

MINISTRY OF TOURISM AND CREATIVE ECONOMY/
TOURISM AND CREATIVE ECONOMY AGENCY

DANAU TOBA & CREATIVE INDUSTRY

TOWARDS PRIORITY DESTINATION IN INDONESIA

**ZUKUNFTS
FORUM** Ländliche
Entwicklung

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Zukunftsforum Ländliche Entwicklung
2023

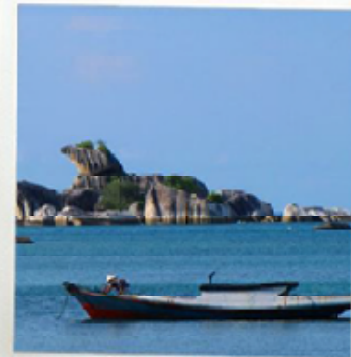
BERLIN , 26 JANUARY 2023

TO CREATE "10 NEW BALI"

4 Super Priority: Danau Toba, Borobudur, Mandalika, dan Labuan Bajo



DANAU TOBA
Sumatera Utara



TANJUNG KELAYANG
Belitung



TANJUNG LESUNG
Banten



KEPULAUAN SERIBU
Jakarta



BOROBUDUR
Jawa Tengah



**BROMO
TENGER SEMERU**
Jawa Timur



MANDALIKA
Nusa Tenggara Barat



LABUAN BAJO
Nusa Tenggara Timur



WAKATOBI
Sulawesi Tenggara



MOROTAI
Maluku Utara



President's statement regarding Super Priority Destinations

Development of infrastructure in super priority destination areas must be accelerated so that it can be promoted internationally.



Danau Toba



Borobudur



Mandalika

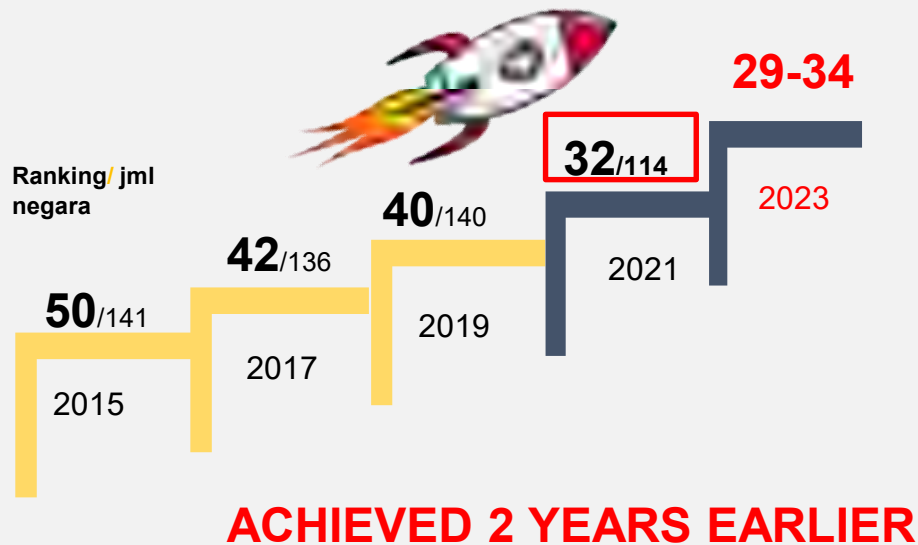


Labuan Bajo



Likupang

TARGET TOURISM INDONESIA



RANKS TTDI 2022

ASEAN countries	Rank
Singapore	9
Indonesia	32
Thailand	36
Malaysia	38
Viet Nam	52

Top 5 Pillars

	Prioritization of Travel and Tourism	3
	Natural Resources T&T	8
	Pressure and Impact	13
	Cultural Resources	16
	Price Competitiveness	20

Bottom 5 Pillars

	Tourist Service	91
	Infrastructure	82
	Health and Hygiene	82
	Socioeconomic Resilience and Condition	80
	Environmental Sustainability	69
	ICT Readiness	68

