

**LANDSLIDE DISASTER MITIGATION IN TOURISM AREA
DEVELOPMENT IN BAKTIRAJA DISTRICT, HUMBANG
HASUNDUTAN REGENCY, INDONESIA**

ABSTRACT

Mitigation disaster is very important to develop region in many areas. This study addresses landslide mitigation for tourism development in the Baktiraja District, HumbangHasundutan Regency. Four parameters, including slope inclination, rainfall, soil type, and land use, reveal four levels of landslide vulnerability: low, moderate, high, and very high. Spatial analysis using ArcGIS 10.8 identifies Tipang Village, Simangulampe Village, and Marbun Tonga MarbunDolok Village as areas with the highest vulnerability, covering 77.60% of the Baktiraja District. MSP+DM analysis categorizes the tourism potential in these villages as "Embryonic." To elevate this status to "Growing" and "Self-sustaining," emphasis on improving marketability indicators through enhanced packaging, diverse promotional models, and an extensive marketing network is needed. Sustainable development efforts by the local government and active community participation in preserving local wisdom, natural attractions, and cultural heritage are crucial. Recommendations include regular updates on disaster vulnerability data, establishment of evacuation routes and shelters, early warning systems, and community training. Regulations on open land use for physical development need attention, and the government should allocate budget for tourism infrastructure. Ensuring synergy among the government, local community, and tourism stakeholders is key to sustainable tourism development in this area

Keywords: Landslide mitigation, Tourism development, spatial analysis, MSP+DM, HumbangHasundutan

I. INTRODUCTION

Tourism, as a promising economic sector, is often haunted by natural disaster risks, especially landslides, which can jeopardize the sustainability and development of tourism (Bayuaji et al., 2016). HumbangHasundutan Regency, particularly Baktiraja District, is the focus of this research due to recurring landslide incidents, posing a serious threat to public facilities, transportation infrastructure, and tourism facilities (Regional Disaster Management Agency of HumbangHasundutan Regency, 2019-2022). Disaster data from the Regional Disaster Management Agency of HumbangHasundutan Regency from 2019 to 2022, as presented below, indicate frequent landslide occurrences in Baktiraja District, HumbangHasundutan Regency.

This paper emerges in response to the need for a deeper understanding of the distribution and vulnerability levels to landslides. In this context, the findings of Bayuaji et al. (2016) are relevant, describing that approximately 73.244% of the Banjarnegara Regency area has a high threat level to landslides. In another study, Hamidah and Widyasamrati (2019) emphasize the need for detailed disaster risk identification, especially in the context of tourist areas, using Geographic Information Systems (GIS).

Geographic Information Systems (GIS) provide an effective technological solution. Computer-based GIS with spatial data provides information close to real-world conditions. ArcGIS Desktop, including ArcView, ArcCatalog, ArcToolbox, ArcGlobe, and ArcReader, is the framework used for mapping landslide-prone areas. GIS technology facilitates data integration, spatial analysis, and mapping of land use development studies. The adoption of the MSP+DM (Marketability, Sustainability, Participatory, & Disaster Mitigation) analysis method by Priatmoko (2019) significantly contributes to planning the development of tourist areas.

In the context of disaster mitigation, the application of Weighted Overlay in mapping the probability levels of landslide-prone zones in Sumedang Regency, West Java, by Muhammad Farhan Yassar et al. (2020) shows that Sumedang Regency has a moderate to high possibility of landslide disasters. The importance of mapping landslide disaster risks and tourism development in vulnerable areas becomes a central point in this study.

Several factors influence slope stability leading to landslides. Natural causes of landslides include surface morphology, land use, lithology, geological structure, rainfall, and seismic activity. Human activities affecting natural landscapes, such as farming, slope loading, slope cutting, and mining, also contribute to landslides (Mubekti and Alhasanah, 2008). An area prone to landslides can be categorized into three vulnerability levels (Minister of Public Works Regulation, 2007) based on the above characteristics:

Priatmoko et al. (2019) in the study "Disaster Mitigation in Tourist Destinations: A Case Study of Pentingsari, Nglanggeran, Penglipuran" apply MSP+DM analysis in tourist areas. The research results show that Disaster Mitigation assessment in the form of quantitative assessment helps in evaluating and determining improvement targets in specific tourist areas.

Muhammad Farrel Syuhada et al. (2022) in "GIS-Based Disaster Vulnerability Analysis Using Weighted Overlay Method with Scoring in Districts around Mount Semeru" apply Geographic Information Systems (GIS) to analyze disaster-prone zones around Mount Semeru. This research can serve as a reference for disaster preparedness mitigation in settlements around Mount Semeru.

In the conceptual framework of this paper, the researcher based the determination of landslide vulnerability levels in Baktiraja District,

HumbangHasundutanRegency, on physical condition parameters such as soil type, rainfall, slope inclination, and land use. The methodology comprised risk mapping through overlay methods, scoring, and weighting, ultimately leading to the delineation of landslide-prone zones. Simultaneously, an analysis of tourism development in Baktiraja District incorporated variables such as marketing, sustainability, participation, and disaster mitigation. This holistic approach aimed to integrate geological factors with considerations essential for sustainable tourism planning in landslide-prone areas.

II. RESEARCH METHOD

This study was conducted in the Baktiraja District, HumbangHasundutan Regency, North Sumatra, Indonesia, spanning from May to October 2023. The regency is situated in North Sumatra Province, bordered by Tapanuli Utara Regency to the East, Tapanuli Tengah Regency to the South, Pakpak Bharat Regency to the West, and Samosir Regency to the North.

