

## Analysis of Holbung Hill Tourism Development Strategy for Improving Regional MSMEs

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### Abstract

*Holbung Hill is one of the natural beauties in North Sumatra, especially Samosir Island. This hill is often referred to as the North Sumatra version of Tele tubbies hill become a tourist area. This study aimed to analyze the development strategy of Bukit Holbung tourism in increasing regional MSMEs. The method used in this research is descriptive qualitative method with descriptive type. The technique of determining information is carried out by observation, namely collecting data and presenting the obtained data, which is then carried out by drawing conclusions. The results of the analysis show that the government as well as the community must be involved in the development of Bukit Holbung. Especially the people of Hariarapohan Village. In supporting the development of Bukit Holbung tourism, it is necessary to improve the inadequate infrastructure to increase MSMEs in the Bukit Holbung area.*

### Keywords

tourism; development strategy;  
MSMEs



## I. Introduction

The Indonesian people know Samosir because of the richness of the Toba Batak culture. Besides that, Samosir is known for its beautiful natural panorama, Lake Toba. Many tourist objects on Samosir Island can be developed as spiritual, political/legal, historical, poverty and natural tourism objects. No wonder if we visit Samosir Island there are many domestic and foreign tourists.

One tourist attraction that has the potential to be developed as a natural tourist attraction is the Bukit Holbung tourist attraction. Holbung Hill is one of the natural beauty in North Sumatra, especially Samosir Island. This hill is often referred to as the North Sumatra version of the Tele tubbies hill. Holbung Hill has beautiful and abundant tourism potential, which is certainly an attraction for tourists who will visit. So Holbung Hill is a tourist area.

As evidenced by data from the Central Statistics Agency (BPS) the number of visitors in 2018 reached an increase of 11.01 percent from the year only reaching 5.0 percent. The growth of the statistical data above illustrates a very large business opportunity for the regional economy, including the private sector.

However, the potential development of the number of tourist visitors to increase the income of Micro, Small and Medium Enterprises (MSMEs) in Samosir is still disturbed by classical factors, namely location analysis, availability of facilities and infrastructure to destination destinations.

Micro, Small and Medium Enterprises (MSMEs) in Samosir Regency contribute a lot of state revenue from the MSME sector, especially in the tourism sector, which is a priority in absorbing regional and state revenues. Micro, Small and Medium Enterprises (MSMEs) in the Bukit Holbung area are still very limited so they often times the visitors must prepare all the necessities needed later when visiting Holbung Hill.

One of the factors that hinders the improvement of Micro, Small and Medium Enterprises is that the Bukit Holbung tourist destination area is still land owned by the community individually, causing a lack of cooperation between the community and the local government in increasing the regional income. According to Budiono (2015) one. Steps that can be taken to encourage development at the village level are to give authority to the village government to manage the village scope independently through village-level institutions.

## **II. Review of Literature**

### **2.1 Tourism**

Tourism comes from two words, namely ray and tourism. Pari can be interpreted as many, many times or complete. Meanwhile, tourism can be interpreted as a trip or trip which in this case is synonymous with the word "travel" in English, proposed by Youti, (1991: 103). According to Spillane (1991), the journey from one place to another is temporary, whether carried out individually or in groups. Those who carry out travel activities are called tourists, the destination is called a tourism destination. Tourism is called tourism when these activities are supported by service facilities provided by other parties (tourism industry, community and government) (Ardika, 2014).

Tourism is one of the most important supporting factors for regional development and the development of a country, through foreign exchange, taxes and levies obtained from companies engaged in tourism. Suwanto (2004) states that many countries have chosen as the mainstay sector in economic development because they are not so affected by world economic turmoil. During tourist activities, needs such as food, drinks, and information services are referred to as tourism products (Yoeti, 2013).

According to Law No. 10 2009 Tourism is a tourism activity that is supported by various facilities and services provided by the community, entrepreneurs, central government and local governments. Micro, Small and Medium Enterprises (MSMEs)

### **2.2 Definition of Micro Business**

According to Rudjito (2002), micro, small and medium enterprises are businesses that have an essential role in the Indonesian economy, both in terms of the jobs created and in terms of the number of companies. According to Law number 20 of 2008, MSMEs have the following criteria:

Micro, namely productive businesses owned by people.

