



Contents lists available at [openscie.com](https://openscie.com)

Indonesian Journal of Community Services Cel

Journal homepage: <https://ijcomcel.org/index.php/IJCSC>



## Efforts to Manage the Hidden Heaven of the World in Pamah Semelir Langkat-North Sumatra

Mavianti<sup>1</sup>, Makmur Harun<sup>2</sup>, Ririn Ananda Putri<sup>1</sup>, Wita Sania Agustin<sup>1</sup>, Putri Andreani<sup>1</sup>

<sup>1</sup>Universitas Muhammadiyah Sumatera Utara, Jl. Kapten Mukhtar Basri No. 3 Medan, Indonesia

<sup>2</sup>Universiti Pendidikan Sultan Idris, Tanjung Malim, Perak, Malaysia

\*Correspondence: E-mail: [mavianti@umsu.ac.id](mailto:mavianti@umsu.ac.id)

### ARTICLE INFO

#### **Article History:**

*Received 02 April 2022*

*Revised 09 April 2022*

*Accepted 10 April 2022*

#### **Keywords:**

*Effort,  
Hidden Heaven,  
North Sumatera,  
Pamah Semelir.*

### ABSTRACT

This paper aims to reveal the hidden beauty of the tourist village of Pamah Semelir which is located in the village of Telagah, Sei Bingai District, Langkat Regency, North Sumatra Province. This village holds a lot of natural beauty that amazes the eyes and soothes the heart. This location has many tours that can be visited by local tourists and tourists from outside, cold tourist attractions with beautiful views will add to the attraction of tourists to take a break from the hustle and bustle of the city. Pamah breezy is also often used as a camping place by young people and this place is also one of the choices for residents who visit Langkat district because the nature is still beautiful and still awake even though when in the location of pamah semelir the signal is lost but does not reduce interest in enjoying the beauty nature. However, problems arise due to the pandemic so that this tourist location does not get treatment so that it has an impact on less than optimal care. Therefore, according to the author, several things need to be done, namely 1) The need for guidance in terms of managing halal and good food in the context of services for visiting tourists to make it more comfortable in choosing food, 2) The need for assistance in determining the price of food being traded so that it does not there is too much variation with non-tourist areas, in this case also in order to attract tourists to this area, and 3) There are inadequate facilities that support the availability of public vehicles. In this case, local government support is needed to provide services for tourists who do not have private vehicles.

## 1. Introduction

Tourism is a sector that plays an important role in increasing income. Indonesia is a country that has natural beauty and cultural diversity, so it is necessary to increase the tourism sector. This is because tourism is a sector that is considered profitable and has the potential to be developed as an asset that is used as a source of income for the nation and state.

Tourism comes from two words, namely "Pari and Wisata". Pari can be interpreted as many, many times, round and round or complete. Meanwhile, tourism can be interpreted as a trip or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "Tourism" can be interpreted as a trip that is carried out repeatedly or in circles from one place to another, which in English is called "Tour" (Yoeti, 1991). Meanwhile, according to RG. Soekadijo tourism is all activities in society related to tourists (Soekadijo, 2000).

According to the Big Indonesian Dictionary, tourism is everything related to travel for recreation, travelers, and tourism (DepDikNas, 2005). Meanwhile, Murphy defines tourism as all related elements, such as tourists, tourist destinations, travel, industry and so on (Murphy, 1985). Development A place that is used as a tourism area is expected to be a reliable source and potential for economic activity that is able to promote economic activity, including other sector activities so that employment, community income, regional and state income, as well as foreign exchange earnings increase through development and development efforts of various sectors. National tourism potential, while maintaining the nation's personality and preserving the function and quality of the environment.

