

## STUDY OF TOURIST ATTRACTIONS IN KETAMBE, KUTACANE, ACEH

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### ABSTRACT

Tourism is currently one of the leading industries or sectors that is very strategic to be developed to improve the economy to improve people's welfare. Kutacane is a city located in the southeast of the province of Aceh, this city is at the foot of Mount Leuser which is the lungs of the world. One of the attractions in Kutacane is the Ketambe tourist area, where this area is located in the Gunung Leuser National Park (TNGL) area which is famous for its natural panorama which has the potential to be developed. The tourist attraction is a major factor in the development of a tourist area so that the progress and development of a tourist area are very dependent on what attractions are offered by the tourist destination, the purpose of this study is to identify and find attractions or attractions. in the area. Ketambe tourism can support the development of tourist areas. This research was conducted using a mixed-method of qualitative descriptive and descriptive statistics. This study refers to three research variables, namely Natural, Cultural, and Artificial Attractions. The results of this study are expected to be material and input for the Southeast Aceh Regency Government in terms of planning and developing tourist areas in the area.

**KEYWORDS:** tourist attraction, nature, culture, artificial.

### 1. INTRODUCTION

Tourism is currently one of the leading industries or sectors that is very strategic to be developed because tourism can create business or business opportunities that can be managed by residents or the community to improve their economy, so that with this the quality of life and community welfare can increase. society can improve. society can improve. society is getting better and better [1]. Kutacane is located in the southeast of the province of Aceh, this city is located at the foot of Mount Leuser which is the lungs of the world. One of the attractions in Kutacane is the Ketambe tourist area whose territory is directly adjacent to the Gunung Leuser National Park (TNGL). The Ketambe area is surrounded by pristine forests, rich in flora and fauna which becomes a magnet or attraction in the morning for tourists to do trekking in the area, this area is also located on the banks of the Lawe Alas River which is a river that has a fast current. The rapids vary from grade 3 to grade 6 so that apart from being a natural bathing place, the Alas River is perfect for rafting lovers. In addition to presenting the natural beauty of the Ketambe tourist area, there is also a Ketambe research center, where researchers can spend their time researching various flora and fauna found in the Leuser forest area. In this tourist area, there are also often regional cultural arts performances that provide a special attraction for tourists

visiting both local and foreign tourists. The purpose of this study was to analyze the development of the Ketambe Tourism Area based on the existing tourist attractions in the area. Tourist destinations are developed to be better than the previous state. The development of a tourist destination would be better done if the area has various decent potentials. to be developed already and in the area, there are already tourism activities or activities [2]. The development of a tourist area is very dependent on the tourist attraction offered by the tourist destination, where the tourist attraction itself is anything that attracts people to visit a certain place or environment. Attractions are one of the important tourism products to be developed in a tourist area. The elements contained in the attraction include natural tourist attractions (geographical forms and natural resources), artificial tourist attractions (tourism buildings and infrastructure), cultural tourism attractions (history and folklore, religion and cultural arts). Tourist attraction is an important factor in the development of a tourist area, where attraction is everything that has its uniqueness, both in the form of a diversity of natural wealth, culture, and man-made products that are targeted or visited by tourists [5]. From the uniqueness of the local community, both in the form of tradition and culture, which is one of the main drivers of tourism activities itself.

## 2. METHODS

This research uses mixed methods, qualitative and quantitative. Qualitative data analysis was carried out with qualitative descriptive while quantitative data analysis was carried out with descriptive statistics. Data collection was carried out by field observations in the Ketambe tourist area and interviews were conducted with the Head of the Tourism Destinations Division of the Youth and Sports Tourism Office of Southeast Aceh Regency. In addition, interviews were conducted with community leaders, traditional leaders, business actors, and tour guides around the Ketambe tourist area. Tourist perception by distributing questionnaires to 100 respondents using the accidental sampling method. The assessment of the questionnaire uses a Likert scale and the preparation of questionnaire data with a numerical scale by dividing the scale range [7]. The value of the scale range is 80, namely: a score of 100-180 very bad, 180.1-260 not good, 260.1-340 enough, 340,1-420 good, and 420.1-500 very good. The research location is in Ketambe, Balilutu Village, Ketambe District, Southeast Aceh Regency, Aceh Province, Indonesia. Southeast Aceh Regency is located at an altitude of  $\pm$  200-2000 m above sea level which is a hilly and mountainous area. Some of these areas are protected areas of the Gunung Leuser National Park (TNGL). The Ketambe tourist area is listed as one of the tourist attractions in the city of Kutacane.

## 3. RESULTS AND DISCUSSION

The Ketambe tourist area has various tourist attractions that cause the public or tourists to be interested in visiting there. Tourist attractions in the Ketambe area are natural attractions in the form of natural scenery that can be enjoyed in the form of tracking, river bathing, rafting (rafting), research centers, in addition to other tourist objects. In this area, visitors can also enjoy cultural attractions such as Saman and Bines dance performances as well as other local cultural events such as funerals. This is by the opinion of Middleton, 2009, which says that the attraction and tourist attraction or the result of the excitement of a particular area can attract tourists / foreign tourists to visit these tourist attractions.