Situation Analysis – impact of pandemic Covid 19 to North Sumatera



WISMAN MASUK MELALUI PINTU MASUK SUMUT



ECONOMIC GROWTH



UNEMPLOYMENT



HOTEL OCCUPANCY



Domestic tourists to north sumatera , TAHUN 2019-2020



Sources : BPS Prov Sumatera Utara Dalam Angka 2021



TOP 10 WISMAN KE PROVINSI SUMUT

PROVINSI SUMUT SEBAGAI TUJUAN UTAMA WISNUS, TAHUN 2019 (perjalanan)

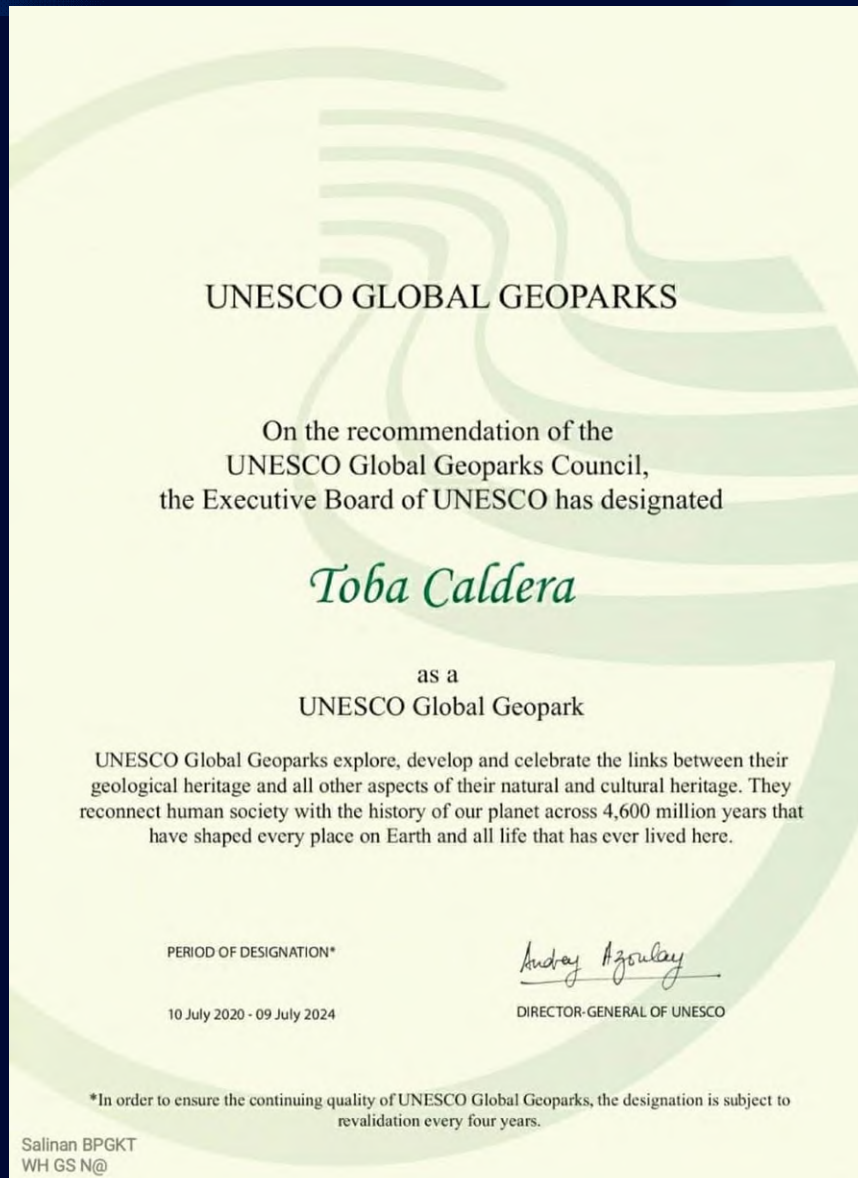


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UNESCO CERTIFICATE TOBA CALDERA AS UNESCO GLOBAL GEOPARK with a duration from 10 July – 09 July 2024

On July 7 2020, the Toba Caldera was officially designated
as a Global Geopark by UNESCO