Pamah Simelir nature tourism is located in the basin / valley or the Pamah area in the local language (Karo) which is in the Bukit Barisan row which makes the weather in this area very cold with very clean air and has a very beautiful natural panorama of the mountains. As for the location of this area located in Langkat Regency, North Sumatra. Precisely in Telagah Village, Sei Bingai sub-district. Pamah Simelir natural tourism is located in the Pamah Semelir hamlet area and Perteguhan hamlet is part of the Telagah village which is directly adjacent to the Gunung Leuser National Park area. Geographically, it is located at coordinates 97° 52' east longitude – 98° 45' east longitude, 3° 14' north longitude – 4° 13' longitude, at an altitude of 700 – 910 m above sea level.

Pamah Simelir is about 4 km from Telagah Village and 27 km from the capital of Sei Bingai District. From Medan, it can be reached in 4 hours by public transportation or 1.5 hours from the city of Binjai. From Binjai there is regular public transportation to this village. From Telagah village, the journey still has to be continued on foot or you can also rent available local transportation. The road to Pamah Simelir hamlet is still in poor condition, some are paved and some are rocky. There are simple lodging facilities available at people's homes. Foreign tourists stop and spend the night in this area brought by a guide from Bukit Lawang with the aim of trekking to Lau Kawar. Tourists who spend the night usually bring their own tents or stay at people's homes.

At this tourist location there are various plants such as Dipterocarpus sp, shorea sp, champhor, rattan and cinnamon, Tangkeh Lengat Tree, Forest Banyan, Forest banana, and also various types of animals such as tigers, bears, hedgehogs, mouse deer, white forehead langurs/monkeys, Kulikap/Saruli, Sarudung/Serudung, Ungko, Orang Utan/Mawas, Siamang, etak/Biturung, Murai, Swamp Cucak, Swallow, Kuau, Ketilang, Hornbills, White-bellied eagle, Hornbill, Sri Gunting etc. Besides that, there is also the stunning potential of Mount Semelir (1,754 m above sea level), Caves, Waterfalls, hot springs and natural geological formations. The Gunung Leuser National Park Center encourages community participation through the establishment of the Semelir Erdilo Tourism Institute (LPSE) which is expected to be a local institution that can drive the development of natural tourism in this area.

Based on a report from Van Bremmelen, the material that makes up the soil content in most areas of Aceh and North Sumatra comes from the eruption of Mount Simelir. The mineral content of the soil is generally quartz and volcanic sand, and the hard fraction is amphibole type. The hamlet area is

generally agricultural land and community plantations with the main crop being coffee. In the Gunung Leuser National Park area, it tends to be pristine and there are species of trees with high economic value and you can still find Orangutans and other primate species as well as a variety of birds.

In general, most of the people live from the agricultural sector (up to 95%), trade, civil servants, plantation employees, and casual workers. In addition to agricultural crops such as rice and vegetables, there are also cultivated plants, which are generally hard plant species such as bamboo, durian, cinnamon and coffee. Most of the people are the Karo tribe. In general, people still adhere to their customs. Here you can still see the traditional Karo arts which are displayed at weddings, deaths and at the Annual Party. Guro-guro Aron's drum is a typical art that is often displayed, including traditional foods.

Some of the people still adhere to traditional beliefs called Pemenah (at certain times they hold prayers and offerings to the forces of nature for the safety and welfare of their people). Tourism Potential This area has a very beautiful natural panorama of tropical forests and its authenticity is still maintained with the feel of the cool air. This area has high biodiversity. With a distance of 3 hours drive from Pamah Semelir, you can find the Srenggana waterfall with a height of 30 meters. This waterfall is located at the foot of Mount Simelir and is the headwaters of the Sulkam river which flows into Sei Wampu. Tourism activities that can be carried out are in the form of observation and research, trekking, bird watching, camping, and education tourism ([Federico De Andreis, 2019](#)).

