Analysis of Tourist Attraction Objects (ODTW) Case Study Pamah View, Kec. Sei Bingai, Langkat Regency, North Sumatra

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ABSTRACT
This research aims to determine the effect of tourist attractions on tourist satisfaction at the Pamah View tourist attraction in Langkat district. The reason researchers researched the Pamah View area was because its location was quite strategic and it didn't take much travel time to get to this location. This study employs qualitative research methods with a descriptive approach. Descriptive research is a research method that attempts to describe the object or subject being studied according to what it is, with the aim of systematically describing the facts and characteristics of the object being studied accurately. In accordance with the results of research that has been carried out, the Pamah View tourist attraction is located in Kec. Sei Bingai, Langkat Regency, North Sumatra has the most prominent tourist attraction at this location, namely an existing artificial waterfall that has been validated by the management and also visitors who come to the location. The attraction of the building can be seen from the presence of cabins, huts, cafes and other buildings, which is the attraction of the building to attract visitors to come there and is equipped with tents for camping to enjoy the natural beauty there. The socio-cultural attraction of this location can only be seen from the cultural aspects offered at the Pamah View destination which adopts foreign culture, namely Korean culture by providing hanbok costume rental services that can be used by visitors.

KEYWORDS
Tourist Attraction Objects, Pamah View, and Langkat Regency

INTRODUCTION
The travel tourism industry is an industry that produces labor and products that serve the needs of tourists (Zaenuri 2012). Movement products and stores are characterized by transparency, comfort and friendliness. Regulatory issues within the travel industry make it challenging to establish precise quality standards (Suryadana and Octavia 2015). According to Payangan (2014), efforts to create...
product and service quality rules are translated into policies that tourists hope can meet their level of satisfaction.

Tourist satisfaction influences the choice of a tourist destination and the decision to revisit that place. Based on the expectation disconfirmation hypothesis, tourist satisfaction or disappointment with a product or service is not fully determined by the tourism evaluation process by comparing product impressions with the principles expected by tourists (Payangan, 2014). Tourists' opinions about products and services when traveling to several tourist destinations are influenced by differences in facilities, resorts and services at each destination visited. As Damanik and Weber (2006) point out, there are three aspects to consider when offering travel industry products: attractiveness, openness, and comfort. This is in line with research by Yoeti (2008) which states that attractiveness, openness and facilities must be accessible in a tourist destination to meet the needs and desires of tourists.

Pamah Village in Langkat Regency has turned into another natural tourist location that is very attractive to local tourists. Pamah View offers picturesque views of Pamah Village surrounded by Bukit Barisan, making it a beautiful and cool holiday destination. Normal views and cool temperatures make this holiday destination famous for refreshing yourself. Every director in the travel industry tries to satisfy tourists. To realize this fulfillment, the products and services offered must match tourist expectations. Likewise, to achieve tourist satisfaction, existing tourist attractions and facilities must be able to overcome these problems in accordance with the quality standards expected by tourists. Therefore, the magnitude of this research is the influence of vacation spots and managerial offices on tourist satisfaction in Pamah View, Langkat district.

According to Zaenuri (2012), a tourist attraction is something that is interesting to see and enjoy and has selling value on the tourism market. According to Devy and Soemanto (2017), the attractiveness of a tourist attraction is one of the most important assets used in efforts to improve and develop tourist objects and attractions.

Tourist goods and vacation spots are the main thing in travel industry activities. This is because the fundamental factor that makes visitors or tourists visit tourist attractions is to see the potential and attractiveness of these tourist attractions. According to Sudarto (1999), the main factors that attract a tourist area are natural conditions, green conditions, normal conditions, normal conditions and social conditions. Fulfillment of tourists is a reference for the progress of travel industry players in providing types of assistance to tourists. Satisfaction or disappointment is an indication of an individual's sensation of satisfaction or frustration which originates from the correlation between his impression of the original or real exhibition of a travel industry item and its normal presentation (Sangadji and Sopiah 2013). According to Kotler and Philip (2011), consumer loyalty is the level of individual sentiment after seeing a presentation (or result) that they feel contrasts with what they anticipated. Assuming below expectations, tourists are not met. If the presentation exceeds expectations, tourists are very satisfied.

The Pamah View tourist attraction is also supported by complete accessibility, including comfort, prayer room, accommodation, places to eat, parking, electricity and Wi-Fi. The management of this tourist destination continues to strive to improve the quality of service and number of facilities to
attract tourists to visit Pamah View. Even though the aim is to increase the number of tourist visits, the focus remains on the comfort of tourists visiting Pamah View.

