Social Engineering Model To Improve The Ability Of Tourism-Based Society In Managing The Local Potential Around Lake Toba In North Sumatera

Ria Manurung, Rizabuana Ismail, Iskandar Muda

Abstract: The purpose of this study is to identify social potential of the communities around Lake Toba and the values supporting and hindering the development activities of the area of tourism. The study was conducted using a quantitative-qualitative approach using questionnaires method to 100 respondents, in-depth interviews, non-participant observation, and focus group discussions. The study was conducted in three regencies, namely Simalunggun Regency, Samosir Regency, and the Tobasa Regency. The result of this study indicates that there is a value hindering the behavior of the ethnic communities in supporting tourism activities that position them as fishermen or service providers for the tourists.

Keywords: Social Engineering, Tourism-Based Society, Social Potential and Batak Value.

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1. INTRODUCTION

Sociologically the communities in the worldwide are generally in the postmodernism communities; this condition is strengthened by the existence of globalization era that tends to create a condition of unclear limit among countries. Such condition does not only occur in the interactions among countries, but also to Indonesia people in the cities, megapolitans, and metropolitans. Postmodernism community is characterized as consumptive people and people using symbols as the measurements of their social status. One of the symbols of the social status in postmodernism community is by enjoying tourism visit activity to luxurious and popular tourism objects.   Currently tourism sector becomes the mainstay in adding foreign exchange in achieving National welfare during the period of 2010-2025 as what is stated in Government Stipulation No 50 year 2011 about National Tourism Development. To expand the destinations of the tourism areas with high interests and popularity, then all tourism processes and all the stakeholders become inseparable sequence. Tourists who are expected to come to the tourism destination area are local tourists and foreign tourists. This activity is the unity sequence of all transportation facilities and infrastructures supporting the tourists' movement from their hometown to the tourism destination as well as the movement within areas of tourism destinations related to the motivation of the tourism visits. This activity can succeed by conducting tourism-marketing activity that creates, communicates, and conveys the tourism products and managed the relation with the tourists. The Local Government of North Sumatera Province has established Lake Toba area and its surrounding to become Tourism Destination Area. Nowadays Lake Toba Area is expected to become the tourism destination area that is safe, comfortable, interesting, and environmentally sound with the purpose of increasing the national, local, and communal income.

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- *Ria Manurung, Department of Sociology, Faculty of Social Sciences, Political Sciences, Universitas Sumatera Utara, Medan, Indonesia, Corresponding Email: ria@usu.ac.id*
- *Rizabuana Ismail, Department of Sociology, Faculty of Social Sciences, Political Sciences, Universitas Sumatera Utara, Medan, Indonesia, Email: riza@usu.ac.id*
- *Iskandar Muda, Faculty of Economic and Business, Universitas Sumatera Utara, Medan, Indonesia. Email: iskandar1@usu.ac.id*

There have been numerous efforts conducted to increase the tourism potential in North Sumatera particularly in Lake Toba area, for instance the activities that involve the areas within Lake Toba area through Lake Toba Festival activity, with the purpose of increasing the presence of international tourists, domestic tourists, and local tourists of North Sumatera and its surrounding; however empirically this effort has not run well as it is expected. The presence of these tourists in tourism destination in Lake Toba area has not been able to increase the regional budget revenues. The condition of the people in the era of globalization indicates that everything can be commodity that has to be consumed by community. This condition then emerges the social structure of 'consumptive community'. Currently the community no longer work to meet their needs but to fulfill their satisfaction of their wants or desires. The community created in this postmodern era is the consumptive community. The description of the consumptive community is that the people will feel that they are left behind and they feel inferior when they cannot have or buy the latest products, which are considered as identity or symbol of the postmodern community status (Suryanto, 2013). Conducting visit activity and enjoying popular and classy tourism destination areas are considered as the symbols of somebody's status in the community. Such community condition surely becomes the great opportunity for increasing the foreign exchange for the country, in which every region has the chance to become tourism destination. Empirical study shows that the visit to tourism area in Lake Toba area has not become the symbol of the social status for the community particularly in North Sumatera Province, compared with the visit in other tourism destination areas such as Bali or Bunaken in Manado. Currently the approach model conducted becomes the continuous tourism development that involves the potent community in managing their local potentials. The community plays important roles or positions as the development actors in achieving their welfare. The existence of the development of the activity in tourism sector is as the effort to improve the welfare of the community and the national prosperity. Thus, through the paradigm of such development, the community takes part as the actors in developing the tourism destination. The community involvement in the development is to increase their awareness, capacity, access, and roles both individually or in groups, in improving the life quality, independency, and prosperity through the tourism activities. Empirical evidence conducted by the researcher in

