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**INSTITUTIONAL COOPERATION IN THE DEVELOPMENT OF RAFTING TOURISM IN SEI BOLON, BULUH DURI VILLAGE, SIPISPIS DISTRICT****Searca Agung Nugroho<sup>a</sup>, Femmy Indriani Dalimunthe<sup>b</sup>, Bahagia Tondang<sup>c</sup>**<sup>a,b,c</sup>Department of Travel Business Management, [searcanugroho85@gmail.com](mailto:searcanugroho85@gmail.com), Medan Tourism Polytechnic**ABSTRACT**

*White water rafting is a sport that has a recreational aspect and has now become one of the mainstays of Indonesian tourism in the last 10 years. In the North Sumatra region, there are three locations that are featured rafting objects and one of them is white water rafting at Sei Bah Bolon which is located in Buluh Duri Village, Sipispis District, Serdang Bedagai (Sergai) Regency. White water rafting tourism in Sei Bah Bolon has tremendous potential that can still be explored and developed in the future, where until now, the development of white water rafting tourism has resulted from good cooperation between the relevant institutions and the institutions that are quite diverse from formal and informal institutions. With the collaboration between these institutions, which is considered the main factor in the development of rafting tourism in Sei Bah Bolon, this thesis uses a qualitative research method, where data is collected through many interactions carried out with various parties, both in institutions that are actively involves, as well as at the rafting tourist sites. From the many interactions, results are obtained that show how the success, shortcomings, hopes, and future potential of tourism development in Sei Bah Bolon are obtained. With the existence of other white water rafting attractions that are benchmarks in terms of rafting development, in which there is also a collectivity from institutions in its development, it is indeed concluded that collective cooperation is very important for the potential for tourism development in the Sei Bah rafting tourist attraction. Bolon, so that by paying attention to things that develop and to achieve sustainability, in the future it remains to be re-identified what institutions and how their duties and functions will be related to rafting in the future.*

**Keywords:** Rafting tour, Cooperation, Institution**1. INTRODUCTION**

The Bah Bolon River which crosses 40 km The length of the Sipispis region is a rocky river with a fairly swift, clean and clear flow, along the Bah Bolon River is also still dominated by very natural natural conditions, there are waterfalls, calm river crossings surrounded by rock cliffs plus typical tropical rainforest. This natural condition and atmosphere adds to the exotic scenery and natural attractions along the river.

Rafting is a very suitable tour to be carried out along the Bah Bolon river, since it was explored for the first time in 2009 by a group of people who are former white water rafting athletes and nature lovers, in 2011 the District Government through the Youth, Sports, Tourism and Culture Office (Disporaparbud) began to take development steps, such as competitions and other activities that could be carried out at the main camp.

Since 2011, the Disporaparbud Serdang Bedagai has been serious about creating white water rafting as one of the main images for the tourism world of Serdang Bedagai, where previously the image of Serdang Bedagai tourism was better known as a marine tourism destination with beach tourism objects stretching on the east coast along the 44 km and there are already 20 beach attractions.

Rafting on the Bah Bolon River also has its own advantages where the distance that can be traveled is the longest in Indonesia, even Southeast Asia. There is a track that takes 6 hours and there is also a 4 hour track with the rapids level being in grade 3 or 4 depending on the condition of the water discharge.

This is certainly a charm and a special attraction to become a natural tourist attraction, and coupled with the swift flow of a rocky river, it is very suitable for simultaneously doing adventure activities, camping and white water rafting.

Adventure tourism is looking for new and different experiences, adventure tourism continues to grow and is increasingly in the popularity zone.

Adventure tourism, is an adventure trip can be any tourist activity, and consists of the following three components: physical activity, cultural exchange and aspects of interaction and engagement with nature. Unique or new tourist destinations and activities or even a new challenge. The sector is willing to accept limited tourism infrastructure with an experience that.

Since the enactment of Law No. 10 of 2009 concerning tourism on January 16, 2009, then in principle the entire policy of implementing tourism in Indonesia must be based on the principles and rules contained in the tourism law and all implementing regulations.

There is a principle regarding the implementation of tourism in Indonesia which has been mandated by Law no. 10 Th. 2009, namely that the implementation of tourism development in Indonesia must be carried out based on the principles of: benefits, kinship, fair and equitable, balance, independence, sustainability, participatory, sustainable, democratic, equality, and unity, all of which are realized through the implementation of tourism development plans with due observance of diversity, uniqueness, uniqueness of culture and nature, as well as human needs for tourism.

In an effort to develop rafting tourism which is also a sport and is carried out in the wild, and with the dynamics of the situation and conditions of the times, white water rafting must also be able to pair up with new things that are relevant to time, and for this, of course, collective will be needed. several parties or stakeholders, and in this case of course the parties involved in this rafting tourism development effort must be competent and more specifically institutions/institutions that have formal legality. What is planned and carried out is a powerful step, especially if you are looking for a sustainable tourism ecosystem.

