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THE ROLE OF LAND TRANSPORTATION IN SUPPORTING THE NATIONAL TOURISM STRATEGIC AREA OF LAKE TOBA

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ABSTRACT

Lake Toba is a large natural lake in Indonesia located in the caldera of Mount Supervolcano. The Ajibata – Ambarita Crossing Route is one of 1 (one) of 6 (six) Crossings in the Lake Toba National Tourism Strategic Area. The 6 (six) crossing routes to Samosir Island currently in the Lake Toba National Tourism Strategic Area are the Ajibata – Ambarita Trail; Tigaras Trail – Samosir; Balige Trail – Onan Runggu; Muara – Sipinggan track; Muara Track – Onan Runggu; and the Ajibata – Tomok route. The aims of this research are: To analyze the level of fulfillment of service aspects in its implementation; and Improve wider outcomes and impacts on the development of land transportation in the Lake Toba National Tourism Strategic Area on the Ajibata - Ambarita Crossing. The research method used is descriptive research with a qualitative approach. The results of this study are based on SWOT analysis, the value is in a DEFENSIVE condition, namely the Threats value and Weakness value. The location of the port coordinates is in quadrant IV (Negative, Negative) which means that the port has weaknesses and threats from the internal aspects of the port.

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1. INTRODUCTION

Lake Toba is located in the middle of the northern part of Sumatra island with a surface height of about 900 meters. It is the largest lake in Indonesia and the largest volcanic lake in the world. The Lake Toba region is a very wide area covering 7 (seven) regencies, namely Samosir Regency, Simalungun Regency, Toba Regency, North Tapanuli Regency, Humbang Hasundutan Regency, Karo Regency and Dairi Regency and is one of the National Tourism Strategic Areas. [4] the potential and number of movements using public transportation in the Lake Toba area is very high, especially lake transportation is a transportation that can be used to connect Samosir Island which is in the middle of Lake Toba.

The existence of water transportation is considered to be one of the factors that influence economic development in North Sumatra, especially in the Toba region and one of the supporting factors for the realization of the Lake Toba National Tourism Strategic Area. The port as a node which is a bridge between land and sea as a means of human activity requires an efficient planning so as to produce a balance in various sectors of people's lives. These sectors include the social sector, economic sector, technology sector and administration. Currently, lake transportation in the Lake Toba region is predominantly served by people's boats. Currently, there are about 200 vessels registered for vessels above 7 GT (gross tonage) and many more for vessels below 7 GT. [2]. In addition, there are several ferry boats that can be used to transport passengers and four-wheeled vehicles. or more. The largest ferry/ferry currently available on Lake Toba is KMP Ihan Batak with a capacity of 546 GT which serves the Ajibata - Ambarita crossing. There are as many as 13 (thirteen) ports which were developed in the strategic plan of the Ministry of Transportation in the National Tourism Strategic Area of Lake Toba covering 7 (seven) Regencies throughout the Lake Toba area. There are also small and incidental ports around the Lake Toba area which are used for the departure of people's ships.

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Ajibata Port currently plays an important role as one of the main access gates to and from Samosir Island and the Lake Toba Region. In supporting the development of the Lake Toba National Tourism Strategic Area, inter-regional connectivity and integration of land transportation facilities and infrastructure are needed. Currently, the development of the National Tourism Strategic Area of Lake Toba is seen as not being managed and managed optimally, one of which is from the aspect of land transportation which is still unable to carry out its role as the artery and liaison for all regions in the Lake Toba area. Ajibata Port is a port on Lake Toba to go to Ambarita Port on Samosir Island.[1] At Ajibata Port there are two Piers, namely for traditional wooden ships carrying passengers and an MB (moveable bridge) dock that transports vehicles, goods, and passengers. There is a relationship between the port and the area used by the local community for transactions and socializing in terms of advancing the development of the port. Because the progress of a port and the region itself cannot be separated from trade and crossing activities. Ajibata Port is not only a place to rely on ship transportation modes, but makes Ajibata Port a center for the growth of new economies in the hinterland of the port and the emergence of a multiplier effect in the Ajibata Port area. [3]

2. RESEARCH METHOD

This research is a descriptive research with a qualitative approach. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the phenomena to be studied through data collection by studying as much as possible an event. This research is located at the Port of Ajibata (Ajibata – Ambarita route) precisely in the village of Ajibata, Ajibata District, Toba Regency, which is one of the ports in the NATIONAL TOURISM STRATEGIC AREA of Lake Toba.

