



Development Strategy of Onaloan Danau Rusa as a Tourism Destination

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ABSTRACT

Kampar regency knows the tourism industry is an important thing as an economic generator, it's shown in the middle scale development document. Onaloan Danau Rusa is one of potential tourism in XIII Kota Kampar district. The problem at that time is an unordered layout of the area, it make the area does not grow up. The research aim is to produce the Onaloan Danau Rusa development model. This research is using the descriptive qualitative method with synchronic reading data. Collecting data are doing observation, in-depth interviews, and literature review. The result is a development tourism area model with architecture engineering that visualization is easy to understand. The design approach is sustainability development with the environmental graphic design concept.

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1. INTRODUCTION

Kampar Regency has a mission to develop tourism into an advanced sectoral industry ([BAPPEDA Kampar, 2017](#)). This is supported by the many potentials of excellent tourism that can attract tourists. The great potential is not balanced with the development of tourist areas so that the slow increase in tourism from year to year. Based on the RPJMD document of Kampar Regency in 2017, there are several main problems in tourism development such as lack of development of physical aspects/infrastructure facilities supporting tourism, overlapping policies, the absence of development model documents, and the need to strengthen human resources in the field of tourism.

Kampar Regency issued a policy by placing tourism as an industry that must be prioritized. The ludicrous policies of the tourist industry will certainly have a positive impact on all levels of Kampar Regency society that will be able to utilize it as a generator of economic improvement. The community can be a actor in the provision of services both as a supporter and implementer of tourism. In addition, it can increase regional incomes with increased participation of regional communities that trigger infrastructure and economic development.

One of the priority attractions is the Onaloan Danau Rusa Area. Onaloan Danau Rusa area is located in subdistrict XIII Koto Kampar. This area is located in the water body of the Koto Panjang Hydroelectric Power Plant (PLTA) reservoir opposite the Danau Rusa Tourist Area. This area has the

potential of various aspects such as strategic position, natural circumstances, cultural potential, culinary potential, and others. According to (Yoeti, 1985). The concept of tourist activities belongs to 3 factors, namely something to see, something to do, and something to buy. Travel related to water sports like lakes, seashores, ocean water (Hasan, 2015).

Potential aspects of something to see in the Onaloan Danau Rusa area such as seeing natural scenery in the form of expanses of Danau Rusa, Ulayat forest or forest protected, diversity of flora and fauna in the Bukit Barisan area, traditional music performance cultural events Calempong and Dragon Boat racing. This cultural event can be witnessed in the cultural calendar that has been compiled by the Kampar Regency Government which coincides with the anniversary of the Kampar Regency. In addition, the Dragon Boat race event has been taking place annually such as during Balimau Kasai or the welcoming activities of the fasting month of Ramadan. In addition, there is an international Dragon Boat Festival event attended by 11 countries such as Malaysia, Singapore, Brunei Darussalam, Australia, Philippines, China, Taiwan, Kenya, Indonesia, the United States, and Hong Kong (Antaranews.com, 2019).

There is a variety of potential aspects of something to do in the area. In general, tourists can use Danau Rusa water as a water tour such as water sports, playing boat tracing the lake, tracking and hacking Ulayat forest, visiting waterfalls, bathing lake water, and so on. In addition, aspects of something to buy are also concern such as souvenirs such as Ikan Salai because it is close to the Ikan Salai production center in Kampung Patin Pulau Godang, basic processed food of catfish (nuggets, sausages, and tempura), and culinary (Yanti et al., 2020). Area XIII Koto Kampar has a distinctive and unique culinary such as Asam Podeh various types of fish such as Baung, Patin, and others.

In addition to these aspects, the potential for regional development can also be seen from a strategic location that is on the national cross-country route of Riau Province and West Sumatra Province so that passersby can be a point of visit in the main journey. The location is not too far from the provincial capital, Pekanbaru City, which is taken in just 1.5 hours. While from the surrounding capital such as the capital of Kampar Regency, Bangkinang city is taken about 25 minutes, from the capital of Rokan Hulu, namely Pasir Pengaraian taken 1 hour, and from the capital Fifty cities taken about 1.5 hours. A distance that is not too far allows for visitors to do a one-day trip tour.

