

DEVELOPMENT OF CREATIVE ECONOMY PRODUCTS BAKATAK SYRUP IN BATU JONGJONG TOURISM VILLAGE BAHOROK SUB-DISTRICT, LANGKAT REGENCY

Dina Rosari¹, Iwan Riady², Julianto³
^{1,2,3}Hospitality , Medan Tourism Polytechnic, Indonesia
Email: dinarosari@poltekparmedan.ac.id

Abstract

This study aims to explore and analyze the process of developing creative economy products, especially Bakatak Sirup, in Jongjong Stone Tourism Village. The research method used is qualitative with a case study approach. This research involves various parties involved in product development, including Bakatak fruit farmers, local businesses, and other stakeholders. This research focuses on the stages of product development, innovation in formulation and packaging, and the economic and social impact of the product on local communities. In-depth interview methods are used to gain views. in-depth from business actors, while direct observations were made to contextually understand the production process of Bakatak Syrup. The results of this study are expected to provide a deep understanding of how the development of creative economy products can have a positive impact on the local economy and community involvement in the process. Qualitative analysis will be used to identify success factors, challenges faced, and implications of development of creative economy products in Jongjong Stone Tourism Village. This research is expected to contribute to the theoretical and practical understanding of the development of creative economy products at the local level, especially in the context of tourism villages. The findings of this study can be the basis for product developers, local governments, and related institutions to design policies that support the development of the creative economy in the area.

Keywords: product development, creative economy, Bakatak Syrup.

1. Introduction

Problem Formulation

This research aims to increase the economic value and competitiveness of syrup talent products, so as to improve the welfare of the people of Jongjong Stone Village. This study will examine the potential of bakatak fruit raw materials as raw materials for bakatak syrup. This study includes the availability of raw materials, the quality of raw materials, and the handling of raw materials. This research will examine the production process of syrup talent that already exists in Jongjong Stone Village. This study covers production process efficiency, product quality, and food safety. This research will examine the attractive and informative packaging design of syrup talentak. This study will also examine the food safety aspects of syrup packaging. Marketing is one of the important factors in success development of creative economy products. Effective marketing can increase product sales and improve people's welfare. This research will examine effective syrup marketing strategies. Marketing strategies to be studied include online marketing, offline marketing, and marketing through social media.

Batu Jongjong Village is one of the tourist villages in Langkat Regency, North Sumatra Province. This village is located in Bahorok District, which is one of the natural tourism destinations in Langkat Regency. Jongjong Stone Village has diverse natural tourism potential, ranging from the natural beauty of Lake Toba, waterfalls, to tropical rain forests. In addition, Jongjong Stone Village also has cultural tourism potential, namely Toba Batak culture which is still thick. Jongjong Stone Tourism Village is known for its natural beauty, as well as the cultural diversity of the Batak people. This region has abundant natural potential, one of which is the diversity of flora that can be utilized for the development of creative economy products, such as Bakatak Sirup. This diversity can be an important capital in creating unique local products.

One of the economic potentials of the village that needs to be developed in Jongjong Stone Village is the potential of local products. Bakatak fruit is one of the local products that has great economic potential. Bakatak fruit is a typical fruit of Langkat Regency which has a sweet and sour taste. Bakatak fruit can be found in the forests around Jongjong Stone Village. However, the utilization of bakatak fruit in Jongjong Stone Village is still limited to the consumption of fresh fruit and sweets. The utilization of bakatak fruit into processed products with high economic value is still not optimal. This is due to several factors.

Bakatak Syrup products can be an additional attraction to improve the tourism sector in Batu Jongjong Tourism Village. Tourists can enjoy the experience of shopping for local products while exploring the natural beauty and local culture. This can create a mutually beneficial economic circle between creative product development and the tourism sector. The lack of knowledge and skills of the community in processing talentak fruit into commercial products. The people of Jongjong Stone Village generally still use talentak fruit traditionally, namely by consuming fresh or processed into sweets. The lack of knowledge and skills of the community in processing talentak fruit into commercial products is one of the factors that hinder the development of talentak-based creative economy products.