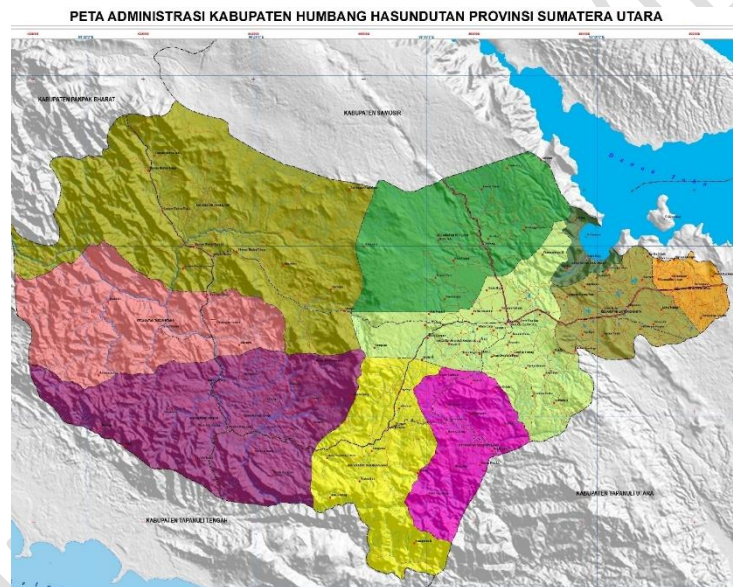


Figure 1 Research Location

The research utilized a variety of spatial and non-spatial data, including maps of land cover, slope, soil type, average rainfall, village administration, and the distribution of tourist locations. Various tools and materials were employed, including these maps, along with Global Positioning System (GPS) devices, compasses, cameras, voice recorders, tally sheets, and writing instruments. Data analysis involved the use of software such as Excel and ArcGIS.

To assess landslide vulnerability in the Baktiraja District, a spatial method based on Geographic Information System (GIS) was implemented. Critical variables considered in this analysis included rainfall, slope inclination, land cover, and soil type. These parameters were sourced from reputable institutions such as the Regional Forest Area Consolidation Office I Medan, the Soil and Agroclimate Research Center, and the Meteorology, Climatology, and Geophysics Agency.

The Storie Index method was employed to determine landslide potential and vulnerability. Parameters were evaluated based on specified criteria, as outlined in Table 2.

Table 2: Characteristic Parameters for Landslide Vulnerability

| No | Variable | Criteria | Value |
|----|-------------------|---|-------|
| 1 | Rainfall | - Rainfall > 33700 mm year | 8 |
| | | - Rainfall 3400 - 3700 mm year | 7 |
| | | - Rainfall 3100 – 3400 mm year | 6 |
| | | - Rainfall 2800 – 3100 mm year | 5 |
| | | - Rainfall 2500 – 2800 mm year | 4 |
| | | - Rainfall 2200 – 2500 mm year | 3 |
| | | - Rainfall 1900 – 2200 mm year | 2 |
| | | - Rainfall < 1900 mm tahun | 1 |
| 2 | Slope inclination | - steep to very steep, inclination > 75% | 6 |
| | | - Very steep to steep, inclination 46 - 75% | 5 |
| | | - Sloping to very steep, inclination 31 – 45% | 4 |
| | | - Moderately steep, hilly, inclination 16 – 30% | 3 |
| | | - Gentle, undulating, wavy, inclination 4 – 15% | 2 |
| | | - Flat, inclination 0 – 3% | 1 |
| 3 | Land Cover | - Without vegetation | 5 |
| | | - Grass, shrubs, agricultural vegetation (rice, corn) | 4 |
| | | - Mixed gardens, yard plants | 3 |
| | | - Plantation (trees) | 2 |
| | | - Dense Forest | 1 |
| 4 | Soil Type | - Oxisol | 7 |
| | | - Ultisol | 6 |
| | | - Alfisol | 5 |
| | | - Mollisol | 4 |
| | | - Enseptisol | 3 |
| | | - Entisol | 2 |
| | | - Histosol | 1 |

Source: Arifin et al (2006)

The Storie Index analysis was computed using the formula

$$L = A \times \frac{B}{10} \times \frac{C}{10} \times \frac{D}{10}$$

Where:

L represents landslide potential, and A, B, C, and D represent rainfall, slope inclination, land cover, and soil type, respectively.

To determine landslide vulnerability levels, GIS applications were utilized with the Storie Index method, resulting in scores that were converted into five categories: Very High, High, Moderate, Low, and Very Low. Subsequently, the

analysis of tourism development and disaster mitigation was conducted using the MSP+DM method, encompassing Marketing, Sustainability, Participatory approaches, and Disaster Mitigation.

