

TOURISM ATTRACTIONS DEVELOPMENT THROUGH THE TAPPING ACTIVITIES OF LONTAR TREE IN TOURIST ATTRACTION LASIANA BEACH KUPANG CITY

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Abstrak

Lasiana Beach, Kupang City is one of the leading tourist attraction in Kupang city because it has a strategic location, is easy to reach and holds cultural potential that attractive and educative. However, the development of this tourist attraction has not been carried out optimally, especially on the elements of attraction which are the main elements of a tourist attraction. The purpose of this study is to develop palm tree tapping activities as an attractive and educative tourist attraction in tourist attraction Lasiana beach. The methodology used is a qualitative research method. The results showed that palm tree tapping activity as a tourist attraction in tourist attraction Lasiana beach can be packaged into a tourist attraction that fulfills three basic tourist elements, namely can be seen (something to see), can be done (something to do), and can be purchased (something to buy).

Kata kunci: Palm Tree, Tourist Attraction.

INTRODUCTION

Tourism means a trip that is carried out many times or in circles from one place to another. According to a broad definition as stated by Marpaung (2002: 13), tourism is a journey from one place to another, temporary, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural dimension, nature, and science. In general, tourism is seen as a sector that can encourage and increase development activities, open new business fields, open jobs and increase community income and local revenue, can be managed and developed optimally. Entering the era of globalization, the role of the tourism industry must be supported by qualified and professional human resources. Facilities and infrastructure in a tourist attraction are needed to attract tourists to visit a tourist destination. The more complete the facilities and infrastructure provided in a tourist attraction will make tourists feel comfortable and feel at home enjoying this tourist attraction.

According to Law no. 10 of 2009 Tourism is a variety of tourism activities and is supported by facilities and services provided by the local community, tourists, central government and local government. The identification and development planning of the tourism industry

needs to be done in more detail and carefully. Tourism has an important role in expanding and equalizing business opportunities and employment opportunities, encouraging regional development and regional original income and aiming to increase national income in order to improve the welfare and prosperity of the people. The implementation of tourism must be carried out while maintaining the preservation of the natural and cultural environment so that it can encourage efforts to improve the quality of the environment and the tourism objects and attractions themselves. The administration of tourism has a broad character and involves the interests of the community as a whole, so it must be carried out in an integrated and directed manner by the government, business entities and the community. Community participation in the broadest sense in the implementation of tourism plays an important role for the realization of income distribution and business opportunities.

The Province of East Nusa Tenggara (NTT) has its own tourist attractions and characteristics and also has a lot of tourism potential that can be used as a tourist area that can provide its own benefits for the income of the local area and the local community. The province of NTT has a variety of tourism potentials such as cultural tourism, natural

tourism, historical sites and etc. With its own charm and characteristics and also has a lot of tourism potential that can be used as a tourist area that can provide its own benefits for local income and local communities.

The following is the data on the number of tourist visits to NTT from 2014 to 2017, both domestic and foreign.

Table 1. Data on the number of tourist visit to NTT from 2014 to 2017

No	Year	Domestic	Foreign	Total
1	2014	331.604	65.939	397.543
2	2015	374.456	66.860	441.316
3	2016	430.582	65.499	496.081
4	2017	1.606.191	185.241	1.192.442

Source: NTT Provincial Government Official Website 2020

Based on the data in table 1 above, it is known that from 2014 to 2017 the number of tourist visits to the province of NTT increased due to various efforts that were intensively carried out by the government and the private sector, including improving and developing tourist objects and attractions in NTT, including the city of Kupang.

The number of tourists, both domestic and foreign, has increased from year to year, this is influenced by the increasing improvement and development of tourist objects and attractions in four main components, namely attractions, accessibility, amenities, and ancillary. In addition, there are tourism promotions carried out through festivals or events held in various regions in the province of NTT, including the city of Kupang, one example is Sail Komodo.

Objects and tourist attractions generally consist of biological and non-biological, each of which requires management in accordance with the quality and quantity. The management of tourist objects and attractions must take into account various tourist resources in an efficient manner in order to achieve the desired goals.

