuals or groups. The Meat Tourism Village community plays an important role in the development of tourism based on local wisdom.

The following is the role of the Meat village community in tourism development based on local wisdom:

#### (1) Maintenance of Traditions and Techniques

The people of Meat village have an important role in maintaining and preserving the traditions and techniques of making Ulos Woven Cloth. They can transfer knowledge and skills to the younger generation through training, education or internships. Thus, the traditions and techniques for making Ulos Woven Fabrics can continue to grow and be maintained.

#### (2) Development of Quality and Innovation

The Meat village community can also play a role in improving quality and innovation in making Ulos Woven Fabrics. They may conduct research and development to create new designs, improve weaving techniques, or combine traditional motifs with contemporary elements. With this innovation, Ulos Woven Fabric remains relevant and attractive to the market.

#### (3) Management of Marketing and Distribution

The Meat village community can be involved in managing the marketing and distribution of Ulos Woven Fabrics. They can form groups or cooperatives that organize the sale of fabrics, cooperate with shops, art galleries or online platforms. By having control over marketing and distribution, the community can gain a fair profit and increase the accessibility of Ulos Woven Fabrics for tourists and collectors.

#### (4) Education and Counseling

Education and counseling play an important role in developing the local wisdom of Ulos Woven Cloth. The Meat village community can organize educational programs, workshops, or seminars to introduce Ulos Woven Fabric to the general public. They can also socialize the importance of preserving local wisdom and provide an understanding of the values and symbolism contained in Ulos Woven Fabrics.

#### (5) Collaboration and Networking

The Meat village community can work together and establish networks with related parties, such as educational institutions, cultural institutions, local government, or creative industry players. This collaboration could include joint research, product development, art exhibitions or participation in cultural events. By collaborating, the community can expand market reach and get support in developing the local wisdom of Ulos Woven Cloth. Through the active role of the Meat village community in developing the local wisdom of the Ulos Woven Cloth, it is hoped that it can strengthen local culture, improve the community's economy, and inspire future generations to maintain and develop this tradition.

### 4. Conclusion

Meat tourism village has a tourism concept that is different from other villages in Toba Regency. However, several agencies related to the potential of ulos woven fabrics have not shown a consistent commitment in their implementation. For the development of ulos woven fabric, commitment from the local government is required in providing modern facilities and infrastructure as well as providing training to increase production and assist in marketing ulos woven fabric.

Research shows that the community acts as a subject and object in the development of a tourist village. The community must be actively involved in all processes of developing a tourist village, because the development of a tourist village aims not only to change characteristics, values, traditions and culture into tourist objects, but also to improve people's welfare. Therefore, the active role of the community is very important and they must also benefit from this development.

The Meat Tourism Village development approach that prioritizes the local wisdom of the community gives a bigger role to the community in the whole process of developing a tourism village. Based on this research, it can be concluded that the development of the Meat tourism village based on local wisdom is very useful in developing a tourism village. This tourist village is unique in selling local wisdom in the village, thus attracting the interest of tourists who come.

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