Langkat Regency is one of the regions in North Sumatra. Geographically, Langkat Regency is located at 3°14'00" – 4°13'00" North Latitude, 97°52'00" – 98° 45'00" East Longitude and 4 – 105 m above sea level. Langkat Regency occupies an area of ± 6,263.29 Km² (626,329 Ha) consisting of 23 sub-districts and 240 villages and 37 definitive sub-districts. The Langkat Regency area has regional boundaries, including: North: borders Aceh Province and the Malacca Strait, South: borders Karo Regency, West: borders Aceh Province, East: borders Deli Serdang Regency and Binjai City.

The Langkat Regency has significant potential in the tourism industry. This natural tourism potential includes several expected objects, namely waterfalls, river boats, forest tracking, ordinary caves (for example the Lereng Lawang area, Batu Rizal Cave, Tangkahan and marine tourism (such as Tanjung Apek, Kuala Serapuh and Tanjung Kerang).

Langkat Regency in North Sumatra (North Sumatra) is home to a multitude of amazing natural attractions. Starting from the splendor of the mountains to the charming waterfalls in Langkat district, several tourist attractions in this district include natural beauty, culture and history. Some places that may be of interest include Lake Lau Kawar, Sikulikap Waterfall, and the Holy Tomb of the Lords of Langkat.

Based on the previous section, this study will explore the tourist attractions at Pamah View, which has already attracted numerous visitors despite being newly opened. Apart from that, the location is integrated with the forest and cabins and other accommodation facilities have been built and the location is also within reach. Researchers are also interested in the many waterfalls built that are pleasing to the eye, which makes researchers interested in researching the objects of attraction at Pamah View. The aim of this research is to determine the effect of tourist attractions on tourist satisfaction at the Pamah View tourist attraction in Langkat Regency. The population of this study were all individuals who came to Pamah View, Langkat Regency on a tourist trip.

**METHOD**

This research unquestionably took place in Pamah Semilir Hamlet, Telaga Village, Sei Bingai District, Langkat Regency. As a tourist destination managed by the private sector, its status has been recognized by the Langkat City Government. This is the reason for researchers to research the Pamah View area because this location is quite strategic and it doesn’t take much time to travel to get to this location.

The journey starts from Medan City to Binjai City and arrives at Langkat City as the research location point and only takes 1 hour 50 minutes and is 74.1 km away. Then, the travel route used is also very strategic, the travel route can be seen via maps, thereby minimizing someone getting lost. Not only that along the road there is also a lot of retail petrol available. Apart from the time and route, Pamah View also has its own interests which make this location a tourist destination. The attraction of this location is First, Pamah View has a view of Telagah village which is very pleasing to the eye, there are lots of fields, rice fields and residential areas scattered around. Second, Pamah View has lots of interesting facilities and objects (Cabins, Tents, Gardens, Baths and Cafés /
Restaurants). Third, Pamah View is a tourist attraction available for all ages (children to the elderly).

The method used in this research is a descriptive qualitative research method. The qualitative method was chosen for this research because it examines the potential attractions available in the Pamah View tourist area. Below is a map image of the location of the research that the researcher conducted:

![Map of Pamah View research location](image)

**Figure 1.** Map of Pamah View research location, Kec. Sei Bingai District

In this research, researchers used the population of all visitors and managers in the Pamah View Tourism Area. The sampling in this research was aimed at all tourists who were visiting Pamah View, Langkat, employees/traders and tourist attraction managers, which if counted reached ten people. By using an accidental/incidental sampling technique, the sample in this study was 1 manager named Mr. Indra, and 9 visitors, predominantly female.

Data collection methods in this research include three collection methods: documentary research, literature research, interview research, and observational research. This research uses qualitative data analysis techniques which present the results of interviews between researchers and informants (visitors, employees/visitors, and managers) in table format. Then the researcher also used descriptive data analysis techniques in this research which is intended to describe the findings or results of interview data to find out what potential and attractions can make Pamah View a tourist attraction, the natural conditions at the Pamah View tourist attraction, and availability. nature that supports the Pamah View tourist attraction, Langkat Regency. Below is an explanation of the structure of the research concept, including:
RESULT AND DISCUSSION

Respondent Descriptive

Based on observations in the field, the number of visitors who come to the Pamah View tourist attraction, Kab, Langkat is identical to women. When the researcher came to the field, many visitors came with their relatives and also wirit and gymnastics associations which were dominated by women.