When the institutions that related to white water rafting are identified, their connectivity and collectivities implemented into cooperation steps between institutions so that white water rafting slowly but surely becomes one of the mainstay products for the world of tourism.

Several rafting tourist sites and the potential for rafting are currently experiencing various conditions, there are locations that have good potential but have not succeeded in developing their potential. This mostly happens due to bad or sometimes even the absence of collectivity between parties who should work together to achieve the same goal, so that they fail to find a point where they can be suitable to work together. And this is considered quite alarming, which is why mapping of institutions that can produce mutual cooperation is felt to be very important to do.

In the Bah Bolon River, Sipispis, in the last 10 years, has continued to strive to develop this white water rafting tourism product by adjusting the necessary conditions, so that it continues to run with the relevance of existing conditions. This makes up to now there are 3 local white water rafting providers in the tourist attraction, where there have been 2 additional providers since 2019, 2020. Regarding the dynamics of the situation and the relevance of the conditions of the times, upgrading is required so that Bah Bolon rafting can maintain its existence even continue to develop this tour while still carrying out active conservation of nature and the environment as the main support for the continuity aspect of rafting. There are several disturbances that have been encountered during this rafting tour, not only in Bah Bolon, but also in other rafting attractions, some from external factors, to internal factors themselves.

Internal factors, usually related to communication problems between the perpetrators and the activists of the rafting activity themselves, the common vision that is not accompanied by the same mission that is carried out is a nuisance that is often encountered, or even sometimes there are still differences in vision, where the vision for rafting development should be the same. namely tourism that is continuously responsible for the welfare of the community, nature conservation and the environment.

External factors, where these factors are related to acts of natural exploitation from individuals and parties who carry out business activities by utilizing natural resources, such as hydroelectric power plants (PLTA), mining of sand and river stones. And there are also those related to community activities that can harm nature, such as excessive fishing of river fauna, disposal of personal waste (B.A.B, vehicle washing, clothing, food, boards) and household waste that goes directly to rivers which can increase water pollution.

The dynamics of disturbances found from both internal and external factors are the background to the importance of the strength of cooperation between institutions related to these factors, so that the two disturbance factors that have the potential to hinder the development of rafting tourism can be eliminated so that the development of rafting tourism in Sei Bah Bolon can really be maximum.

The cooperation that has been carried out so far is considered to be still limited to basic administration, namely in terms of correspondence regarding things and activities that are wanted and will be carried out at tourist objects, and have not yet reached the stage of agreement in a concrete form and as a legal standing for cooperation between parties. With this finding and with the main reason to strengthen the position of cooperation between institutions, in the future the cooperative relationship between institutions must also be strengthened with concrete forms of cooperation.

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Based on the background that has been described, the formulation of the problem in this study is as follows.

- a. What is the potential for white water rafting in Sei Bah Bolon?
- b. What are the main tasks and functions as well as forms of collaboration between related institutions in the development of white water rafting in Sei Bah Bolon, Buluh Duri Village, Sipispis District, Serdang Bedagai?

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Based on the formulation of the problem that has been described, the objectives of this study are as follows.

- a. Explaining the potential for rafting tourism in Sei Bah Bolon, Buluh Duri Village, Sipispis.
- b. Explaining the obstacles, then the collaboration that must be carried out between institutions related to white water rafting tourism in an effort to develop sustainable white water rafting tourism.

It is hoped that the benefits and uses of this research are as follows:

- a. Contribute to the development of science, especially in the field of applied tourism management, provide additional information to researchers in the field of sports and recreation tourism.
- b. Can be used as a comparison for actors and activists of this type of tourism, especially white water rafting or those who have more or less the same theme.
- c. Provide relevant information in the field of white water rafting in particular and recreational sports tourism in general, which aims to develop and improve achievements and tourism activities.

White water rafting or in international terms called rafting is a sport to wade through rafting rivers (wavy and rocky) using rubber boats, kayaks, canoes and paddles for recreational or expedition purposes. In Indonesia itself, white water rafting or rafting was popular for the first time around the 1990s until now and this sport is still in demand by the public.

In white water rafting, there are two main aspects, namely the recreational aspect and the achievement aspect. Aspects of recreation and achievement have their respective domains specifically, so they must have a strong basis in their journey, preservation and development. To have such a strong foundation, of course what is important is how these aspects have special institutions that have formal legality, so that they can then be connected and apply a form of strong collaboration and cooperation.

There are various definitions of institutions and institutions presented by experts from various fields.

According to Ruttan and Hayami, (1984) institutions are rules within a community group or organization that facilitate coordination among its members to help them with the hope that everyone can work together or relate to one another to achieve the desired common goal.

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Meanwhile, according to Ostrom, (1985-1986) institutions are identified with rules and signs as a guide used by members of a community group to regulate relationships that are mutually binding or interdependent with one another. Institutional arrangements can be determined by several elements of operational rules to regulate the use of resources, collective rules to determine the enforcement of the law or the rules themselves and to change operational rules and regulate organizational authority relationships.