realizing the Lake Toba area as the Tourism Destination Area shows that the community are not completely involved in becoming the actors in conducting tourism activities in their region. Generally, the participation of the community is conducted more on the temporary activities. The community only participates as the activity committee such as Lake Toba Festival that lasted for 2 weeks. The position of the local community in the committee is not as the decision makers but as the entertainers. There are many emerging opinions about why such condition occurred. One of the opinions assumes that the failure of the development of the tourism area into tourism destination area is for instance due to the cultural value in the community that hinders the changes in community behavior from ethnic community into the actors in supporting the tourism activity. Such condition is also seen in the area of Lake Toba, in which this area is inhibited by community with cultural values that tend to hinder the regional advances to become the tourism destination area. For example the concept of "anak ni raja and boru ni raja" in the main tourism area of Lake Toba, which is Tobasa Regency, Parapat City that positions the social status of the community as the king descendants that makes the community difficult to become the actors of tourism marketing that position them to become the servants or to provide service for the tourists who come to their area. By conducting planned social change, which is a social change with designed and established strategies and goals. The social change can occur due to social engineering. The problem is how the social engineering is designed with a plan to make what emerges in the community is in the right order; even actually there are various changes within. Based on this groundwork the research entitled Social Engineering Model to Improve the Ability of Tourism-Based Society in Managing the Local Potential by taking the setting in Lake Toba area in North Sumatera Province becomes very significant and strategic to do.

2. LITERATURE REVIEW

2.1. Sustainable Tourism Development and Surrounding Residents

World Tourism Organization (WTO) and United Nations Environment Program (UNEP) (2005) define sustainable tourism as tourism that takes full account of economic, social, and environmental impacts in its current and future, addressing the needs of visitors, the industry, and the environment and communities surrounding the tourism area. This definition involves three sustainable aspects, which are economic, environmental, and social aspects (UN, 1987). Those three aspects or pillars have been integrated into all stages of tourism strategies and policies. However, the current dispute about sustainable development suggests the importance of better sustainable implementation and shows several particular requirements such as customer satisfaction, awareness, participation and cooperation of all stakeholders, politic authorities, consensus, and critical mass (Mihalič, 2015). Besides, the sustainable tourism development needs all relevant stakeholders that have been informed (Edgell et al., 2008) The need to understand the perception and the response of the residents as the basis of successful and sustainable tourism development becomes the main resin of the importance to research the residents' behavior toward tourism (Sharpley, 2015). The dispute about this admits the importance of the residents as the stakeholders in the

