

THE ROLE OF THE DEPARTMENT OF CULTURE AND TOURISM OF ROKAN HULU DISTRICT IN THE DEVELOPMENT OF THE AEK METERTU WATERFALL TOURISM OBJECT

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ABSTRACT

This research is to look at the role of the Culture and Tourism Office of Rokan Hulu Regency in developing the Aek Martua Waterfall tourist object which is one of the tourist destinations in Rokan Hulu Regency. This study uses a descriptive research type with a qualitative approach by observing, interviewing and documenting field data. The results of the research show that it is necessary to make development efforts to increase tourist attractiveness by making events, building facilities and infrastructure to facilitate access to tourist sites and community support so that development still pays attention to local wisdom. The obstacle in the development is the distance to the location with the condition of the road passing through the Barisan Hill. The Rokan Hulu Regency Government is expected to be able to carry out developments which are outlined in the form of programs and activities at the Aek Martua tourist attraction.

Keywords: Role, Development, Tourism Object Aek Martua

INTRODUCTION

A tourist object is a place or natural condition that has tourism resources that are built and developed so that it has the potential to be cultivated as a place visited by tourists. Indonesian tourist destinations have succeeded in attracting the attention of both local and foreign tourists. Management or development of tourist destinations is needed in order to attract tourists to visit. Tourism development in a rural area deserves to be developed, especially to encourage non-agricultural activities which in the hope will later be able to support and develop village potential which will have an impact on improving people's welfare. Tourist visits to tourist objects including tourist attractions in rural areas can increase income for the region and the community. This of course has consequences for the planning and development of tourism so that tourists feel comfortable when visiting.

Aspects such as the role of tourism villages in location specialization and the availability of attractions and facilities deserve attention in the development of villages which are expected to be able to support villages. Village tourism is an area or rural area that has a special attraction that can become a tourist destination. Residents still hold traditions and culture that is still original. As well as several supporting activities such as farming systems, gardening, and traditional food also contribute to coloring the existence of tourism in the countryside itself. In addition to these factors, environmental factors that are pristine and preserved are important factors that must be present in village tourism.

Rokan Hulu Regency has several potential tourist destinations, one of which is religious tourism, natural tourism and historical tourism. The tourism concept includes many tourist objects and attractions in it. Rokan Hulu and the special interest tourism area of the Rokan River is one of the developments currently being carried out by the Government to satisfy visits to Rokan Hulu Regency.

Table 1 Natural Tourism Object Potential in Rokan Hulu Regency

No	Obyek Wisata	Kecamatan
1	Air panas hapansan	District Rambah
2	Air panas suaman	District Rambah
3	Gua rimba huta sikafir	District Rambah
4	Danau sipogas	District Rambah
5	Air terjun sungai bungo	District Rambah
6	Batu gajah	District Rambah
7	Danau menaming	District Rambah
8	Air terjun parlakkitangan	District Rambah
9	Air terjun rura limbat	District Bangun Purba
10	Paralayang bukit tungkuh	District Rokan IV Koto
11	Gua kelambu kuning	District Rokan IV Koto
12	Air terjun crocai manih	District Rokan IV Koto
13	Air terjun hujan lobek	District Rokan IV Koto
14	Lompatan harimau	District Rokan IV Koto
15	Arung jeram	District Rokan IV Koto
16	Air terjun sei tolang	District Rokan IV Koto
17	Rumah batu serombou	District Rambah
18	Air terjun tiga mata	District Rokan IV Koto
19	Air terjun sikubin kecil	District Kabun
20	Gua puo dan gua nigi	District Tandun
21	Gua tujuh serangkai	District Kabun
22	Gua garuda	District Kabun
23	Mesjid Islamic centre	District Rambah
24	Aek Martua	District Bangun Purba
25	Rumah Batu Serombou	District Rambah Hilir
26	Benteng Tujuh Lapis Daloe-Daloe	District Tambusai

Source: Culture and Tourism Office of Rokan Hulu Regency

From table 1 above it can be seen that there are so many tourism potentials in Rokan Hulu Regency, namely one of them is the Aek Martua waterfall, this Aek Martua is a type of natural tourism, and this waterfall is a tourist object that has attractiveness, access to water we can use a motorcycle from the city center to the waterfall for 1 hour and continue the journey on foot for about 30 minutes, this waterfall is in Tangun Village, Bangun Purba District, Rokan Hulu Regency, Riau Province. It is located in the headwaters of the river in the Simalombu hill area, part of the Bukit Barisan plateau series.

