

## Development Strategies For Improvement Tourists In Ergendang Cave

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Article Info	ABSTRACT
<b>Keywords:</b> Travel, Development Strategy, Ergendang Cave	Goa Ergendang tourist attraction is a natural wiosata object that has great attractiveness and potential, but in developing this object there needs to be a promotional strategy carried out by the manager to introduce the attraction so that tourists are interested in visiting Goa Ergendang tourist attraction. Data collection used in this research is observation, documentation, literature study and interviews. The research method used is a qualitative method with a descriptive approach. This study aims to determine and analyze the development strategy in increasing tourists at Ergendang Cave. The results of the research show that there are several things that become obstacles in increasing the number of tourists in Ergendang Cave, namely 1. inadequate facilities, smallest location and inadequate accessibility. For strategies that must be carried out in the future are, 1. Promotion and branding, 2. Analyzing the characteristics of potential tourists, affordable tariffs and increasing and collaborating with local communities, 3.
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### INTRODUCTION

Today tourism has grown rapidly and has become a necessity and the development of the internet and social media tourism gets a breath of fresh air to continue to grow and humans continue to desire to explore nature and other cultures that they have not visited. Tourism is one of the industries that can improve the economy and welfare of the community. One of the focuses of the current government is the development of tourist destinations in the regions in each region. (Tangian & Kumaat, 2020). Tourism in the modern sense is a symptom of today based on the need for health and replacement of the air, a conscious and growing appreciation of the beauty of nature, the pleasures and pleasures of the universe, and in particular due to the increasing association of various nations and classes in society as a result of the development of commercial, industrial and transportation development. (Riani, 2021). According to (Gusandra Saragih & Mesra, 2021) the purpose of tourism is :

1. To use leisure time, whether used for recreation (vacation) for health purposes, lessons and knowledge, as well as for worship and sports.
2. For business purposes, family visits, running errands, and attending conferences. If someone travels for less than 24 hours, they are classified as a traveler. These tourists

are divided into domestic tourists or archipelago tourists (wisdom or wisnus) and foreign tourists or foreign tourists (wisman).

According to (Nugraha & Vigriawan, 2022) Attraction is everything that can be found in an area or object that can attract tourists to visit one area. Something that can make visitors interested in coming includes the way of life of the people in the journal. The definition of strategy in particular is an action that is always increasing, continuous, carried out based on the point of view of what customers expect in the future. (Putra et al., 2021).

The definition of strategy in particular is an action that is always increasing, continuous, carried out based on the point of view of what customers expect in the future. (Putra et al., 2021). The purpose of the strategy aims to provide direction and momentum that is treated to perfect a planning performance. The types of strategies in the book Strategic Management Concepts explain that there are several types of alternative strategies according to (Katuwu et al., 2023) namely:

- a. An Integration Strategy is a type of strategy that allows a company to gain control over distributors, suppliers, and/or competitors.
- b. Intensive strategy is a type of strategy that requires intensive efforts if a company's competitive position with its current products is to improve.
- c. Diversification strategy is a type of strategy where the company adds new products or services to help increase the company's sales.
- d. Defensive strategy is a type of strategy where the company's condition is experiencing a decline so that it must restructure through cost and asset savings to increase sales and profits that are declining.

Tourism *Economic Development (TED)* is a concept that emphasizes empowering communities to better understand their values and assets, such as culture, customs, culinary varieties, and lifestyles. (Ridwan, 2020).

Tourism development strategies to increase the number of visitors, as follows:

1. *Attraction*, which is what is presented and what is sold in a destination. This aspect is the spirit of attraction as well as the magnet of a destination, from what is presented is interesting or not so, it needs to be packaged well and maximized.
2. *Accessibility*, is a road or entrance to the destination and its supporting transportation (air, sea, and land). In the process of developing tourist destinations, it is necessary to pay attention to the ease of entry, so that tourists have no difficulty in accessing it. In this case, there needs to be synergy between the community and the government.
3. *Amenity*, is adequate facilities and excellent service to provide a sense of comfort for tourists.
4. *Image*, is an image and good name that must be maintained and maintained to prevent the collapse of the tourism industry that has been built.
5. *Price*, price determines the development of a tourist destination as well as hotel rates, lodging, and other supporting infrastructure.
6. *Ancillary*, additional services mean services provided including marketing, physical development such as roads, drinking water, electricity, telephones, and others. And coordinating all kinds of activities and with all laws and regulations both on the highway and at the tourist attraction.

