

CHAPTER I

INTRODUCTION

1.1 Background

North Sumatra is a province which is located on the island of Sumatra, Indonesia. North Sumatra province is located at 1 ° - 4 ° north latitude and 98 ° - 100 ° east longitude, land area of North Sumatra Province 71 680 km. The province is inhabited by many ethnic groups of Malays. The original inhabitants of this province consists of ethnic Malays, Batak Tribe, Nias Tribe, and the Acehnese people.

As the centre of tourism activities, North Sumatra serves interesting and impressive places for tourist , such as Lake Toba, Samosir Land, Taman Iman and Salib Kasih. North Sumatra is known not only for Lake Toba but also for a historical town. There are several historical objects in this town, one of them is Salib Kasih Tarutung. The location is in the hill of Siatas Barita in Kecamatan Siatas Barita, South of Tarutung, North Sumatra Province.

Salib Kasih is a monument to the memory of all about the service of missionaries, particularly Dr. Ingwer Ludwig Nommensen. He is a Apostel Batak who has the courage, sincerity and spirit of adventure. He grew up under western culture in Germany. Nommensen dared to set the option to go to another world entirely different, distant and mysterious that is Batak Land. Salib Kasih is built in October 1993.

The area around the Salib Kasih monument is grown with green trees. The dominant type of tree is pine trees which gives shade and coolness for the visitors coming. There are also the prayer rooms that are provided for visitors. The colour of Salib Kasih is white that means a holiness especially the historical values of Salib Kasih in Tarutung.

North Sumatra Government can create tour for holiday tour and study tour in order to make the tourists who take a trip to North Sumatra can get knowledge about North Sumatra especially Salib Kasih in Tarutung. Many people do not know with panoramic views and potential which is owned by Tarutung. The road accessed to Salib Kasih is good. Visitors can bring

personal vehicles such as motorcycles or cars themselves. There is also public transportation like buses to get to Salib Kasih area. In the Salib Kasih area, visitors can only walk to the peak of Salib Kasih. The ticket price is Rp.5000 for person. In addition, there is an inn which is not far from this attraction, approximately 20 minutes of journey time. Around the parking area, there are places for selling many types of souvenirs which are labeled with Salib Kasih with affordable prices, such as; sandals, shirts, jackets and others accessories and also the personal memories of photos in Salib Kasih.

Based on the explanation above so the writer writes the final report entitled “ The Potency of Salib Kasih as Tourism Destination in North Sumatra”

1.2 Limitation Problem

The problem of this final report is limited towards Salib Kasih and its promotion as one of tourism objects in North Sumatra.

1.3 Problem

The problem of this final report is how Salib Kasih Potential is a tourism object in North Sumatra.

1.4 Purpose

The purpose of this final report is to investigate whether Salib Kasih is potential as a tourism object in North Sumatra or not.

1.5 Benefit

The benefit of this final report is to give information to English Students of State Polytechnic of Sriwijaya about The Potency of Salib Kasih as a tourism object.