The historical potential is also a strong potential considering that Danau Rusa is part of the Koto Panjang Hydropower Reservoir. The manufacture of the Koto Panjang hydropower plant as a government asset in meeting the electricity needs of the surrounding area requires a reservoir as a source of water driving electric turbines. The process of making the reservoir impacted the sinking of several surrounding villages such as Muara Mahat village, Binamang village, Pongkai Istiqomah village, and so on (Kumparan, 2018). Settlers had to leave the old village for the new village around the current lake. The community holds festival activities in memory of Kampung Lama every year around the Lake. This is certainly an upcoming tourist attraction around Danau Rusa.

Another potential is to be adjacent to other attractions such as Tepian Mahligai Pier Attractions, Kompe Peak, Muara Takus Temple, Cabodak Hills, Henferd Land, and so on. Tourist visits in Kampar Regency in 2018 reached 1,651,406 visits, of which the largest visit was in XIII Koto Kampar (Cakaplah.com, 2019). One of the successful attractions that can be used as a reference is the Enggang Gading tourist attraction in Samarinda by presenting the diversity of the group of tourist themes into two general categories, namely natural tourism and cultural tourism (Fajri et al., 2020).

The great potential above is not balanced with the management of tourism properly so that there are obstacles in the development of the region. The main problem seen in the area is the absence of a state of development of the Onaloan Danau Rusa area so that the development pattern is carried out independently by the community. Tourism development is seen as requiring clarity on aspects of Goals and Objectives (Clarke & Godfrey, 2000). Goals are the development of tourism in certain areas and can be comprehensively linked, while Objectives are packing new attractions so that visitors arise. Tourism is the fulfillment of traveler objections that are expected to serve the necessities of vacationers in partaking in the excursion visit (Suwantoro, 2004).

The purpose of this study is to organize the Onaloan Danau Rusa area based on new tourist potential objects. This research target resulted in a strategy for the development of the Onaloan Danau Rusa tourist area. This strategy is realized in the study of supporting aspects of tourist areas such as facilities, activities, and accessibility. This research can be used by various stakeholders such as the Kampar Regency government, the community, tourists, and investors in the field of tourism.

2. RESEARCH METHOD

This research is qualitative descriptive research. Qualitative research is a way to understand a central symptom so that researchers can interview participants by asking common questions (Creswell, 2014). Furthermore, analysis and information will be carried out in the written report. Qualitative descriptive research is considered appropriate to look for value, public perception, and also the ongoing process of change (Groat & Wang, 2002). The analysis of data reading used is synchronic reading which is an attempt to synchronize information and data obtained at the same time (Darjosanjoto, 2012).