**3.1 Natural Attractions**

Aspects of Natural Attraction are related to the geographical shape and natural resources found in a tourist destination that causes tourists to be interested in visiting the area. because of the topography of the area in the form of hills and mountains. Where the area is a nature reserve area of the Gunung Leuser National Park (TNGL) and is supported by the hydrological conditions of the area with the Alas river, in the Ketambe tourist area various tourists attractions cause the public or tourists to be interested in visiting there. in the Ketambe area in the form of natural scenery that you can enjoy trekking, river bathing, and rafting attractions (Rafting). The results of the respondent's questionnaire assessment of the aspects of Natural Tourism Attractiveness in the Ketambe tourist area are as shown in the table below.

**Table 1:** Respondents' assessment of the Ketambe Natural Tourism Attractions

| <i>No.</i> | <i>Variable</i>          | <i>Percentage (%)</i> | <i>Score</i> |
|------------|--------------------------|-----------------------|--------------|
| 1          | Trekking Attractions     | 87,6                  | 438          |
| 2          | River Bathing Attraction | 74,8                  | 374          |
| 3          | Rafting Attractions      | 74,4                  | 372          |

Based on the respondent's assessment of the Natural Attraction aspect in the Ketambe tourist area of the three elements assessed, the Trekking Attraction element has the highest score with a score of 438 which means very good/very adequate, this is in line with what was said by a Tour Guide who works in the area. Ketambe Tourism, which he said most tourists, especially foreign tourists who come to Ketambe because of the desire to enjoy the beauty of the unspoiled Leuser forest with cool air, are also curious to see the many primates in the forest area such as forest humans, various types of birds, insects and even some want to see wild animals such as tigers, etc., besides that they also want to see various plants that can be found in the Leuser forest area such as Rafflesia flowers and various types of orchids, so to enjoy this we usually take steps to trace into the forest, while the baths Nature Tourism and Rafting has a score of 374 and 372, both of which mean the existence of the two attractions is good or adequate. Based on an interview with the Head of Tourism Destinations of the Southeast Aceh Regency Youth and Sports Tourism Office who stated that the three natural attractions were the mainstay of the Ketambe tourist area and became the main attraction for tourists to visit there, this is in Middleton's opinion, 2001 which says that a tourist attraction that wants to be developed must have a pleasant attraction in a certain area that can attract tourists/foreign tourists to visit the tourist spot. Because according to Hermantoro (2011), globalization needs local products (glocalization), because

tourism competitiveness is formed because of the uniqueness of its products that cannot be "purchased" elsewhere. Enjoying a travel experience is enjoying the unique culture, nature, and people of the place

**3.2 Cultural Attractions**

In general, Southeast Aceh Regency is more multicultural than Central Aceh, namely Central Aceh, Bener Meriah, and Gayo Lues where this area is inhabited by more than 3 tribes, namely: the Alas tribe as a local tribe then migrant tribes such as the Gayo tribe, Singkil tribe, Aceh, and Karo, Batak Toba, Javanese, Minangkabau, Mandailing, Nias and Aneuk Jamee, as immigrant tribes [7]. The results of interviews with traditional leaders and local community leaders said that Kutacane has a uniqueness, namely a pluralistic society but almost no riots involving SARA (ethnic, religious, and racial). This is because this awareness has instilled a sense of tolerance in society so that until now people can still live side by side peacefully. With the diversity of tribes in this district, it will certainly produce diverse cultures and customs, which further highlight the culture and customs that exist in the Ketambe area, namely the Gayo and Alas Tribe Culture, this is because most of the people who live in Balailutu Village are Gayo tribes. and Alas. pedestal. The regional culture that is often displayed in this tourist area is the thousand-handed dance or commonly called the Saman dance, this dance is one of the Gayo tribal dances which has its own uniqueness so that with its uniqueness this Saman dance has succeeded in becoming Indonesian. Culture is recognized by UNESCO, where on November 24, 2011, Saman Dance officially received recognition from UNESCO as an intangible world cultural heritage, this is in accordance with what was reported by Serambi News. Com on August 13, 2017, besides the Saman Dance, a local traditional event that often attracts tourists, is a traditional wedding procession or circumcision event, which in the Kutacane area is called the Pemamanan event, this ceremony is usually marked by a group of people. dressed in traditional Alas on horses side by side. The results of respondents' assessment questions on aspects of Cultural Attractions in the Ketambe tourist area are as shown in the table below.

