3. DESCRIPTION

3.1 Sibiru-biru

Sibiru-biru region is located in the district Biru biru Kab. Deli Serdang province of North Sumatra, in fact the Sibiru-biru’s river is located in the village of Lau Sigembura, but are more familiar with the name Sibiru-biru. If from the center of Medan takes about 2 hours to get to the Sibiru-biru. Most local communities Sibiru-biru work as farmers, but there were also a lot that moves on tourism sector as, Sibiru-biru regions has the potential large enough as a recreational area, with sibiru-biru's river as main object area.

Sibiru-biru’s river is one of tourism river favorite that is in north Sumatra in the regions Sibiru-biru, the society of Sibiru-biru always say Sibiru-biru’s river as shore, because broad and the size of the river flow. Suheri, one of the society in Sibiru-biru regions says “we do not know who first called the river Sibiru-biru as the shore, maybe because the size is large, the name of the river is taken from the district where the river is, not because the water is blue, tourists often misunderstood when they first time came to Sibiru-biru, they thought they would be on the beach with blue water, he explained”, but do not think tourists will be disappointed when they arrived at the location, because Sibiru-biru's river offers beautiful natural scenery, the flow of heavy water and is suitable for rafting, as well as crystal clear water and an area for swimming and water play with the kids because it is not too deep. The location is also suitable for tourists who love nature and leisure activities, with a tranquil river flows plus the ripples will be felt very
tempting to jump plunged into the river, or sit or lie on top of large rocks on the edge and the middle of the river.

There are also many stalls stand along the river, so that visitors are hungry will not be difficult to find food, there is home-cooked food such as rice with side dishes, there are also a variety of snacks such as noodles, roasted corn, hot boiled peanuts, and a variety of satay like scallops, quail eggs, tofu and chicken liver, In addition to food stalls, there are also huts for resting and lodging for travelers who want to stay, huts on the banks of the river used to eat for tourists who bring lunch, and when the fruit season, tourists can find a variety of fruits such as durian, duku, rambai, mangosteen, olive brought by farmers directly from his garden and the fruits are fresh for sure.

3.2 facilities and infrastructure

1. Transportation

*Sibiru-biru* region is located in district Biru biru Kab Deli Serdang province of North Sumatra, if from the center of Medan takes about 2 hours to get to the *Sibiru-biru*, transportation provided exclusively to transport tourists to the *Sibiru-biru* does not exist, that there only public transportation is public transportation KPUM D95 which drove in to *Sibiru-biru*, but not directly to*Sibiru-biru’s* river, so that tourists who come have to walk about 10 minutes to get to the *Sibiru-biru’s* river, or ride a motorcycle to get there and this is something that is bad for tourists who come by public transport, because they still have to spend extra effort or expense to get to the *Sibiru-biru’s* river, and it affects a little amount of interest the tourists.
2. **Accommodation facility**

*Sibiru-biru* region does not have a hotel, but there are home stay (ordinary house with some rooms rented out to guests) which can be rented, but certainly do not have the facilities as well as the hotel is able to serve visitors for twenty four hours. Sometimes some travelers want to stay more than twenty four hours, and he / she wants to stay at the venue, but have constraints in the service room, because home stay does not serve room service such as deliver food to visitors.

3. **Facilities catering services**

*Sibiru-biru* does not have any restaurant, there are home cook who prepared meals that have been cooked and is readily available, and tourists can not get food other than those in the menu list, and for everyone who has different taste, especially people who like the dishes are still fresh, this is an obstacle, and can not meet the level of satisfaction for the tourists.

3.3. **The Right Strategy for the Sibiru-biru Region**

1. **Training on surrounding communities**

With the number of tourists coming to the *Sibiru-biru* region, of cours the role of local communities is urgently needed.*Sibiru-biru* does not have plans to develop tourism so it requires training to people directly change this thinking.

When people are about as friendly to tourists, the tourists will feel comfortable in the area, and it is one of the benefits the community around the area of *Sibiru-biru*, because the people of*Sibiru-biru* very friendly to visitors. However, knowledge of the community about tourism is very low, especially in terms of communication, not infrequently there are foreign tourists who come to
Sibiru-biru for a vacation to enjoy their free time, but tourists are experiencing problems in communication, because the surrounding community, especially influential directly in tourism is not able to communicate well with the surrounding community, because the people around do not know the English language, where English language is the international language, communication is not good to make foreign tourists will have trouble being served, and the resulting lack of satisfaction rate for tourists, so they probably will not come back in a time to come, and of course the news would appear that the blue-blue area is not a good place for foreign tourists.