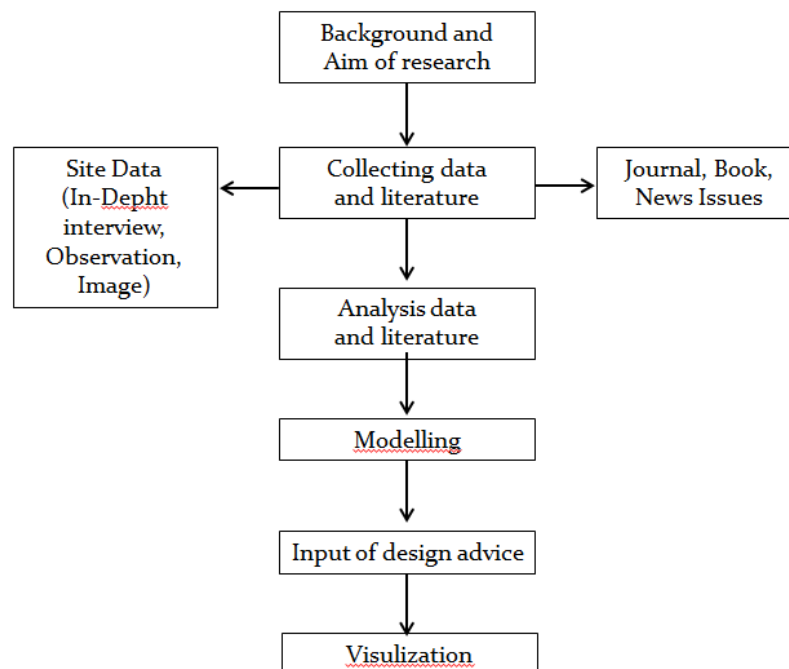


Figure 1. Research frame of mind

The stages of research are conducted as follows (1) formulate the focus of the research problem; (2) data collection in the field; (3) analyze the data; (4) create a design model; (5) Criticism and feedback; (6) Writing. Data processing procedures are the stages of data criticism, data selection, data reduction, and data analysis. The main data collection is obtained through field observation by recording and recording data. While the interview was conducted in an (in-depth interview) with the local government, representatives of village institutions (rt chairman), visitors, and Pokdarwis (Tourist Conscious Group). Checked information field changed over to vector computerized design by digitizing the product SketchUp with the goal that it is shaped structure outlines and create 3D models of structures (Cahyono & Rafitricia, 2017).

The research site is in the Koto Panjang Hydroelectric Reservoir Section on the opposite side of Danau Rusa. Administratively located in Binamang Village, District XIII Koto Kampar, Kampar Regency, Riau province. This area is owned by the land of Ulayat (land of the tribe) which includes part of the water conservation area of Koto Panjang Hydropower Reservoir, so the user must be a permit by the local government of Kampar Regency.

3. RESULTS AND DISCUSSIONS

3.1. Strategy of Linked Area

The area currently has no direct route through land circulation. The main access of this area is through the waters of several lakes in the Koto Panjang hydroelectric reservoir. Visitors must enter the area of objek Danau Rusa tour then use a boat at the pier of Danau Rusa to the tourist area of Onaloan Danau Rusa.

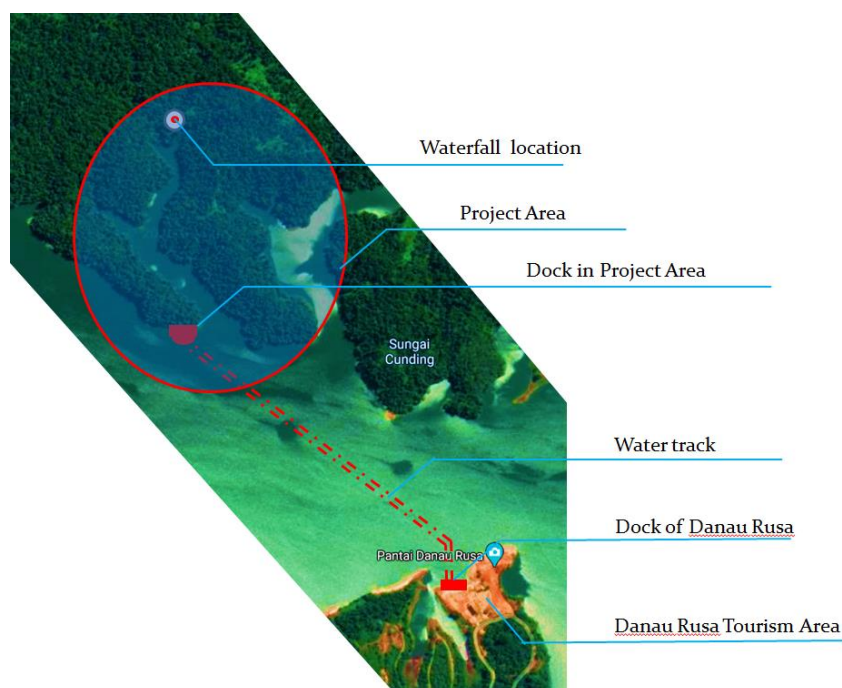


Figure 2. Area access distribution plan

Table 1. Description of area access distribution

Linked	Description of Analysis
Dock of Danau Rusa	Visitors must enter the Danau Rusa Tourism area
Dock 1	Visitors can stop at pier 1 in zone 1 by doing various tourist activities
Dock 2	Visitors can stop at pier 2 in zone 3 by doing various tourist activities
Dock 3	Visitors can stop at pier 3 by doing various activities
Pedestrian way	In addition to the option of using a boat, there is also a tracking option on the pedestrian path. All zones in the area are connected to pedestrian paths

3.2. Strategy of Zoning Area

Onaloan Danau Rusa tourist area has a unique regional character that is formed over lakes, forests, rivers, and waterfalls. The long and separate area of the Danau Rusa main Area is divided into several zoning to facilitate development and provide a variety of tourist alternatives for visitors. The zoning area is divided into 4 zones plus a departure zone in the Danau Rusa Master Area.