Djogo, conclude and define institutions as an order and pattern of relationships between members of the community or organizations that are mutually binding which can determine the form of relationships between humans or between organizations that are embodied in an organization or network and are determined by limiting and binding factors in the form of norms, a code of ethics or formal and informal rules for controlling social behavior and incentives to cooperate and achieve common goals.

Big Indonesian Dictionary (1997) institutional is defined as a system of social bodies or organizations that make an effort to achieve certain goals.

There are several institutions identified in the development of rafting tourism, especially in Sei Bah Bolon, Buluh Duri Village, Sipispis District, which are as follows:

1. FAJI Indonesia Rafting Federation (North Sumatra) and FAJI Serdang Bedagai Regency Government

In accordance with the main tasks and functions of the organization, FAJI is the parent sport branch that oversees white water rafting especially in terms of achievement, so in this case, FAJI does several things, such as:

- Provide and produce human resources who are truly capable and competent theoretically and technically in the world of white water rafting, through their respective fields, such as carrying out training and coaching tiered athletes.
- Disseminate all things about white water rafting to various parties, without exception.
- Become the main liaison between the government and all rafting actors and activists, or other parties who can be related to white water rafting.

- Assisting every rafting actor and activist, especially the recreational aspect in determining the standards that must be possessed in rafting tourism activities, from equipment equipment to rafting track locations (free nature and river conditions).
2. TNI – AL (Navy), especially the Marine Corps  
The Indonesian Navy is a really important partner for the world of rafting, its partnership with the perpetrators and rafting activists so far has succeeded in helping and maintaining the quality of rafting human resources. There are several things that are done by the TNI - AL in the world of rafting, such as:
    - Assisting the process of training and coaching athletes
    - Help foster and participate in maintaining standards on the rafting tour provider
    - Assist with special facilities that are needed for water activities.
  3. North Sumatra National SAR Agency  
As a government agency responsible for disaster management, SAR also remains consistent with other institutions, including white water rafting, which has human resources that can assist disaster-related activities.  
Some of the things that the SAR and rafting crews do:
    - Carry out routine educational activities regarding disaster activities, especially safety aspects in outdoor activities, the outdoors.
    - Participate in maintaining the water tourism object in general and white water rafting tourism in particular
  4. Serdang Bedagai Regency Government (Sergai Regency Government), through related agencies such as: Youth, Sports, Tourism and Culture Office (Disporaparbud); Village Community Empowerment Service and Buluh Duri Village Government, Sipispis District Government; Department of Education, Department of Environment ; Regional Planning and Development Agency (BAPPEDA); Regional Disaster Management Agency (BPBD), Information and Communication Service (DISINFOKOM)  
The Sergai Regency Government is a leading sector that has a Sei Bah Bolon white water rafting development area, some of the tasks of the Sergai Regency Government are:
    - Prioritizing white water rafting as a leading alternative tourism in addition to coastal and coastal attractions.
    - Planning and making policies that help the development of white water rafting tours.
    - Implement and optimize existing policies and regulations for the development of rafting tourism.
    - Support white water rafting from a budget policy perspective.
    - Conducting activities under the supervision of the Regency Government.
    - Support other stakeholders who carry out white water rafting activities, especially the recreational aspect of white water rafting.
  5. Organizations / Non-Governmental Organizations (NGOs) / Community / Nature lovers and activists such as Wahana Lingkungan Hidup (WALHI), BITRA Indonesia, Mapala Unimed, Mapala UMSU, GMPA – ITM, Mapala UIN-SU, Kompas USU, Press/media (print and electronic).
    - Carry out activities related to creativity that support the rafting tourism aspect
    - Carry out activities related to nature and environmental conservation at white water rafting attractions
    - Actively conduct the following discussions providing suggestions and input on the development of rafting tourism
    - Actively participate in and assist various rafting activities carried out at rafting attractions.
    - Doing special documentation documentation, socialization as well as publication and publicity affairs for white water rafting, especially in Sei Bah Bolon.
  6. Travel Provider : Deli Proventure, Green Adventure.  
These two traveling providers are two private business sectors that do not only operate based on profit orientation, but also often participate in voluntary activities, such as;
    - Conduct mutual promotions with the rafting attraction in Buluh Duri Village.
    - Help sell tour package products by improvising on some things
    - Helping to make additional attraction activities such as outbound, gathering and camping, usually carried out with low budget conditions.
  7. Local Rafting Provider : Ancol Rafting (AAJ), Medan Rafting, Bumdes BUDUMA  
There are 3 white water rafting providers that are directly at the location of the Sei Bah Bolon rafting attraction, as the party who is directly at the location of the Sei Bah Bolon tourist attraction, this local provider does several things:
    - Manage campgrounds.