Small Business, which is a stand-alone productive economic business carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled or become a part, either directly or indirectly, of a medium or large business.

Medium Enterprises, namely productive economic businesses that stand-alone, are carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or become part of either directly or indirectly.

According to Ina Primiana, MSMEs can be interpreted as the development of a mainstay area to accelerate economic recovery to accommodate priority programs and develop various sectors and potentials. While small business is an increase in various community empowerment efforts.

### **2.3 Criteria for Micro, Small and Medium Enterprises (MSMEs)**

According to Law number 20 of 2008 there are several criteria in MSMEs, one of which is the criteria according to the turnover price received, namely as follows:

Micro Business,

- a. which is a business that has a net worth of up to IDR 50,000,000 and does not include buildings and land where the business is located. The result of the sale of micro businesses every year is a maximum of Rp. 300,000,000, -.2
- b. Small Business is a business with a net worth of IDR 50,000,000 with a maximum required amount of IDR 500,000,000. The results of business sales each year are between Rp. 300,000,000, - up to a maximum of Rp. 2,500,000,000, -.
- c. Medium Enterprises are often categorized as large businesses with the criteria that the business owner's net worth reaches more than IDR 500,000,000 to IDR 10,000,000,000 and does not include buildings and land where the business is located. Its annual sales results reach Rp. 2.5,000,000,- billion to Rp. 50,000,000,000.-.

### **2.4 Functions and Roles of SMEs**

MSMEs (Micro, Small and Medium Enterprises) have a very large role in the national economy. The functions and roles of MSMEs include income, added value for regional products, increasing living standards. According to Yoeti (1997; 165) are as follows: providers of goods and services, absorb labor, equity. Seeing such a large role, the fostering and development of small industries is not only important as a pathway towards equitable distribution of Indonesia's products, because with a small investment, it can produce effectively and can absorb a lot of workers.

Especially for the people of Hariarapohan Village, with the increase in MSMEs, it is hoped that this will improve the welfare of the Hariarapohan village community and also improve the welfare of Samosir Island through regional income.

### **2.5 The Role of the Government of Samosir in Empowering MSMEs**

As regulated in Law No. 20 of 2008 concerning MSMEs, Micro, Small and Medium Enterprises (MSMEs) are productive businesses that meet business criteria with certain limits on net worth and annual sales results. The success of MSMEs in Indonesia is also inseparable from the support and role of the government in encouraging lending to MSMEs.

Samosir Regent Vandiko Gultom accompanied by Assistant for Economics and Development Saul Situmorang and the OPD Leader in his speech said that in line with the determination of the Lake Toba Area as a super priority tourism destination and the determination of the Toba Caldera Geopark as a National Geopark. Samosir needs support from various parties in the development of the tourism industry. One sector that can support the development of this tourism is the Small and Medium Industry (IKM) business sector. According to Vandiko, the tourism industry has potential provide space for marketing the products of micro, small and medium enterprises (MSMEs) so that their business will grow and be recognized by domestic and foreign tourists. With the development of SMEs linked to the creative economy, Samosir will have a high selling point and competitiveness in the tourism industry.

Sabirin (2001) explained that to empower people from economically weak groups or the small business sector is to provide affordable sources of business financing.

One of the financing strategies for this group is micro credit business. Microfinance institutions are institutions that provide financial services for people who have low incomes and are included in the poor group. This microfinance institution is specific

because it meets the demand for funds of the poor on the availability of funds. For formal banking financial institutions, the poor will not be served because the success of empowering MSMEs will be realized if the community and government play a joint role according to their respective roles. Both regulators include local governments, MSME actors and the banking world who can work according to their duties and functions, then the success and progress of MSMEs will be implemented quickly. So, the increase in tax revenue from the side of extracting new taxpayers and the value of the tax will continue to increase.