Table 2. Description of regional zoning division

Zoning Area	Description of Analysis
Departure zone area	This zone is a visitor departure zone through the Danau Rusa attraction pier to the pier of the Onaloan Danau Rusa tourist area
Zone 1	This zone focuses on culinary attractions and panoramic views of the lake

Zoning Area	Description of Analysis
Zone 2	This zone focuses on artificial water tourism, open spaces (plaza), and entertainment.
Zone 3	The zone focuses on tracking tours and hacking forests and natural river stacking
Zone 4	This zone has tracking and hacking forests and enjoys heading to waterfalls and open spaces

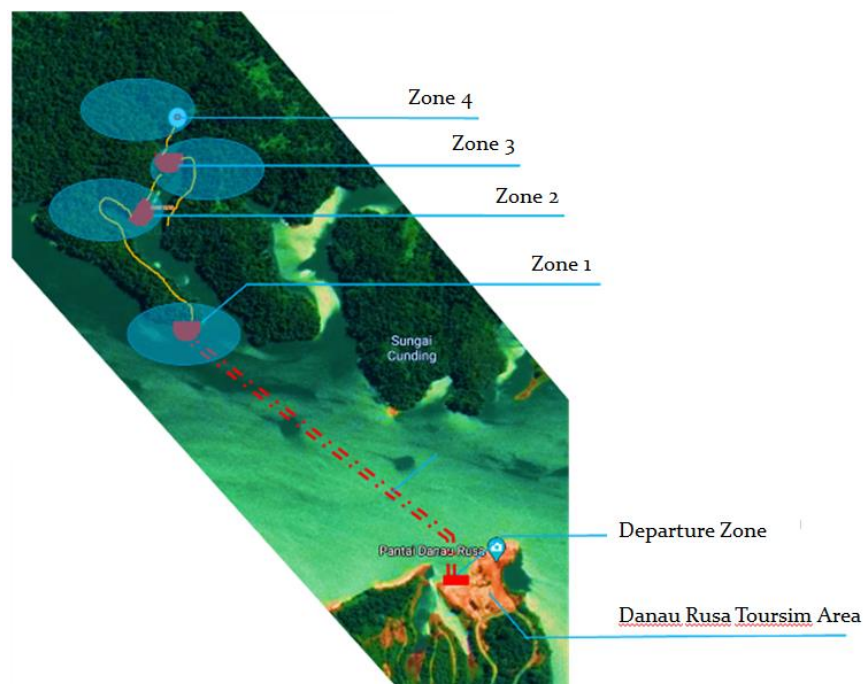


Figure 3. Zoning plan area

3.3. Strategy of Activities and Facilities

Onaloan Danau Rusa area implements the division of activity centers by providing facilities following the character of activities in each activity center. Here is an explanation of the strategy of spreading activities and facilities.

Table 3. Description of distribution of activities and facilities

Zones	Activities	Facilities
Zone 1	Visitors to this zone are to see lake views, viewing areas, culinary tours, staying at cottages, and boat tours	Dock Viewing area Culinary center Cottage Gazebo
Zone 2	Visitors to this zone are to play water, play ATV, play outdoor space, see the scenery, and playboat	Dock Landmark Plaza (open space) Waterboom ATV Track
Zone 3	Visitors to this zone are bathing, boating, tracking, and hiking	Dermaga Bathing on the river Tracking dan Hiking path

Zones	Activities	Facilities
Zone 4	Visitors to this zone are tracking the waterfall route, relaxing the scenery, bathing in the waterfall, and sitting in the plaza.	Tracking dan Hiking Path Waterfall Plaza (open space)