PRIORITY DEVELOPMENT



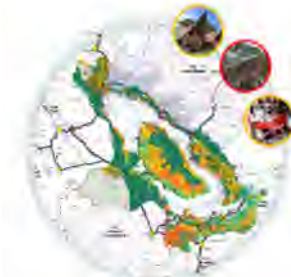
1. *EQUAL DISTRIBUTION OF DEVELOPMENT*



2. *IMPROVING CONNECTIVITY AND ACCESSIBILITY*



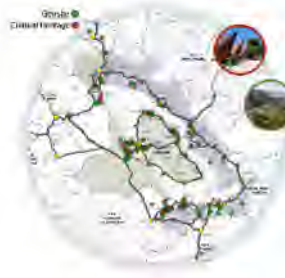
3. *Preserve environment quality*



4. *Orientation towards green environment and infrastructure*



5. *Encourage creative sectors*



6. *Protection for geopark and Bataknese culture*



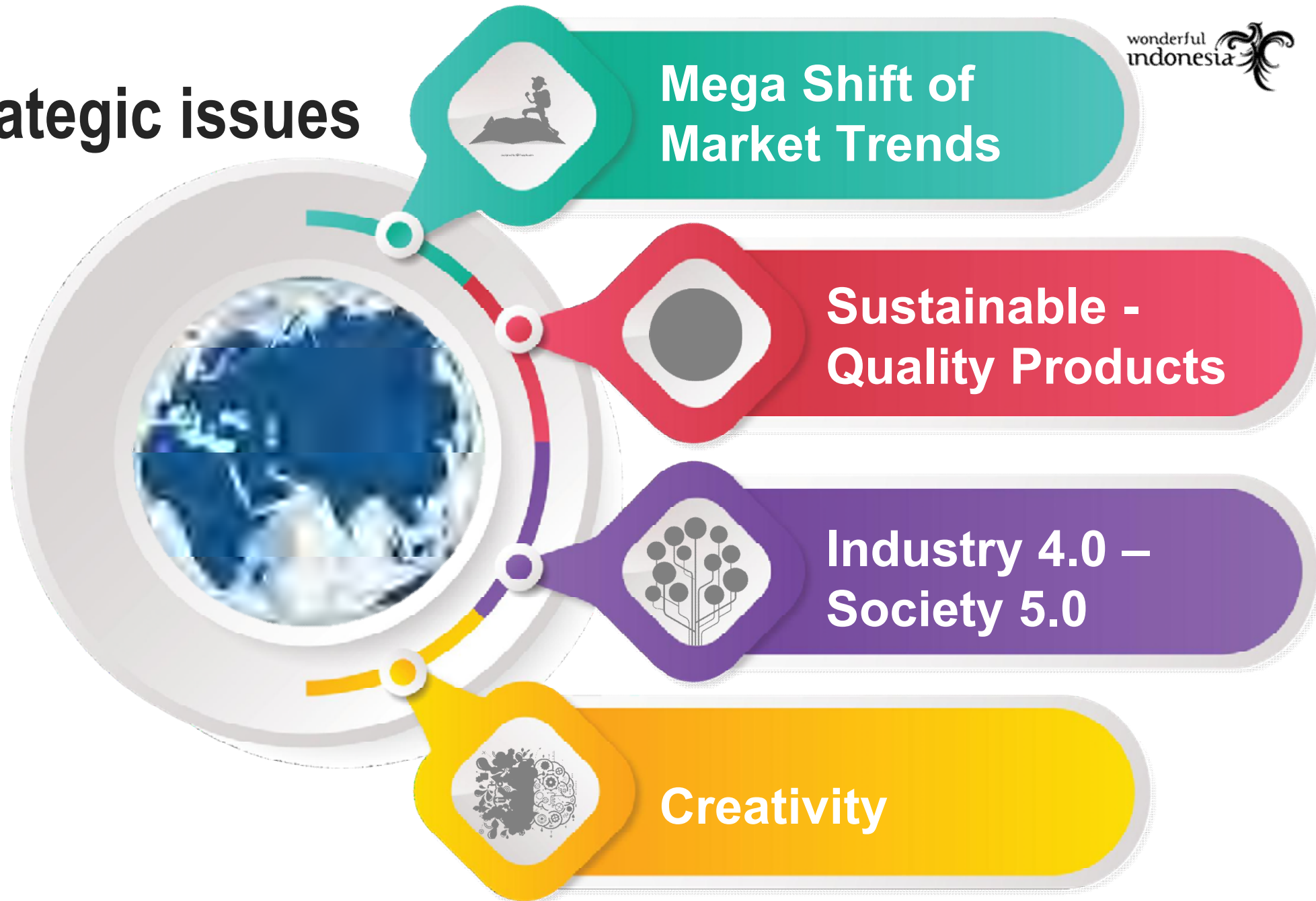
7. *Improving amenity quality towards international standard*