**Table 2:** Respondents' assessment of the Ketambe Natural Tourism Attractions

| <i>No.</i> | <i>Variable</i>      | <i>Percentage (%)</i> | <i>Score</i> |
|------------|----------------------|-----------------------|--------------|
| 1          | Cultural Attractions | 61,2                  | 306          |
|            | Total score          |                       | 306          |

Respondents' assessment of Cultural Attraction Activities in the Ketambe tourist area is with an assessment score of 153 which means sufficient. So with circumstances like this, of course, it needs to be improved, especially from the intensity of the appearance of cultural attractions, this is in line with what was conveyed by the Head of Tourism Destinations at the Tourism Destinations of Southeast Aceh Regency who said that culture is one of the magnets for tourists to come to visit Ketambe, but

until currently the intensity of cultural arts performances in the area is still very minimal, only carried out at certain moments that do not have a fixed implementation agenda, so this will certainly affect the intensity of visitors who come there, this is by the statement of the Ministry of Culture and Tourism in 2011 which states that tourism is an attraction, both in the form of performing arts, recreation, and presentations. From the package of local culture that characterizes an area, the element of attraction is very influential on the development of a tourist destination. The data cannot be separated from the uniqueness of the local community, both in the form of tradition and culture which is one of the main drivers of tourism activities itself.

### 3.3 Artificial Attractions

An artificial tourist attraction is an element of tourist attraction in the form of buildings and infrastructure that supports a tourist area so that the progress or development of a tourist area also depends on the aspect of the attraction (Middleton, 2001). The results of an interview with a businessman in Ketambe about artificial tourist attractions in the Ketambe area, where he said that for now there are no Artificial Tourism Objects in the Ketambe area, thus affecting the desire of visitors to come back because many tourists visit. dandruff. come to enjoy artificial attractions such as swimming pools and other playgrounds for their children who also come to visit there, besides the results of interviews with tour guides in Ketambe said that the artificial tourist attraction that already exists in the Ketambe area is a small swimming pool which is usually used by visitors for bathing other than bathing. existing nature. Based on observations in the field, the former swimming pool still exists, but the condition of the swimming pool is very poor so it cannot be used anymore. for shelter. As an initial function of swimming pool construction, this situation is certainly not by Middleton's opinion above, because this situation can be one of the inhibiting factors for the development of tourist areas.



**Figure 1:** Condition of Swimming Pool in Ketambe Tourism Area

## 4. CONCLUSIONS

The Ketambe tourist area has a very adequate Aspect of Natural Attraction, especially the attraction of trekking, this is supported by the existence of the Gunung Leuser National Park which is rich in various flora and fauna, in addition to the beautiful natural panorama along the river from the Ketambe tourist area there is a river commonly called the Alas river, where this river is commonly used by visitors to enjoy natural baths while relaxing with family and not just stop there because the Alas river has rapids

from grade three to grade six which are very challenging, so this river is very potential for white water rafting activities. White water rafting, whether it's done to just release a hobby or to hold a rafting competition, because of the quality of this river which is often used as a place to hold rafting events, even international events have been held here. In addition to natural attractions in this tourist area, visitors can also enjoy various cultural attractions and local customs. Cultural arts that are often displayed are the thousand-handed dance or the Saman dance from the Gayo tribe, this Saman dance is quite familiar to visitors because the Saman dance is already worldwide, this is marked by the embedding of this Saman Dance as a World Intangible Heritage by UNESCO. In addition to the Saman Dance, traditional activities are in the form of "pemamanan" which is one of the traditional activities of the Alas tribe which is usually marked by a procession consisting of a group of people riding horses complete with Alas traditional clothes. For this traditional event, for this cultural attraction, it is necessary to increase the intensity of its appearance to increase the interest of visitors to the area. Unlike the Natural Tourism and Cultural Tourism Objects which we found extraordinary potential, the Ketambe tourist area is very minimal and even non-existent in terms of Artificial Tourism Objects, at our location we only get a former swimming pool that can no longer be used. If utilized, aspects of the Butan tourism object need special attention from the management of this tourist area, so that the development of this tourist area can run optimally.

The development of the Ketambe tourist area needs to involve various elements, especially the Southeast Aceh Regency Government which can create programs and funding in improving this tourist destination, so that this development runs smoothly, of course, it needs to involve the community. community leaders, traditional leaders, and local village community stakeholders. This is intended so that people feel they have a role in the development of these tourist sites.

Several components need to be improved in the development of the Ketambe tourist area from the aspect of attractions, especially from cultural attractions and artificial attractions. For cultural attractions, it is hoped that the intensity of regional art performances, both the saman dance and other arts can be increased in the sense that they are not only staged at special moments. For certain activities whose agenda and time are not clear, it is recommended that the Southeast Aceh Regency Tourism and Sports Office can create programs such as cultural arts performances held at this tourist location, with the hope that the program can become an annual agenda that can invite tourists. tourists to come to watch these activities while traveling, then the second because in Kutacane we find many tame horses which are commonly used for traditional processions of pemamanan, so for this, we suggest to the government or the surrounding community to make a horse riding attraction program, wherewith penguins visitors being able to feel the sensation of the Pemaman traditional procession while enjoying the beautiful natural scenery in Ketambe, of course, visitors can only enjoy this by contributing to the manager, with this program it will certainly be able to create new jobs that can increase results for the community as managers. Then what needs to be improved is the Artificial Attraction which can also make the attractions in the Ketambe area more varied, for that we hope the swimming pool at that location can be repaired and re-enabled, to enrich the attractions in this Ketambe tourist area. it is also



necessary to build a children's play area, in which there are simple toys such as swings, slides, and other children's toys, which although simple, at least become a special attraction for children, visitors feel at home in that location.

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