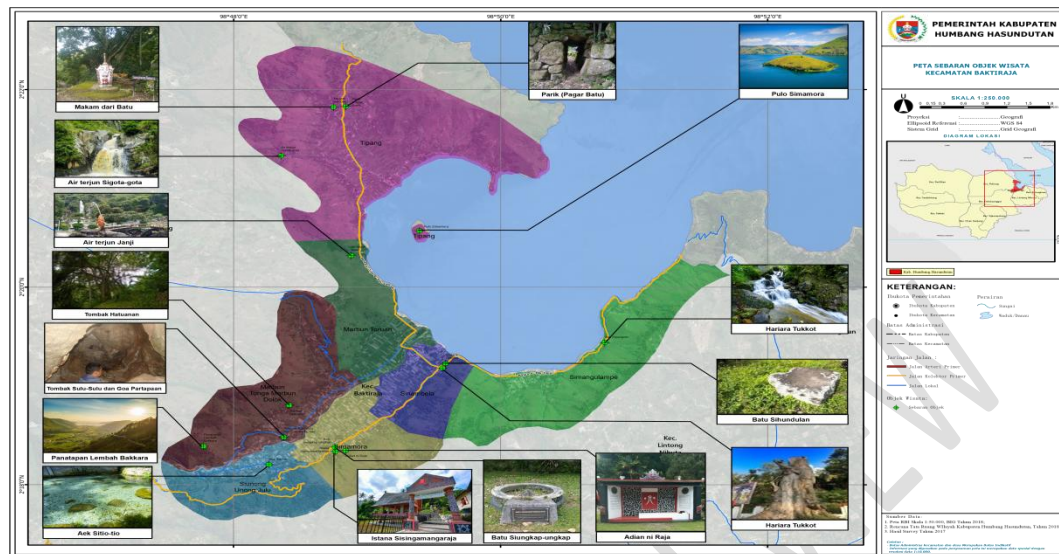


Figure 2: Distribution Map of Tourism Potential in the Baktiraja District

Tourism potential data in the Baktiraja District were acquired from the Department of Tourism, Youth, and Sports of HumbangHasundutan Regency. Data collection involved structured interviews with various stakeholders, including relevant agencies, local communities, business entities, and tourists. All these steps aimed to provide a comprehensive understanding of landslide vulnerability and tourism development in the research area.

III. RESULT AND DISCUSSION

3.1 Overview of HumbangHasundutan Regency

HumbangHasundutan Regency consists of 10 districts, including Baktiraja District. The regency covers an area of 2,337.695 km² or 233,769.46 ha, situated between 2°1'-2°28' North Latitude and 98°10'-98°58' East Longitude, centrally positioned in North Sumatra Province. The administrative boundaries of HumbangHasundutan Regency are as follows:

1. East: Tapanuli Utara Regency
2. South: Tapanuli Tengah Regency
3. West: Pakpak Bharat Regency
4. North: Samosir Regency

3.1.1 Slope Inclination Levels in HumbangHasundutan Regency

The elevation of HumbangHasundutan Regency ranges from 330 m to 2,075 m above sea level, with varying slope inclinations from flat to very steep.

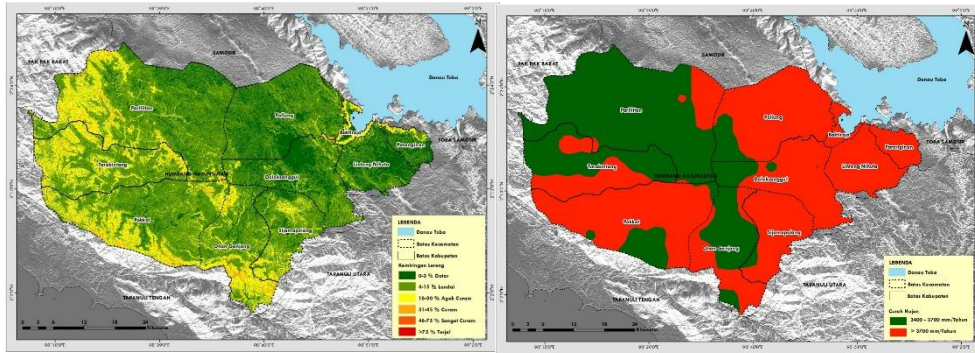


Figure 3. Slope Inclination Levels in HumbangHasundutan Regency

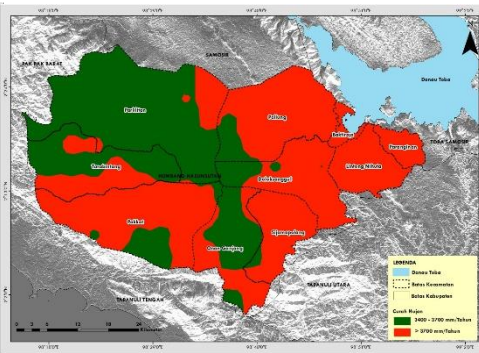


Figure 4 Soil Types in HumbangHasundutan Regency

3.1.2 Rainfall in HumbangHasundutan Regency

Rainfall exceeding 3700 mm/year is considered very high. The data indicates that rainfall >3700 mm/year in HumbangHasundutan Regency covers 59.43% of the total area.

3.1.3 Soil Types in HumbangHasundutan Regency

There are three soil types in HumbangHasundutan Regency: Entisol, Inseptisol, and Ultisol. Inseptisol dominates the regency, constituting 99.22% or 231,941.04 ha of the total area.