8. *Integration tourism*



Strategic issues



SITUATION ANALYSIS – CREATIVE ECONOMY Sumatera



Utara

➤ Kab. Toba, Kab. Samosir, Kab. Deli Serdang, dan Kota Gunung Sitoli Sebagai Kota Kreatif Kemenparekraf



Subsektor Kriya

Salah satu produk kraf yang ada di Kabupaten Toba adalah sektor kriya, sektor ini di dominasi hasil tenun berupa ulos, hampir di seluruh kecamatan yang ada di Kabupaten Toba pengrajin ulos atau penenun dapat ditemui. Salah satu komunitas penenun yang ada di Kabupaten Toba ada di Desa West, sebagian besar masyarakat desa ini, khususnya kaum perempuan memiliki pekerjaan sebagai penenun, bahkan bisa dibayar lebih dari 60 persen ibu-ibu (perempuan) menggantungkan penghasilannya dari bertenen.

1017 Penenun ulos di Kabupaten Toba Samsir Besar

Kegiatan/event pada Subsektor Kriya dalam satu tahun:

Mengikuti pameran produk UMKM Kabupaten Toba Pada Pekan Raya Sumatera Utara (PRSU) di Medan, Mengikuti Pameran Produk UMKM dalam rangka pengembangan Festival Danau Toba, Mengikuti Pameran Produk UMKM pada perayaan pariwisata Peristiwa Danau Toba, Mengikuti Pameran Produk UMKM dalam rangka pelaksanaan Program Bangsa Kreatif Indonesia (BKI), Mengikuti Pameran Produk UMKM dalam rangka perayaan Hari Jadi Kabupaten Toba, Mengikuti berbagai pameran pameran lainnya dalam program tersebut diatas.

Subsektor Seni Pertunjukan

Geliat Subsektor seni pertunjukan di Kabupaten Samosir mulai terlihat semakin berkembang sejak pertama kali Calendar Of Events Horas Samosir Fiesta Dilaksanakan yaitu pada tahun 2009, sejak saat itu beberapa komunitas dan sanggar-sanggar seni budaya di Kabupaten Samosir mulai bermunculan dan sering-sering mengadakan kegiatan-kegiatan tingkat Kabupaten, Provinsi, Nasional bahkan hingga ke tingkat Internasional.

45 Pakaian/bunga keris terjual dalam 1 tahun

250 Jumlah pelaku/tenaga kerja yang terlibat dalam Subsektor Seni Kriya

Subsektor Seni Pertunjukan mulai memunculkan nilai Ekonomi dipertunjukan sejak tahun 2015, dimana saat ini Kabupaten Samosir menjadi lumbung ramah Festival. Danau Toba – dimana banyak pelaku Ekonomi kreatif mengambil bagian disana, sebelumnya hal tersebut terus berlanjut dibidang seni dibekasibekasnya secara rutin Calendar Of Events Horas Samosir Fiesta – dan kegiatan-kegiatan yang dilaksanakan secara mandiri oleh beberapa Komunitas Seni Budaya yang ada di Kabupaten Samosir.