Table 1. Description of respondents

<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Age (years)</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indra</td>
<td>Male</td>
<td>44</td>
<td>Pancur Batu</td>
</tr>
<tr>
<td>Visitors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rina</td>
<td>Female</td>
<td>23</td>
<td>Medan</td>
</tr>
<tr>
<td>Hasna</td>
<td>Female</td>
<td>53</td>
<td>Medan</td>
</tr>
<tr>
<td>Irnawati</td>
<td>Female</td>
<td>59</td>
<td>Medan</td>
</tr>
<tr>
<td>Nuraini</td>
<td>Female</td>
<td>56</td>
<td>Medan</td>
</tr>
<tr>
<td>Ermawati</td>
<td>Female</td>
<td>58</td>
<td>Medan</td>
</tr>
<tr>
<td>Nata</td>
<td>Male</td>
<td>20</td>
<td>Binjai</td>
</tr>
</tbody>
</table>
All of the respondents that the researchers received, many visitors came at that time from various groups of teenagers, adults and even the elderly. Most of the visitors who came were with their families and some even came with associations or communities.

The management said that the number of visitors who came to this tourist attraction on Monday-Friday was an average of 400 people per day. However, on Saturdays and Sundays, we typically welcome around 4000 visitors from various countries. In fact, quite a few foreign people have visited the Pamah View tourist attraction. On the other hand, local people here still dominate the majority of visitors compared to foreign people.

Many visitors come to this location from morning, afternoon, evening and even at night because it is open 24 hours and accommodation is also provided. However, accommodation must also be booked from the start before visitors come to that location. Various visitors who come to this location also know information about this location from family, relatives and also social media. Because existing social media provides a lot of information regarding the Pamah View tourist location.

### Natural Attraction

![Pamah View artificial waterfall](image)

Pamah Semeril Hamlet in Langkat Regency offers a variety of possibilities and the area is blessed with beautiful natural panoramas and fertile soil. One of them is Pamah View, located at the top of Pamah Semeril village, designed with a nature-based concept. It's not just the beautiful view of the village that can be seen from the highest peak of the village. You can also sleep in a tent and enjoy the cool breeze.

Regarding the outcome of an interview with one of the managers from Pamah View tourism, Mr. Indra mentioned that:

"which has become synonymous here because of the waterfall, look at the spot where we made a waterfall and not just to make it, but yes, it was made to be bathed in, everyone can be bathed under the waterfall, yes, even though it's artificial, that's wrong one that is identical here," he said. (I. Informant 1).

From the statement made by the manager, the researcher also raised the same question with one of the visitors at that time, namely Mrs. Irnawati, who said:

"2 years ago, when I saw the family coming here from the internet, there was a waterfall but only 1, only because we saw from the photo
it was beautiful, that's why we came here, then after 2 years, here we are again, but not with the same family, only this is the same "The Wirit group who wanted to come here also had a lot of changes. Previously, there was only 1 waterfall on this side and there were 4 or 5 waterfalls added to that side. You can see it there, so I wanted to try again. Come here, it seems there really have been a lot of changes," he said. (IW. Informant 4).

Figure 5. Natural atmosphere of Pamah View tourism

Regarding the statement that has been explained by several respondents, it can be said that one of the natural attractions of Pamah View tourism is the waterfall. According to validation between managers and visitors, the same thing is said, with the waterfall being one of the natural attractions in the Pamah View tourist attraction. On the other hand, as researchers have seen, other natural attractions can be seen from the location which is close to the forest so that the location looks beautiful and beautiful with cool and cool air which attracts visitors to come to this location both on weekdays and holidays.

Figure 6. Cottage building

Figure 7. Cabin building
If you don't like the cold, you can set up a hut or spend the night in a large container. The two main rooms each have room for approximately four people. Next we have rooms with bunk beds that can accommodate up to 10 people, and two rooms that can accommodate up to 6 people. Apart from accommodation, you can also take advantage of a pool fed by a natural water source.

The asking price to stay in a cabin or container is IDR 500 – 800 thousand. Meanwhile, if you want to stay in a tent, the price range is between IDR 50 to 120 thousand. Tents are available in various sizes from 3 to 5 people. What is unique about this hut is that it is built on a beautiful hill, you can also pitch a tent there so it is not exposed to gusts of wind.