- Carry out responsibilities in maintaining and adding physical things to the location of the rafting tourist attraction.
- Carry out direct responsibility for rafting equipment and equipment maintenance.
- Carry out coaching and cadre of human resources for rafting actors and activists at tourist attraction locations.
- Maintaining the conduciveness of the situation and social conditions of the community around the location of the rafting tourist attraction.

#### Cooperation

Moh. Jafar Hafsa calls this collaboration a partnership, which means it is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefits with the principle of mutual need and mutual support.

Zainudin views cooperation as the concern of one person or one party with another person or party which is reflected in an activity that benefits all parties with the principles of mutual trust, respect, and the existence of regulatory norms.

According to Pamudji, cooperation is work carried out by two or more people by interacting between individuals who collaborate so that dynamic goals are achieved.

According to Thomson and Perry, cooperation is an activity that has different levels, starting from coordination and cooperation to collaboration in a collaborative activity.

#### Form of cooperation

1. Harmony. This form of cooperation is in the form of mutual cooperation and mutual assistance between individuals.
2. Bargaining. This form of cooperation is an agreement for the exchange of goods or services between two or more organizations.
3. Co-optation. This form of cooperation is a process of accepting new things in leadership and the implementation of politics in an organization so that it becomes more balanced.
4. Coalition. This form of cooperation is a combination of two or more organizations that have the same goal.
5. Joint Ventures. This form of cooperation occurs in large projects to achieve a goal that requires cooperation from various parties with different backgrounds.

From the forms of cooperation above, the coalition is the form used by organizations, and then the form of the coalition must be implemented in concrete forms such as MoU, MoA, LoI, LoA, or cooperation agreements.

#### Previous Research

There are several previous studies that serve as reference material to support this research. The following are some previous studies related to research on the development of white water rafting tourism in Buluh Duri Village.

First, "RATING TOURISM MARKETING COMMUNICATION STRATEGY, ACEH TENGGARA REGENCY", Dedy Husaini, The research objectives to be achieved are to determine the planning of rafting tourism promotion in Southeast Aceh Regency, rafting tourism marketing communication strategy in Southeast Aceh Regency, and the implementation of white water rafting tourism promotion. Southeast Aceh district. The theories used in writing this thesis use tourism communication theory and its use in modern management, communication policy and integrated marketing communications. The result of the research is that the planning of rafting tourism promotion in Southeast Aceh Regency is alternative steps for developing the tourism sector that complement each other to achieve marketing targets with optimal levels of tourist visits to white water rafting destinations. The Tourism Marketing Communication Strategy (SKPP) for Southeast Aceh district uses a grand strategy, pull and push strategy, penetration strategy, indirect attack strategy, guerrilla marketing communication strategy, market pitcher strategy and competitive strategy.

Second, Sabur, Muhammad (2000) ANALYSIS OF THE MARKETING STRATEGY OF RATING TOURISM SERVICES IN PT.SARANA RIAM JERAM. This study sees that the tourism industry in Indonesia has experienced many obstacles in its development, both in terms of international marketing and in terms of investment which has decreased drastically. This is closely related to the political and security situation in the country which cannot be said to be completely safe, thus causing a decline in the number of foreign and domestic tourists. The frequency of recreation is decreasing due to the increasing fear of crime in society and consumers are also increasingly selective in spending their money. The impact of the economic crisis on Indonesian tourism has prompted the government to provide facilities for development in the tourism world, such as investment for PMA up to 100% and the provision of holiday rates, and extended building use rights permits as well as deregulation of all licensing procedures for tourism investment, so that it is expected to return, growing Indonesian tourism. In the trend of tourism development in the future there is a tendency

with the development of a new lifestyle and awareness of a deeper appreciation of the values of the relationship between humans and their natural environment. This new development is specifically shown through the forms of tourist involvement in outdoor activities, concern for ecological problems and nature conservation.

Third, Pumama, Sona Yoga (2015) THE EFFECT OF RATING ON THE ANXIETY LEVEL OF CHILDREN. The purpose of this study was to examine the level of children's anxiety before, during and after rafting. The sample was taken as many as 20 children with details of 10 boys and 10 girls aged 11-12 years or in the 5-6 grade range of elementary school, using purposive sampling technique. Data collection using a questionnaire instrument before, during and after as well as additional pulse counting using Polar FT7. Statistical calculations using combined, manual and SPSS with the Explore sub menu as well as Non-Parametric Statistics Kruskal Wallis Test. From the results of data analysis, it was concluded that the child's level of anxiety before rafting was 627, including the criteria for high anxiety, the average pulse rate was 128.9 BPM (High). The child's level of anxiety during rafting was 498, including the criteria for low anxiety, not counting the pulse because it was not possible to do it while rafting. And the child's level of anxiety after rafting was 586 including the criteria for moderate anxiety, the average pulse rate was 105.8 BPM (Normal). Also obtained p value <0.05. The results of this study concluded that there was a significant difference between children's anxiety levels before, during and after rafting.