The reason the author is more interested in researching the Aek Martua waterfall tourist attraction is because of its uniqueness and attractiveness. Aek Martua Tourism is a natural tour that has the potential for a leading tourist destination in Rokan Hulu Regency, this is because the Aek Martua waterfall has several unique and special attractions, namely this waterfall is often referred to as the Thousand Stairs waterfall and the main attraction is the beautiful view. presented, the water is so clear and flowing, and the beauty of the forest is very charming, making the air around the waterfall very fresh and soothing.

The name Aek Martua comes from the regional language of one of the tribes in Riau, namely the Mandailing Batak tribe, which means Sorcerer Water, and this Aek Martua waterfall is also still a local tourist attraction. There are three waterfalls several tens of meters apart in this area starting at 15m high and having a 35m stretch. The first waterfall has a large expanse of rock for water play, while the second waterfall has a 250m pool for bathing and the third waterfall has a height of about 40m.

We can see that the importance of this tourism sector is as one of the elements of increasing regional original income. Apart from that, it is also known that this tourism sector can also introduce the region to the outside world, especially from the culture and tourism sector. One of the offices that has influenced the development of this tourist attraction is the Department of Culture and Tourism which has main tasks based on the Regent Regulation Number 67 of 2019 concerning position, organizational structure. The duties and functions and work procedures of the Culture and Tourism Office of the Rokan Hulu Regency in Article 14 of the Development Section include: a) Planning programs/activities and budgeting in the Tourism Development section; b) Dividing tasks, guiding, checking and assessing the results of the implementation of subordinate tasks within the Tourism Development Section; c) Carry out tourism assessment and development; d) Carry out the preparation of the Tourism Development Master Plan; e) Monitor, evaluate and make reports on the implementation of tasks and activities in the Tourism Development Section, and f) Carry out other official duties given by superiors according to their duties and functions.

The role of the Culture and Tourism Office in the development of the Aek Martua waterfall tourism object has not been achieved by the program from the Culture and Tourism Office, there are not enough facilities, and socialization to the wider community has not been realized. The inhibiting factors in the development of the Aek Martua Waterfall Tourism Object of the Rokan Hulu Culture and Tourism Office are the lack of promotion of tourism objects, the simple tourism development program, limited budget for tourist facilities and infrastructure costs, unfavorable road conditions, Lack of Professional Workforce in Tourism Object Development. The development of the Aek Martua Waterfall tourist object, namely by building stairs or repairing the road to the Aek Martua Waterfall tourist attraction is a development from the central government by channeling funds or budgets to the Regional Government. The role of the Culture and Tourism Office of Rokan Hulu Regency is to carry out the duties of the central government to build or carry out road repairs to the Aek Martua Waterfall tourist attraction with budget funds provided by the central government. Until now there has been no development or program carried out by the Culture and Tourism Office of Rokan Hulu Regency.

The regional government through law number 23 of 2014 concerning regional government states that one of the concurrent government affairs which is a matter of choice as the basis for development is tourism affairs. so that government can be interpreted as a process where the government carries out its functions to achieve certain goals and objectives as stated by Ismani (1996:

4) further (Wardana, 2016) Government is people or a group of people who have authority, power that is regulated legally to act continuously and in a planned manner in administering government and having coercive authority, coordinating and leading the administration of government as well as having a relationship between those who govern and those who are governed. The government has a role to develop tourism potential and other regional potential based on the role it has as explained by Soekanto (2004: 243) "role" is a dynamic aspect of position (status). If a person carries out his rights and obligations according to his position, then he is carrying out a role. The role determines what he does for society and what opportunities are given to him by society.

Role is a series of regular behaviors, which arise because of a certain position, or because of the existence of an office that is easily recognized. A person's personality may also greatly influence how the role should be carried out. The role arises because a person understands that he is not working alone. Having an environment, which at any time is necessary to interact. The environments are luscious and varied, and each will have a different environment. But the role that must be played in essence there is no difference. Miftah Thoha (2012:10).