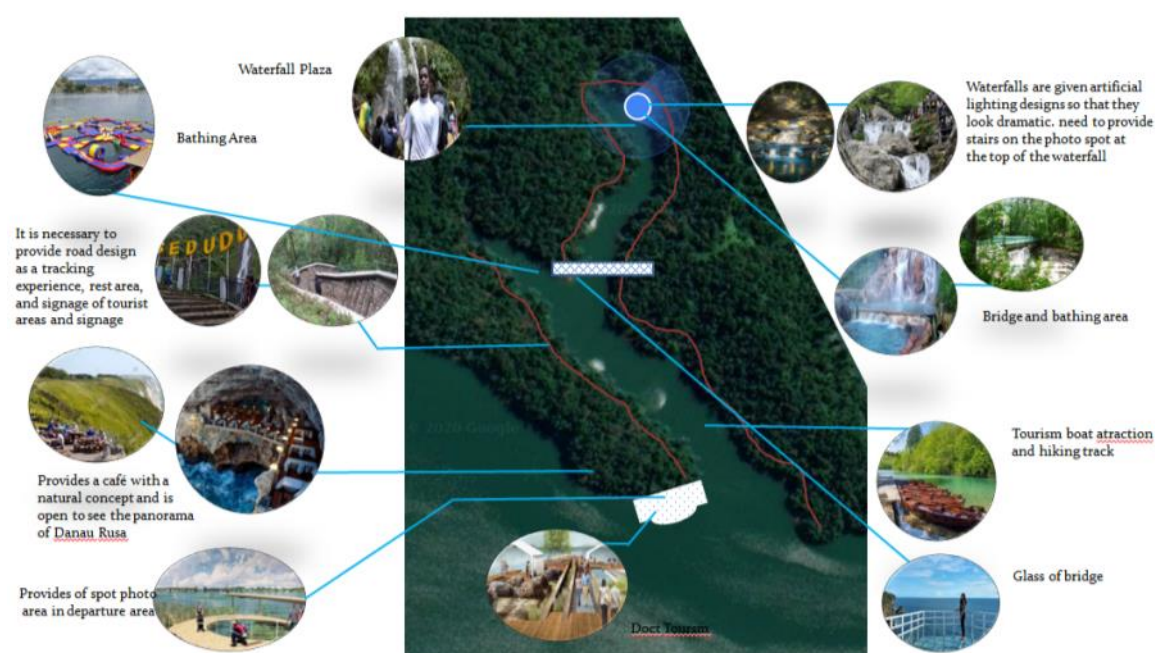


Figure 4. Distribution of activities and facilities

3.4. Strategy of Building Material

The material used is a natural material that can blend with nature and permanent materials in the open space so that it can be accepted by the environment again. Building materials and other hardscape elements put forward a sustainable approach that does not damage natural systems such as site and view areas. The selected material also leaves as little waste or waste in the area if it has been damaged for a long time. The material is wood, sand, and cliff stones that can be found around the area. While the outer roof and pavement materials are durable and light maintenance so cheap in financing accommodation and maintenance.

3.5. Concept of Development Area

Based on the above analysis that in the area has the identity of natural tourist character with the object of the Danau Rusa area that has waterfalls and natural potential. Thus, there needs to be a design with the character of the region that maintains a natural and sustainable approach. The paradigm of regional development in general with a sustainable development approach based on-site potential. Sustainable progress is expected to align the components of improvement such as social, financial, and ecological with the standards of meeting the needs of today without sacrificing what is to come. The inspection area is in a body of water, so the approached area is a decent riverbank.

The essence of improving the region in terms of money is to provide financial development by finding ways to boost the economy in the long run without spending fixed assets. From a social perspective, it is the work to maintain the coherence of human communication in the public eye so that individuals in any case can continue their lives in harmony. While the ecological perspective is expressly identified with the assurance of nature, where progress is made must consistently include an ecological point of view so that rapid improvement does not eliminate ecological carrying capacity.

The sustainable paradigm in the region will be directed at recreation so that the form of regional development only utilizes the natural environment without changing it and the management

of the built environment. Environmental aspects of the area are rivers, tributaries, and landscapes. The design action in the area is oriented towards the arrangement of facilities and landscape of the area.

