1. INTRODUCTION

1.1 The Background of Writing

Namo Karang to a better tourism resort. Namo Karang is a name of a big river which is located between the villages of Kidupen and Jandi. These two villages are located in the regency of High Karo Land in the province of North Sumatera. It is about one hundred and fifty kilometres from the capital city of the province of North Sumatera, Medan.

Tourism may mean travel for pleasure. It is also the theory and practice of touring. People who are going from their places to a place for pleasure is also called travelling, and the people who act these kind of activities called tourists. Tourism on the other words may mean the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country.

Now the river of Namo Karang is established by the local government of Kabupaten Karo for a new tourism object. It is visited by many distinguished guests around the villages of Jandi and Kidupen.

The regency of Kabupaten Karo administratively consists of seventeen different districts. These seventeen districts are called:

(1) Kabanjahe,
(2) Berastagi,
(3) Tiga Panah,
(4) Barus Jahe,
(5) Merek,
Payung,
(7) Simpang Empat,
(8) Tiga Nderket,
(9) Kuta Buluh,
(10) Munte,
(11) Teran,
(12) Merdeka,
(13) Dolat Rayat,
(14) Lau Baleng,
(15) Mardingding,
(16) Tiga Binanga, and
(17) Juhar.

The regency of Kabupaten Karo located on the 120–1600 meters on the sea level. Kabupaten Karo located on the high land along the mountains and rivers. The area of Kabupaten Karo is about 2,127,25 km2 or equal to 212,725 hektars. On the other words it can be stated that Kabupaten Karo is about 2,97% from the are of North Sumatera Province. Geographically, Kabupaten Karo located in 2°50’–3°19’ to the North and 97°55’– 98°38’ to the East.

In the regency of Kabupaten Karo there are two mountains which are still active. They are Gunung Sibayak and Gunung Sinabung. The details of Kabupaten Karo can be stated as follows:

(1) 28,606 hektars (13,45%) located between 120–200 meters on the sea level,
(2) 17,856 (8,39%) located between 201–500 meters on the sea level,
(3) 84.892 hektars (39,91%) located between 501–1.000 meters on the sea level,
(4) 70.774 hektars (33,27%) located between 1.001–1.400 meters on the sea level, and
(5) 10.597 hektars (4,98%) between 1.401–1.600 meters on the sea level.

The neighbourings regency of Kabupaten Karo are:
(1) Kabupaten Langkat and Deli Serdang to North,
(2) Kabupaten Dairi and Toba Samosir to the South,
(3) Kabupaten Simalungun and Deli Serdang to the East, and
(4) Kabupaten Aceh Tenggara to the West.

Kabupaten Karo has two different seasons, they are wet and dry. The temperature in the regency of Kabupaten Karo is about 13,8°C–25,8°C. Namo Karang located between two villages called Kidupen and Jandi. These two villages located in the district of Kecamatan Juhar.

(1) Kecamatan Juhar

The area of Kecamatan Juhar is about 218,56 km2. Kecamatan Juhar located between 710–800 meters on the sea level. Kecamatan Juhar is neighbouring with the districs of:
(1) Kecamatan Tiga Binanga and Munte to the North,
(2) Kabupaten Dairi to the South,
(3) Kabupaten Dairi and Kecamatan Tiga Binanga to the West, and
(4) Kecamatan Tiga Panah to the East.

The population of Kecamatan Juhar is about 13.859 (6.572 male and 7.287 female) or about 4.423 families. The temperature in the area of Kecamatan Juhar
is about 22°–29°C. The dry season and wet season cannot be predicted in the area of Kecamatan Juhar, but these two seasons do not give any effect to the tourists who are travelling to Namo Karang. The people over there are hospitality.

1.2 The Problems of Writing

(1) Why Namo Karang is not well known by the people out of Karo Land?

(2) What are the reasons for the travellers not going to visit Namo Karang?

(3) What are the strategies to make Namo Karang is better than?

1.3 The Scopes of Writing

When someone wants to writing a writing there will be tremendous things to be written. Therefore, the writer in this writing needs to give a limitation to be written. The writer on this occasion want to write about strategies to make the tourism object Namo Karang be well known by the people outside the regency of Karo Land, finding out the visitors not come anymore, and the strategies to make it more popular and be better.

1.4 The Purposes of Writing

When someone drives his or her car of course he or she has a purpose to go. So to a writer, when she writes something of course there is the purposes of his or her writing. Without a goal of writing he or she will not come to the end of the writing. Therefore, the writer has her goal or purposes to write. The purposes are:

(1) To fulfill one of the requirements to get the degree from the English Department,

(2) To apply her studies she received from her different lecturers,
(3) Trying to sell Namo Karang as one of the interesting tourism objects in the regency og high Karo Land,

(4). Showing the local government the strategies to attract tourists to spend their leisure time or holidays to Namo Karang.

1.5 Reasons for Choosing the Topic

Different people to different things can be seen many different reason to do. Deal with this statement that the writer of this paper has some reasons in writing this simple paper. Firstly, she wants to let the readers understand that Tiga Binanga is her home town. Therefore she realises that she has responsibility to make the tourism object of Namo Karang be better and well-known by the people out of the society who live out of Kabupaten Karo. Secondly, Namo Karang is only about four kilometers from Tiga Binanga. When she was going to the primary school she was very often spend her holidays to swim on the river of Namo Karang with other students who live around the Namo Karang. She wants to let the others know that the sands around the river is very clean and the water is also very clean. You can see the little stone under the water in the river. She is one of the Karonese People members.

1.6 Methods of Writing

When a writer wants to apply approaches to do a small project on writing a writing he or she may apply the approaches deal with the things he or she is writing. For instances, he or she can apply experiment, libary research, and field research. These three different methods will be different deal with the techniques he or she apply to get the required data. When he or she is doing an experiment, it
means that he or she uses experiment strategy. When he or she take data from some informants it means that he or she uses field research. When he or she take data from written text, it means that he or she is applying library research. So deal with these phenomena the writer of this paper applies two different methods as the same time. Library research is applied for the guideline to the field research. The data which taken from the informant, they are the travellers who spend their time on the river of Namo Karang and some other people who are familiar with the Namo Karang.