According to Veitzal Rivai (2004:148), the role is defined as the behavior that is regulated and expected of someone in a certain position. According to Thoha (2004: 263) roles arise because a person understands that he does not work alone and has an environment where he needs to interact at any time. Komaruddin (1994:768) conceptualizes the role as follows: 1) Part of the main tasks that must be carried out by management; 2) The pattern of behavior expected to accompany a status; 3) Part of a person's function in a group or institution; 4) The expected function of a person or the characteristics that exist in him.

According to Suwanto, (1997:87) states that development aims to develop products that are quality, balanced, enduring services. Meanwhile, according to Spillane in Suwanto (1997:90) to be able to develop an area into a tourism area (including agro-tourism) there are five elements that must be met as follows: 1) Tourist attractions and attractions, the purpose of attractiveness is the existence of resources that give rise to a feeling of pleasure, beauty and comfort and have high attractiveness for the tour so that it encourages the presence of tourists to tourist destinations; 2. Tourism infrastructure, tourism infrastructure is a man-made resource that is absolutely needed by tourists on their journeys such as the availability of vehicles to waterfall tourist attractions, the roads leading to tourist attractions are quite good; 3) Tourism facilities, tourist facilities are completeness that tourists need in enjoying their trip or enjoying it at tourist attractions such as parking lots, toilets, places of worship, and the availability of canteens around tours; 4) Infrastructure, infrastructure is a situation that supports the function of tourism facilities and infrastructure; 5) Community/environment, society/environment is that which consists of society, environment and culture.

The development of tourism objects according to Pearce in Suwanto (1997:90) can be interpreted as an effort to complement or improve the facilities and services needed by the community. Tourism development is a strategy for developing all the components of a destination such as the theme of the main attraction, the development of public facilities and tourism facilities to the development of the local community as the host must be in accordance with the context of the macro environment (Sunaryo, 2013: 54). According to Joyosuharto (1995:123) tourism development has three functions, namely: 1) improve the economy; 2) maintaining national identity and preserving environmental

functions Fostering a sense of love for the motherland and the nation. Besides that, the development of tourism aims to provide benefits for tourists and the host community, with the development of tourism it is hoped that it will be able to increase people's living rates through the economic benefits that the region brings. In other words, tourism development through the provision of infrastructure facilities, tourists and local residents will benefit from each other, this development should pay close attention to various aspects such as cultural, historical and economic aspects of tourist destinations.

From the explanation above, it can be concluded that development is an effort that is carried out consciously, planned, directed to make or improve, so that it becomes a product that is increasingly useful to improve quality as an effort to create better quality.

A tourist object is everything that exists in a tourist destination area which is an attraction so that people want to come to visit the place. (Wardana, 2020) The development of tourism is important as a source of income for the government and the community. With the development of tourism, the community can open up business opportunities that can support national development.

Tourism is a journey undertaken by one or more persons with the aim of, among others, obtaining pleasure and fulfilling the desire to know something, as a change of place of residence while a person is outside his place of residence for some reason and not to carry out activities that generate wages. It can also be due to interests related to sports activities for health, conventions, religion and other business needs (Suwanto, 2004:3). Community participation in the development of tourism means that the community knows and is aware of what is being done and also the problems faced to develop national tourism so that it helps the government in supporting tourism development (Suwanto, 2004:56).

RESEARCH METHOD

The research method is a way to collect data, process data, and analyze data. This study uses a qualitative approach, namely a concept that includes several forms of investigation and monitoring that assist in understanding and explaining social phenomena. Creswell (2013) argues that qualitative research is a study in which researchers are basically very dependent on information from an object in a broad scope, general questions, collecting data from objects, and conducting analysis and conducting research in a subjective way. The type used in this research is a descriptive research type with a qualitative approach. According to Effendy (2010: 7) qualitative methods provide the understanding that qualitative research is research that explains and analyzes human behavior individually and in groups, principles or beliefs, understanding, or thoughts and perceptions or responses. The author wants to explain the strategy that must be carried out in developing the Aek Martua waterfall tourism object.

Information collection techniques were carried out to reveal information from informants according to the scope of the research. This type of research seeks to describe the object under study in accordance with what it is, and to explain the variables under study, in this case "The Role of the Rokan Hulu District Culture and Tourism Office in the Development of Aek Martua Waterfall Tourism Objects.

According to Basrowi and Suwandi (2008: 86), informants are insiders in a research setting, informants or resource persons are people who are used to provide information needed during research, whereas according to (Nazir, 2005) research informants are subjects who understand the information on the object of research.zed.

