

Development landscape language as tourist attraction in the area destination tour Regency Humbang Hasundutan

Selli¹, Robert Sibarani^{2*}, Rujiman³, Morida Siagian⁴

¹Postgraduate School, Universitas Sumatera Utara, Medan 20155, Indonesia

²Faculty of Cultural Science, Universitas Sumatera Utara, Medan 20155, Indonesia

³Faculty of Economics and Business, Universitas Sumatera Utara, Medan 20155, Indonesia

⁴Faculty of Engineering, Universitas Sumatera Utara, Medan 20155, Indonesia

*Email: rs.sibarani@usu.ac.id

ABSTRACT

Developing landscape language is something effort important in strengthen identity culture something area destination tour. Regency Humbang Hasundutan, a region in Indonesia which is rich in diversity culture and nature, have potency big for developed become objective interesting tour. However, one necessary aspect noticed in development destination tour is diversity language in the area the Study This aim for analyze and identify diversity language in the District Humbang Hasundutan as well as develop a development strategy landscape language that can support development destination tour. Method study This using interactive models in form qualitative. Research results found: first, still There is object tours in the area destination tour Regency Humbang Hasundutan yet complete landscape language so that lack of information landscape object language tour the. Development landscape language need be equipped start from landscape language Happy come to tourist are, landscape language pointer direction to location object travel, landscape language Happy come across the object travel, landscape language folk and landscape discourse language description empirical or geographic with implement this strategy, it is expected Regency Humbang incitement can maintain and develop diversity language as asset valuable culture. Development landscape strong language will give contribution positive for development destination travel, increase Power pull travel and deliver experience different to visitor. Besides that, development landscape language will give benefit social, like strengthen identity culture public local and push participation public in development tourist in a manner sustainable.

Keywords: *landscape language , destination tourism , anthropolinguistics landscape*

**Corresponding Author:*

Robert Sibarani

Faculty of Cultural Sciences, Universitas Sumatera Utara

Email: rs.sibarani@usu.ac.id

1. INTRODUCTION

Regency Humbang incitement is an area destination tourism in Indonesia which is rich in diversity culture, nature, and heritage history. However, to compete with destination tour others, District Humbang incitement need develop Power unique and distinguishing attraction self from destination tour other. One possible aspects become potency big is development landscape language in the area.

Development landscape language aim for strengthen identity culture and preserve inheritance language in one area. Regency Humbang incitement own riches language that includes Toba Batak language. This own mark important historical, social, and cultural importance for public local. However, change social influence globalization, and migration has presenting challenge in maintain and develop diversity language in the District Humbang Hsundutan.[1] Use languages local tend decreased, especially among generation young. this can threaten continuity languages it and reduce Power pull culture area as destination tour. because that's important for developing landscape language in the District Humbang incitement as a development strategy destination tour. Landscape language is an important thing in the world of tourism for giving information about area travel,



Directions tell phenomena occurring in the area tours and more matter other. According to Sibarani, Landscape language is an expanse language in places and spaces public for various function. [3]

Development landscape language will to give benefit social. local people will feel proud with identity culture those that materialized in languages local. Development landscape language will to push participation active public in industry tourism, creating opportunity economy local, and improve well-being society. [4]

In context this, this post aim for develop landscape language as Power pull tours in the area destination tour Regency Humbang hasundutan. In this proposal, will explained steps strategic for conserve, promote, and utilize diversity language in the area such, with objective produce experience unique and memorable trip for traveler as well as strengthen identity culture local.[2] With maintain and promote use languages local, regional This can offer experience a different and authentic tour to tourists. Visitors can Study about riches culture and history through languages it enriches knowledge them, and interact direct with public local.[3], [4]

According to Sosroatmodjo , regional planning is an involved process analysis , organization , and regulation use land as well as allocation source Power For reach objective planned and sustainable regional development . According to Bintarto Regional planning is a manufacturing process policies , strategies, and actions For direct and organize use land , resources Power nature and settlements humans in an area with objective reach balanced , sustainable and quality development . [5]

According to Sairin regional planning is something effort For formulate and implement policy as well as internal programs arrange space and resources power area with consider aspect social , economic , and environment . Besides it , according Husayn , regional planning is the process of organizing and structuring room in area scale with consider aspect physical , social , economic and environmental For reach objective coordinated and sustainable regional development . [2], [6]According to Setiadi , regional planning is effort For direct and control use land , space , and resources Power in area scale with objective reach sustainable development and improve quality life society . Holland, J suggests that successful regional planning must consider landscape language as element important in form identity , experience , and image something place . Landscape language can used For communicate values culture , history , and uniqueness an area to visitor . [7], [8]