According to Sryadana and Octavia (2015: 15) that an area is said to have a tourist attraction if it has the following characteristics: 1) Uniqueness. 2) Natural or customary authenticity that is inherent in people's daily lives. 3) Scarcity, difficult to find in other regions or countries. 4) Foster enthusiasm and provide value to tourists. 5) Easy to reach.

Meanwhile, the 3 main components of tourism products according to Mason and Poerwanto (in Suryadana & Octavia, 2015; 47), namely; 1) Attractions are tourist attractions, whether natural, cultural, or man-made, such as festivals or art performances. 2) Facilities, are facilities to get pleasure in the form of

accommodation, cleanliness and hospitality (tangible and intangible products). 3) Accessibility is the ease of reaching tourist destinations.

Lasiana Beach is one of the leading tourist destinations in Kupang City, which is officially managed by the East Nusa Tenggara (NTT) Provincial Tourism and Creative Economy Office based on the Decree of the Governor of the NTT Level 1 Region Number: 232/SKEP/HK/1993 regarding the appointment of the Office Tourism of the Province of NTT Level 1 as the manager of Lasiana Beach tourism objects and making it a tourist attraction in Kupang City. Lasiana Beach has an area of about 3.5 hectares. On this beach land there are many coconut trees and palm trees. There is a lopo-lopo which is built to resemble a traditional Timorese hut. Apart from watching and enjoying the beauty of Lasiana beach, tourists are also treated to typical NTT culinary delights that are offered by dozens of traders at government-built stalls, such as roasted corn, roasted banana (*Pisang Gepe*), and coconut.

The following is data on tourist visits from Lasiana Beach for the last four years from 2015 to 2018

Table 2. Data on the number of tourist visit to Lasiana Beach from 2015 to 2018

No	Year	Domestic	Foreign	Total
1	2015	29.553	851	30.404
2	2016	27.225	1.177	28.402
3	2017	39.550	1.209	40.759
4	2018	29.189	996	30.185

Source: Jurnal Manajemen Aset Infrastruktur & Fasilitas – Vol.4, No.1, Jan.2020

From Table 2 above, it can be seen that the number of tourist visits to Lasiana beach is fluctuating and tends to decline after experiencing an increase in 2017. This is due to many factors including limited tourist facilities and lack of maintenance of existing facilities. Also limited tourist attractions that highlight local cultural wisdom that characterizes Lasiana beach. As the only major tourist attraction in Kupang city, Lasiana beach should be a magnet for tourists visiting NTT.

However, the lack of public attention and responsibility towards government assets and the community's lack of concern for the development of Lasiana beach in exploiting the existing cultural potentials hampered the development of Lasiana beach. Based on the results of observations at the Lasiana panta location, it appears that the daily activities of local communities around the tourist attraction

of Lasiana beach can be packaged as unique and interesting tourist attractions. Tourist attractions based on local wisdom that can attract tourists to visit. Local wisdom and local excellence according to Suryono (2010: 14) is human wisdom based on a philosophy of values, ethics, methods and behavior that have been in effect for a long time. The forms of local wisdom that exist in society are values, norms, ethics, beliefs, customs, laws, customs, and special rules that apply in society with various functions. Some of the functions of local wisdom include: 1. As a form of conservation and preservation of natural resources, 2. Human resource development, 3. It is used to develop culture and science, 4. As advice, beliefs, literature and taboos, 5. Has social meaning, 6. Has ethical and moral meaning, and 7. Has political meaning or power relations.

Based on this, research is needed related to the cultural potential of the Lasiana coastal community. This is important to raise because the introduction of the potential of a tourist attraction can increase the interest of stakeholders and tourists to develop and visit the tourist attraction.

METHOD

This research uses descriptive research with a qualitative approach. There is also data in this study are primary data secondary data taken at Lasiana beach Kupang as the research location. The subjects in this study were several informants who really understand the situation and conditions of the Lasiana beach (Moleong, 2014: 162). Informants are determined by purposive sampling technique. Purposive sampling because they have knowledge in accordance with the phenomenon under study (Sugiyono, 2011: 163). The informants in this study were the head of the Lasiana village, the manager of the Lasiana beach tourist attraction, and visitors. The interview instruments used were observation, interview, and documentation. Data analysis begins with collecting data, after which the data is reduced by making a summary of the data obtained and then classified according to the problem being sought. The classified data is then presented in the form of a description into a number of information and analyzed so that a conclusion can be obtained.