In Pamah Semelir there are more and more visitors because the development of tourism activities in Pamah Semelir can have a broad impact or influence, both positive and negative impacts on the physical, economic, social and cultural environment for the community around the Pamah Semelir area, especially for the Telagah village community ([Zakiah, 2019](#)). Tourism activities in economic life have many positive impacts, namely creating jobs (business opportunities) that are quite wide for the residents of Telagah village and its surroundings. These job opportunities include retribution collection officers (TPR), parking attendants, cleaners, natural resource management in the area, food and beverage businesses and others. The negative impact is that there are social deviations such as littering which causes a lot of garbage left by tourists. Referring to this fact, the researchers are interested in studying more deeply about the impact of the existence of a tourist park on the socio-economic life of the surrounding community. Because Pamah Semelir natural tourism has many charms that must be explored so that the general public knows the existence of Pamah Semelir natural tourism.

## **2. Method**

This activity is carried out in three stages, namely: *first*, the preparation stage, starting with observing the service location and asking for permission to carry out activities in the village. *Second*, the implementation stage, which includes: education about the management of the Pamah Semelir tourist village which has interesting potential such as a hidden “World Heaven”. *Third*, the evaluation stage, is carried out to find out, assess, and measure the level of awareness of local residents to love the environment more and care about the village because the available potential is extraordinary. The form of this love should be shown by real action in developing the potential of Pamah Semelir village.

## **3. Results and Discussion**

Based on the results of community service carried out by the service team, information was obtained that at the Pamah Semelir tourist location there are several destinations that can be used as destinations by tourists. The destinations in question are as follows:

### **3.1 Tree House Habitat**

Pamah Semelir Habitat Tree House located in Telagah village, Sei Bingai District, Langkat Regency, North Sumatra Province. One of the areas that is rich in tourism potential in Langkat is about

63.9 km or 3 hours by road from the city of Medan, the name Pamah Semelir is quite famous like a hidden paradise that is so alluring. This location is visited by many local and foreign tourists. This tree house habitat in Perteguhon Hamlet is part of the Pamah Semelir tourist village which has beautiful peaks. Investors buy them from locals and then build a unique and interesting place. The trees at the top of the hill have been transformed into a selfie zone which is certainly very indulgent for selfie lovers (W. R. Situmorang, 2020).

Not just taking pictures, there are also benches and small tables for visitors who want to relax and enjoy a cup of warm coffee. The beautiful stretch of the Bukit Barisan and the cool air are the main icons of tourism in Pamah Semelir. So it needs to be developed through digital-based business promotion (S. H. Situmorang, 2016). The facilities at the Habitat Tree House include a prayer room, parking area, toilets, gazebo, room lodge, camping ground, tracking, cafeteria, waterfall, sunrise, astrophotography and can see the view of Medan at night. Entrance tickets to Habitat Tree House destinations for motorbikes are 25 thousand rupiahs and cars are 55 thousand rupiahs. As for lodging, it ranges from 300-400 thousand rupiah and renting a tent for camping is around 70 thousand rupiah for a capacity of 4 people.

### **3.2 Pool of Pamah Semelir**

Pond Pamah Semelir Pond which is located at Simpang Lau Kulap, Telagah, Salapian, Langkat Regency is the right destination for gathering with family. In this place, you can enjoy the breeze and find peace that is rarely found in urban areas. Natural green hills with a half-hectare pool in the middle, can nourish the view. Pamah Semelir Pond is also often used as a place for camping for young children. The facilities at the Pamah Semelir Pool are a small hut to relax by the pool, a selfie zone, toilets and a parking area. The entrance ticket to the Pamah Semelir Pool is IDR 15,000 per car and IDR 10,000 per motorbike is charged for motorbikes.