### **III. Research Method**

This research is a qualitative descriptive study that emphasizes factual and theoretical explanations. This study examines the government's strategy in developing tourism in the Hariarapohan area, precisely in the Bukit Holbung tourist attraction. With interview techniques, documentation, observation and others Interviews are data collection by asking questions to respondents directly (Siswanto, 2013: 58) Researchers hold questions and answers with information to obtain data on matters that have to do with the problem of discussing this thesis, in this case conducting interviews using the question guideline used Arrange according to the importance of the problem. Research with direct observation of how the Bukit Holbung tourist attraction with the strategy of developing the Holbung Hill tourist attraction.

Documentation is a method used to find data on variable matters in the form of notes, theses, books, newspapers, and magazines to find out an overview of the research.

Sources of data used in the study are:

1. Primary Data: namely data obtained directly from the Department of Culture and Tourism.
2. Secondary Data: namely data obtained from the documentation of the object of research, in this case Bukit Holbung, Samosir Regency.

The analytical method used in this research is SWOT analysis, which is an analysis that is intended to see the extent to which the implementation of the Bukit Holbung tourism development strategy in increasing tourists based on strengths, weaknesses, opportunities and threats. The data obtained in this study are expressed in the form of questions - questions, responses and interpretations obtained from interviews, observations.

### **IV. Results and Discussion**

In connection with the results of interviews conducted with the Head of BuMdes in Hariarapohan Village, Daily District, Samosir Regency, information was obtained that Holbung Hill as a tourist destination was initially managed independently by the local community. This means that this tourist destination is land owned by residents who have been converted into a tourism area. This development began when the community began to realize the potential of Bukit Holbung as a tourist destination, the community began to manage the hill the holbung by making paths for hiking trails, clearing the grass and cleaning livestock manure. Then introduced this hill as a tourist spot and became viral on the facebook page. This caused more and more people to visit Holbung Hill.

At the beginning of the development of Holbung Hill, between 2016 and 2017, Holbung Hill was managed by the local community who agreed to maintain and manage Holbung Hill. Then in 2018, BUMDes and ADRT were officially formed for the

management of Holbung Hill and since then the management of Holbung Hill has been transferred to the responsibility of the local government. However, in the management of Bukit Holbung, the community is still involved in the management and in the management of BUMDes. The community hopes that with the government taking part in developing Holbung Hill, the Samosir Regency government is able to manage and develop the natural potential of Holbung Hill to become one of the most favorite tourist destinations in North Sumatra.

The Samosir Regency Tourism Office's tourism development in physical development was not fully realized until this year. The role of the Tourism Office so far that has been realized so far is still in the promotion stage. The funds used to manage Bukit Holbung still depend on the income obtained from visitor fees and funds provided by the tourism ministry. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

In the tourism development strategy in Bukit Holbung, the MSME owners set a standard price for tourists. In addition, the people who come are also served or served in a good and friendly manner. Therefore, MSME owners analyze prices that are suitable for visiting tourists. In this case, the local government is also preparing a strategy for development, namely by improving services for existing tourists,

- a. Prima is to provide services in a way that exceeds what they pay
- b. Standards, namely by serving with standards or according to what they pay
- c. Bad, namely by serving poorly or not following service expectations.

Thus, the local government formed a Village-Owned Enterprise that manages the Holbung tourist hill to increase visitors it cannot be done because of a pandemic or a national disaster that hit Indonesia, therefore there has not been a normal increase. What attracts tourists to visit Bukit Holbung tourism is the charm of scenic tourism from the west, namely mountains and forestry. Tourists are also captivated by the scenery, besides that, tourists also visit Holbung Hill with different purposes, namely for camping, selfies, pre-wedding and making videos.



#### **4.1 Graphic Drawing**

To improve the development of tourist destinations, the manager of Holbung Hill tourism, Mr. Alpon Sihotang also has a vision and mission to be achieved, namely:

- a. His vision is to make Holbung Hill a tourist area
- b. its mission is to improve the facilities and infrastructure of the Holbung hill tourist attraction and improve the services available at the tourist attraction to make it easier for tourists and increase the increase in visitors who come there

With the tourist destinations being developed, it has a very good impact on the community in Hariarapohan village. One example is that the people in the area enjoy tourism there, make homestays, and improve the community's economy by selling farm produce there.

The local government also participates in developing the Holbung hill destination, using government making programs for managers, namely by comparative studies or by training. With tourism development in Holbung Hill, the manager hopes that the number of visitors to Holbung Hill tourism will increase.