Pamah View was built and created by a Chinese investor who employed employees to manage this tourist location from the beginning until now. There have been many changes to this location, making it an additional attraction for visitors to come to that location. It is difficult to build many huts with various shapes and spots where the huts are priced on free work days and holidays at 50,000 rupiah/hut.

As stated by Mr. Indra as the manager, that "The huts and cabins have just been built this year, previously there were only simple huts. Moreover, these cabins too," he said. (I. Informant 1).

There are currently many cabins and cottages that are currently experiencing progress and with the increase in cottages and cabins, many visitors are staying at these locations, which is one way to help the economy for the employees who work there.

However, several informants said that the cottages provided were still said to be expensive,

"There are a lot of cottages provided, but paying for them is quite draining, not to mention those who want to come here, the house is far away, it costs a lot of transportation costs, plus paying for the cottage, so it feels like that expense" (IL. Informant 8)

On the other hand, the informant who was still said to not be married also said the same thing regarding the payment for the cottage offered on the tour,

"The cottage is expensive, especially since I sometimes go for a walk just the two of us and then come here and want to sit and pay for the cottage again, it's not a calculation but it's just not worth it for those of us who are here just the two of us sitting in a big cottage like this
which is suitable for a large family. Then for that cabin too, I once came here with the intention of bringing my family to stay in this cabin, but when I asked the Instagram admin or looked at this tourist news on Instagram, it didn't quite suit me with the price offered, especially for holidays. "It could also be double the price compared to normal days" (N. Informant 7).

There are already a lot of cabins, but this is related to the explanation that Mr. Indra said

"We don't have enough cabins because on holidays there are lots of people who want to book but they've already run out, especially if you want to stay in a cabin, you can't just book directly because it's always full, that's why we recommend that if you want to book a cabin via our social media, let us Don't be disappointed if you come but apparently you can't find it, it's just that the construction of the other cabin has also stopped because the materials are not yet available, maybe the work will be built later when the building materials are available, on top of that the plan is to add more. There are more cabins, so we need a lot more materials to build the cabins," he said. (I. Informant 1)

Here the manager says there will be many more new buildings, such as adding cabins for tourist satisfaction. However, there were obstacles in the construction process because the building materials were purchased far from the location and purchased in large quantities so that there was a stop in building new cabins for that location.

Natural Attraction

Figure 9. Map of Pamah View tourist attractions

Figure 10. Map of Pamah view tourist attractions
An important aspect in tourism development is the socio-cultural aspect. Because tourism can successfully grow and develop if it is supported by cultural tourism from a socio-cultural aspect. The socio-cultural aspects offered can be local or foreign culture, giving rise to the attraction of the uniqueness on offer. The cultural aspects offered in this destination at Pamah View adopt foreign culture, namely Korean culture, by offering a hanbok costume rental service that can be used by visitors.

"Last year, when you came here, there weren't any clothes for the photo, I was still looking there. Apparently when I came here again, there were lots of changes, there were lots of cabins for lodging, there were also cottages, a waterfall was also added, and there was also a place to rent Korean clothes. That. My mother doesn't like taking photos like that, so looking at it is just normal, after all, it's not our culture, so we're not interested in those clothes." (SE. Informant 10).

Apart from that, by increasing visitors' interest in capturing moments, Pamah View also provides photographer services that can assist visitors in taking pictures with the best quality as a form of capturing travel moments. This is also one of the complementary attractions in the cultural sector, as well as in social terms, namely that it can be concluded regarding the friendly response and behavior of the community in language speech and behavior that makes newcomers/tourist visitors feel comfortable when visiting.

Natural Attraction

![Facilities of Pamah View](image)

Figure 10. Facilities of Pamah View, camping tent (a), café (b), player room (c), and artificial pond (d)

Adequate facilities are also one of the tourist attractions to visit. A visitor who comes to a tourist attraction for a fee also needs facilities in accordance with
what has been provided by the visitor. According to interviews with several
visitors, few of the visitors the researchers interviewed said they stayed in cabins,
but many of the visitors the researchers interviewed just went home. So you will
get visitors if you visit the location and those who are going back and forth can't
be seen, only those who are seen can enjoy the beauty of the location and also
some good photo spots, there are free bathrooms, free parking, free cottages on
the day. Just work and don't forget the artificial pool or river equipped with a
waterfall, visitors can enjoy bathing in it.