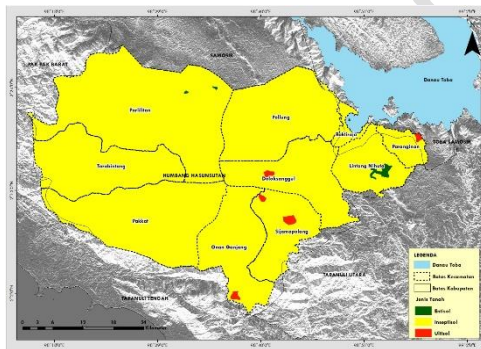


Figure 5. Soil Types in HumbangHasundutan Regency

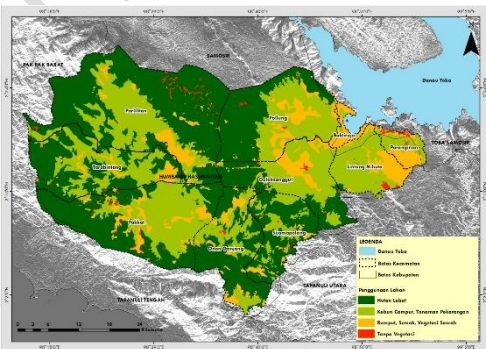


Figure 6. Land Cover in HumbangHasundutan Regency

3.1.4 Land Cover in HumbangHasundutan Regency

The largest land use in HumbangHasundutan Regency is dense forest, covering 116,632.03 ha or 49.89%. Other extensive land uses include mixed gardens and home garden plants (36.98%) and grass, shrubs, and rice field vegetation (12.23%).

Table 3. Land Cover Percentage in HumbangHasundutan Regency

| No | Land Use | Area (ha) | Percentage (%) |
|----|--------------|------------|----------------|
| 1 | Dense Forest | 116,632.03 | 49.89 |

| | | | |
|-------------------|--------------------------------------|-------------------|------------|
| 2 | Mixed Gardens, Home Garden Plants | 86,453.55 | 36.98 |
| 3 | Grass, Shrubs, Rice Field Vegetation | 28,593.19 | 12.23 |
| 4 | Without Vegetation | 2,090.69 | 0.89 |
| Total Area | | 233,769.46 | 100 |

In addition, the land is extensively used for mixed gardens and home garden plants, accounting for 36.98%, and for grass, shrubs, and rice field vegetation at 12.23%. The development of this region, especially in the context of land clearing for plantations and paddy fields, may increase the demand for land without corresponding availability. Land exploitation activities without considering its carrying capacity escalate the risk of disasters, particularly landslides. Changes in land use, especially in hilly areas for cultivation or settlement, become a crucial factor accelerating soil erosion and slope instability, significantly contributing to the risk of landslides.

3.1.5. Landslide Vulnerability Levels in HumbangHasundutan Regency

Based on the results of the four aforementioned maps, employing overlay methods in GIS software using ArcGIS 10.8 produced a new map. The classification of landslide vulnerability levels in HumbangHasundutan Regency is categorized as very low, low, moderate, high, and very high.

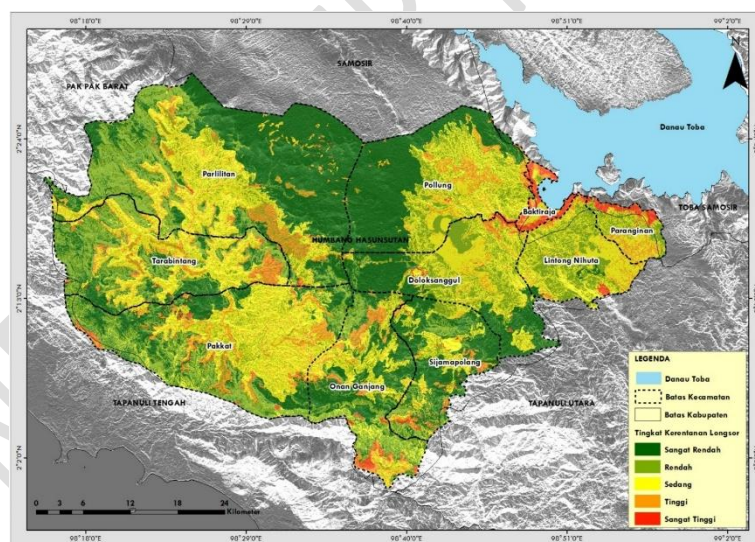


Figure 7. Map of Landslide Vulnerability Levels in HumbangHasundutan Regency

Table 4. Landslide Vulnerability Levels in HumbangHasundutan Regency

| No | Vulnerability Level | District | Area (ha) | Percentage (%) |
|----|---------------------|----------|-----------|----------------|
|----|---------------------|----------|-----------|----------------|

| | | | | |
|-------------------|------------------|---------------|------------------|------------|
| 1 | High - Very High | Baktiraja | 1,861.60 | 6.66 |
| 2 | High - Very High | Doloksanggul | 1,657.86 | 5.93 |
| 3 | High - Very High | LintongNihuta | 1,318.32 | 4.72 |
| 4 | High - Very High | Onan Ganjang | 3,220.70 | 11.52 |
| 5 | High - Very High | Pakkat | 5,085.75 | 18.19 |
| 6 | High - Very High | Paranginan | 1,664.66 | 5.95 |
| 7 | High - Very High | Parlilitan | 5,110.95 | 18.28 |
| 8 | High - Very High | Pollung | 2,617.40 | 9.36 |
| 9 | High - Very High | Sijamapolang | 1,362.24 | 4.87 |
| 10 | High - Very High | Tarabintang | 4,059.18 | 14.52 |
| Total Area | | | 27,958.65 | 100 |

From Table 4, it can be observed that for the landslide vulnerability level classified as high-very high, Baktiraja District accounts for 6.66% of the total area of this classification in HumbangHasundutan Regency. Out of the total area of 2,398.928 ha in Baktiraja District, 1,861.60 ha or 77.60% is classified as having a high-very high landslide vulnerability.

3.2. Landslide Vulnerability Level in Baktiraja District

Baktiraja District is located approximately 15 km from Doloksanggul, the capital of HumbangHasundutan Regency. Baktiraja District has a total area of 2,398.928 hectares, consisting of seven villages.