RESULTS AND DISCUSSION

RESULTS

Conditions of Tourist Attraction Lasiana Beach, Kupang

Tourist attractions that can be found at the beach attractions in Lasiana Kupang include;

Attractions

According to the Big Indonesian dictionary written by Hasan Alwi (2005: 112), a tourist attraction is a tourist attraction. In addition, we also need a skill from the human being himself in performing the shows that will be displayed. Another important part is preparation. The types of tourist attractions in Indonesia are: dances, traditional folk arts, and traditional ceremonies.

Attractions that can be found in Lasiana beach are as the following:

a. Beach panorama

Lasiana Beach is known as a tourist attraction which is rich in natural potential with white sandy beaches and calm waves. This beach also has a long coastline, fine sand and is a very beautiful natural panorama which is a major tourist attraction for tourists. When tourists visit Lasiana beach in the afternoon from 17.00 - 18.00, tourists can see a beautiful natural panorama of the sunset (sunset). If you visit it in the morning from 05.30 to 07.00, Lasiana beach provides a beautiful sunrise view.

b. Palm tree

The palm tree offers a special attraction for tourists. According to the results of research by Marlisiyati (2016), there are 1,606 palm trees in Lasiana village. Palm trees grow naturally along the coastline, and are used by the people around the Lasiana coast as land to make a living. The lontar tree is used as land for making a living by tapping lontar water to be fermented as 'moke' (alcoholic drink), boiled into water or plate sugar, or drunk directly. The lontar tapped water that is drunk directly is called 'tuak'. Meanwhile, the activity of tapping lontar water is called '*iris tuak*'.

c. Socio-cultural

Besides having natural potential, panta Lasiana also has cultural potential from the socio-cultural life of the local community. In the morning and evening, when tourists visit Lasiana beach, tourists can see and witness local people climbing lontar trees in a unique and interesting way. and can be used as a tourist attraction. The water of the palm lontar plants is tapped into sweet tuak, fermented into moke and cooked into plate sugar. The process of climbing lontar trees, tapping palm water to cooking it into plate sugar can be used as a unique and interesting tourist attraction.

Amenities

The supporting facilities built by the provincial government of East Nusa Tenggara (NTT) at the Lasiana beach tourist attraction are; homestays, karaoke places, swimming pools, small shops, children's swings, toilets / latrines, trash cans and so on, to meet the needs of tourists. Some of these facilities are well maintained, but there are some large ones that are not cared for so that their condition is damaged and cannot be used by tourists. On this beach there are cafes, prayer rooms, toilets, folk entertainment stages and children's playgrounds. Small stalls lining around the beach parking area provide drinks and snacks. In addition, they also sell coconut ice, roasted corn and grilled gepe bananas which are very delicious when eaten while enjoying the beauty of Lasiana Beach. Usually these traders will be busy selling from Saturday afternoon, Sunday and other holidays.

Accessibility

The distance and travel time to reach the location of this Lasiana beach tourist attraction, is very easy because it is located in the city of Kupang which is 12 km east of Kupang city. The attraction of Lasiana beach can be reached by public transportation, two-wheeled vehicles or private vehicles.

Utilization of Palm Trees by the Lasiana Coastal Community

Physically, the palm tree has a height of 15 to 40 meters with fan-finned leaves supported by a petiole. Each year, this tree produces 12 to 14 leaf stalks (Nuroniah, 2010). There are several potential uses of lontar trees by the Lasiana coastal community, including:

Palm leaves

In general, palm leaves can be used by the people around Lasiana beach for roofing materials, both houses and small huts for cooking sap, or as roofing materials for animal cages. Palm leaves that are still easy (polok) can be dried as a material for making betel nuts, a place for holding sap (haik) water and mats. According to Marlisyati (2016) palm leaf sticks are made of brooms, but for their own needs and are not traded.