processes of planning and developing the tourism. The scholars have argued that the residents are the important stakeholders and because of it, they have the rights to be employed and to participate in the planning and developing the tourism in terms of accepting and controlling the impacts of the tourism in their areas (Šegota et al., 2015). The research results (Parasian, 2013, Darma, 2011, Khusnul, et al., 2009) conclude that the community is the pillar in teh succedd of the tourism activities, in which the local community can contribute positive and significant roles in developing the tourism. The research results by Resitu (2013) and Ni Made (2010) suggest that the involvement of the community will occur when the community is open to accept "others" to come to their areas and this may happen if the community realize the importance of the tourism. The awareness and the perception of the residents will influence their support to the existence of the sustainable tourism. If the surrounding residents feel that there are more positive impacts that they get when they conduct the sustainable tourism development then they will tend to support its existence. If the residents are involved in the discussion of the tourism development, their opinions are taken into account, and they are involved in the planning process, then the sustainable tourism development will be achieved. However, to make the residents play active role they must have the substantial knowledge and understanding about the issue. This could happen by providing information and education so that the decision making process can be conducted based on the available information and the collective policy representation that is objective (Byrd, 2007). The residents around the tourism area have the willingness to participate and convey their attention when they are given chance to (Hung et al., 2010; Lawton & Weaver, 2015). The residents with great information and those who are actively involved in the development have good perception towards the positive effects of the sustainable tourism. Tourism managers and official parties of the tourism planners cooperate each other to improve the residents' involvement of those having comprehensive knowledge in the planning process in terms of achieving the development of the sustainable tourism (Šegota et al., 2015). The participation of the government, business parties, and individuals in the tourism areas must realize one role and one duty. The tourism area can be built, renovated, changed, and improved seriously by giving opportunity for the surrounding residents to participate in the whole processes: planning, implementation, and evaluation. In addition, they must give their opinions and manage the tourism, particularly the cultural tourism, and use the resources wisely to improve the development of the tourism (Khlaikaew, 2014).

2.2. Social Potential and Changes

In this context, the study about the intervention of the community plays important role in conducting reconstruction of the social engineering model through the empowerment process in the community. Community refers to the residents living in the destination area or those having direct involvement in the activities or direct project of the sustainable tourism development (Akkawi, 2010). Before conducting the community intervention, there is a need to do identification and further study about the potential, values, or activities supporing or hindering the planning and the development of the sustainable tourism. This information is particularly used to form the strategy that can change the activities or the values hindering the development of Lake Toba to become the

sustainable tourism area. These values and the activities must be changed or adjusted so they can give benefits for the local community, tourism, and tourism environment (Ingelmo, 2013) In conducting the sustainable tourism development, it is very important to understand the involvement of the local community and its relationship quality with the tourism industry. This is because they are the main actors in developing the tourism that will lead to the desired or undesired appearance of the tourism (Tatoğlu, et al. 2000). The cooperation with the community becomes one important thing to develop and administer in supporting the population and community to have the same target in developing the sustainable tourism (Piewdang, et al., 2012). Currently, empowerment and participation are the things that become the center of attention in the development process in numerous countries. The poverty that hits and takes away the life of the humankind due to the international recession that always occurs and the restructuring process makes national-international agents and the countries show great attention to the participation of the community as the acceleration facility in development process. The development process of the community is the social change process that occurs in the structure and the function of a social system. Social change is a change in the social structure and the social relation patterns involving: status system, relation in family, political systems and strengths, and population distribution. In addition, there are three (3) important elements of social change, which are (1) sources that becomes the driving force of change, (2) the process of change, and (3) effects or consequences of the change. Max Weber is one of the figures believing that ideas are the main cause of social change. He shows this by analyzing the social change in the community of Europe with his protestant ethic spirit that raises the capitalism spirit. He admits that ideology eventually influences the development of the community. (2) The thing that influences the change in the community is also indicated by the presence of great individuals often called as heroes and (3) social change may occur due to the emergence of social movement. The change in the community is a continuous process and in its implementation not all of the plans can be conducted well. Watson in Adi (2008) writes the obstacles that hinders the change in the community, as follows:

a. Internal factor from oneself
b. External factor from the social system in the community including the agreement of certain norms, system unity and unity of the system and culture, group interests, sacred things, and rejection of outsiders

Social engineering is one of the ways that can be conducted to create clean, strong, disciplined, and cultured community. From the aspect of system thinking principle, significant changes can be conducted by individuals or the community itself. To conduct this change emergent properties from lifelong learner of individuals and communities are needed. This community can be designed by using the approach and implementation of several activities of raising the awareness of the potentials and the existence of the individuals and the community in the society through learning organization and system thinking made and constructed in the concept and method of prime learning.