Table 5. Area of Baktiraja District

| No | Village | Area (Ha) |
|--------------|--------------------------|-----------------|
| 1 | Marbun Tonga MarbunDolok | 385,661 |
| 2 | MarbunToruan | 225,814 |
| 3 | Simamora | 226,869 |
| 4 | Simangulampe | 401,033 |
| 5 | Sinambela | 157,380 |
| 6 | Siunong-unong Julu | 223,089 |
| 7 | Tipang | 779,083 |
| Total | | 2398,928 |

Source: BPS (2023)

3.2.1 Slope Inclination in Baktiraja District

The slope inclination in Baktiraja District can be classified as follows:

Table 6. Slope Inclination in Baktiraja District

| No | Slope Inclination | Description | Area (ha) | Percentage |
|----|-------------------|-------------|-----------|------------|
|----|-------------------|-------------|-----------|------------|

| | | | | (%) |
|--------------|---------|------------------|------------------|------------|
| 1 | 0-3 % | Flat | 400.036 | 16.68 |
| 2 | 4-15 % | Gentle | 1,170.258 | 48.78 |
| 3 | 16-30 % | Moderately Steep | 154.534 | 6.44 |
| 4 | 31-45 % | Steep | 665.633 | 27.75 |
| 5 | 46-75 % | Very Steep | 8.467 | 0.35 |
| Total | | | 2,398.928 | 100 |

From the table, it can be seen that gentle slope inclination dominates Baktiraja District, covering an area of 1,170.258 ha or 48.78% of the total area.

It can be observed that the dominant slope inclination in Baktiraja District is gentle, covering an area of 1,170.258 ha or 48.78% of the total area.

3.2.2 Climate and Rainfall Conditions in Baktiraja District

Based on rainfall data from satellite sources, obtained from the chrs.web.uci.edu website throughout the year, Baktiraja District experiences very high rainfall, exceeding 3700 mm/year.

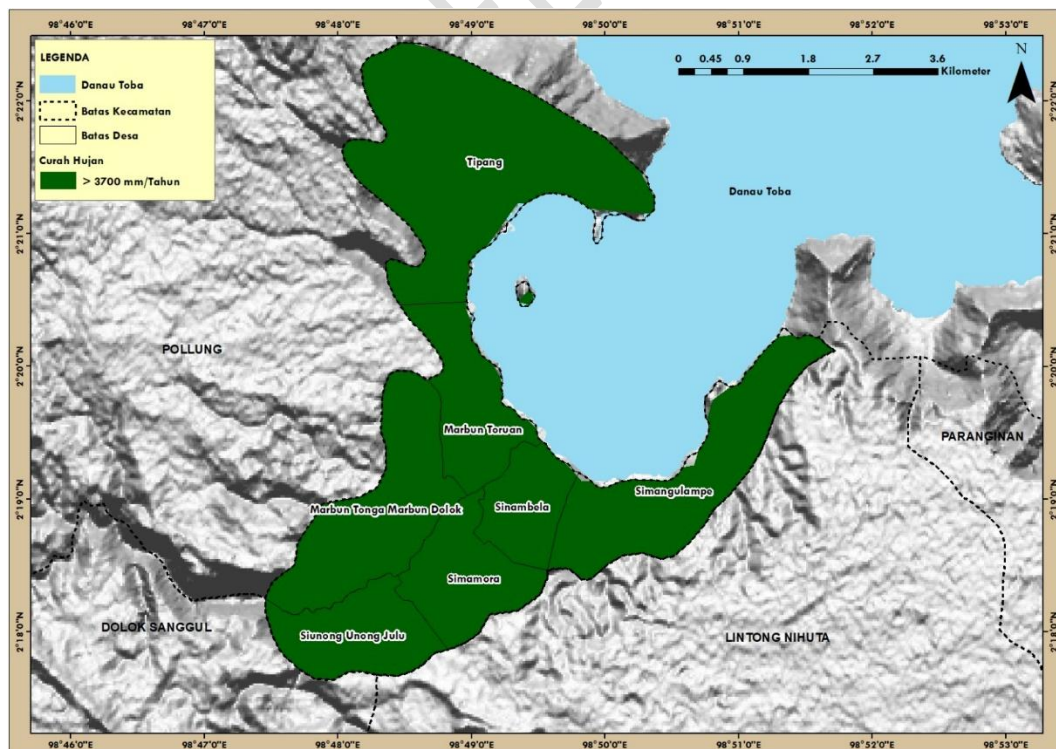


Figure 9. Rainfall Map of Baktiraja District

From the rainfall map, it can be seen that high rainfall with a volume of more than 3700 mm/year is evenly distributed across all villages in Baktiraja District.

3.2.3 Soil Types in Baktiraja District

Based on soil type maps obtained from the Soil and Agroclimate Research Center (Puslittanak), the soil type in Baktiraja District is Inceptisol. Inceptisol is fertile for agricultural land but is highly susceptible to landslides when situated on steep slopes.