Palm flowers

From the results of Marlisyati's (2016) research, lontar flowers (inflorescence) are part of lontar to tap sap for the manufacture of plate sugar, liquid sugar, and also alcoholic drinks (laru) which still have a fairly high selling value. One tree produces 1-2 liters of palm sap in 1

tapping (2 taps a day). Sweet sap can be processed into brown sugar or plate sugar, processed to meet the needs of life. Where the sap that has been cooked becomes sugar, is poured into the shell and pounded until thick, then from the coconut shell it is poured again into plate sugar molds formed from lontar in the form of small rings. After that the plate sugar is ready to be marketed.

Fruit

The young lontar fruit are used as additional food. Usually eaten during the day as a thirst quencher mixed with plate sugar water and ice. It tastes like young coconut ice. As for the old fruit at the research location, the form of further processing was not found but it was left alone and used as animal feed.

Midrib

The use of palm leaves (*bebak*) by the Lasiana community is for house walls, as well as for hedges. The dried lontar leaves are used as fuel wood for cooking sap because the flame is very good.

Packing of Palm Trees as a Tourist Attraction on Lasiana beach

Kotler (in Yoeti, 2002: 55) provides limitations about the product as follows; "A product is anything that can be offered to the market of attention, acquisition, use or consumption, that might satisfy a want or need. It includes physical objects, service, place, organization and ideas. "

In tourism, a good tourist product (product style) has characteristics; 1) The object itself must be interesting to see and study. 2) Has specificity and is different from other objects. 3) The infrastructure to the place is well maintained. 4) Facilities available are something to see, something to buy, something to do.

The development of Lasiana community activities in utilizing the palm trees around it as an attraction for natural tourists on Lasiana beach. Palm tree tapping has become a local tradition. Tradition is a culture that is rooted in the habits of the previous life of society (Suryasih, 2018). The development of these attractions based on the concept of developing a tourist attraction according to Kotler (in Yoeti, 2003: 55) must fulfill three elements, namely: something that can be seen, (something to see), and something that can be done (something to do), and something that can be bought (something to buy). By referring to the 3 conditions for tourist attractions, namely;

1. Something that can be seen (something to

see)

- a. The process of climbing trees by lontar farmers to get sap water.

Uniquely, the peasants process is accompanied by singing or whistling of traditional songs by the farmer / climber. In this activity, tourists can witness the process of extracting sap water, namely the farmer initially prepares the knife and (*haik*) equipment, then climbs through the palm tree trunk from the ground to the top of the lontar. This activity is carried out in the morning and evening.

- b. The community processes sap water into sugar

The palm sap is cooked until red, poured into the shell, and pounded until thick, then poured again into palm leaves that have been woven into small rings for making plate sugar.

- c. The community uses palm leaves as crafts and sugar wrappers.

Palm leaves can be used to make various kinds of handicrafts, such as whiting, knife sheaths, drinking *nira* (*haik*), water containers and palm sugar molds (*gula lempeng*).

2. Something that can be done (something to do)

- a. Tourists join in trying to climb palm trees

This activity can be done by visitors if the ladder has been prepared, so visitors can try to climb a palm tree whose height reaches 30 meters

- b. Tourists participate in processing *nira* into sugar

Visitors take part in the process of making brown sugar, starting from cooking the sap, pounding it in a shell and then pouring it into small bracelets made of palm leaves to print plate sugar.

- c. Tourists participate in making crafts
visitors participate in the steps of weaving various kinds of crafts, such as whiting, knife sheaths, drinking sap (*haik*), water containers and palm sugar molds (*gula lempeng*).

3. Something that can be bought (something to buy)

Something that can be purchased by tourists as souvenirs on Lasiana beach, include:

- a. Sweet *nira*

Sweet sap (*tuak*) can be purchased by visitors as a fresh drink during the day when relaxing or in the afternoon.

- b. Brown sugar (*gula lempeng*)/liquid sugar

In general, visitors of Lasiana beach attractions, can buy brown sugar or *gula lempeng* as souvenirs that can be used

as snacks while relaxing.

- c. Palm fruit

Easy palm fruit, which tastes like young coconuts, can be purchased by visitors and used as additional food during the day or as a fatigue reliever drink. The taste of young lontar fruit which is given sugar water and ice, is like young coconut ice.