Shohamy and Gorter also suggested draft landscape language , according to they is " language in environment , words, and images that are displayed and visible in the space public , which became center attention in a growing area rapidly this ". Landscape language covers Language in the form of words and pictures that are seen in places general according to Shohamy and Gorter . Gorter explain that landscape language is something approach For describe situation multilingual or diversity language in one area . Definition landscape language by Gorter broad and complex , so topics like situation multilingual , contact language , mix code , aspect social and cultural , choice language , shift and change language , variety language , functions and roles language , design shape and stretch language as well as learning Language can studied through landscape language . [9]According to fishmen , landscape language is condition Language in an area or community , which consists from interaction between different languages , as well use and change Language in public the . Milroy and Milroy said that landscape language is an area that consists from varieties different and mutually exclusive languages related as well as system social and cultural shaping and influencing use language . [10]

2. RESEARCH METHODOLOGY

Study This use design qualitative with an interactive model developed by Miles and Huberman, et al. Study qualitative with the interactive model developed by Miles and Huberman is a approach study objective qualitative For understand phenomenon in a manner deep and comprehensive through complex and interactive data analysis.[11]

Method research used is an interactive model paradigm qualitative. Study qualitative describe the data emically with verbal expression for find holistic meaning, explaining the whole process and formulate accepted pattern problem social culture humanity holistically portrayal. Study qualitative ask the process understanding problem social or human.

Researcher see phenomenon landscape language destination tour Regency Humbang Hasundutan. because it, researcher use phenomenology with method qualitative built based paradigm phenomenological from Edmund Husserl. According to Bogdan and Biklen researchers with approach phenomenological try understand meaning from something events and how incident the influence with man in conditions and situations certain.[12] Research Models This using interactive models. There are four step interactive study qualitative, research model applied in study This as following:

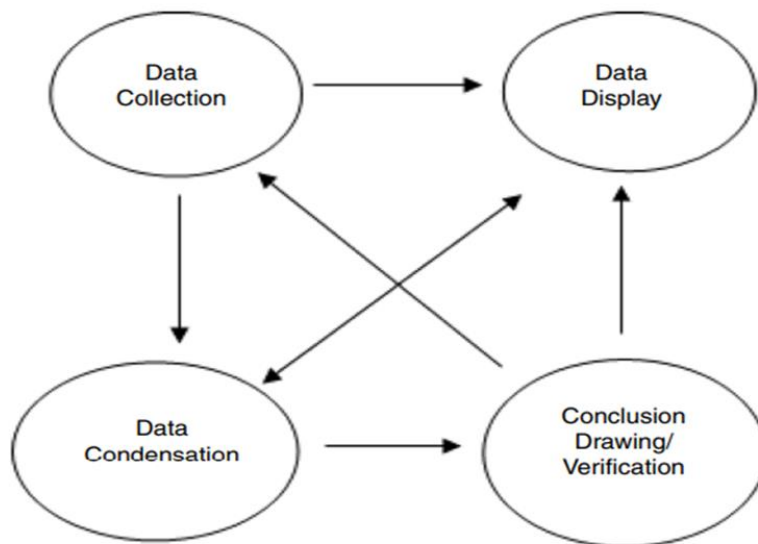


Figure 1. Interactive Model (Miles et al., 2014; Sibarani, 2020)

3. RESEARCH RESULT

3.1 Village Information System Interface Development Design

As for the results study about development landscape language in the district Humbang hasundutan is as following:

1. Landscape language pointer direction

1) Aek Sipangolu



Figure 1. Landscape language pointer direction to location object tour Aek Sipangolu

Tourist sites located in the Village Simangulampe with destination tour natural in the form of a waterfall beautiful little and is place bathhouse. Aek Sipangolu located in a village remote in Bakkara, that is Village Simangulampe. Simangulampe is one villages in the District Bakti Raja, Regency Humbang Hasundutan , North Sumatra province , Indonesia. Village Simangulampe is on the coast beach Lake Toba with beautiful scener, and located on a slope the mountains where the hills are made land agriculture For resident around .

2) Panoguan solu



Figure 2. Landscape language pointer direction to location object tour Panoguan solu

Destination location tour This is in the Village Parulahon, District Lintongnihuta. Destinations This located at a height 330-2075 meters on surface sea. Destinations This stand since December 23, 2019, built by Tumpak Sihombing and distance about 2km from Geosite Sipinsur. Panoguan Solu means withdrawal boat from top (the peak in question here is place tour this) to bottom (lake toba).

3) Tombak sulu-sulu



Figure 3. Landscape language pointer direction to location object tour Tombak sulu-sulu

Destination location tour This is in the Village Marbun Dolok (Bakkara), District Bakti Raja, Regency Humbang Hasundutan. The rocks that are here are aged about 250 million years. The keeper is Ronald Lumbangaol. Spear It means forest wilderness and Sulu Sulu It means torch, so Tombak Sulu Sulu is forest radiating wilderness a speck light (torch).