### **3.3 Pamah View**

Pamah View is a tourist location located in Pamah Semelir Hamlet, Telagah Village, Sei Bingai, Langkat Regency. This place provides lodging that offers a natural atmosphere with a quite unique concept. The inn rooms in this place come from containers that have been modified in such a way that they are habitable. The manager currently only provides 9 cottages to relax after soaking in the cold water pool. Not just a pool, the manager pampers visitors with a small waterfall that comes from an upper spring. The rocks are arranged in a stream to form a small waterfall with a swift current descending down. The depth of the pool is about an adult's neck or about 1.5 meters. Indeed, the location seems not fully ready. The path around Pamah View with an area of about 6 hectares has not been fully completed. In addition to the Pamah View pool, it also provides camping ground and glamping facilities. Glamping provides an experience of staying in a tent with facilities that are not inferior to five-star hotels. The entrance ticket for Pamah view visitors pays Rp. 20,000 per person. Other facilities are prayer rooms, bathrooms and changing rooms. Beanbags are also the main attraction of this place. Beanbag is a sofa that resembles a large cushion filled with Styrofoam which is very comfortable to sit on.

### **3.4 The gaze of Pamah Semelir**

The geographical contour in the form of a valley makes the scenery of this area look so beautiful when viewed at the gaze of Pamah Semelir. Because it is a causeway to Karo district via Langkat, this location is quite often used as a stopover. From this gaze, visitors can see rice fields and plantations owned by residents while enjoying coffee and food available in small stalls along the location.

### 3.5 Mate Waterfall

Mate waterfall, located in Pamah Semelir Hamlet, Telaga Village, Sei Bingai, Langkat Regency, offers its own charm. This area is directly adjacent to the Gunung Lauser National Park (TNGL) forest area. To be able to get to this destination requires a distance of approximately 4 hours from the city of Medan. Not only cool, this area is also filled with panoramic views of the mountains and quite challenging paths. There is also a simple accommodation facility located in a resident's house, but usually visitors have brought their own tents, so they can feel the feel of a free nature.

In general, people adhere to their customs. Tourists can also watch Karo traditional arts which are displayed at weddings, deaths and annual parties. This tourist location also has many plants such as Rattan, Cinnamon, Tangkeh Lengat Tree, Forest Banyan, and Forest Banana. Not only that, several types of animals such as monkeys, forest people, gibbons, magpies, and many other animals.

### 3.6 One Heart Hill Batu Mbelang

One Heart Hill Batu Mbelang offers natural beauty to the coolness of the water. One Heart Hill Batu Mbelang presents a building made of wood with a heart symbol in the middle. What makes this tourist spot even more unique is the presence of artificial decorative knick-knacks made of plastic such as used soda bottles, mineral water drink caps and plastic straws. When entering One Heart Hill, visitors will climb the stairs which are greeted by coffee plants and beautiful flowers. Visitors who come from Medan City will rarely travel 60 km to reach the location to One Heart Hill Batu Mbelang. The entrance fee to this tourist location is IDR 25 thousand per motorbike, including parking fees.

### 3.7 Pamah Semelir Rice Field Sleeping

This Pamah Semelir Rice Field Sleeping Tour presents a destination that blends with Pamah Semelir's nature and very beautiful Star-shaped Camping. Rice Field Sleeping Tours. One alternative to travel with a camping theme. Here, visitors are presented with a choice of staying overnight with the theme "*CAMPING*". The star-shaped camping tourist spot is located in Pamah Semelir Village, Langkat, North Sumatra. The time taken is about 2 hours from the city of Medan. The route taken is Medan - Binjai - Namu Ukur - Galuh House - Telagah (towards Tanah Karo, Lake Lau Kawar). The facilities available at Pamah Semelir rice field tours are camping-themed photo spots, camping tents (complete with pillows, thick blankets, mosquito nets) for 2-3 people. There are also canteens, prayer rooms, and toilets as well as "*FREE WIFI*" (only for camping visitors). Clean water, power plugs, lighting, trash cans, and ample parking as well as friendly service. Entrance ticket Rp. 5.000,- / person (if just visiting and taking pictures), Rent a complete tent with facilities Rp. 75.000,- /tent, swimming pool Rp. 5.000,- / person, rent a stall Rp. 25.000,- / person (if you bring your own tent).