Tourist attractions are scattered in various places, one of which is the famous Hot Springs Tourism Object by the name of Goa Ergendang or Goa and Goa Ergendang Hot Springs. A hot spring tourist area located in Deli Serdang Regency, precisely in Penen Village, Sibiru-Biru District. Various scenic facilities and warm hot springs surrounded by various caves created naturally by natural changes and become its own uniqueness.

**Table.1.1** Number of Visitors to Ergendang Cave

Number of Visitors to Ergendang Cave		
Year 2024		
No.	Month	Number of Visitors
1	January	260
2	February	315
3	March	380
4	April	426

Based on the table above, the total number of visitors to the Ergendang Cave Tourist Attraction in 2024 is 1,381 The Ergendang Cave area is very much on target as a natural tourist attraction that has charm and adequate facilities and support, because the bathing pool spot in the middle of the cave is a visually interesting sight. The combination of walls made of natural stone surrounding the entire area along with the reflection of sunlight seeping in from the top of the cave looks so unique.

But it is unfortunate that Ergendang Cave is not widely known by the wider community, especially in the North Sumatra region, because the object is located in a remote area and access to attractions is very difficult to reach. Therefore, transportation and roads are the main cause, because of the lack of transportation to the attraction and the road is indeed a little damaged. Therefore, not all transportation can reach the object, only cars, motorbikes, and elves, and even then use open and closed lanes to avoid mired or deviating cars. Based on the visit data that has been provided by the object manager to the author, it can be concluded that from month to month during 2024 the Ergendang Cave natural attraction has experienced a significant increase.

## METHODS

This research is located in Penen Village, Sibiru-Biru District, Deli Serdang Regency, North Sumatra Province. The research method used is a qualitative method with a descriptive approach that tends to use analysis in its research. The data used are primary and secondary.

- a. Primary data, is the main data generated from research through observation and interviews.
- b. Secondary data, namely obtaining complementary data sourced from literature, books, journals and the internet.

The data analysis method used is interactive data analysis which consists of:

1. Data Reduction (Selection/Sorting) Data reduction is part of the analysis process that emphasizes, shortens, makes focus, discards things that are not important and organizes data in such a way as to make final conclusions.

2. Data Presentation Is an organizational assembly of information, descriptive in the form of a narrative that allows research conclusions to be made. Data presentation must refer to the formulation of the problem so that it can answer the problems studied.
3. Drawing Conclusions From the beginning of data collection, researchers must already understand what the various things encountered mean by recording rules, patterns, statements, directions, causes, and various proportions, conclusions need to be verified so that the research conducted is correct and can be defended.

## RESULTS AND DISCUSSION

Based on the interviews that have been conducted, the interview data can be summarized as follows:

### Interview I

No.	Question	Answer
1.	How do you define potential tourists for Ergendang Cave tourist destination?	As a caretaker, I define potential tourists who are suitable for this digoa Ergendang tourist destination as tourists who are happy with things related to nature and tourists who like natural beauty.
2.	From your experience, what is the main attraction for tourists visiting Ergendang Cave?	According to me as the administrator of Ergendang Cave tourism, the attraction of Ergendang Cave tourism that makes tourists interested in coming here is the unique and very beautiful cave view. In addition, sulfur hot springs with blue and clear water color are an attraction for tourists to visit here.
3.	How have you seen the trend of tourist visits to Ergendang Cave in recent years?	At the beginning of the year this tour was opened, of course there were still very few enthusiasts for this Ergendang Cave tour, because the Ergendang Cave tour was a little difficult to reach and was in a remote area so there were still not many people who knew about it. However, in the past 2 years, there have been more and more tourists visiting Ergendang Cave. This is due to the influence of social media which makes many people already know the ergendan cave tourist destination so that it makes them want to take a vacation to Ergendang Cave.
4.	What are the main obstacles faced in increasing the number of tourists visiting Ergendang Cave?	The biggest obstacle is the location of tourist destinations. Ergendang Cave is located in a remote village and far from the city center so that it makes many tourists reluctant to come because of the remote location and many do not know about it. In addition, vehicle access that can only be passed by private vehicles is also an obstacle. For people who do not have a private vehicle, it is difficult to reach this area because the Ergendang Cave tourist area cannot be