Limited information and access to food product processing technology. The people of Jongjong Stone Village generally still have limited information and access to food product processing technology. This makes it difficult for people to develop quality and highly competitive processed fruit products. Packaging design and marketing strategies that are not optimal. Packaging design and marketing strategies that are not optimal are one of the factors that cause processed fruit products to be difficult to compete in the market. The people of Jongjong Stone Village generally do not have a good understanding of packaging design and effective marketing strategies for processed fruit products.

2. Method

Qualitative research is research that produces descriptive data in the form of written or spoken words of people and observed behavior. Qualitative research is conducted to understand complex phenomena, by describing and analyzing data in depth. The descriptive method aims to describe the object during the research and examine the causes of the phenomenon. The author chose the descriptive method to explore the information used for this research. The descriptive method is very suitable and applicable based on the author's conditions during the research. Library research is research conducted using literature, either in the form of books, notes, or reports on previous research results.

According to Supono, (2022) defines descriptive research as research on problems in the form of current facts of a popularization. According to Moleong, (2017) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action and others holistically and by means of description in the form of words and language, in a special natural context by utilizing various natural methods. Qualitative research according to (Hendryadi et al., 2019) is a naturalistic investigation process that seeks a deep understanding of social phenomena naturally. The qualitative research method used in this study is a descriptive research method. Descriptive method is a research method that aims to describe or describe a phenomenon systematically and objectively. The research data were obtained through interviews, observations, and literature studies. Adiputra, (2021) descriptive research is research that aims to describe existing phenomena, namely natural phenomena or man-made phenomena, or that is used to analyze or describe the results of subjects, but is not intended to provide broader implications. The approach used in this research is a qualitative approach, which is research that does not use calculations or is commonly called scientific research, but emphasizes the natural nature of the data source through interviews and field observations with the location of the research object.

3. Result And Discussion

Creative Economy Products Bakatak Syrup

Bakatak syrup from Langkat Regency, North Sumatra, is one of the creative products that emerged from the abundant natural heritage in this area. With its unique taste and sustainability at the forefront, this syrup is not just an ordinary refreshing drink, but also a work of culinary art that combines local tradition and innovation. Bakatak syrup is a product that comes from the inspiration and local wisdom of the people of Langkat Regency, especially in Bakatak Village which is famous for its natural beauty. The main ingredients of this syrup are drawn from environmental produce, creating a close connection between the product and the environment from which it originates.

One of the uniqueness of Bakatak Syrup is the use of natural ingredients obtained locally. Fresh fruits, typical spices of North Sumatra, and water from pure sources are the main elements that create a special character and taste in this syrup. Premium quality is a key principle that manufacturers hold dear to ensure every bottle of syrup delivers the most authentic taste experience. In an effort to maintain authenticity and quality, the production process of Bakatak Syrup involves a combination of modern technology and respect for local traditions. From fruit processing to mixing and heating, every step is carefully monitored to ensure that this syrup retains its distinctive taste and special characteristics. Bakatak syrup not only comes with classic flavors, but also offers a variety of interesting variants to meet the tastes of diverse consumers. From the flavors of tropical fruits, such as mango and rambutan, to mouth-watering spice variants, this syrup creates a different experience with every sip. Innovation in flavor variants is a manifestation of producers' creativity to maintain diversity and present pleasant choices for consumers.

The commitment to sustainability can be seen from the packaging of Bakatak Syrup. The bottles used are carefully selected to minimize impact lingkungan. Selain itu, The use of environmentally friendly materials for labels and bottle caps is a small but significant step in supporting environmental conservation. The sustainability of the product is not only reflected in packaging, but also through close cooperation with local farmers. Bakatak Syrup producers work with farmers to source high-quality ingredients fairly, creating a positive bond between producers and farming communities. The superior quality and innovation of Bakatak Syrup has not escaped recognition. Several awards have been received by this product, both on a local and national scale. This not only became a success for producers, but also aroused pride in the people of Langkat Regency who saw their creative products recognized in the wider arena.