Figure 1. Map of the Ajibata - Ambarita Crossing Route

In this study, the methods used in data collection are observation (direct observation), literature study and documentation. The stages of analysis using the theory of Miles, Huberman and Saldana are data condensation, data presentation, as well as drawing conclusions and verification.

3. RESULTS AND ANALYSIS

The Ajibata – Ambarita Crossing officially began operating on December 27, 2018, served by the KMP Ihan Batak fleet of ships. This crossing connects the island of Sumatra and the island of Samosir. Ajibata Port is located on the island of Sumatra, precisely in Ajibata District, Toba Regency, while Ambarita Port is on Samosir Island, namely Simanindo District, Samosir Regency. The KMP Ihan Batak ship is currently the largest ship in the Lake Toba area with a carrying capacity of 280 passengers and 32 four-wheeled vehicles. The travel time for the Ajibata – Ambarita Crossing is 45 minutes.

Researchers observed and collected productivity data on the Ajibata – Ambarita Crossing for 31 (thirty one) days starting on April 06, 2022 until May 06, 2022 with data. From the results of observations and data collection in the field during the study, it was found that there were 53,569 passengers or 1,728 passengers per day. With the results of data collection and observation of the Productivity of the Ajibata – Ambarita Crossing, the researchers compared secondary data on the productivity of the other 5 (five) routes in the Lake Toba National Tourism Strategic Area. for all service users on 6 (six) routes in the National Tourism Strategic Area of Lake Toba and is a favorite route for service users to Samosir Island and plays an important role in crossing transportation services in the

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National Tourism Strategic Area of Lake Toba compared to other routes. From daily productivity data on 6 (six) Lake Toba routes, the Ajibata – Ambarita route is the most densely populated and is in great demand by service users.

Researchers explore information, phenomena and make observations, data collection and observations found that:

1) The Ajibata – Ambarita crossing is in great demand by tourists or service users who travel or carry out their daily routine activities by utilizing this route compared to other routes in the Lake Toba National Tourism Strategic Area. Figure 4.2 is a queuing phenomenon of service users using the Ajibata – Ambarita crossing. Density will increase when in weekend conditions and national holidays, even the enthusiasm of service users who use this route has an impact on long queues even outside the port area to access public roads, even though efforts have been made to optimize port operations for up to 24 hours.
2) Facilities at Ajibata and Ambarita Ports are currently classified as modern and have complete facilities to support crossing transportation services to support the Lake Toba National Tourism Strategic Area as the main tourist destination, which includes facilities:
   • A comfortable and adequate waiting room;
   • Elevator/Escalator facilities to support disabled/disabled groups;
   • Lactation room/nursery;
   • Disabled Toilets;
   • Parking bag facilities;
   • Commercial/tenant area.
3) In addition to its function as a transportation node, the ports of Ajibata and Ambarita are currently also the center of new economic growth in the port area and port hinterland as well as the emergence of multiplier effects in the port area;
4) The condition of good port facilities, including complete facilities and infrastructure, has not been optimally utilized, including the parking lot for the accumulation of vehicles that have not been arranged, vehicle circulation signs and passenger guides in the port area have not been clearly arranged and the use of waiting rooms is not optimal so that there are users services that are waiting or are outside the area not designated as a waiting room facility.

SWOT Matrix

INTERNAL **EXTERNAL**	**STRENGH** The cleanliness of the Ajibata – Ambarita Port area is always maintained Available and easily visible service information Available health facilities (Medical Room) Crime Prevention Facility (CCTV)	**WEAKNESS** A. Timeliness of ship departure and arrival B. The process of boarding the ship is fast and safe C. Fast, precise, and friendly service **D.** Able to provide information about Ajibata Port - Ambarita
Oportunity 1. Able to provide information about Ajibata Port - Ambarita 2. Officers are ready to help if passengers have difficulty 3. Responsive officers provide information needed by passengers 4. Passengers have a sense of security while at the Port of Ajibata – Ambarita	**Strategy SO** 1. Provide clean facilities and adequate information so that passengers feel comfortable 2. The officer directs the passenger if the passenger has difficulty reading the directions 3. In addition to feeling safe, for passengers who need special health facilities, a medical room is available 4. Passengers feel safe with the condition of the port due to	**Strategy SW** 1. Provide accurate information regarding ship arrivals and departures in order to minimize buildup at the port 2. Officers are on standby to assist the process of boarding the ship 3. Officers provide services based on the 3s principle (smile, greet, greeting)