Fourth, "ECO-TOURISM DEVELOPMENT STRATEGY IN KINARUM VILLAGE, TABALONG REGENCY" Syarif Hidayat. The purpose of this research is to explore the perception of the community and tourists towards the ecotourism development plan of Kinarum Village, and formulate a policy plan for the development of Kinarum Village's ecotourism. The research approach uses a quantitative approach combined with a qualitative approach. Data analysis is done by collecting and compiling data into tabulated form. The results of the analysis are then interpreted in a qualitative descriptive manner according to the research objectives. The ecotourism development plan is carried out through the SWOT analysis method. The perception of the village community is very supportive in the development of ecotourism with the hope that the community is involved in its management so that it can increase business opportunities and increase income. In addition, the community can at the same time preserve local arts and culture and reduce the destruction of forest areas. Visitors' perceptions of tourism objects are very supportive in efforts to develop Riam Kinarum, especially the improvement of supporting infrastructure such as suspension bridges and cleaning facilities.

## 2. RESEARCH METHODOLOGY

This study uses qualitative methods, data collection is carried out in natural settings (natural conditions), primary data sources and data collection techniques are more on participant observation, in-depth interviews, and documentation (Sugiono, 2017 ).

### Research Location and Time

The location of this research is Buluh Duri Village, Sipispis District, Serdang Bedagai Regency, North Sumatra. This research process was carried out during May 2022 to July 2022.

### Determination of Informants

The selection of informants in the study was carried out by purposive sampling method. Arikunto (2003) explains that the purpose of sampling with this method is to focus on the specific characteristics of an attractive population, which will allow researchers to respond to research problems, and the sample studied is not expected to be representative of the population, but researchers who pursue research designs using qualitative or combination methods. , this is not considered a weakness. In this study, the researcher as a human instrument participates in the field, records what happens, conducts reflective analysis of various documents found in the field, and makes detailed research reports. Informants in this study were divided into 3 types, namely as follows.

- a. Key informants, namely Disporaparbud Sergai and related OPD in the Serdang Bedagai Regency Government. Some of the key informants interviewed by the author are:
  - Ir. H. Soekirman (Regent of Sergai 2016 – 2020/ Chairman of FAJI North Sumatra 2016 – 2019).
  - Drs. Polite Banjarnahor (Kadisporaparbud Sergai 2016 – 2018).
  - Samsudin Tarigan, S.Pd, MS.i (Head of Sports Disporaparbud Sergai 2016 – 2020/Management of North Sumatra FAJI/Management of KONI Sergai)
  - Drs. Joni Walker Manik (Head of BPBD Sergai 2015 – 2017 / Head of Education Sergai 2017 - 2020 / Manager of North Sumatra FAJI).
  - Dewi Yanthi (Head of Buluh Duri Village)
- b. The main informants, namely FAJI Sumut and FAJI Sergai

- Ir. H. Soekirman (Chairman of FAJI North Sumatra 2016 – 2019, 2019 - 2022)
- c. Supporting informants, namely managers of rafting tourism objects and non-formal institutions that are often involved in rafting activities.
  - Teddy Misran (Sei Bah Bolon Rafting Pioneer/Owner Ancol Rafting).
  - Repoli Manurung (Pioneer of Bah Bolon Rafting / Medan Rafting Owner)
  - Bang Coy (Rafting Guide Sei Bah Bolon)
  - Bang Anto (Rafting Guide/Buduma Buduma Village Manager)
  - Bang Muksin (Local community)
  - Nabila Ajeng (Rafting Guide / Rafting Athlete)
  - M. Azwar (Deli Proventure)
  - Hotman Pranoto (cultural and community figure)
  - Maswin Purba (Leader of the Sipispis District student organization)
  - Pak Purba (local community owner of local transportation facilities for rafting tours)
  - Juwanda (rafting tourist)
  - Mr. Mis (Panjaga main mess PTPN 3 Mt. Pamela)
  - Mas Puji (Marine / Rafting Trainer / Manager of North Sumatra FAJI)

#### Research Data Source

In this study, the author acts as a human instrument which acts as the main instrument in collecting data. Sources of data obtained in this study are primary data and secondary data.

##### a. Primary Data Source

Primary data sources were obtained through interviews and direct observations in Buluh Duri Village. Primary data sources are data taken directly by researchers to the source without any intermediary by digging the original source directly through the informant.

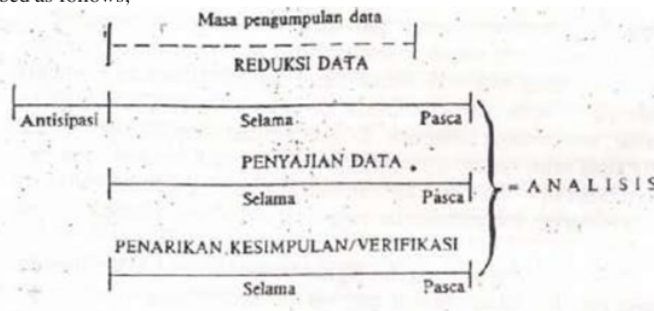
##### b. Secondary Data Source

Secondary data sources were obtained through documentation and literature study with the help of internet media and field notes. Secondary data sources are indirect data sources that are able to provide additional data and strengthen research data.