Subsektor Seni Pertunjukan

Subsektor seni pertunjukan yang menonjol di Kabupaten Deli Serdang adalah kesenian tari yang berasal multi kultural dan Melayu - Karo - Simalungun sebagai suku yang keberadaannya dominan, berikut tari tersebut:

- Suku Melayu:** Serampang 12, Mak Inang Pulau Kampar, Mak Inang Pak Malau, Pakaian Deli, Hiam manik, Terang Kutung, Anak Kalah, Oie Mina Sayang, Sri Langkat, Ronggeng Deli.
- Suku Karo:** Pisau Surti, Terang Bulan, Perkolong-kolong
- Suku Simalungun:** Tari Mandua
- Suku Jawa:** Tari Gambiyong

Jenis Seni Pertunjukan: Tradisi, Kontemporer

Jangkauan Pemasaran: Nasional - Internasional

- Suku Batak Toba:** Tor-tor cawan, Tor-tor Sigali-gali, Tor-tor Sihutal sanggul
- Suku Tapanuli Selatan:** Mak Otang-onang, Kilom-kilom
- Suku Nias:** Mak Ena, Lompat Batu
- Suku Pak Pak Diari:** Ciuatang Peng Pong, Monobuh Kopi

Subsektor Kriya

Kesenian kriya anyaman, pahatan dan sulaman semakin berkembang dan diminati tidak terkecuali karena keahlian pengrajin sehingga membuat kualitas kerajinan sangat baik. Ketersediaan bahan baku untuk kerajinan pun berlimpah dan mudah didapat di Kota Gunung Sitoli. Kerajinan kriya yang berupa anyaman, pahatan dan sulaman menjadi barang kebutuhan masyarakat lokal dan juga digemari wisatawan sebagai souvenir khas motif Nias dari Kota Gunungsitoli.

Rp 1 Miliar Omzet subsektor kriya per tahun

12/tahun Jumlah kegiatan

2/tahun Penghargaan

100/tahun Tenaga Kerja

33 tahun Lulus Subsektor (Sejak 1988)

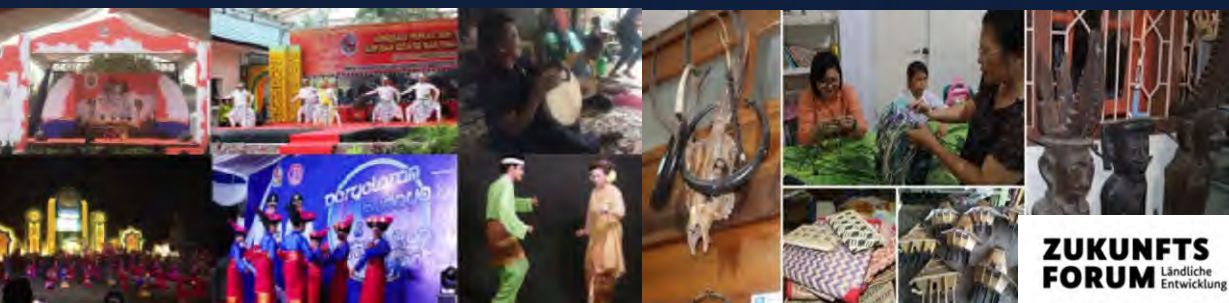
Desa Sigal Barat, Kecamatan Uluan

Karakteristik unik dari Subsektor Seni Pertunjukan

Melakukan work shop dan Subsektor Seni Pertunjukan di Sumatera Utara. Berkegiatan seni budaya yang menarik sangat beragam tentunya memiliki nilai jual yang tinggi dan bisa dijual di berbagai tempat. Selain itu, ada juga yang bisa dijual di berbagai tempat. Selain itu, ada juga yang bisa dijual di berbagai tempat.

Kegiatan/event pada Subsektor Seni Pertunjukan dalam satu tahun:

Kegiatan Seni Pertunjukan, Karaoke, Managemen, Perencanaan, Marketing, Jaringan, Organisasi, dan lain-lain.





COMMERCIALISATION DITENUN SOFTWARE AND PRODUCTS

Creative industry for Tourist Destination



ULOS, SACRED FABRICS FROM BATAKNESE

The primary use of traditional ulos is as traditional clothing, with each pattern having religious connotations and being associated with *a certain gender, marital status, role, or status within the Batak family or society, according to the Dalihan Na Tolu concept. The Batak people once exclusively wore ulos for everyday clothes.*

Seremonial function of the ulos has been widely used up to this point. Due to its traditional design and material, ulos is no longer used as a daily item.

This results in partonun losing access to the existing markets, which has the knock-on effect of making partonun professions that will eventually lose their ability to make ulos in Tanah Batak more scarce.