3. MATERIAL AND METHODS

The type of research is empirical juridical that is analytical descriptive. As well as the descriptive method was selected as the way in solving the problem. Then the data in the analysis of this descriptive method with a qualitative approach. The qualitative approach so that it is more in reference to the approach of the description or overview of the objects examined, based on the data that appear as is, and describe systematically will facts the situation factually and closely. The setting of the research is in Simalungun Regency, Samosir Regency, and Tobasa Regency. To achieve the objectives of this study, the paradigm of the social attitude is employing quantitative qualitative method in this research. To obtain the needed data, there are some steps to do, as follows:

a. Distributing questionnaires to 100 respondents
b. In-depth interview technique conducted to the main informants and general informants. These informants are those involving the decision makers, community, and tourism activities observes, community empowerment groups, ethnic figures and those considered as the ones who understand the development of Lake Toba tourism.
c. Non-participant observation is conducted directly in the community including the activities related to the local potential that increases the tourism activities. This observation activity is supported by the cameras as the device in the research to document the activities and the recorder device for the interview activities.
d. Focus Group Discussion activity is conducted to unite the result of the data in the field for the whole informant to get the right conclusion in achieving the objectives. To strengthen the data in the research the library study and document study are also conducted to analyze the result of the research that has been conducted.

4. RESULT AND DISCUSSION

4.1. Result

The results of the tabulation perspective on understanding the social potential of the communities around Lake Toba and the values that support and inhibit tourism area development activities are presented in Table 1 as follows:

TABLE 1.
Behavioral Change

No.	Statement	Agree	Doubt	Disagree	Total	Mean	Std deviation
1.	There are agents of change in attempting to develop the tourism area	57 (57%)	16 (16%)	27 (27%)	100 (100%)	2,30	0,870
2.	The agents of change are made based on their awareness in developing tourism	57 (57%)	14 (14%)	29 (29%)	100 (100%)	2,28	0,889
3.	The agents of change actively run their duties well	47 (47%)	32 (32%)	21 (21%)	100 (100%)	2,26	0,787
4.	The agents of change keep persuading others in every event that is purposed to develop the tourism area.	55 (55%)	24 (24%)	21 (21%)	100 (100%)	2,34	0,807
5.	Through this agents of change, the development of tourism area are run well and quickly.	66 (66%)	19 (19%)	15 (15%)	100 (100%)	2,51	0,745
6	Local government has to actively participate in guiding society to develop the tourism area.	81 (81%)	12 (12%)	7 (7%)	100 (100%)	2,74	0,579

Sources: Data processing (2017).

From the Table 1 above can be seen that most of the respondents were agree that there are agents of change in society that help the government in developing the tourism area. These agents of change are born from their awareness at the important of developing tourism area for their lives. They agreed that they are actively inviting others to join them.

Above all it, they still see that these agents of change are still not fully run their duties well. They are still lack of skills that need to be improved by the government, especially the tourism officer, and the third party such as Non Government Organization.

TABLE 2.
Development Strategies

No.	Statement	Agree	Doubt	Disagree	Total	Mean	Std deviation
1.	You are ready to join an empowerment training to improve their human resource qualities.	79 (79%)	15 (15%)	6 (6%)	100 (100%)	2,73	0,566
2.	People who live around the tourism area need help from government or third party to improve their ability in developing the tourism area.	67 (67%)	15 (15%)	18 (18%)	100 (100%)	2,49	0,785
3.	Government need to socialize the important of society's role in developing the resources of Danau Toba as the destination of tourism.	83 (83%)	12 (12%)	5 (5%)	100 (100%)	2,78	0,524
4.	Government need to give a penalty for people who are not willing to participate in developing the tourism area.	40 (40%)	15 (15%)	45 (45%)	100 (100%)	1,95	0,925
5.	Empowering and training that will be given by the government must be run to the certain society.	63 (63%)	14 (14%)	23 (23%)	100 (100%)	2,40	0,841
6.	Education and empowerment are purposed to improve the awareness, knowledge, and skill of the society.	88 (88%)	8 (8%)	4 (4%)	100 (100%)	2,84	0,465

Sources : Data processing (2017).