Traveling is essentially a need for all human beings with certain tourist destinations. Law Number 10 of 2009 concerning Tourism mandates that everyone has the right to have the opportunity to meet tourism needs. The context shows that tourism demand (tourism demand side) must be measured from leaving home until returning from traveling activities. Indonesia has cultural diversity and uniqueness as a tourist attraction (tourism supply side), so the government places the tourism sector as the leading sector that supports the national economic system. In fact, many tourists are interested in visiting tourist areas because previously they only saw it from social media so they wanted to visit it directly (W. R. Situmorang, Rini, & Sembiring, 2020).

Pamah Semelir, which has an attraction and is one of the beautiful and cool tourist areas, is an option for domestic and foreign tourists to spend time with family to get to know more about the hidden beauty of nature. The image formed from a tourist attraction is a combination of the factors that exist in the Pamah Semelir tourist attraction starting from (weather, natural scenery, security, health, hospitality of local residents and so on. Road conditions are very good and smooth can be passed by using 4 or 2-wheeled vehicles. But for now there is no public transportation to the location so you have



to use a private vehicle (Iswanto, 2018). Of course it is also a thought so that Pamah Semelir's nature tourism is not only known by the local community (Costa, 2015). Of course, the utilization and maintenance of natural tourism at Pamah Semelir can also be used to attract the interest of the younger generation to have an entrepreneurial spirit (Mavianti, M, 2019).

According to Zeithaml and Bitner (2017) define servicescape (service environment) as all aspects of a service organization's facilities which include exterior attributes (information boards, parking lots, natural views) and interior attributes (design, layout, equipment and decoration). Physical experience is very important in influencing consumers in the service industry environment. The experience felt when visiting a tourist spot is also a consideration for current visitors in choosing a destination. So that the visitor experience (customer experience) needs to be a concern for managers or marketers in satisfying their consumers so they can win the competition (Paladan, 2020). Consumers will be able to distinguish products and services from one another because they can feel and gain direct experience through five approaches (sense, feel, think, act, relate), both before and when they consume a product or use a service.

Pamah Semelir has many tourist attractions that can support the economic development of the local population, only because of the current pandemic, this tourist location is not getting a touch so that it has an impact on less than optimal care (Gurawa, Amin, Najdmi, & Syarif, 2020). Therefore, according to the service team, several things need to be done and need to synergize with the local government (Ulum, & Alfian, 2020) namely 1) The need for guidance in terms of halal and good food management in the context of services for visiting tourists to make it more comfortable in choosing food, 2) The need for assistance in determining the price of food that is traded so that there is not too much variation with non-tourist areas, in this case also in order to attract tourists to this area, and 3) There are facilities that support the availability of public vehicles. adequate. In this case, local government support is needed to provide services for tourists who do not have private vehicles.

#### **4. Conclusion**

The tourist village of Pamah Semelir which has a million charms should require concern that must be realized by the surrounding community and with full support from the local government. This needs to be done so that its charm is always maintained and the number of tourists visiting is increasing, not only local tourists but also national and foreign tourists. However, some of the attractions in Pamah Semelir were damaged because they did not receive treatment and the pandemic conditions added to the situation which made things worse. So that it has an impact on many aspects such as the number of tourists that affect the income of local residents. Conditions like this of course should not be left for too long because it will be fatal, namely the death of a tourist attraction. If a tourist attraction is dead, it will take energy, money, thought and time to revive it. For this reason, real synergy from various parties is needed to create a tourist village that can realize tourist expectations.

#### **5. Acknowledgment**

The authors would like to thank all those who support this service activity, the Chancellor of the University of Muhammadiyah North Sumatra, the Dean of the Faculty of Islamic Religion, University of Muhammadiyah North Sumatra and the Head of the Pamah Semelir Hamlet, Langkat. Also to the Pamah Semelir Village Community who provide good support and cooperation so that this service can be carried out.