No.	Question	Answer
		passed by public transportation because public transportation to this area is not yet available. As a result, only people who have private vehicles can visit Ergendang Cave.
5.	What are the strategies that have been implemented previously to increase the number of tourist visits to Ergendang Cave?	<ul style="list-style-type: none"> <li>• Promoting tourism on social media</li> <li>• Making tourist flyers/banners on the roadside</li> <li>• Provide complete facilities to attract tourists</li> <li>• The admission price is cheap and affordable.</li> </ul>
6.	What is the relationship between tourism promotion and increased tourist visits to Ergendang Cave?	So far, the relationship between promotion and increasing tourist visits to Ergendang Cave is quite good because we do promotions through social media and it is proven that it is able to attract tourists to visit Ergendang Cave.
7.	What is the role of the government in tourism development in Ergendang Cave?	The government helps us in many ways to develop Ergendang Cave tourism, starting from making road access easier to pass, facilitating permits to open this tour and providing direction and input to develop ergendang cave tourism.
8.	Are there any special efforts made to preserve the authenticity and natural beauty around Ergendang Cave while keeping it mean for tourists?	Of course there is, we still leave the natural beauty of Ergendang Cave as it should be. Not scribbling and changing the shape of the cave will reduce the beauty of this cave. On the other hand, in order to keep attracting tourists, we make sure to always maintain the comfort and cleanliness of tourist sites because a comfortable location will make visitors feel at home in that place.
9.	What is the role of local communities in supporting tourism development in the area?	In this village, many people are trying to open small businesses in tourist areas. Such as the business of knick-knacks, food and souvenirs. This will certainly help the development of Ergendang Cave tourism so that it can attract more tourists.
10.	What strategic plans do you see to increase tourist attraction and visitation at Ergendang Cave in the future?	By optimizing the frequency of promotion through social media and websites so that tourist areas become better known and can attract tourists.

## Interview II

No.	Question	Answer
1.	How do you define potential tourists for Ergendang Cave tourist destination?	Potential tourists are tourists in the form of people from the nature lover community and the like because they are very compatible with the tourism concept in Ergendang Cave.
2.	From your experience, what is the main attraction for tourists visiting Ergendang Cave?	The attraction for visitors is a place that is always developed/improved so that visitors are not bored when they come.
3.	How have you seen the trend of tourist visits to Ergendang Cave in recent years?	For tourist visits, I think there is always progress because I always try to make something new and more interesting so that visitors don't get bored when they come back.
4.	What are the main obstacles faced in increasing the number of tourists visiting Ergendang Cave?	The most glaring obstacle is the roads, as there are still some roads that could potentially cause accidents.
5.	What are the strategies that have been implemented previously to increase the number of tourist visits to Ergendang Cave?	To increase the number of visitors by creating something new introduce it through social media.
6.	What is the relationship between tourism promotion and increased tourist visits to Ergendang Cave?	To increase the number of visitors by creating something new introduce it through social media.
7.	What is the role of the government in tourism development in Ergendang Cave?	The government also helps the development of tourism, as this also supports the income of the people in Ergendang Cave.
8.	Are there any special efforts made to preserve the authenticity and natural beauty around Ergendang Cave while keeping it mean for tourists?	Of course there are because many visitors are interested in the nature of Ergendang Cave, therefore by protecting the nature around us we can also attract more visitors.
9.	What is the role of local communities in supporting tourism development in the area?	The local community helps introduce Ergendang Cave through social media by advertising it on their personal accounts so that it is more quickly recognized by tourists outside the area.
10.	What strategic plans do you see to increase tourist attraction and visitation at Ergendang Cave in the future?	My plan for the future is to create a place where people can enjoy the scenery without destroying nature.