Data collection is a way or method used by researchers to collect various data, information, and other supporting facts for the needs of researchers. In this study, data collection was carried out through field studies, namely by conducting direct research, which was carried out by: 1) Observation, according to Creswell (2013: 254) qualitative observation is an activity carried out by researchers when they go directly to the field to be able to observe the behavior and activities of individuals who are in the research location. Researchers ask general questions to research subjects in which it is possible to provide knowledge to researchers. The data obtained from observations is in the form of a description of the role of the Rokan Hulu Regency Culture and Tourism Office in the development of the Aek Martua waterfall tourist attraction. This description was obtained through direct observation by researchers in the Tangun Village area, Bangun Purba District, Rokan Hulu Regency. The process takes place by observing which includes, seeing and recording events in the field related to these problems; 2) Interview, interviewing is the process of obtaining information for research purposes by way of question and answer face to face between the interviewer and the informant or interviewee, without using an interview guide, where the interviewer and informant are involved in social life for a relatively long time. Basically interviews like this really require questions in the general sense that are unstructured and open in nature. In this study the authors conducted interviews with the Head of the Development Section of the Culture and Tourism Office of Rokan Hulu Regency; 3) Documentation, documentation is data in the form of pictures or photos of activities, archival texts related to the focus of the researcher, recording findings related to everything that happens to the source.

Documentation is the process of collecting, selecting, processing, and storing information in the field of knowledge, providing or collecting evidence from information such as pictures, quotations, and other reference materials.

RESULTS AND DISCUSSION

Attractions and Attractions

Tourist attraction and tourist attraction is a formation and related facilities, which can attract tourists or visitors to visit a certain area or place. An attraction that is not or has not been developed is a potential resource and cannot be called a tourist attraction, until there is a certain type of development. Tourist objects and attractions are the basis for tourism.

Tourist objects and tourist attractions are everything that exists in a tourist destination area which is a driving force or attraction for someone to visit tourist objects carried out by the Culture and Tourism Office in tourism development activities so that they can develop according to their potential. Attraction can be done by making cultural events such as cultural festivals, and creating development programs by paying attention to the uniqueness and beauty of nature.

The development of attractiveness is carried out without changing the uniqueness and beauty of nature, instead making it more beautiful as an example of managing natural beauty by adding spaces or places for events that have not been carried out by the Rokan Hulu Regency Culture and Tourism Office.

Tourism Facilities

Tourism facilities are all the main or basic facilities that allow tourism facilities to live and develop in order to provide services to tourists. Tourism facilities are the completeness of tourist

destinations needed to serve the needs of tourists in enjoying their tourism trips such as places to shop, availability of lodging, and so on. Tourism facilities are all facilities that make it possible for tourism infrastructure to live and develop and provide services to tourists to meet their diverse needs.

From the results of the study it can be seen that the development of tourism facilities has not been carried out by the government of Rokan Hulu Regency. This facility can be developed in tourist locations by planning and involving the community. For example, involving the community in making shopping center facilities and developing a creative economy as a characteristic of local products which are souvenirs for tourists. Build lodging places in the location area such as homestays. Development of facilities to support tourist attractions so that they can be a separate choice for potential tourists.

Tourism Infrastructure

Tourism infrastructure is natural resources and man-made resources that are absolutely needed by tourists on their way to tourist destinations such as the availability of roads, electricity, water, bridges and so on. Tourism infrastructure is all facilities that enable economic processes to run smoothly, making it easier for tourists to meet their needs. As we know, tourism infrastructure is divided into three, namely public infrastructure, modern general basic needs and tourism infrastructure. Tourism infrastructure is all the facilities available and allows economic processes to run smoothly in such a way as to make it easier for visitors to travel. Tourism infrastructure are elements that complement and aim to facilitate the process of tourism activities to run smoothly.

It is better if there is a need for improvement in road accessibility, because there are many damaged roads and potholes. For the manager to make improvements to the access in the forest to the waterfall, such as making stairs on a steep and steep road so that it makes it easier for tourists to visit this Aek Martua waterfall tourist attraction. Security must be further improved so that visitors feel comfortable and safe, and outlets or canteens should be made around the road to the waterfall so that it can make it easier for visitors to buy food and drinks. There are more transportation facilities or motorcycle taxis to the waterfall so that it can make it easier for visitors who use cars, and it also doesn't take a long time to wait in line to get to the Aek Martua waterfall tourist attraction. Visitors also have no trouble finding motorcycle taxis or waiting for other motorcycle taxis. But so far there have been repairs to the road to the waterfall, namely by building stairs to the waterfall tourist attraction, but this is also not complete because the road repairs are still neglected. The results showed that it is necessary to build an access road that makes it easy for visitors, a bridge leading to the site and other public facilities such as places of worship and changing rooms for visitors and a playground for children.