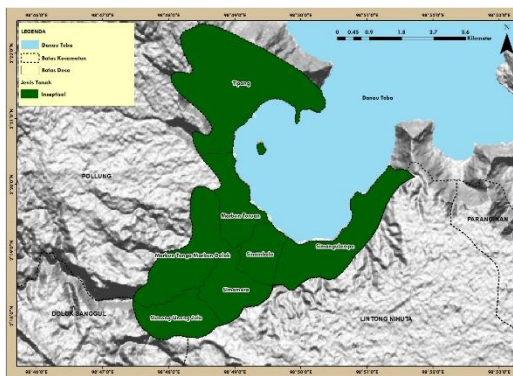


Figure 10. Soil Types in Baktiraja District

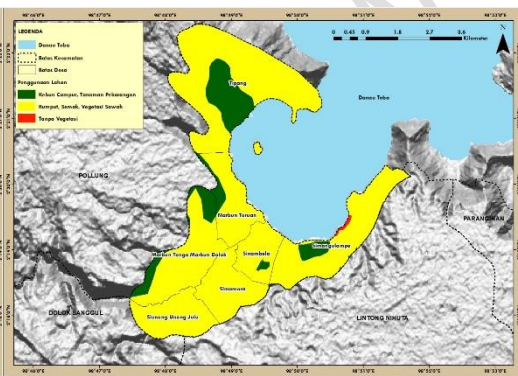


Figure 11. Land Cover in Baktiraja District

3.2 Land Cover in Baktiraja District

Based on data obtained from the Forest Area Stabilization Center (BPKH) Region I North Sumatra in 2023, land use in Baktiraja District can be classified as follows:

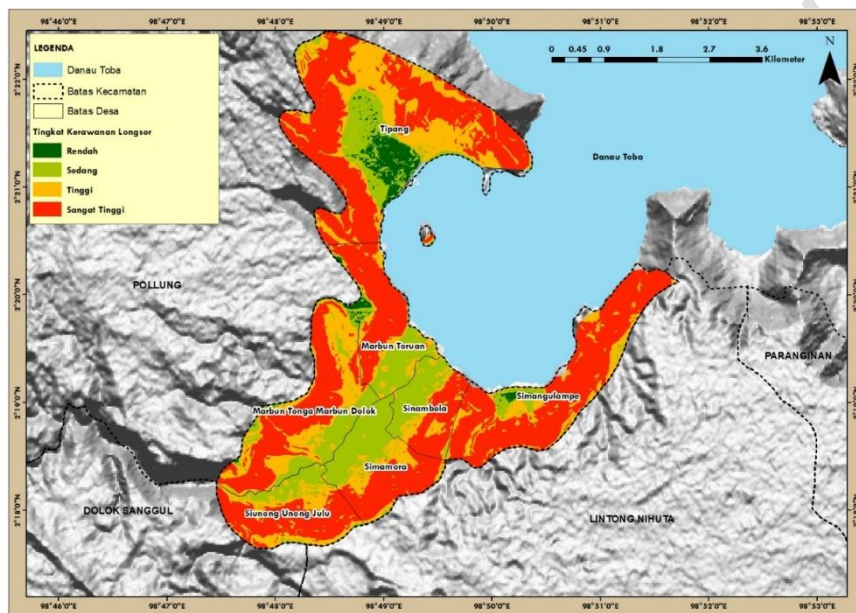
Table 7. Land Cover in Baktiraja District

| No | Land Use | Area(ha) | Percentage(%) |
|----|--------------------------------------|----------|---------------|
| 1 | Mixed Gardens, Home Garden Plants | 290,14 | 12,09 |
| 2 | Grass, Shrubs, Rice Field Vegetation | 2104,39 | 87,72 |
| 3 | Without Vegetation | 4,40 | 0,18 |
| | Total | 2398,93 | 100,00 |

The land cover conditions with less or no vegetation, such as grasslands, shrubs, and agricultural land, might be due to extensive land conversion for plantations and agricultural areas. A significant portion of the converted areas has become abandoned land. Opening up forests for agriculture with reduced vegetation cover can increase the vulnerability to landslides in Baktiraja District.

3.3. Landslide Vulnerability Analysis in Baktiraja District:

The landslide vulnerability analysis in Baktiraja District was conducted using overlay analysis (tumpang susun) in ArcGIS 10.8. The results indicate four levels of landslide vulnerability: low, moderate, high, and very high. The landslide vulnerability map can be seen in Figure 12.



Source: Data Analysis

Figure 12 Landslide Vulnerability Analysis in Baktiraja District

Table 8. Area of Landslide Vulnerability Levels in Baktiraja District (ha)

| Village | Low | Moderate | High | Very High | Total |
|-----------------------------|---------------|----------------|----------------|-----------------|-----------------|
| Marbun Tonga MarbunDolok | 2,689 | 79,312 | 127,032 | 176,628 | 385,661 |
| MarbunToruan | 6,681 | 65,010 | 34,566 | 119,556 | 225,814 |
| Simamora | | 91,189 | 43,755 | 91,924 | 226,869 |
| Simangulampe | 3,592 | 22,610 | 73,807 | 301,025 | 401,033 |
| Sinambela | | 63,339 | 30,616 | 63,425 | 157,380 |
| SiunongUnong Julu | | 39,784 | 65,677 | 117,628 | 223,089 |
| Tipang | 56,322 | 106,804 | 216,458 | 399,499 | 779,083 |
| Total Area | 69,284 | 468,048 | 591,912 | 1269,684 | 2398,928 |

Based on the overlay, seven villages in Baktiraja District have high and very high levels of landslide vulnerability. The overall area of Baktiraja District with high vulnerability is 24.67%, while the very high vulnerability is 52.93%. The focus of landslide disaster mitigation analysis in tourism development will be directed towards areas with high and very high vulnerability, which have the largest areas, as shown in Table 9.