- d. Craft from palm leaves

Crafts are local culture in the form of goods that are created with the aim of means of a culture or to make work easier (Santika, 2018). Craft products include whiting, knife scabbards, mats, and juice drinking containers (*haik*). In addition to the needs of the Lasiana community, these crafts are also favored by domestic and foreign tourists, so that these crafts can be purchased as souvenirs.

DISCUSSION

Tourist attractions are what expected to meet the needs of traveling. Tourist attractions are grouped into two, namely; 1) natural attractions, which include natural attractions such as natural features such as landscapes, animals, plants, and so on. 2) cultural attractions that need to be considered here are cultural ones. Its attractions are in the form of buildings, music, dances and so on (Soekadijo, 2000: 34).

Soekadijo (2000: 61-62) argues that a good tourist attraction must be able to bring as many tourists as possible, keep them in the attraction for a long time and give satisfaction to tourists who come to visit. To achieve that result, several conditions must be met, namely; a) Activities and objects which constitute the attraction itself must be in good condition; b) The tourist attraction must be presented in front of tourists, so the presentation method (presentation) must be appropriate; c) Tourist attraction is the terminal of a spatial mobility, namely accommodation, transportation and promotion as well as marketing; d) The conditions at the place of attraction must be able to hold tourists long enough; d) Efforts should be made to make the impression that tourists get when viewing tourist attractions so that they last as long as possible.

The development of tourist attractions by packaging palm tree tapping activities into attractive and educational tourist attractions is a smart action because basically tourists who are involved in cultural tourism in particular have a number of typologies that are different from the typology of other tourist market

segments according to McKercher (in Damanik, 2013: 110). The typology of tourism can be identified into the following five typologies: 1) "The purposeful cultural tourist" or tourists who solely aim to enjoy attractions and study culture as a reason for carrying out a tour. 2) "The sightseeing cultural tourist" or tourists who want to enjoy another cultural heritage as the main reason for traveling, but they are more oriented to the search for pleasure experiences than a deeper understanding of the culture. 3) "The casual cultural tourist" or tourists who want to enjoy other cultural heritage in a limited way as a reason for traveling and in these destinations they only visit the attractions at a glance. 4) "The incidental cultural tourist" or tourists who do not make culture a determinant of the travel decision process, but while at their destination they also visit cultural attractions. 5) "The serendipitous cultural tourist" or tourists who do not make culture a determinant of the travel decision process. However, while at their destination they also visit cultural attractions and gain valuable experiences there.

The development of tourist attractions at the Lasiana beach DTW, Kupang city is expected to be able to increase the number of tourist visits, because to trigger an increase in the number of tourists, three main aspects are needed, namely: 1. Product development, to develop destination products in order to provide quality tourism products that have their own characteristics and can attract tourist visits. 2. Marketing development, such as destination promotion, provision of clear and effective tourism information. 3. Environmental development, such as infrastructure provision, human resource development (Rahmi, 2016).

CLOSING

Conclusion

Based on the results of research on the development of tourist attractions through palm tree tapping activities on the beach of Lasiana beach, Kupang city, it can be concluded that the development of attractive and educational lontar-tapping tourist attractions in Lasiana beach tourist attractions is done traditionally. This tourist attraction can be seen by tourists (something to see) where tourists can just see the process of climbing the sap tree accompanied by traditional songs or whistles by climbers until it's finished and descended; can be done by tourists (something to do) where tourists are also given the opportunity to do tapping or just sharpen knives; can be purchased by tourists (something to buy) where tourists can buy tapped sap or sweet palm wine.

Suggestions

Suggestions given as input for the development of the tourist attraction (DTW) of Lasiana beach are:

1. Government

The government sees the obstacles that occur at the Lasiana beach DTW and helps in its development. The government is expected to carry out promotions both through physical and electronic means such as websites and also provide training to local communities to improve the quality and creativity of their human resources.

2. Community

The community further increases awareness of the importance of existing facilities and facilities in DTW so that they can be properly maintained and cared for. The community is also expected to be able to explore the cultural potentials that exist to be packaged as attractive and educational tourist attractions.

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