

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Tourism is one of a important economic sectors in various countries, including Indonesia. Indonesia is well known for its paradise world, which has a millions of natural views, a variety of customs and cultures, and ancestral heritage that make it a place of study as well as a place of vacation.

North Sumatra is one of the provinces in Indonesia located on the island of Sumatra, which is also one of the largest provinces in Indonesia. North Sumatra has tourism potential that should not be underestimated, with the diversity of tourist charms such as natural, cultural, historical, and typical culinary tourism that maked this province on a list that must be visited by tourists.

One of the must-visit tourist attractions in this province is Paropo Village. Paropo is one of the villages located in Silahisabungan district, Dairi Regency. Paropo is also one of the villages on the shores of Lake Toba. This village holds the best view of Lake Toba from another angle. From this village, you can clearly see the mountains and plateaus surrounding Lake Toba, camping around the shores of Lake Toba, fishing and explore the surrounding hills and you can follow the onion cut attraction. This village has great potential for tourists to visit.

The tourism potential must be managed and developed optimally to improve the welfare of the local community. One of the ways that can be done to develop it is by introducing or promoting the tourist attraction to the world.

Many media can be used to promote tourism, such as television, social media, banners, posters, brochures, websites, and newspapers or magazines. In this study, I used the website as a media to introduce the tourist attraction because

the use of the website as a promotional media is more effective for reaching various groups of people. The website can be easily accessed by anyone as long as it is connected to the internet network. Currently, the website has been widely used as a media for tourism promotion in Indonesia. However, there are still many tourist attractions that have great potential to be visited that have not received good management by the local government or the tourism manager itself.

Not much effort has been made to introduce and develop the tourist attraction. So that, these tourist attractions are not well known to people outside the local and foreign people. There are still many tourist attractions that do not have their own websites, both in Indonesia and in English, one of which is this Paropo Village. In this study, I will create website in two language, that is Indonesia and English, so that this village is better known by the wider community, not only Indonesian citizens but also foreign people. Those are some of the reasons why this destination and media were chosen as subjects to complete the final project.

## **1.2 Formulation of the Problem**

The problem was formulated on "How were the Processes of Creating a Website for Paropo Village Tourism?"

## **1.3 Purpose of the Study**

The purpose of this study was to create a website that contains information about Paropo Village especially tourist attraction with the aim of educating and inspiring prospective tourists from local community and foreign people, and explaining them in Indonesia and English.

## **1.4 Significances of the Study**

### 1.4.1 Significance for the Tourist

Through this website, the tourists will get an overview and information all of about Paropo Village.

### 1.4.2 Significance for the Tourism Management Community

This website was expected to become a trigger for the tourism stakeholder, especially in North Sumatera to do more toward, tourism in Paropo. Furthermore, it is also expected to the investors from Indonesia or foreign countries to invest to tourism development in Paropo.

### 1.4.3 Significance for the Students

This website was expected to provide information, education, and references for students who want to learn to develop a destination or tourist attraction.