Table 9. High-Very High Landslide Vulnerability in Baktiraja District

| Village | High | Very High | Total | Percentage |
|-----------------------------|---------------|----------------|----------------|---------------|
| Tipang | 216,46 | 399,50 | 615,96 | 33,09 |
| Simangulampe | 73,81 | 301,02 | 374,83 | 20,13 |
| Marbun Tonga MarbunDolok | 127,03 | 176,63 | 303,66 | 16,31 |
| SiunongUnong Julu | 65,68 | 117,63 | 183,31 | 9,85 |
| MarbunToruan | 34,57 | 119,56 | 154,12 | 8,28 |
| Simamora | 43,76 | 91,92 | 135,68 | 7,29 |
| Sinambela | 30,62 | 63,42 | 94,04 | 5,05 |
| Luas Total | 591,91 | 1269,68 | 1861,60 | 100,00 |

From the table, it is evident that Tipang Village has the highest landslide vulnerability with a total area of 615.96 ha or 33.09%, followed by Simangulampe Village with an area of 374.83 ha or 20.13%, and Marbun Tonga MarbunDolok Village with an area of 303.66 ha or 16.31%. Disaster data from the Regional Disaster Management Agency (BPBD) of HumbangHasundutan Regency for the years 2018, 2019, 2020, 2021, and 2022 show that these three villages have experienced landslide disasters (attached data).





Figure13. Results of Field Research Validation in BaktirajaDistrict

Based on the validation results from field research (groundcheck), it is revealed that in Tipang Village, Simangulampe Village, and Marbun Tonga MarbunDolok Village, there is vulnerability to landslide disasters. It is known that these three villages experienced heavy rainfall from August to December 2023, leading to landslides at several points.

3.4 Analysis of Tourism Area Development in Tipang Village, Simangulampe Village, and Marbun Tonga MarbunDolok Village:

Using the MSP+DM method (Priatmoko, 2019), the tourism potential in Tipang Village, Simangulampe Village, and Marbun Tonga MarbunDolok Village was analyzed with a high to very high landslide vulnerability. The tourism potential is analyzed based on four main variables: Marketability, Sustainability, Participatory, and Disaster Mitigation.

3.4.1. Results of Tourism Area Development Analysis in Tipang Village

Based on the MSP+DM analysis for Tipang Village, the results are presented in Table 10

Table 10. MSP+DM Analysis Results in Tipang Village, BaktirajaDistrict

| No | Tourist Attraction | Village | 1. Markebility | | | | | 2. Sustainability | | | | | | 3.Participatory | | | | | Disaster Mitigation | | |
|----|------------------------|---------|----------------|---|---|---|-----------|-------------------|---|---|---|---|---|-----------------|---|---|---|---|---------------------|---|-----------|
| | | | A | B | C | D | Sub total | A | B | C | D | E | F | Sub total | A | B | C | D | Sub total | A | Sub total |
| 1. | Air TerjunSigota-gota | Tipang | 1 | 3 | 3 | 2 | 2,25 | 1 | 3 | 1 | 4 | 3 | 1 | 2,17 | 4 | 3 | 2 | 1 | 2,5 | 2 | 2 |
| 2. | Air terjunSipulak Huda | Tipang | 1 | 3 | 3 | 2 | 2,25 | 1 | 3 | 1 | 4 | 3 | 1 | 2,17 | 4 | 2 | 2 | 1 | 2,25 | 2 | 2 |
| 3. | PuloSimamora | Tipang | 1 | 3 | 3 | 2 | 2,25 | 1 | 3 | 1 | 4 | 3 | 2 | 2,17 | 4 | 3 | 2 | 1 | 2,5 | 2 | 2 |

| | | | | | | | | | | | | | | | | | | | | | |
|---------------|-----------------|--------|---|---|---|---|---|---|---|---|---|---|---|------|------|---|---|---|-----|---|---|
| 4. | Makam dari Batu | Tipang | 1 | 3 | 2 | 2 | 2 | 1 | 3 | 1 | 4 | 3 | 2 | 2,17 | 1 | 2 | 2 | 1 | 1,5 | 2 | 2 |
| Average Value | | | | | | | 2 | | | | | | | | 2,17 | | | | | 2 | 2 |

On average, the value for tourism potential in Tipang Village is 2.04, and the potential category is "Embryo." To improve the potential category, development programs are needed to enhance indicators from the "Embryo" category to "Growth" or "Independent."

3.4.2. Results of Tourism Area Development Analysis in Simangulampe Village

For Simangulampe Village, the results of the MSP+DM analysis are presented in Table 11

Table 11. MSP+DM Analysis Results in Simangulampe Village, Baktiraja District

| No | Tourist Attraction | Village | 1. Marketability | | | | | 2. Sustainability | | | | | | 3. Participatory | | | | | 4. Disaster Mitigation | | |
|----|--------------------|--------------|------------------|---|---|---|-----------|-------------------|---|---|---|---|---|------------------|------|---|---|---|------------------------|------|-----------|
| | | | A | B | C | D | Sub total | A | B | C | D | E | F | Sub total | A | B | C | D | Sub total | A | Sub total |
| 1. | Aek Sipangolu | Simangulampe | 1 | 3 | 4 | 4 | 3 | 1 | 4 | 1 | 3 | 5 | 2 | 2,67 | 4 | 4 | 3 | 2 | 3,25 | 3 | 3 |
| | | | | | | | 3 | | | | | | | | 2,67 | | | | | 3,25 | 3 |

The average value for tourism potential in Simangulampe Village is 2.89, and the potential category is "Embryo."