In this article, the author uses the SWOT analysis method, namely, how managers can match external opportunities and threats to these tourist destinations with the internal strengths and weaknesses that exist there (Rangkuti 2016) in (Mudrikah & DWP, 2018) in this SWOT analysis. exist in this study.

#### **4.2 Strengths (Strength from within)**

In this case, the Holbung hill tourist destination has advantages that do not exist in other tourist destinations because the managers and the people involved play an important role in the development of this tourism. With the existence of MSMEs, the community participates in the development of this tour. Likewise, the tourism managers in Holbung Hill are also very concerned about preserving nature so that it remains intact and safe from irresponsible hands. This means that the strength that is possessed in the Bulit Holbung tourist destination is the beauty of the hills and nature and the role of the existing community.

The strength of the Holbung hill tourist destination is also the natural beauty of nature that is guarded without the touch of human hands.

Strength or (Strenghts) is a condition of strength that exists in a tourist attraction, the strength analyzed is a factor in the tourist destination (Suarto, 2018).

#### **4.3 Weaknesses (weakness from within)**

- a. In this case, the weaknesses of the Holbung hill tourist destination are:
- b. No transportation supports access there
- c. There is no government support for the community related to MSMEs that are there
- d. The Central Government has provided no funds to develop Holbung Hill.
- e. Lack of manager promotions that can increase the visitors who are there

Weekness itself is a weakness that exists in the tourist attraction, the factors analyzed are factors that exist in the current object and can harm the manager (Freddy 2014) in (Suarto, 2018).

#### **4.4 Opportunities (Opportunities from Outside)**

In this case, the opportunity possessed by the Holbung hill tourist destination is that the manager can participate with the community to make lodging for tourists who will come there as well.

The opportunities that exist in tourism can also be felt by residents or the surrounding community, namely the community can sell and trade their harvests and sell them to tourists who visit this can improve the economy in the village or local community.

#### **4.5 Threats (Threats from Outside)**

Threats to tourist attraction areas are natural events that are not predicted by existing managers, such as sudden rain. We do not know events can harm the community, visitors and local managers.

In (Nur'aini, 2020) threats are the opposite of opportunities or opportunities. Threat is a disturbance from the outside that can interfere with the development of a tourist attraction.

### **V. Conclusion**

Holbung Hill as a tourist destination is still new and at the stage of the Holbung Hill Area it is a tourist destination that was initially managed independently by the local community. This means that this tourist destination is land owned by residents who have been converted into a tourism area. This development began when the community realised Holbung Hill's potential as a tourist destination. The community began to manage the hill by making trails for hiking trails, cleaning grass and cleaning livestock manure. In 2018, BUMDes and ADRT were officially formed for the management of Holbung Hill and since then the management of Holbung Hill has been transferred to the responsibility of the local government. However, in the management of Bukit Holbung, the community is still involved in the management and in the management of BUMDes.

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#### **Suggestion**

Based on the results of research conducted the development of Holbung Sipege Hill is still at the construction stage, this is influenced by the condition of Holbung Sipege Hill which is still newly opened and the Covid-19 situation that is currently being faced has not improved but in 2022 there is a national holiday increasing visitors to travel to Holbung Sipege Hill. Development and

In the development of Holbung Sipege Hill, it is hoped that the community will take part, not only in the form of moral support but also in the form of actions, for example in making photo spots to attract visitors, maintaining cleanliness and preserving the environment so that it remains beautiful, as well as making an event with Batak nuances to create culture. special. For example, Tor-tor Shows, Flute Shows or other events and create MSMEs that sell Toba Batak products, for example making handicrafts such as accessories, clothes, and so on to become tourist attractions, and increase the economic income of the Hariarapohan village community. As for the role of the government, it is expected to be able to build the necessary facilities and infrastructure such as public

bathrooms, road access and lighting (lamps) so that they become an attraction for visitors and visitors feel safe and comfortable when visiting Holbung Sipege Hill. In addition, the government is also expected to be able to promote and include Bukit Holbung Sipege in the award event as a form of effort to popularize the name Bukit Holbung Sipege as a tourist spot.

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