Figure 1 Bakatak Syrup
Source: Darta Processing

Bakatak syrup also serves as a culinary ambassador that promotes the tourism of Langkat Regency. This product is one of the attractions that encourage tourists to visit this area, not only for its natural beauty but also to feel the deliciousness and uniqueness of

Bakatak Syrup.

The Potential of Bakatak Fruit as Raw Material for Bakatak Syrup in Batu Jongjong Tourism Village, Langkat Regency

Batu Jongjong Tourism Village in Langkat, North Sumatra, has explored its natural potential to create creative and unique products, one of which is Bakatak Sirup. In this discussion, we will explore the potential of Bakatak fruit as the main raw material for syrup production in this village, as well as discuss its positive impact on the local economy and environmental preservation. From the observation of Bakatak fruit, or known as *kecik-kecik* fruit, is one of the local fruits that grow abundantly around Batu Jongjong Tourism Village. Its small shape and unique taste make it a fruit that attracts the attention of local farmers and producers. This potential becomes a starting point for developing value-added products such as syrups. Bakatak fruit has unique characteristics that distinguish it from other fruits. With its small size, the fruit has a thick skin and soft flesh. Its sweet and slightly sour taste gives it a distinctive fresh touch, making it an attractive choice to be processed into syrup products.

The process of harvesting Bakatak fruit in Batu Jongjong Tourism Village is based on the principle of sustainability. Local farmers have developed harvesting methods that ensure the sustainability of Bakatak trees and the surrounding environment. These include proper timing of harvest and harvesting techniques that minimize negative impacts. The use of Bakatak fruit as a syrup raw material involves an innovative production process. Harvested fruits are sorted, washed, and then processed with modern methods to obtain high-quality juice. This process is done meticulously to maintain the natural taste of Bakatak fruit. The production of syrup from Bakatak fruit does not only produce one type of product. The resulting syrup variations include a wide range of flavors, ranging from pure Bakatak fruit syrup to blends with other fruits or spices typical of the region. This gives consumers a wider choice and invites to try a variety of flavors.

Bakatak syrup is not only attractive in terms of taste, but also in terms of packaging. The manufacturers pay special attention to packaging designs that are attractive and reflect the uniqueness of the product. In addition, environmentally friendly packaging is a priority, using recyclable materials. The use of Bakatak fruit for syrup in Batu Jongjong Tourism Village has a significant positive impact on the local economy. Local farmers became the main partners in the supply of fruit, creating an additional source of income for them. In addition, syrup production and sales activities create new jobs at the local level, improving people's welfare. The Bakatak syrup project has become an empowerment factor for farmers and local communities. They are not only suppliers of raw materials, but also involved in the decision-making process and overall business management. This provides a high sense of ownership and responsibility towards the resulting product.

Sustainable use of Bakatak fruit also contributes to the preservation of the environment and biodiversity. By involving farmers in sustainable agricultural practices, such as shifting crops and the use of organic fertilizers, Bakatak syrup not only produces delicious products but also supports the local ecosystem. Bakatak syrup is also an attraction for tourists visiting Jongjong Stone Tourism Village. This product is not just a refreshing drink, but also part of a local culinary experience that illustrates the rich flavors and traditions of the region. This creates new opportunities for the promotion of culinary tourism in Langkat Regency. Where Bakatak syrup producers are active in various tourism events and culinary exhibitions. This not only increases product visibility, but also helps expand market reach. By being part of these events, Bakatak syrup is increasingly known and recognized at the regional and national levels.