#### **6. References**

AZ, S. I. P. A. K., Ulum, B., & Alfian, E. (2020). *Upaya Dinas Pariwisata Dan Kebudayaan Kota Jambi Dalam Mengoptimalkan Objek Wisata*. repository.uinjambi.ac.id. Retrieved from <http://repository.uinjambi.ac.id/1136/>

- Costa, N. (2015). Remembering Guido Martinotti as an Applied Sociologist to the Urban Mobilities and Local Community. *Advances in Applied Sociology*, 5(1).
- DepDikNas. (2005). *Kamus Besar Bahasa Indonesia* (3rd ed.). Jakarta: Balai Pustaka.
- Federico De Andreis, M. C. (2019). A Critical Approach to the Tourism Management. *Open Journal of Applied Sciences, Scientific Research*, 9(5). doi:10.4236/ojapps.2019.95027
- Gurawa, H. M., Amin, R., Najdmi, N., & Syarif, E. (2020). Desain Konfigurasi Ruang Permukiman Cikoang Berbasis Desa Wisata. *JURNAL TEPAT ....* Retrieved from [https://eng.unhas.ac.id/tepat/index.php/Jurnal\\_Tepat/article/view/128](https://eng.unhas.ac.id/tepat/index.php/Jurnal_Tepat/article/view/128)
- Iswanto, J. (2018). *Kajian Hukum Lingkungan Terhadap pembangunan Jalan di Kawasan Tropical Rainforest Heritage Of Sumatera (Studi Pembangunan Jalan di karo Langkat)*. repository.uma.ac.id. Retrieved from <http://repository.uma.ac.id/handle/123456789/13668>
- Mavianti, M, (2019), [Mental Building In Entrepreneurship On Students In Facing The Industrial Revolution Era 4.0](#), *Proceeding Multi-Disciplinary International Conference University of Asahan*, (1)..
- Murphy, P. E. (1985). *Tourism. A Community Approach*. New York-London: Metheun.
- Paladan, N. (2020). Community-Based Approach in Developing Farm Tourism. *Open Access Library Journal Scientific Research*, 7(12). doi:10.4236/oalib.1107043
- Situmorang, S. H. (2016). *Digital Business*. Medan: USU Press.
- Situmorang, W. R. (2020). *Pengaruh Social Media, Servicescape Dan Customer Experience Terhadap Minat Berkunjung Ulang Dengan Kepuasan Pengunjung Sebagai Variabel Intervening Pada Objek Wisata Rumah Pohon Habitat Pamah Semelir Kabupaten Langkat*. Universitas Sumatera Utara.
- Situmorang, W. R., Rini, E. S., & Sembiring, B. K. F. (2020). The Effect of Social Media, Servicescape and Customer Experience on Revisit Intention with The Visitor Satisfaction as an Intervening Variables in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency. *International Journal of Research and Review*, 7(1). Retrieved from [https://www.ijrrjournal.com/IJRR\\_Vol.7\\_Issue.2\\_Feb2020/Abstract\\_IJRR0011.html](https://www.ijrrjournal.com/IJRR_Vol.7_Issue.2_Feb2020/Abstract_IJRR0011.html)
- Soekadijo, R. G. (2000). *Anatomi Pariwisata*. Jakarta: PT. Gramedia.
- Yoeti, O. A. (1991). *Pengantar Ilmu Pariwisata*. Bandung: Angkasa.
- Zakiah, F. U. (2019). Pengaruh Sektor Pariwisata terhadap Pendapatan Asli Daerah (PAD) dalam Membangun Infrastruktur Kota Bandar Lampung Ditinjau Berdasarkan Perspektif repository.radenintan.ac.id. Retrieved from [http://repository.radenintan.ac.id/7010/1/Skripsi\\_Full.pdf](http://repository.radenintan.ac.id/7010/1/Skripsi_Full.pdf)