2. **Tourist Attractions**

*Sibiru-biru* has beautiful sightseeing, especially *Sibiru-biru's* river that has a beautiful view, fresh air and the water is very clean, as well as a beautiful environment that is good for the tourists, but the *Sibiru-biru* is very poor in tourist attraction.

In every area of tourism, in addition to the beauty of the place, the attractions is needed, perhaps cultural attractions and the other showing the peculiarities of the area such as *Bali* for example, in addition to having a beautiful view, *Bali* also featured attractions of their culture as a major attraction for tourists to come and it proved successful to attract tourists come, they perform their traditional ceremonies like ceremonial cremation (*Ngaben*), and it attracts tourists, because they never see it and feel curious and want to know what is the meaning, purpose and how the traditional ceremony took place, strategy in
displaying traditional ceremonies as practiced by the people of Bali is very exemplary by the Sibiru-biru region.

Sibiru-biru region dominated by ethnic Karo, although there are various other tribes such as the tribe of Java, the tribe of Batak and Nias, with various tribes, of course, the area has cultural diversity can to show for tourists to supplement tourist attraction in the area, we take some examples of traditional ceremonies "Tuan Cinta" performed by one of the clans in the tribe Karo, the clan Sembiring Kembaren. Ceremonies Tuan Cinta performed by Sembiring Kembaren is a ceremony to keeping in respect, and ask for health, relief and fortune to the family of the deceased Sembiring Kembaren. In this ceremony, there will be a ritual of calling the spirits of those who have died or are commonly called ethnic Karo with the word "Tendi", to the accompaniment of music typical and sesajien (such as food and beverages) which has been prepared, spirits invoked by someone who is an expert, the spirits who have died will come and go into the body Sembiring Kembaren family members, and they will dance while eating sesajien which has been prepared, with the traditional ceremony, likely to attract tourists to come into Sibiru-biru, rather than one right way to attract tourists, it this is also useful to introduce and preserve the culture of the surrounding area making it known to people around and the tourists.

3. Promotion

Promotion is one way to develop tourism, with tourist promotion the tourist can recognize and know a tourist attraction, and is one of the most effective ways to develop tourism. However Sibiru-biru region is lacking in promoting
tourism objects, there are promotions that they have done such as pasting leaflets object of the *Sibiru-biru’s* river on public transport, but it was not enough, it would be better if you add the use of printed media by placing advertisements in newspapers about *Sibiru-biru’s* rivers, as well as the use of electronic media to create a special website address *Sibiru-biru* tourist area.

4. **Safety**

Safety sorely needed for a tourist attraction, because if the safety is not conducive, it will affect the value of these attractions, and affects the interest and the number of tourists who come to visit, because the conducive safety will provide convenience for tourists when visiting, travelers want their safety is assured, so they can enjoy their time at the sights. Safety is not just for tourists, but also for vehicles and goods they carry. In the *Sibiru-biru* region the safety for tourists is very less, because of the absence of a special security as a security guard who is specifically tasked to maintain security, and the absence of guard rivers such as the coast guard, who is always monitoring the tourists, if there is a drift or sink, in the absence the river guards, when there is someone who is lost then there is no person who saved.

3.4 **Regional Economic Developments with the Increase of Tourist**

With the increase in tourists coming to the *Sibiru-biru* region, then it will directly impact on the income of the people around, ranging from parking fee, rental shack, mats, and a wide variety of food vendors. Parking fee for motorcycles is 2000 rupiah and to a type of car is 5000 rupiah, the price of each mat is equal to every shack near a river *Sibiru-biru* amounting to 20,000 rupiah,
and to homestay costs 80,000 rupiah for twenty-four hours. Traders who sell around the river *Sibiru-biru* as traders of food, drinks, fruits and others also will certainly feel the impact with the increase of tourists who come, because it will add to the buyer. With the expenses incurred by the traveler, it will increase income of the people around the area.
4. CONCLUSION AND SUGGESTION

4.1 Conclusion

From the STRATEGY TO DEVELOP SIBIRU-BIRU TO BE A BEST OBJECT FOR TOURISM, it can be concluded, that Sibiru-biru region has a nice tour, Sibiru-biru’s river is a natural attraction, Sibiru-biru’river has a huge potential to become a tourist destination for tourists, but is still constrained in infrastructure that inadequate, and need more attraction maybe like culture attraction, and also in the planning is still weak due to the inability of local communities to manage Sibiru-biru’s river.

4.2 Suggestion

The reader can see the beauty and tourism potential of the Sibiru-biru region to become one of the sights are great for tourists, but require assistance from local authorities to improve facilities and infrastructure, as well as provide training to people of tourism, so that the local community can think of and find out what that must be done in order to create Sibiru-biru visited more tourists, because the local community does not have a good knowledge of the tourism, it proved to be of poor planning by the local community.