### Interview III

No.	Question	Answer
1.	How do you define potential tourists for Ergendang Cave tourist destination?	tourists are very potential for Ergendang Cave tourism in my opinion are families, regional organization associations, and the like
2.	From your experience, what is the main attraction for tourists visiting Ergendang Cave?	In addition to its natural beauty, the utilization of attractions that naturally unite hot springs in caves can also only be found in Lake Toba. And tourists can also enjoy the beauty of smooth road access and a very lush stretch of mango trees along the road to the area.
3.	How have you seen the trend of tourist visits to Ergendang Cave in recent years?	What I see most prominently is in the Ergendang Cave area where tourists come in droves to enjoy the new atmosphere.
4.	What are the main obstacles faced in increasing the number of tourists visiting Ergendang Cave?	There are still many people who do not know the existence of ergendang cave even though there are hidden attractions that are no less beautiful.
5.	What are the strategies that have been implemented previously to increase the number of tourist visits to Ergendang Cave?	may introduce through social media
6.	What is the relationship between tourism promotion and increased tourist visits to Ergendang Cave?	very helpful so that people can get to know and prepare for the next tour to go to the cave.
7.	What is the role of the government in tourism development in Ergendang Cave?	The government has played a full role in the development of tourism because it has provided very easy road access and from my experience extortion around tourist attractions has been reduced.
8.	Are there any special efforts made to preserve the authenticity and natural beauty around Ergendang Cave while keeping it mean for tourists?	maintaining the integrity of nature and not destroying and introducing cave tourism through social media so that it is known to the world.
9.	What is the role of local communities in supporting tourism development in the area?	.I haven't felt the role of the local community in the development of the area.

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No.	Question	Answer
10.	What strategic plans do you see to increase tourist attraction and visitation at Ergendang Cave in the future?	continue to develop tourist attractions, maybe add and reduce development that is too close to the tourist surface because I think it can damage the naturalness of the cave.

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Based on observations and interviews that have been conducted to 3 Ergendang Cave tour administrators, it can be described that tourists who visit ergendang cave tours are dominated by local tourists with a relatively standard number of visitors. This is because not many people know where the ergendang cave tour is located. Based on the results of interviews with 3 ergendang cave managers, the factors that have become obstacles and obstacles to ergendang cave tourism so far are as follows:

1. Inadequate facilities

The limited facilities and infrastructure in the process of developing Ergendang Cave tourism is still one of the major obstacles. The availability of facilities is considered inadequate because there are still many shortcomings such as unavailable lodging places, limited bathroom toilets and others.

2. Remote Location

One of the biggest obstacles is the location of tourist destinations. Ergendang Cave is located in a remote village and far from the city center so that many tourists are reluctant to come because of the remote location and many do not know about it.

3. Inadequate Accessibility

Vehicle access to the Ergendang Cave tourist location can only be passed by private vehicles, making it difficult for tourists who do not have private vehicles to visit this tour. As a result, many tourists discourage their intention to take a vacation to Ergendang Cave, indirectly this makes the number of visitors to this tour decrease.

Of course there are many other factors that influence. If the management of ergendang cave nature tourism can be maximized properly, of course it will be able to increase the flow of tourist visits. Before formulating the right strategy, the first step is to first recognize the characteristics and advantages of Ergendang Cave tourism, namely:

1. Ergendang Cave Nature Tourism has stunning natural beauty, ranging from green forests and stunning stalactites.
2. Experience the adventure of exploring a vast natural cave.
3. Sulfurous water bath in the middle of the cave.

Based on these characteristics and advantages, the development strategy that can be done in ergendang cave tourism can be through promotion and management cooperation. The government can also participate in providing supervision in the development of ergendang cave tours. This cooperation will be able to have a positive impact on the sustainability of ergendang cave tourism.

In relation to tourism, the important thing to attract the number of visitors is to increase promotion. With the spread of good promotion and appeal, the ergendang cave natural tourism will be increasingly recognized by the wider community. The success of marketing an object does not only depend on the quality of the products produced but many influencing

factors, one of which is success in promotion. Basically, promotion aims to inform, persuade, or remind consumers (Yoeti, 1990). Thus promotion is a process of conveying information to the target market, about matters relating to products, prices, where products are sold by persuading the target to make a purchase. Some integrated development strategies in Ergendang Cave nature tourism include the following:

1. Analyzing the Characteristics of Ergendang Cave Tourists

One of the strategies that can be carried out by the manager in increasing the number of tourists is to ensure the characteristics of tourists who are suitable for a vacation to Ergendang Cave so that the intended target market is in line with expectations. potential tourists are tourists in the form of people from the nature lover community and the like because it is very suitable for the concept of tourism in Ergendang Cave.