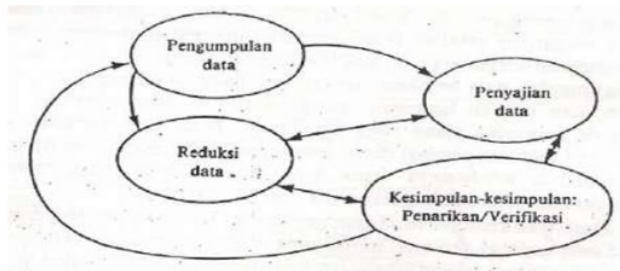
#### Data analysis

This research uses **Miles and Huberman analysis technique** and **Butler's Tourism Area Life Cycle (TALC)** data analysis. TALC analysis is suitable for use with research because the elements of the analysis are quite complete and then classify the results of observations into phases, in which the phases include several things related to policies, connectivity and collectivity of various parties.

In the **Miles and Huberman analysis**, there are several steps that begin after data collection, this analysis can also support a more specific TALC analysis regarding the development of the object under study, this analysis is described as follows;







In the **Butlers Tourism Area Life Cycle analysis**, there are phases that are followed in the process that is in the research subject.

**3. RESEARCH RESULTS AND DISCUSSION**

In this qualitative research, there are objects and research subjects:

- The object of this research is the white water rafting attraction which is located on the Bah Bolon River, Buluh Duri Village, Sipispis District, Serdang Bedagai Regency, and since 2010 has been named Ancol Whitewater Rafting.
- While the subject of this research is the collaboration of parties related to white water rafting or we are familiar with the term rafting stakeholders from the general public, activists, rafting actors to institutions, organizations and institutions related to white water rafting and tourism in the area.

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**Data collection technique**

The data in this study are suggestions of opinions, and answers to questions from the results of observations and direct interactions of the author with rafting stakeholders who are active in the rafting attraction of Sungai Bah Bolon.

The data collection technique used in this study was through primary data through direct interaction and interviews with research subjects in the field and secondary data sought by the authors through intermediary media.

The data instrument made by the author is by asking questions about the development of the Bah Bolon Rafting Object area and how the social, economic and cultural conditions of the community have been since the existence and development of white water rafting in Sipispis District.

The following is the essence of the answers to the results of data collection through interviews with 16 stakeholders of rafting on the Bah Bolon River:

Table 1. Research Variable Indicator

Research Variable	Indicator	Description
Tourism Object	4 A : Attraction	exist
	Amenity	exist
	Accessibilities	exist
	Ancillary	exist
Institutions Cooperation	Gotong royong	exist
	Formal organization	exist
	Non formal organization	exist
	Administration	exist
	Legal agreement document / legal standing	does not exist

To discuss and analyze the development of rafting tourism in Buluh Duri Village which is the result of collaboration between related institutions, the Butler's Tourism Area Life Cycle (TALC) analysis is used then the Miles and Huberman analysis process. The analysis also takes a comparison between the Sei Bah Bolon Sergai tourist attraction and the benchmark locations in the Sei Bingei Langkat rafting attraction.

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**Butler's Tourism Area Life Cycle**

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 there is a TALC analysis, there are stages of exploration, involvement, development, consolidation, stagnation, rejuvenation and decline, of course the decline stage is a stage that is avoided in every activity

related to productivity. So that this paper is also intended so that this stage can be avoided by the Sei Bah Bolon rafting tourist attraction.

This analysis is used by the author after seeing that the two rafting tourist sites visited by the author have undergone a fairly long process, which is considered to be in accordance with the stages contained in the TALC analysis.

These two white water rafting attractions basically have more or less the same process, starting from the exploration stage which is directly carried out in the field, and then again where the stage of collaboration between related institutions is also carried out, which then this collaboration step is included in the 3 stages contained in this stage. TALC, namely the stages of engagement, development and consolidation.

At the Sei Bingei Langkat white water rafting attraction, currently it has reached the stage of rejuvenation or rejuvenation through various innovations and improvisations that they have made, such as expansion of the tourist attraction points, the addition of public facilities, and attraction products seen by the author such as jungle track and cycling track service products. and also a souvenir shop.

At the Sei Bah Bolon tourist attraction, it is currently still entering the stage of stagnation or it can be said that it is flat at peak performance. The latest result of the Sei Bah Bolon tourist attraction is the existence of a new institution that becomes a new source of income for the community and the Government through the Bumdes Buduma. We have not seen the addition of new attractions other than those previously mentioned, such as rafting attractions and camp ground and outbound facilities.