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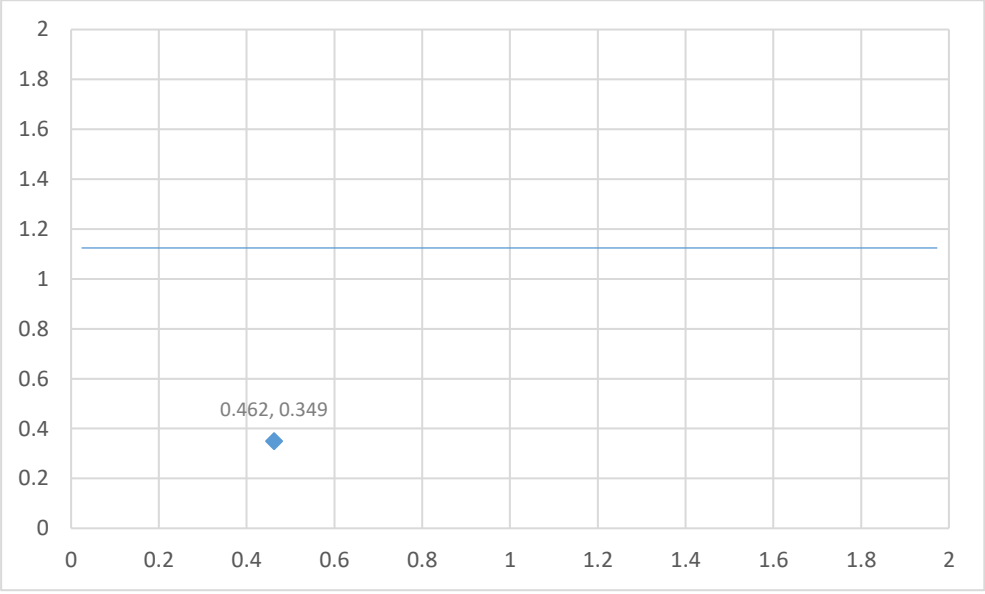
	the installation of CCTV	
Treats 1. Convenience and security that can be highlighted at the Port 2. Officers at the Port of Ajibata – Ambarita are willing to answer and hear complaints or questions and are responsive to passenger needs 3. The officers are friendly and smiley in providing service	**Strategy ST** 1. Increase the number of cleaners to maintain the cleanliness of the port area so that passengers feel comfortable while in the port 2. Officers must have high competence in order to be able to answer questions and passenger complaints.	**Strategy WT** **1.** Make signposts to and from the ship to avoid bottlenecks **2.** Create a passenger guide team so that passengers don't feel confused when at the port **3.** Always update the ship departure schedule from social media

Ajibata Harbor		
	Score	Benchmarking Value
Average value of internal factor weight	0,962	0,5
Coordinate point of internal factor	0,462	
The average value of the weight of external factors	0,849	0,5
Coordinate point of external factor	0,349	

From the calculation results it can be seen that the coordinates for each main port in the North Sumatra corridor in the SWOT quadrant with internal factors as x coordinates and external factors as y coordinates are as follows:

SWOT Quadrant Point: coordinate point (x,y) = 0.462 ; 0.349



After seeing the results of the assessment of the port coordinates in the SWOT Quadrant, the value is in a DEFENSIVE condition, namely the Threats value and the Weaknes value. From the SWOT quadrant image above, it can be seen that the coordinates of the port are in quadrant IV (Negative, Negative) which means that the port has weaknesses and threats from the internal aspects of the port.

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CONCLUSION

Based on the research conducted, it can be concluded as follows:

1. Fulfillment of the service aspect at this time is still at the level of dissatisfaction because the quality of service at the Port is not good enough seen from the five service dimensions such as tangible, reliability, responsiveness, assurance of certainty, and empathy only reaches 37.39%.
2. The Land Transportation Development Strategy in the National Tourism Strategic Area of Lake Toba so far has not been maximized based on the results of the SWOT analysis, it can be seen that the value is in a DEFENSIVE condition, namely the Threats value and the Weaknes value which means a very unfavorable situation and faces various threats and threats. internal weaknesses such as changing schedules, directions, and officers who have not been able to provide excellent service to service users.

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