2. Promotion and Branding

Promotion is a very influential thing in increasing the number of Ergendang Cave tourists. Promotional factors that are right on target and intensively carried out will be able to help Ergendang Cave attractions become better known by the wider community. So that more and more people will visit and this will have a considerable influence on the development of the tourist village which in turn can help improve the economy of the local community. Optimizing the frequency of promotion can be done through social media and websites so that tourist areas become better known and can mean tourists. Branding is part of a promotional strategy that aims to create a different image and view of one thing from another. The creation of this brand itself aims to provide meaning and representation so that it can be remembered by the memory of tourists. The Ergendang Cave tourism manager can create branding about tourism through taglines, for example "The Magic of Sulfurous Water in Goa". The selection of this tagline will later become a personal identity attached to Ergendang Cave tourism, so that tourists can perceive that Ergendang Cave offers two different tours in the same location, namely having a pool containing unique sulfur water and a beautiful cave so that it is different from other tours. This of course will make prospective tourists curious to see the uniqueness that exists in Ergendang Cave Tourism.

3. Enhancing the Potential of Local Communities

The local community is one of the parties that plays an important role in increasing the attractiveness of a tour. In this case, the manager collaborates with the local community to increase tourists who will come to Ergendang Cave. The improvement of the local community is carried out by collaborating in MSME businesses in the Ergendang Cave tourism area. This is in accordance with previous research conducted by (Rusvitasari & Solikhin, 2014) that to increase the role of tourism, it is closely related between goods in the form of tourist objects themselves that can be sold with facilities and infrastructure that support them related to the tourism industry.

4. Affordable Admission Rates

Cost is also one of the good alternative strategies to be developed in a tourism location. With affordable and cheap costs, of course, it will make many people flock to visit tourist sites. According to (Mawaddah, 2021) the cheaper the price, the greater the value. At a

low price, tourists will feel that consuming these services will be able to provide satisfaction.

Some of the development strategies that have been described can at least contribute to the provision of effective information to potential tourists. If development through promotion and increased cooperation with local parties is successful, it is not impossible that the image of ergendang cave tourism will be formed and tourist visits will increase.

## CONCLUSIONS

Based on the results of research on Ergendang Cave tourism objects stated in the previous chapter, the following conclusions can be obtained: The strategy for developing Ergendang Cave tourist destinations from the results of interviews and observations carried out, the strategies that have been realized in the Ergendang Cave tourism policies and programs include conducting regular promotions and developing local communities to help increase Ergendang Cave tourism visits. Problems in the development of Ergendang Cave tourism include the lack of an appropriate promotional strategy that makes tourists not yet familiar with Ergendang Cave attractions because the management does not carry out promotions with places so that the target market cannot be reached optimally. Another inhibiting factor in this research is the access road which is still bad and tortuous and must pass through the village road to Goa Ergendang tourism. From this research, researchers can provide a choice of strategies consisting of aspects of promotion and *personal branding* that are evenly distributed, aspects of accessibility and facilities, social aspects, namely recognizing the characteristics of potential visitors and other aspects. There are many tours in Indonesia that experience a lack of visitors and even some tours experience a drastic decline in visitors. This needs to be identified as much as possible so that these tourist attractions can be preserved until the next generation. One of them is the Ergendang Cave tour. To anticipate this happening, there are several suggestions that researchers can convey to the manager so that the manager can pay more attention to Ergendang Cave Tourism. Thus, Ergendang Cave Tourism in the future will become more popular and can reach more visitors. Improve appropriate and comprehensive promotional strategies through print media, *personal branding*, blog and website creation and active marketing through social media. Making hotels or homestays because the tourist location is far from the city so that it can help tourists who come to be able to rest while enjoying the beauty of Ergendang Cave. Improve the repair and maintenance of access to Ergendang Cave tourist sites and facilities. Provide public transportation to Ergendang Cave tourist sites to make it easier for tourists who do not have private vehicles to visit Ergendang Cave.

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