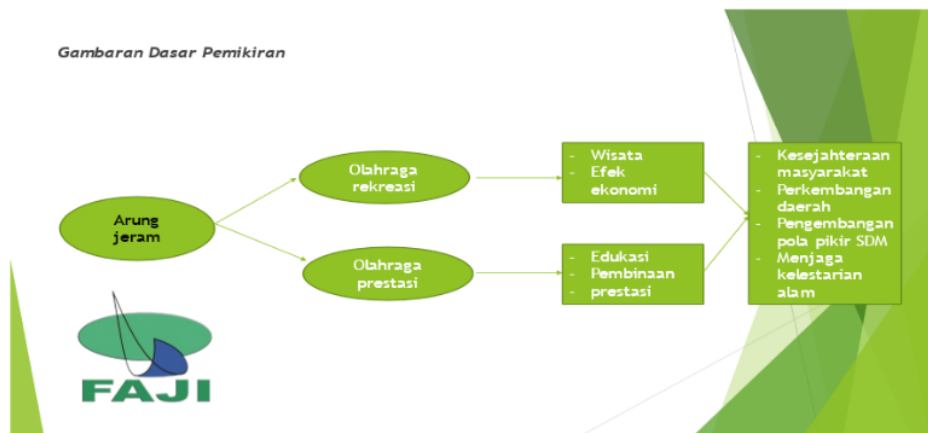
On the side of cooperation between institutions, Sei Bah Bolon is still lagging behind with Sei Bingei Langkat, where Sei Bah Bolon has not collaborated with the private sector related to the production of rafting equipment and equipment, while Sei Bingei has been building this cooperative relationship since approximately 5 years. last year. Some of the benefits of collaboration with institutions from the private business sector are in terms of efficiency and effectiveness in terms of price and operational maintenance of equipment and supplies, as well as privileges in business operational support systems such as event implementation. Events held in collaboration with the private sector are easier and simpler than events held in collaboration with the government institutional sector.

#### **Miles and Huberman**

The data reduction shows a brief description of the findings obtained from data collection obtained from the results of data collection on developments in the Sei Bah Bolon rafting tourist attraction area in particular and the Sipispis District area in general, while the findings obtained through interviews show:

- There is a fairly intense collaboration carried out by FAJI, TNI AL, TNI AD, Serdang Bedagai Regency Government (Disporaparbud, Disdik, Bappeda, District, Pemdes), PTPN 3 Gunung Pamela.
- Increasing local and international tourists who travel rafting. According to acknowledgments from several direct sources, that since the collaboration with private travel agencies, tourists have not only come from local, but also from foreign countries such as Malaysia, Thailand, to Australia.
- Increasing the number of tourism events from several elements from the government, the general public, communities, travel agents to companies.
- Development of existing facilities at the Sei Bah Bolon white water rafting attraction, such as the rehabilitation of public prayer rooms, bathroom facilities for guests and expansion of parking locations.
- Increasing the number of sets of inflatable boats as the main equipment of the main attraction product for rafting tourism.
- Increasing the community's economy, by increasing the number of stalls, especially food stalls, in tourist attractions as well as the establishment of Bumdes under the name Bumdes Buduma.
- Impact of transportation infrastructure development for the Sipispis District area.
- Improvements in the socio-cultural aspects of the community, where after the rafting tour, the public facilities of the Sipispis District community will also improve, such as improving health facilities at the District Health Center, and schools, as well as increasing youth, student and cultural institutions.

**Presentation of data**, data obtained from primary and secondary sources are presented with information and documentation at the Sei Bah Bolon tourist location. Here, the author presents the data through the basic framework of the FAJI of North Sumatra as the main institution that oversees white water rafting activities, in which the collaboration that results in the Sei Bah Bolon rafting attraction is indeed mostly the result of initiation from the North Sumatran FAJI and Sergai Regency.



In this basic framework of FAJI North Sumatra, FAJI immediately classifies the achievement and recreation aspects of white water rafting activities, then gives titles that will become work priorities which will have implications for the ultimate goal, which is essentially towards better development.

FAJI then continues to socialize the existence of white water rafting and then initiates cooperation with parties who have the potential to participate in realizing what is contained in the basic framework of the organization's thinking.

In the aspect of achievement, FAJI cooperates with KONI Province and KONI Regency and Regency Government through the Regency Government of Sergai to coordinate in terms of budget policies, this collaboration is realized in the form of official events that have a record on the formal legality of institutions and also coaching tiered achievements, such as open rafting tournaments, and also regional championships at the district and provincial levels which are the initial steps towards national and international level achievements.

In the recreational aspect, events like this have an effect on promoting white water rafting because they have their own prestige and are attended by participants from locations outside of tourist attractions, especially from regencies/cities in the North Sumatra region. This event also motivates young people around tourist attractions to become rafters (expert rafting players), so that in addition to being athletes, these young people who are then educated on rafting skills can become rubber boat guides/skippers who bring tourists who enjoy rafting.