Production Process of Bakatak Syrup

The production process of Bakatak Syrup in Batu Jongjong Tourism Village is a journey that involves various stages, from harvesting Bakatak fruit to becoming syrup ready for consumption. This process includes not only technical aspects but also the values of local wisdom and sustainability. In this discussion, we will explore the production process of

Bakatak Syrup in detail, including an analysis of each stage. The production process begins with the harvesting of ripe Bakatak fruit. Experienced local farmers choose the right time to ensure the fruit produced is of the highest quality. Harvesting is done carefully to avoid damage to the fruit and still preserve the Bakatak tree. Where it takes the expertise and experience of farmers in determining the right harvesting time has a direct impact on the quality of raw materials. Selection of optimally ripe fruits ensures maximum taste and aroma in syrup.

The harvested fruit is then sorted to choose healthy and quality fruit. The cleaning process is done manually to remove dirt and other residues. The selected fruit is then ready for the next stage. Clean fruit is then processed to get Bakatak juice. Processing methods can involve squeezing, pressing, or the use of modern processing tools, depending on the scale of production and available technology.

The Bakatak juice that has been obtained is then processed by adding sugar and other supporting ingredients. This process involves proper comparison to achieve a balanced sweetness without compromising the authenticity of the taste of Bakatak fruit. The mixture of fruit juice, sugar, and supporting ingredients is then heated and cooked to produce syrup. This heating process aims to remove excess water content and create the desired texture and consistency. After the cooking process, the syrup is cooled and filtered to remove unwanted residue. This stage is important to ensure the syrup has the appropriate color, clarity, and smoothness. The finished syrup is then packed in suitable containers. Packaging must be done carefully to prevent contamination and maintain product quality.

Bakatak syrup that has been packaged is ready to be distributed and marketed. Marketing involves a promotional strategy that includes the uniqueness of the product and local values. The production process of Bakatak Syrup needs to be continuously monitored and evaluated. Feedback from consumers, technological improvements, and changes in market conditions should be accommodated to improve product quality. It is important to maintain the production of Bakatak syrup in a sustainable manner. This involves environmental conservation efforts, farmer empowerment, and active involvement in local communities. Through the step-by-step production process of Bakatak Sirup, we can appreciate the complexity and involvement of various elements that ensure the final product is of high quality and maintains local values. This process is the foundation for the sustainability and success of syrup products that are part of the culinary identity of Batu Jongjong Tourism Village.

Bakatak Syrup Packaging Design

Packaging design has an important role in creating product identity and captivating consumers. In the case of Bakatak Sirup in Jongjong Stone Tourism Village, Langkat Regency, the packaging design is not only a container for products, but also an artistic expression that reflects the richness of local culture and natural beauty. Let's discuss an in-depth discussion of Bakatak Syrup packaging design and analyze certain aspects that make it special. Packaging design has an important role in creating product identity and captivating consumers. In the case of Bakatak Sirup in Jongjong Stone Tourism Village, Langkat Regency, the packaging design is not only a container for products, but also an artistic expression that reflects the richness of local culture and natural beauty. Let's discuss an in-depth discussion of Bakatak Syrup packaging design and analyze certain aspects that make it special.

Color choices in packaging design include green which symbolizes life, nature, and fertility. Green also depicts sustainability and environmental awareness, in line with the ecological principles upheld by Jongjong Stone Tourism Village. The combination of natural colors such as brown and green gives the impression of a natural and delicious product. The selection of unpretentious and easy-to-read typefaces gives a friendly and familiar impression. This clear typography supports the message of simplicity and authenticity of local products. In addition, information about brands, ingredients, and consumption methods is clearly displayed, providing clarity to consumers. Environmentally friendly aspects are the

main consideration in packaging design. Packaging materials are chosen wisely, taking into account aspects of recycling and reducing plastic waste. Jongjong Stone Tourism Village emphasizes sustainability values, and this is reflected in the choice of packaging materials.