3.4.3. Results of Tourism Area Development Analysis in Marbun Tonga MarbunDolok Village

The MSP+DM analysis results for Marbun Tonga MarbunDolok Village are presented in Table 12

Table 12 MSP+DM Analysis Results in Marbun Tonga MarbunDolok Village, Baktiraja District

| No | Tourist Attraction | Village | 1. Marketability | | | | | 2. Sustainability | | | | | | 3. Participatory | | | | | 4. Disaster Mitigation | | |
|----|--------------------|---------------------------|------------------|---|---|---|-----------|-------------------|---|---|---|---|---|------------------|---|---|---|---|------------------------|---|-----------|
| | | | A | B | C | D | Sub total | A | B | C | D | E | F | Sub total | A | B | C | D | Sub total | A | Sub total |
| 1. | Tombak Sulu-sulu | Marbun Tonga Marbun Dolok | 1 | 3 | 4 | 4 | 3 | 1 | 4 | 1 | 3 | 5 | 2 | 2,67 | 4 | 4 | 3 | 2 | 3,25 | 3 | 3 |
| 2. | Tombak Hatuanan | Marbun Tonga Marbun | 1 | 3 | 4 | 4 | 3 | 1 | 4 | 1 | 3 | 5 | 2 | 2,67 | 4 | 4 | 3 | 2 | 3,25 | 3 | 3 |

| | | | | | | | | | | | | | | | | | | | |
|---------------|--|-------|--|--|--|--|---|--|--|--|--|--|------|--|--|--|------|--|---|
| | | Dolok | | | | | | | | | | | | | | | | | |
| Average Value | | | | | | | 3 | | | | | | 2,67 | | | | 3,25 | | 3 |

The average value for tourism potential in Marbun Tonga MarbunDolok Village is 2.89, and the potential category is "Embryo".

3.5. Tourism Potential Categories for Tipang Village, Simangulampe Village, and Marbun Tonga MarbunDolok Village

After data processing and MSP+DM analysis, the potential tourism categories for these three villages are summarized in Table 13

Table13 Categories for Tourism Potential

| No | Tourist Attraction | Village | Sub Total M | Sub Total P | Sub Total S | Sub Total DM | Area Value | Category |
|----|-------------------------|--------------------------|-------------|-------------|-------------|--------------|------------|----------|
| 1 | Air terjunsigotagota | Tipang | 2,25 | 2,17 | 2,5 | 2 | 2,23 | Rintisan |
| 2 | Air terjunsipultakho da | Tipang | 1,5 | 2,17 | 1,5 | 2 | 2,16 | Rintisan |
| 3 | PuloSimamora | Tipang | 2,25 | 2,17 | 2,5 | 2 | 2,23 | Rintisan |
| 4 | Makam dari batu | Tipang | 2 | 2,17 | 1,5 | 2 | 1,92 | Embrio |
| 5 | AekSipangolu | Simangulampe | 3 | 2,67 | 3,25 | 3 | 2,98 | Rintisan |
| 6 | Tombak Sulusulu | Marbun Tonga MarbunDolok | 3 | 2,67 | 3,25 | 3 | 2,98 | Rintisan |
| 7 | TombakHatuanan | Marbun Tonga MarbunDolok | 3 | 2,67 | 3,25 | 3 | 2,98 | Rintisan |

From these results, it can be concluded that Tipang Village has the "Rintisan" category, and the same applies to Simangulampe Village and Marbun Tonga MarbunDolok Village. Based on the analysis, there are recommendations to improve the tourism potential category from "Embryo" to "Growth" or "Independent." Development programs are required to enhance the indicators for each village, including marketing, sustainability, community participation, and disaster mitigation, to achieve sustainable and high-quality tourism potential.

3.6 Results of Data Processing and Recommendations:

1. Enhancing Markebility (Marketing):

- Development of packaging for tourism goods and services by tourism businesses in all three villages.
- Implementation of tourism promotion through various models and media to increase national visibility.

2. Sustainability Development:

- Government efforts in developing sustainable tourism potential.

- Construction of infrastructure and supporting facilities to maintain the sustainability of tourism potential.

3. **Participatory Empowerment:**

- Involvement of the community as tourism entrepreneurs by providing participation in preserving the uniqueness of nature, cultural history, and traditions in these villages.

4. **Disaster Mitigation:**

- Anticipation of disaster risks through policies and recovery planning in Tipang Village, Simangulampe Village, and Marbun Tonga MarbunDolok Village.
- Training and education for the community on disaster mitigation and appropriate actions in emergency situations.

IV. CONCLUSION AND RECOMMENDATIONS

The assessment of landslide vulnerability in Tipang, Simangulampe, and Marbun Tonga MarbunDolok Villages reveals high-risk areas. Meanwhile, the MSP+DM analysis categorizes the tourism potential in these villages as embryonic. To elevate this potential to a growing and independent status, a concerted effort is needed. This involves enhancing marketing strategies, ensuring sustainable development, fostering community participation, and implementing disaster mitigation measures.

Specifically, tourism businesses should focus on attractive promotion and packaging, the government must contribute to sustainable development and infrastructure, and communities should actively engage in preserving local heritage. Regular updates on disaster vulnerability data, disaster preparedness training, and appropriate land-use regulations are crucial. The Tourism, Youth, and Sports Department should prioritize improving facilities to support tourism. The synergy among the government, community, and tourism stakeholders is paramount for successful and sustainable tourism development in the region. In line with these efforts, there is a planned development of a disaster mitigation-based tourism area in the high landslide-prone areas of Bakitsaja District.

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