DERIVATIVE PRODUCTS

Ulos Shawl (Premium Products)

This premium product made by the high-skilled artisans using backstrap loom who join the training program. They create new pattern using DiTenun App and produce the Ulos under DiTenun Design Team supervision. The finished product will be purchased by DiTenun Business Division with fair price, and become DiTenun Ulos Collection under commercialisation scheme.

Target market: premium souvenir buyer and fashion accessories market, such as corporate board directors, high profile clients, high profile partners and stakeholders, and high fashion women.





THE IMPORTANCE OF APPLYING TECHNOLOGY TO TRADITIONAL FABRICS

Technology is one of the best ways to innovate in various fields, and ulos is no exception. In this day and age, where technology has become a natural part of our daily lives and has transformed the way we live, it is only natural for ulos to take part in making use of technology.

The ability of technology to transform, digitize, streamline, preserve and relevance ulos is the reason why technology must be present in the process of creating and innovating in the art and ulos industry.

Sumber



Hasil Generate

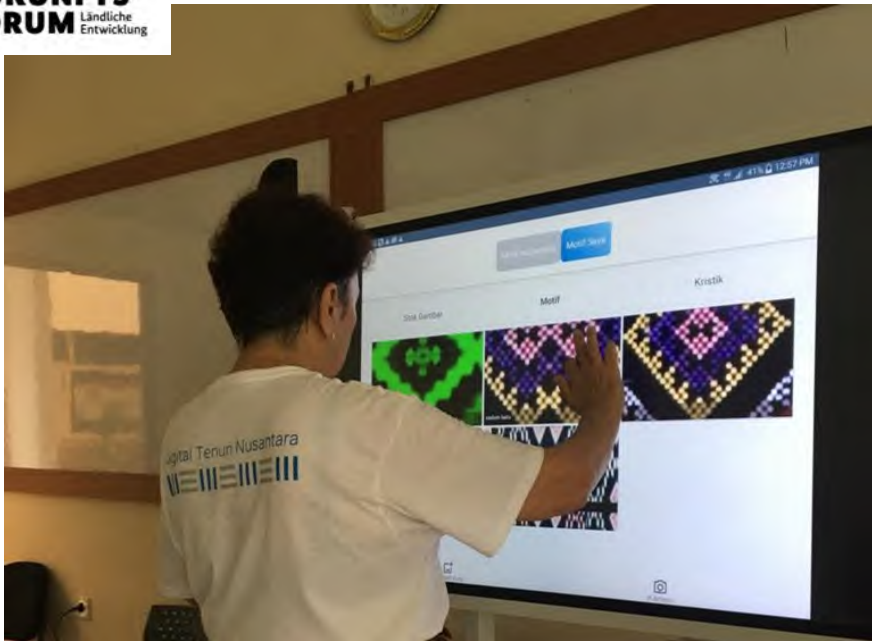


INTRODUCTION DITENUN SOFTWARE

DiTenun Software is a mobile software program used to assist weavers (Digital Weaving Nusantara) is a start-up that focuses on creating digital weaving motifs through AI-based applications (artificial intelligence).

Collaborating technology and tradition, DiTenun was created to carry the spirit of weaving tradition into the future. We make modern woven textiles, various ready-to-wear products, customize corporate souvenirs, and provide training services for weavers. case partonun ulos) in creating new woven motif patterns and digitizing woven work paper into crystals to facilitate the weaving process of traditional fabrics.

DiTenun is a joint project of IT Del and Pikel Indonesia in the Productive Innovative Research program, which is supported by the Indonesian Ministry of Finance's LPDP (Education Fund Management Institute).