Infrastructure

Infrastructure Is a situation that supports the function of tourism facilities and infrastructure, both regulatory and physical systems above and below ground level. Infrastructure is the physical facilities developed or required by public agencies for governmental functions in the supply of water, electricity, waste disposal, transportation and similar services to facilitate social and economic goals. So infrastructure is a physical system needed to meet basic human needs in the social and economic sphere. Infrastructure is very important in every country to improve people's welfare, to be able to support community activities in order to achieve prosperity, the community needs services or facilities that can support them in all activities. Various services that can facilitate the community in their activities are

called infrastructure. Infrastructure is also public infrastructure, including clean water supply systems, electricity, roads and bridges.

Infrastructure is a strategy in the provision of facilities and infrastructure, the role of infrastructure is not only influential in regional development, but also in the tourism sector. Infrastructure plays a very important role in promoting the quality of tourism itself and the surrounding environment. The structural infrastructure needed is the expansion of the road to the location and the construction of electricity and cellular networks to make it easier for visitors to communicate.

Community or Environment

Society or the environment is a place where we socialize with other people, because as humans we are social beings who cannot live alone, the environment can provide a source of life so that humans can live prosperously. Community or environment is how the role of the community in attracting tourists to visit the tourist objects where they live. Society or the environment is a group of living things that are closely intertwined because of certain systems, certain traditions, conventions and certain laws that are the same and lead to collective life. Society or the environment is where we socialize with other people. Because as humans we are social creatures who cannot live alone. The environment can provide a source of life so that humans can live in prosperity. The environment is a source and support for life.

Involving the local community in ecotourism activities at Aek Martua Waterfall arises from the relationship between strength factors and opportunity factors. There is strength in the form of the desire of the surrounding community to participate in activities and take advantage of existing opportunities, namely there are still very few natural tourist sites in Rokan Hulu Regency. The development of the Aek Martua waterfall tourist attraction can be of benefit to the surrounding community. The existence of ecotourism activities in the area is expected to create new jobs. Communities can be involved as guides, local communities can be trained to become area guides.

The local knowledge of the local community regarding the Aek Martua waterfall is one of the assets for the community as a guide. Based on the author's interview with the Head of Tangun Village, Bangun Purba District, namely Mr. Aliman regarding the community or the environment, he said that: "Yes, in my opinion, it can increase people's income because money comes in or parking fees, parking is guarded by the community or residents of Tangun village. This is because the village and the service work together. But the nominal cannot be determined" (Mr. Aliman, Tuesday, 03/15/2022, 12:35 WIB).

Based on the author's interview with the head of the village of Tangun, Bangun Purba sub-district, namely Mr. Aliman, the writer can conclude that in this case it can be said to increase income for one of the residents in the village because of parking security at the Aek Martua waterfall tourist attraction. Because for those who guard the parking and the incoming money, namely from some residents of Tangun Village, Bangun Purba District. The distance of this waterfall attraction from the city center takes more than 1 hour, which from the city center to Tangun village takes 30 minutes.

For visitors to waterfall attractions, you can use motorbikes and cars, but those who use cars cannot travel quickly, which must wait for motorcycle taxis and queue for motorcycle taxis to get to Aek Martua waterfall, where there are not many motorcycle taxis around the tourist attraction. however, the visitors are busy, it can take a long time. This waterfall can be said to be far from the local residents.

CONCLUSION

Based on the results of the research that the author did about the Role of the Culture and Tourism Office of Rokan Hulu Regency in the Development of the Aek Martua Waterfall Tourism Object, it can be concluded that the results of the study indicate that the role of the Rokan Hulu Regency Culture and Tourism Office in the development of the Aek Martua Waterfall tourist attraction can be said to be sufficient good. This means that of the five indicators that the author has described, not all of them have been carried out optimally, especially the indicators of tourist attraction, tourist facilities and infrastructure.

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