3.2 Landscape Language " Congratulations come" on location tour.

1. Geosite Sipinsur



Figure 1 Geosite Sipinsur

Sipinsur is location tours located in the Village fighter Subdistrict Paranginan with object panoramic tour form view Sipincur nature is very charming, and can also be made as place recreation, camping (camping ground), games children, and as tour spiritual (retreats). From location This can see view natural covering 3 counties namely: Regency North Tapanuli, Toba Samosir Regency and Regency Samosir. Sipinsur is place well known tour in public area on the plains tall with a panoramic view of Lake Toba. Tour Sipinsur own less area over 2 hectares at an elevation of 1,213 meters above surface sea (mdpl).

2. Air Terjun Janji



Figure 2. Air Terjun Janji

Tourist sites located in the Village Marbun with object tour in the form of a waterfall with 40-meter height, as well can also be used as bathhouse with water depth approx one meter. The distance to the location of the waterfall from subdistrict Baktiraja is about 1 Km and can take use vehicle wheels 2 and 4 with condition road good asphalt the rest 100 meters achieved with walk follows stone paths and ledges Genre waterfall.

3. Aek Sitio Tio



Figure 3 Aek Sitio Tio

Destination location tour This is in the Village Siunong Unong (Bakkara), District King 's Service. This location is where king Sisingamangaraja I stabbed his stick in the rock and took out clear springs to bath and drink.

4. Sisingamangaraja Palace

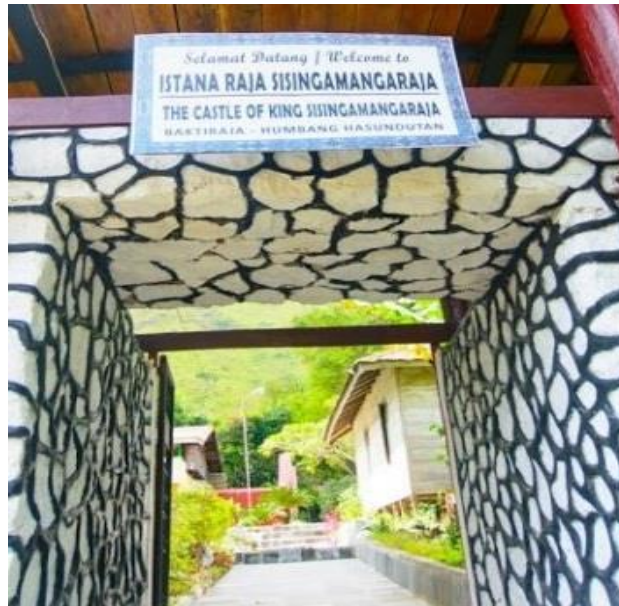


Figure 4. Palace of King Sisingamangaraja

Destination location tour This is in the Village Simamora (Bakkara), District King 's Service . Tourist location history which is location headquarters struggle of King Sisingamangaraja -XII and from here it is he devising a war strategy the guerrilla. That said at headquarters here it is all goods magic and the weapon he uses for war on save But after his death headquarters it's on fire and stuff the much is lost. A existing monument there is monument The struggle of King Sisigamangaraja -XII is also called Sinom hudon .

5. Panoguan solu



Figure 5. Panoguan solu

Destination location tour This is in the Village Parulahon, District Lintongnihuta. Destinations This located at a height 330-2075 meters on surface sea. Destinations This stand since December 23 2019 built by Tumpak Sihombing and distance about 2km from Geosite Sipinsur. Panoguan Solu means withdrawal boat from top (the peak in question here is place tour this) to bottom (lake toba).

Board presenting information information about landscape language in the District Humbang Hasundutan will increase experience tour visitor. They can learn languages locale, phrases important, and culturally related with languages the. this will give more understanding in about inheritance culture area and

create experience different and memorable tours. Through board information, visitors can obtain knowledge about languages local in the district Humbang Hasundutan. They will Study about history, custom customs, myths, traditions, and wealth culture other related with languages. Knowledge This will enrich understanding they about culture local and expanding outlook them.

Board information this contains landscape language will push interaction culture between visitors and the public local. With learn deep phrases and words Language local visitor can communicate directly with resident local use Language them. This will create more relationships between visitors and the public local, promote understanding cross culture, and create experience rich social.