DITENUN APP LAUNCHING AND TRAINING 14 DECEMBER 2018

The soft launching inviting 15 artisans from Tobasa and Humbang to learn how to create new designs with DiTenun App

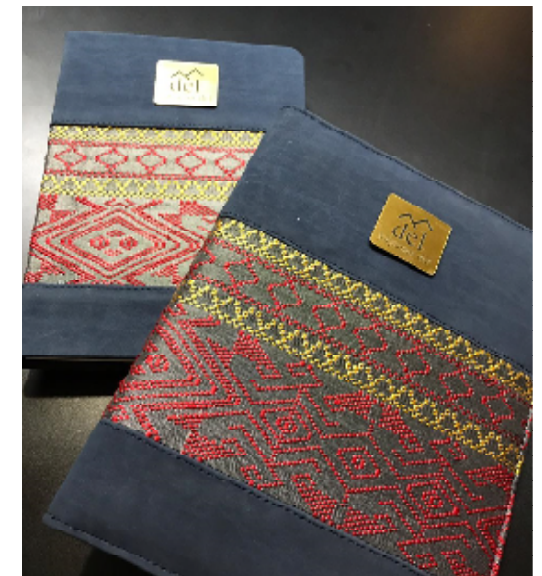


Premium Ulos Shawl

Retail Regular Products

The pattern made by DiTenun App, either by the artisans or by DiTenun inhouse designers. The regular products produced with ATBM or machine techniques to meet the economy of scale and suitable for mass production.

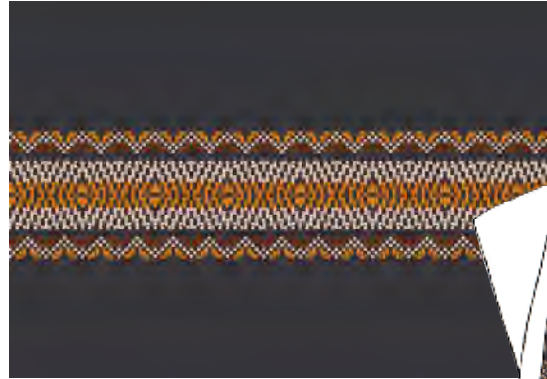
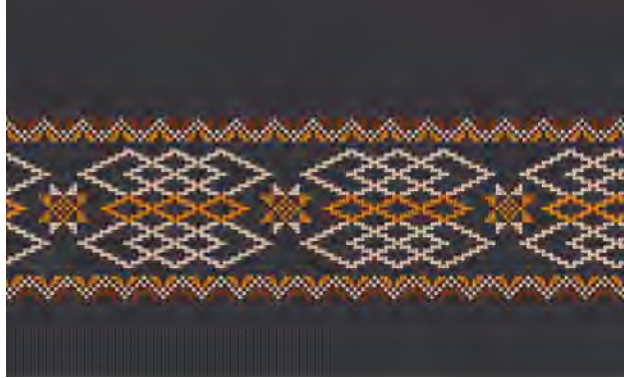
Target market for the regular products are: souvenir buyers which usually are travelers, corporate merchandises clients, fashion and home décor customers within medium-high economic level.



INSPIRATIONS



PATTERN DESIGN AND NATURAL DYE



FASHION & ACCESSORIES



SCARVES

Tenun ATBM, 95x95 cm
Production cost : Rp 56000

OUTERWEAR

Tenun ATBM, katun polos
Production cost : Rp 176000

FASHION & ACCESSORIES



TOTE BAG

Tenun ATBM, kanvas tebal. 45x15x30 cm
Production cost: Rp 159000



BAG STRAP

Tenun ATBM, strap webbing
95 x 4.5 cm
Production cost : Rp 47500

FASHION & ACCESSORIES



WALLET

Tenun ATBM, kanvas tebal. 18x85x3 cm
Perkiraan biaya produksi Rp 82500



CARD HOLDER

Tenun ATBM, kanvas tebal 9x7 cm
Perkiraan biaya produksi Rp 22500

FASHION & ACCESSORIES



NECKLACE

Tenun ATBM, tali katun, kuningan
Perkiraan biaya produksi: Rp 72500



BRACELET

Tenun ATBM, tali katun, kuningan
Perkiraan biaya produksi Rp 10500



HOME DECOR



CUSHION CASE

Tenun ATBM, kanvas, 50x50 dan 30 x 50 cm
Perkiraan biaya produksi Rp 42000 dan Rp 36000



TISSUE CASE

Tenun ATBM, kanvas. 26x13x8 cm
Perkiraan biaya produksi Rp 40000

THANK YOU FOR YOUR KIND ATTENTION



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Entwicklung