In development strategies Table 2 is shown that most of the respondents are agreed with the plan that they are involved in the development of Toba's program as one of the international tourism destination. They need government and the third party, like from Non Government Organization, to help them improving their skills in developing the area. The important of these strategies need to be socialized well by the government to the people who live around the area. One of the statements that is rejected by them is a penalty plan that will be given to people who are not willing to participate in this program. It is said that the willingness is something that are born from awareness not something from the coercion show in Table 3 as a follows :

TABLE 3.
Tourist Service

No.	Statement	Agree	Doubt	Disagree	Total	Mean	Std deviation
1.	You are friendly to tourists.	68 68%)	12 (12%)	20 (20%)	100 (100%)	2,48	0,810
2.	You always make effort in providing the needs of tourists.	69 (69%)	19 (19%)	12 (12%)	100 (100%)	2,57	0,700
3.	You are ready to guide the tourists in need.	76 (76%)	16 (16%)	8 (8%)	100 (100%)	2,68	0,618
4.	You are participating in maintaining the security of tourism area for the sake of tourists' amenities.	80 (80%)	16 (16%)	4 (4%)	100 (100%)	2,76	0,515

Sources: Data processing (2017).

Based on Table 3, some of them are agreed that they have been servicing the tourists well. They are willing to service the tourists well. In another hand, there are some of local values that become the obstacles. One of the values of their culture said every one of them is either prince or princess (anak ni raja dan boru ni raja).It is related to their service quality for tourists. One of the informant, the head of local government, said that this value that has been internalized for generations made them meet difficulty in servicing the tourists. They lack of courtesy for tourists or people who visited their area. He said that once two people from Siantar asked them a direction for an address and replied it carelessly, whether it was right or wrong. Since then, the head of the village started to put street sign ages to facilitate tourists in finding the location. Another obstacle from local values to the developing of tourism is "dang mangan iba sian i" which means they will never give any attention to something that doesn't bring them any profit. They show no enthusiasm to any kind of information that will not profitable their business. So in order to overcome this obstacle, they need to be well-informed the benefit of helping the development of tourism area for their lives, especially that are related to them and their family's future. Bataknese people, naturally, have a loud face that is frequently described as a lack of courtesy. Dissimilar with the first opinion, another informant said Bataknese people are always misunderstood as people who have no courtesy. In servicing others, Bataknese people will serve their guests with food or water. They have a set of rules in addressing other Bataknese people with uncle, aunty, or any relative terms in their native language based on their relation in Marga. For non Bataknese people, they will address them as Sir or Ma'am in their native language. This value need to be strengthen as one of their service quality to create a friendly tourism area.

4.2. Discussion

The result of the research is that there are potentials in the community of Simalungun, Samosir, and Tobasa regencies, which are the results of arts and culture, the potential of the farms that can be the tourism commodity, and culinary that becomes the typical characteristic of the regions. These potentials can facilitate the development of the sustainable tourism. However the Batak value of "anak ni raja" and "boru ni raja" hinders the development of the tourism, especially the changes of the way of living in service area for being opposing the values. These values show that every Batak person is the descendant of the king who does not humiliate oneself to serve others. This is in contrast to the value of the service that becomes one of the ways of living for the residents living in tourism areas. This condition can be found in the ethnic location of Batak Toba around the Lake Toba. However of the values hold by the ethnics around the Lake Toba location, there is always a value that welcomes the presence of others.

5. Conclusion

1. The failure in developing the tourism potential is caused by the people surrounding Lake Toba who are generally closed-minded; this condition makes the community around the Lake Toba to be difficult in accepting changes.

2. The concept of anak ni raja boru ni raja is only for the ethnic community and this concept makes them difficult to change their behavior to become servants.
3. The community values found are that generally all people follow the value of becoming good hosts and love to provide meals with warm and friendly attitude for all people coming to their areas.
4. Developing the tourism potential in this area can be conducted by developing the potentials of the culture, arts, food, and areas that belong to the local community; not by making the community to adjust themselves to the tourists.

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