The idea of organizing applied in the arrangement of this area is "Ecological Graphic Design" which is the planning of a climate determined to provide the data needed by guests, provide diverse data to guests, create a layout, and make it easier for guests to do exercises in an area. Application of concepts into the design as follows:

a) Brand identity

This brand identity is the creation of an understanding that this area has a very interesting tourist image with a variety of tourism variations in it such as environmental tourism, artificial tourism, water play tours, tracking and hiking tours, culinary tours, and cottages.

b) Prestige

This prestige is the attitude of visitors who understand that this tour is only here, so there is a sense of wanting to repeat continuously.



Figure 5. Masterplan of Onaloan Danau Rusa tourism area

3.6. Visualization of Facilities Plan

Table 4. Facilities design visualization view

Facilities	Visualization	Description
Dock view		The pier uses floating techniques by using buoys so that it can adjust the movement of the water surface. Furthermore, there is a retaining structure using columns to withstand the displacement of the pier due to shifting water currents.

Culinary Center



The culinary center is designed with a neo-vernacular concept of making local architectural adjustments to new shapes and materials. Local architecture is characterized by the use of Lontio roofs, while new materials can use glass and multilevel shapes. This culinary center consists of a deep dining area that can function as a dining and meeting room. The outside has a dining area and a dining area for the viewing area to the lake.

Culinary Gazebo



In addition to the culinary center, a gazebo is provided as a relaxing and dining area. Visitors can bring supplies independently.

Cottage



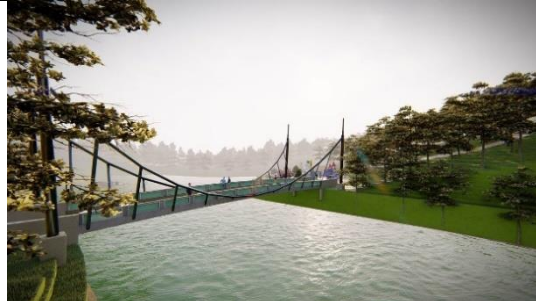
Visitors can feel the atmosphere of the night by renting cottage facilities. Cottages are designed to adopt local architecture by taking the form of a community house that is the basis of the shape of the saddle roof. Bedrooms, bedrooms, and showers are provided. Cottages are made to float so that they can adjust the surface and movement of water. The preparation of cottages is made in clusters to provide a sense of security and ease of management.

Plaza (Open Space)



Open space is provided as a waiting and play area for visitors. Plaza has a place, a garden, and landmarks that can be used as a photo spot. This will bring the image of the area that will be remembered by visitors.

Suspension Bridge



This bridge has a connecting function between zones 2 and 3. The bridge is designed with a suspension system with glass barriers so that it can be used as a photo spot for visitors.

Viewing Area and Waterfall



Open space is provided around the waterfall so that you can enjoy the view of the waterfall. At the same time provided a replacement area for bathing in the waterfall.

Artificial Baths



The lake bathing area is provided on the deep side of the lake to get stability in the movement of lake water. Baths are provided with floating bath equipment.

Tracking and Hiking Trails



There is a walking path between spots on the side of the lake. During the walk, visitors can enjoy the authenticity of the lake and forest environment of Ulayat.

4. CONCLUSION

This research shows that the Onaloan Danau Rusa tourist area has strong potential as a tourist area. Onaloan Danau Rusa tourism area development strategy prioritizes a sustainable development approach so that the area is maintained well for a long time. This development aims to meet the tourist needs of visitors by not sacrificing the environment in the future so that the natural form of the environment is maintained. The design element has adjusted the needs such as providing road lanes both on land and in water, knots so that visitors understand the activity center, the presence of landmarks (markers). The design of the area is arranged by creating regional zoning that has its

character. The concept is applied in environmental graphic design by applying the uniqueness of the design according to the character of the site and the environment to grant brand identity and prestige. This will affect the perception of visitors to repeat tourist activities continuously. In the future stakeholders can promote so that the tourist area gets special attention from visitors and investors. This research shows that the concept of environmental graphic design can be applied to the region.

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