4. CONCLUSION

Development landscape language as Power pull tours in the area destination tour Regency Humbang town potency big in strengthen identity culture, preserve inheritance language, and create experience unique and memorable trip. Through board presenting information information about landscape language, visitors can obtain knowledge about languages local such as the Toba Batak language. Development landscape language give a number benefits, including increasing experience tour with give more understanding in about culture local, enrich knowledge about diversity culture, and encourage interaction culture between visitors and the public local besides that is, development this also helps in conserve inheritance language and empowerment community local through development industry tourism.

With utilize development landscape language, destination tourism in the district Humbang incitement can differentiate self from destination tour others and offers experience authentic and memorable travel. Visitors can learn languages local, interact with public local, and enrich knowledge as well as understanding about culture area, besides that is development this also contributes to maintenance inheritance language and empowerment community local Because that's important for continue effort development landscape language in the District Humbang incitement as part of development strategy destination tour. Support from government, community local, and actor's tourist will become key success in promoting and exploiting diverse language as Power pull strong and sustainable tourism.

5. REFERENCES

- [1] H. Widiyanto, "Teks Poster Di Lanskap Linguistik Sekolah," *Pros. Semin. Nas. Linguist. Dan Sastra ...*, No. 2005, Pp. 78–87, 2021, [Online]. Available: <https://jurnal.uns.ac.id/prosidingsemantiks/article/view/52940>.
- [2] M. A. K. Harahap, Sirojuzilam, R. H. Harahap, B. O. Y. Marpaung, And J. Saputra, "The Effect Of Open Tourism Space On Regional Development Through Supply Chain Management In Panatapan Danau Toba Area Simalungun, Indonesia," *Int. J. Supply Chain Manag.*, Vol. 8, No. 5, Pp. 994–1007, 2019.
- [3] R. Sibarani, E. Sibarani, And P. Simanjuntak, "Metaphors Of Land Divisions For Traditional Irrigations At Tipang Village, Lake Toba Area: An Anthropolinguistic Study," *J. Leg. Ethical Regul. Issues*, Vol. 24, No. Special Issue 1, Pp. 1–9, 2021.
- [4] R. Sibarani, R. Indra, And I. Riady, "Tradition And Modernization-Based Changes In The Pattern Of

- Huta ‘ Traditional Residences ’ Of Toba Batak At Tipang Village , Baktiraja District , Humbang,” Vol. 17, No. 4, Pp. 2724–2738, 2021.
- [5] K. Wiweka, B. Setiawan, S. Sandi Wachyuni, And P. Pramania Adnyana, “Local Perspective Of Community Participation In Lake Toba As A Tourism Destination,” *Int. J. Tour. Hosp. Rev.*, Vol. 7, No. 1, Pp. 87–94, 2020, Doi: 10.18510/Ijthr.2020.7110.
- [6] S. F. Marbun, L. Muta’ali, And S. Sudrajat, “Pengembangan Kawasan Geopark Kaldera Toba Di Kabupaten Samosir (Development Of The Geopark Kaldera Toba Area In Samosir District),” *J. Sains Inf. Geogr.*, Vol. 2, No. 2, P. 18, 2019, Doi: 10.31314/Jsig.V2i2.281.
- [7] U. R. Harun, “Pembangunan Kelautan Dan Kewilayahan Ecoregion,” *Perenc. Wil. Dan Kota*, Vol. 10, No. 1, Pp. 1–14, 2006.
- [8] T. Eddy, *Kajian Hidup Lingkungan Strategis Dalam Perencanaan Wilayah Dan Tata Ruang*, Vol. 53, No. 9. 2018.
- [9] R. Sibarani, “Pendekatan Antropolinguistik Terhadap Kajian Tradisi Lisan,” *Retorika J. Ilmu Bhs.*, Vol. 1, No. 1, P. 1, 2015, Doi: 10.22225/Jr.V1i1.9.
- [10] Y. Susanti, D. S. Priyarsono, And S. Mulatsih, “Pengembangan Peternakan Sapi Potong Untuk Peningkatan Perekonomian Provinsi Jawa Tengah: Suatu Pendekatan Perencanaan Wilayah,” *J. Agribisnis Indones.*, Vol. 2, No. 2, P. 177, 2017, Doi: 10.29244/Jai.2014.2.2.177-190.
- [11] R. Sibarani, F. Deliana, And D. Yanti, “The Role Of Language Landscapes For Tourist Destination At Toba Caldera Geosites : A Landscape,” Vol. 17, No. 4, Pp. 2419–2434, 2021.
- [12] R. Sibarani, “Batak Toba Society’s Local Wisdom Of Mutual Cooperation In Toba Lake Area: A Linguistic Anthropology Study,” *Int. J. Hum. Rights Healthc.*, Vol. 11, No. 1, Pp. 40–55, 2018, Doi: 10.1108/Ijhrh-08-2017-0035.