"We came here because we saw it on social media, it was
recommended by the family for a holiday here because we saw there
was a pool and it seemed like a beautiful, cool place, then we also saw
how to walk here. That's why when we arrived here we enjoyed our
holiday, it seemed to be the same as in the photo. It's close to the
forest but it's still quite scary, but like other tourist attractions it's more
scary." (R. Informant 2)

There also provides tents if visitors want to camp with friends or family by
paying 50 - 120 thousand/tent/night with different tent capacities according to the
prices that have been set. If you stay overnight, there is also a kitchen equipped
with various cooking equipment and grills, so you don't need to worry about
bringing your own cooking equipment. The facilities are also very good, with a
large parking area, prayer room, easily accessible toilets, minimarket and
cafeteria.

Regarding the facilities that visitors get for the cabins they rent, Mrs. Efi said

"According to the size of the existing cabins with different capacities
and different fees, different facilities are also provided. However, the
facilities provided in each cabin are identical, namely a bed. There are
also cooking utensils and drinking utensils provided, but they are also
limited. "And only breakfast is provided for food, apart from that we
buy it ourselves," he said. (E. Informant 9)

Different from other tourist locations, the Pamah View tourist attraction does
not allow visitors to sing karaoke or make noise, which is what the manager said:

"It's not allowed to be noisy here, let alone bringing glasses, that's the
difference here, because this is the location where we are directly at
one with nature, with the forest, so for mutual comfort we are not
allowed to bring loudspeakers or items that smell like noise to come to
the Pamah View tourist attraction" said Mr. Indra. (I. Informant 1)

There are disadvantages that Pamah View tourism has, which is different
from location tourism in general which allows noise or loudspeakers. Many visitors
were disappointed and left negative comments about Pamah View tourism due to
this ban. However, it was reported on Pamah View social media that the
management had made regulations regarding this matter. So it is recommended
that if you want to visit, you can look at existing social media for further updates
at the location.

There are also many tourist locations anywhere that certainly do not have an
adequate internet network connection, one of which is the Pamah View tourist
attraction. However, on the other hand, this location also differentiates itself from
other tourist attractions in that they provide vouchers or internet packages
according to visitors' needs and pay 10 thousand rupiah for just 1 day. Because
the pool at this location is said to be artificial, so every time the management
schedules it, the pool water is also changed so that it can be said that the water used by each visitor is still clean when soaking and swimming in the pool.

CONCLUSION

A tourist attraction is an interesting place or area that can be enjoyed by many people or tourists. The natural and cultural diversity of this area can be used as a tourist attraction for visitors. The tourism sector is one of Indonesia's mainstays, bringing great value and benefits to economic development. As is the case with the various tourist attractions offered by the Pamah View tourist attraction in Kec. Sei Bingai, Langkat Regency, North Sumatra. It is not only the natural beauty that is the attraction of this tour, but there are several attractions in it, such as in terms of the attractiveness of the buildings/facilities, as well as the socio-cultural attractions within it.

After conducting research, it has been found that the Pamah View tourist attraction in Kec. Sei Bingai, Langkat Regency, North Sumatra, is closely linked to the travel requirements of both local and long-distance communities. This is due to its unique appeal, making it a destination for tourism activities.

The most prominent tourist attraction at this location is the artificial waterfall that is there and has been validated by the management and also visitors who come to the location. The attractiveness of the building can be seen from the cabins, huts, cafes and other buildings there, which are the building's attraction to attract visitors to come there and are equipped with tents for camping to enjoy the natural beauty there. The socio-cultural attraction of this location can only be seen from the cultural aspects offered in this destination at Pamah View which adopts foreign culture, namely Korean culture, by providing hanbok costume rental services that can be used by visitors.

In terms of the facilities provided at this location, there are several good photo spots, free bathrooms available, free parking, free huts on weekdays only and don't forget the artificial pool or river equipped with a waterfall that visitors can enjoy bathing in.

For the community, managers and owners who do business at the Pamah View Tourist Attraction, to better maintain the cleanliness and beauty of the Pamah View Tourist Attraction which is already good, and for the management to maintain the uniqueness of the Pamah View Tourist Attraction, especially if they continue to expand the tourist attraction Pamah View. The bathrooms at this property need to be expanded and kept clean. The Pamah View tourist attraction is maintained, further developed and managed to help the local community create jobs for those who need jobs to meet their daily needs.

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