The packaging design combines traditional motifs with modern touches. Local motifs such as batik or traditional ornaments are modified and adapted into designs to look fresher and in accordance with contemporary aesthetics. This creates harmony between cultural heritage and a modern look. The packaging design is adjusted to the size and shape of the Bakatak Syrup bottle. This creates the impression of matching and neat packaging when placed on store shelves or in the hands of consumers. The customized design also creates a cohesive visual appeal to the entire product range. The packaging design of Bakatak Sirup provides sufficient and important information to consumers. Starting from the composition of ingredients, expiration dates, to information about sustainability and product contribution to local communities and the environment. This completeness of information creates transparency and consumer trust. Bakatak Syrup's packaging design doesn't just stop at the outside of the box. There is additional creativity in the presentation of products in stores or exhibitions, such as displays or bundling packages that attract attention. This creates a pleasant shopping experience and arouses the interest of consumers.

Bakatak Syrup's packaging design is responsive to market changes and trends. If there are improvements or changes in the product, the design can be adjusted without losing the overall essence of the brand. This shows the adaptability and readiness of manufacturers to constantly evolve. It is important to analyze the consumer's response to the packaging design. Has this design managed to attract the attention of the target market? Is the message to be conveyed well received by consumers? By listening to consumer feedback, packaging design can be continuously improved. Jongjong Stone Tourism Village may consider collaborating with local artists to develop packaging designs. It not only provides a platform for local artists but also creates designs that are more authentic and rooted in local cultural values. The packaging design has a direct influence on the brand image of Bakatak Sirup. By providing designs that are attractive, memorable, and reflect local values, the brand image can grow into a positive one and provide appeal to consumers.

Talentak Syrup Marketing Strategy to Increase Sales

The community of Batu Jongjong Tourism Village has a crucial role in developing and increasing sales of Bakatak Sirup. In discussing marketing strategies, they consider product peculiarities and local characteristics to ensure maximum appeal. The community of Jongjong Stone Tourism Village is actively involved in the development of marketing strategies. Through joint meetings and community discussion forums, ideas are gathered from different parties to ensure that the proposed strategy reflects shared aspirations. Marketing strategies are based on a deep understanding of local culture. The community strives to harmonize local cultural values, traditions, and stories in marketing campaigns so that Bakatak Sirup is not only considered as a product, but as part of their identity. Jongjong Stone Tourism Village has a unique story and history related to Bakatak Sirup. Marketing strategies are designed to capitalize on this narrative, creating a distinctiveness that sets their products apart from the rest and makes consumers more emotionally connected. The community views partnerships with local stalls and shops as an effective strategy. By bringing products closer to consumers through the places they visit daily, sales of Bakatak Sirup are expected to increase significantly. Role awareness media sosial dan platform online dalam Increase the visibility of noticed products. The community of Batu Jongjong Tourism Village discussed digital marketing strategies, including the creation of attractive visual content and the use of e-commerce platforms to expand market share.

The community took the initiative to hold promotions together with other local products, creating mutually beneficial synergies. This can include special promo packages or collaborations at local events to increase overall traction and sales. The discussion was conducted about the potential involvement of local artists and creatives in the marketing process. Unique packaging designs and marketing materials developed by local artists can

give an artistic and authentic touch to products. People view consumer education as an important part of marketing strategies. An educational campaign was conducted to highlight the value and health benefits of Bakatak Sirup, creating a better understanding among consumers. The community devised plans to organize local marketing events, including culinary festivals or bazaars of local produce. This kind of event is considered an opportunity to directly interact with consumers, hear feedback, and increase product presence in the local market. This discussion reflects the commitment of the people of Batu Jongjong Tourism Village in developing a holistic marketing strategy, combining local values, active community participation, and creative approaches to increase sales of Bakatak Sirup in a sustainable manner.

