1. INTRODUCTION

1. The Background of Study

Tourism is one of the things that is important for a country. With the existence of tourism, a Country or more specifically for local government where the attraction is located will get revenue from any revenue tourist attraction. Tourism is also a commodity needed by every individual. The reason is because the activity traveled for an individual can increasing the creative power, eliminating job burnout, relaxation, shopping, business, know the historical and cultural heritage of a particular ethnic, and health. Yuwana (2010:1) says with increased leisure time as a result of more the short workdays and increased income supported by the activity tourism will increase. Wahab (2003:5) says tourism is one of the new-style industry, capable providing rapid economic growth in terms of employment opportunities, income, standard of living and in turn other production sectors in the country.

The development of tourism in the region will bring many benefits to society, which is economically, socially and culturally. However, if development was not prepared and well managed, it would cause a variety of problems that make it difficult or even harmful community. From the point of social, tourism activities will expand opportunities for energy good work of the construction of facilities and infrastructure as well as from various business sectors directly or indirectly related to tourism. Tourism will be able to grow and improve recognition and love for his homeland, so as to motivate tolerance in the association that is a force in the development of the nation, but it also tourism can...
expand the horizons of personal views on values life. From the economic angle that tourism activities can provide the contribution of the local revenue comes from taxes, parking fees and ticket or may bring in income from foreign tourists who visit. Their tourism will also foster economic efforts mutual arrangement and support its activities so as to improve society incomes.

Sibiru-biru has a variety of attractions on offer like nature, where sibiru-biru's river as the main object, the place was still cool and beautiful as well as a beautiful view that can make tourists feel calm and peaceful the advantages possessed by the region.

2. The Problem of Study

With reference to the above background, which is the issue raised by this study is

1) What caused Sibiru-biru is not familiar to the tourists?

2) What strategies can be taken to develop Sibiru-biru to be a best object for tourists?

3. The Objective of Study

The purpose of writing in this paper are:

1) To find out the strategies to make Sibiru-biru becomes a famous place to be visited by the tourists.

2) To find out the strategies to make Sibiru-biru interesting for tourists to see.

4. The Scope of Study

This study discusses to find out the strategies in developing the main object Sibiru-biru to be famous to the tourists and interesting in place to see.
5. **The Significance of Study**

The significance of study is divided into two sections, they are:

1) The theoretical benefits hope this study may provide information to increase an appropriate policy and consideration for increase tourism, especially in *Sibiru-biru* in the future.

2) As contributed to the local government to his campaign to develop the tourism, especially tourist destinations *Sibiru-biru*.

6. **The Method of Study**

This study is qualitative, the writer applied library and field research. Library research was used to conduct the field research. The writer went to *Sibiru-biru*’s river to collect the data for this paper.