Another event in collaboration between FAJI and the Sergai Regency Government is carried out through outreach activities, training and rafting guidance from an early age such as rafting socialization to junior high school (junior high school) school children at rafting locations, so that a series of socialization activities can be carried out, complete from the start of socializing the theory and practice of playing rafting directly on the river. In this activity, FAJI also usually cooperates with the community of nature lovers and tourism activists, so that achievement and recreation materials can be delivered in full. This activity also certainly presents the media which can then be a promotional tool through public reporting.





**Documentation Description:**

- 2017 Open National Championship Documentation
- Cooperation between FAJI of North Sumatra and Sergai, Provincial Government, PN 3, Bank of North Sumatra in Buluh Duri Village

- Documentation of coordination to the media (FAJI, Disporaparbud Sergai, Community of Nature Lovers)

The conclusion obtained from the results of data reduction and presentation of the main data is that the collaboration between institutions carried out in developing white water rafting in Sei Bah Bolon in the last 10 years has quite a positive effect on the development of the recreational/tourism aspect, and also has a positive effect on the development that wider, namely the Sipispis District level. The results that have been achieved must still be maintained in a positive trend in the future, so it is still necessary to look at other locations with the same type of tourism as a benchmark. After observing the benchmark locations, several new things were discovered which later became new materials that must be done that will make the object of Sei Bah Bolon rafting even more developed.

However, it turns out that based on data collection obtained directly from interviews with related institutions, there was no concrete form of the cooperation contained in the form of a letter of agreement on cooperation between institutions.

#### 4. CONCLUSION

From various analyzes and descriptions of the results of observations and research conducted on the formulation of the problem, conclusions are drawn on 2 main problem formulations

##### a. Potential Sei Bah Bolon white water rafting attractions in the future

Sei Bah Bolon rafting tourism has the potential to continue to be developed with several things found, such as:

- There has been a lot of coordination and collaboration between related institutions which has resulted in positive things for tourism objects
- Can be well connected with other rafting attractions, especially those that are benchmarks for rafting development, such as the rafting attraction in Sei Bingei Langkat, through the main forum, FAJI North Sumatra.
- Access to the main road to the location of the Sei Bah Bolon object is good
- The distance to the city is relatively close, only 10 km to the City of Tebing Tinggi
- The condition of the plains and the natural environment still allows for other types of natural tourist attractions.

##### b. Observations on the cooperation of various institutions involved in the development of rafting tourism in Sei Bah Bolon are also believed to have an increasingly positive impact, and this can be seen from several points:

- Institutions identified and interrelated in Sei Bah Bolon since 2013, are still actively involved today.
- The cooperation carried out is in accordance with the main tasks and functions of each.
- There is no form of concrete implementation of a collaboration
- The professionalism of the related institutions is still seen as quite good with not being so influenced by external factors, such as the process of natural destruction from certain parties or the regional political atmosphere.

Based on the results and discussions described in the previous chapter, the conclusions regarding the Marketing Mix to Increase Tourist Visits in Denai Lama Tourism Village are as follows:

1. The characteristics of tourists in Denai Lama Tourism Village are socio-economic aspects: Age 21-30 years old, high school education, income Rp. 3,100,000-Rp. 4,000,000, Female gender and family cycle married, children aged 2-12 years. And from the psychographic aspect: midcentric traveler type.
2. The tourism marketing mix (7P) that has been carried out by the Denai Lama Tourism Village in increasing tourist visits has been implemented properly. The following are the results of the 7Ps in the Old Denai Tourism Village:
  - a. Product : The products offered are based on the potential of the Denai Lama Tourism Village. The products offered are natural beauty, outbound and fun games, traditional Malay and Javanese dance and theater performances and traditional food sold by traditional markets in Denai Lama Tourism Village.
  - b. Price: Pricing is mutually agreed and mutually beneficial. Denai Lama Tourism Village is not too big to take advantage of the prices given. The prices offered are still standard and are aimed at the lower middle class, it is also intended that tourists in the Denai Lama Tourism Village can be enjoyed by many tourists.
  - c. Places : The location is quite strategic and beautiful due to the rural atmosphere surrounded by rice fields, but lack of access such as public transportation that does not exist to Denai Lama

- Tourism Village. And there is no distribution channel carried out by the manager of the Denai Lama Tourism Village.
- d. Promotion: Denai Lama Tourism Village has carried out promotions and marketing by printing and distributing tourism package brochures (tourism), building a tourism website and utilizing social media such as Instagram and Facebook.
  - e. Physical Evidence: Denai Lama Tourism Village already has complete facilities such as homestays, inns, canteens, toilets, prayer rooms, cafes, and photo spots. Currently the condition of the Denai Lama Tourism Village is in the maintenance stage because many facilities are damaged such as chairs and other supporting facilities due to the lack of visitors who come to the Denai Lama Tourism Village.
  - f. People: Human resources who have a role in managing the Denai Lama Tourism Village consist of residents in the village who have the characteristics of being friendly to visitors.
  - g. Process: The ordering mechanism can also be done directly or indirectly.

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