4. Conclusions

The development of Bakatak Sirup creative economy products in Batu Jongjong Tourism Village is a smart move and has a significant positive impact. This village has succeeded in turning the abundance of Bakatak fruit into sustainable economic opportunities, creating products with high added value. The following is a conclusion related to the development of Bakatak Syrup in Jongjong Stone Tourism Village:

1. The development of Bakatak Syrup is an example of successful innovation in turning local ingredients into high-value products. The use of Bakatak fruit as the main ingredient creates products with unique flavors and distinctive local characteristics.
2. Bakatak Sirup has succeeded in creating a strong local product identity. With a packaging design that reflects the richness of nature and local culture, this product is more than just a syrup, but a symbol of the diversity and creativity of Jongjong Stone Tourism Village.
3. Bakatak Sirup's marketing strategy reflects high creativity. Through the use of social media, collaboration with local artists, and participation in marketing events, this product has succeeded in attracting the attention of consumers and creating a desire to taste the uniqueness of Bakatak Sirup.
4. Product design Bakatak Sirup embraces local cultural values smartly. By combining traditional motifs and contemporary touches to the packaging design, the product manages to create an authentic image and respect the local heritage.

References

- Adiputra, I. G. 2021. The influence of financial literacy, financial attitude and locus of control on financial satisfaction: Evidence from the community in Jakarta. *KnE Social Sciences*, 636–654.
- Cindy, A. H., Sugiyono, S., Usman, H., & Herwin, H. 2022. Factors That Affect the Optimisation of Vocational High School Facilities and Infrastructure. *Cypriot Journal of Educational Sciences*, 17(2), 586–600.
- Dewi, G. A. K., dkk. 2023. Analisis Potensi Pantai Pererenan Sebagai Daya Tarik Wisata Didesa Pererenan Badung Bali. *Majority Science Journal (MSJ)*, Vol. 1No. 3, November. 71.
- Febriani, G. S., dkk. 2023. Pentingnya Kemampuan Berkomunikasi Secara Efektif Dalam Supervisi Hotel. *Majority Science Journal (MSJ)*, Vol. 1No. 3, November.78.
- Hambali, E., & Rivai, M. 2017. The potential of palm oil waste biomass in Indonesia in 2020 and 2030. *IOP Conference Series: Earth and Environmental Science*, 65(1), 12050.
- Hendryadi, Suratna, Suryani, & Purwanto, B. 2019. Bureaucratic culture, empowering leadership, affective commitment, and knowledge sharing behavior in Indonesian government public services. *Cogent Business & Management*, 6(1), 1680099.
- Moleong, L. J. 2017. *Qualitative research methodology (Revised ed.)*. Bandung: PT. Rosdakarya Youth.
- Prihastuti, L., Fitriyani, S., Romadhon, F. H., Pratiwi, D. R., & Prayitno, H. J. (2021). Pembelajaran Kreatif Guna Meningkatkan Minat Belajar Siswa pada Masa Pandemi Covid-19. *Jurnal Ilmiah Kampus Mengajar*, 21–30.

- Putri, F. A. T., & Priansa, D. J. 2024. Pengembangan Konten Personal Branding Melalui Akun Instagram yang dilakukan oleh Bunda Ayu Tjiptaningsih Sebagai Wakil Bupati Cirebon. *Syntax Literate; Jurnal Ilmiah Indonesia*, 9(1), 500–508.
- Ratnasari, D., Paramashanti, B. A., Hadi, H., Yugistyowati, A., Astiti, D., & Nurhayati, E. 2017. Family support and exclusive breastfeeding among Yogyakarta mothers in employment. *Asia Pacific Journal of Clinical Nutrition*, 26(Supplement).
- Saputra, H., Soleh, A., & Gayatri, I. A. M. E. M. 2020. Pengaruh perencanaan sumber daya manusia, rekrutmen dan penempatan terhadap kinerja karyawan kantor perwakilan bank indonesia provinsi bengkulu. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(2), 187–197.
- Sumarno, A. 2012. *Research and Development Difference*. Elearning: Unesa.
- Supono, S. 2022. Implementasi Model Stad Tingkatkan Hasil Belajar Ips Terpadu. *Social: Jurnal Inovasi Pendidikan IPS*, 2(4), 203–214.
- Wulandari, E., & Djukri, D. 2021. Identification of Lampung local potential as source of Biology learning in senior high school. *Biosfer: Jurnal Pendidikan Biologi*, 14(2), 250–263.