



Cultural Innovation Ulos Design to Promote Tourism Ulos Batak in Toba

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Abstract: Ulos is traditional Batak clothing and found only during traditional ceremonies but with the current generation who are increasingly forgetting the culture for ulos development. Using case study and idea of ulos cultural innovation design with motifs found from goods that can be carried anywhere by the wearer. And not only Batak people who use ulos. The purpose of this study is to identify cultural innovation ulos design will promote tourism ulos Batak in Toba. Ulos design innovation has had the effect of developing Lake Toba and promote as a tourist destination for ulos locations.

Keywords: Ulos, Cultural Innovation, Tourism

INTRODUCTION

Culture consists of a strict system that people can understand even though it is not written directly but implied and clearly stated, which has sincere meaning. It showed symbols representing human groups' unique achievements, including their manifestations in artifacts. Traditionally, the inherited culture is necessary, especially the inherent values considered the product of action, on the other hand, as a conditional element of future action (Oatey, 2012). In recent years, strands of research into innovations in tourism have been taken on board to uncover and explain the nature, breadth, driving force, implications, and policies (Hjalager, 2009).

Indonesia is a country with diverse ethnicities and cultures. This makes Indonesia has many countless cultural artefacts. Traditional textiles are one of them which has been passed down from ancestors to the present generation. However, traditional textiles have a lot of security. Because in some areas have different characters from one another. This is evident from the visible meaning of the products produced. With this traditional textile, which has always been a very important role in the process of buying and selling between islands and internationally (Tristantie 2017).

One of the textiles traditional is ulos. Ulos are traditional Batak clothes made

using the manual method by being woven by artisans. In general terms, ulos in the form of sling also become a blanket (Barus, Simanjuntak and Panjaitan. (n.d)) that is used by the Batak ethnic community, which in daily life can warm the body from hot or cold weather. ulos are used at important ceremonial events for the Batak community such as marriage, the birth of a child to death (Tristantie 2017). Various ulos with colors and patterns have different meanings and values (Barus, Simanjuntak and Panjaitan, 2018).

Various values are reflected in various existing Ulos patterns (Barus et al n.d). Innovation to maintain the existence of ulos can be done by displaying ulos not only be seen in the ceremonial events of the Batak event. But it can be used as a modern dress that is neatly and elegant without leaving the meaning and original purpose of the ulos. Innovation that has opportunities and makes an important role can be seen in stage on the stage, attractive service and become an item that can be traded (Hjalager 2009).

In several times, tourism is a phenomenon that can be considered with extraordinary innovation. A lot of books and all kinds of reading attract serious attention to individuals and groups who differ in the achievements of those who have been studied and get results from all aspects (Hjalage 2009).

Ulos cloth has different functions one by one according to the designs and motifs on ulos (Tristantie 2017). Siboro, Hamsani, Damanik (2018) studies of LumbanSuhisuhiToruan Village, Samosir District is a Ulos Weaving Craft Village which is beneficial and can help the tourism sector and conserve the culture of the Toba Batak people. Ulos weaving village has long been founded to defend the unique Batak woven cloth to circumvent extermination because the mode style that continues to grow causes Indonesia's heritage to sink. As well as some other understandings to maintain the presence of ulos cloth so that it survives used at particular times.

As a result, the tourism sector around the Toba plateau will also be raised, especially to promote the beautiful scenery of the legendary Lake Toba surrounded by many weaving centers of Ulos. Both the beautiful views of the Lake and the beauty of Ulos can be admired by tourists who come to visit the Toba highlands. The increasing tourism sector will ultimately increase the economic growth of this region (Barus, Simanjuntak and Panjaitan. (n.d)).

The government promotes tourism to foreign countries by making Ulos a symbol that is identical to the condition of the Lake Toba region, wherein the majority of Batak

tribes located in the Lake Toba region (Sibarani and Manullang 2018).

The aim of this study is to discover and analyze the ulos cultural innovation that proffers a reaction on buying souvenir ability visitors and offers to promote Lake Toba.

Research questions:

1. How does cultural innovation ulos give affect reaction on buying souvenir of visitors and offers development of Lake Toba?
2. What factors influence the visitors?

Ulos Batak

Ulos as Batak traditional weaving has a very important role in Batak traditional ceremonies. Ulos, which was originally used as a blanket by the Batak people, was also worn as everyday clothing. "Mangulosi" is a term that has a meaning which gives someone ulos to warm their lives. Clearly, the term has more significant meanings such as saying prayers, best wishes, love, and care (Barus, Simanjuntak and Panjaitan. (n.d)).

Ulos has an inherent concept for Batak people where ulos is an act that is infused with a religious and magical quality (Pardosi 2008). Ulos has a sacred element that has the symbol of blessing, affection, and unity. As the Batak saying goes, Ijuk pangihot ni hodong, ulos pangihot ni holong which means binding of love between people. Literally, ulos are blankets that protect the body from cold air (Erlyya 2016). In order to protect the existence of ulos, each generation still recognizes ulos as a beauty that cannot be separated from the lives of Bataks.

In the history of its presence ulos woven cloth has a various kind, purpose, utility and conditions of application. Ulos is not just apparels, but also representatives and symbols of a profession for those who use them (Siboro, Hamsani and Damanik 2018).

Cultural innovation

Innovation reading new problems and solving problems with the ideas used. Give thought to rearrange, cut the budget, put into a new budgeting system, improve communication, make products that become innovative. Innovation is the acceptance and conduct of new ideas, processes, product or services. Acceptance of the innovation involves adaptation and involvement in the implementation of the innovation (Hjalager 2009).

Innovation is usually characterized by everything that becomes different from the usual business or ends everything related to what was done before in terms of the

company that is innovating (Carlisle et al 2012). But the need for quality human resources departing from education that understands creativity and innovation, especially design development (Tristantie 2017).

Regardless of ability, the theory of innovation systems has not been enabled for any record to the extent feasible in relation to tourism. However, the research under study provides the strength of analytical concepts. health tourism clusters, and they care about the nature, density and results of linkages in the local area. Innovation originates from local initiatives even though national governance structures it may also be an important framework for their dynamics and survival. Recently, sectoral innovation systems that cross-national boundaries and operate on the basis of scientific or industrial paradigms emerge and receive recognition as the effects of economic globalization (Hjalager 2009).

Demographics in tourist lifestyle changes, vacation, work patterns support innovation in the tourism industry and provide opportunities for companies to receive tourist answers and requests for quality and educational experiences that are educational, learning (Carlisle et al 2012). Innovation is more defined by the fact that looks at the drastic changes in their lives, the changes that occur change significantly economic and far more important than the initial meeting on the availability in its original for (Fagerberg 2003).

Research Gap

Barus, Simanjuntak and Panjaitan. (n.d) Presenting various ulos patterns and classifications and implicit values It is hoped that the new design will be more interesting than the usual ulos pattern and can be used not only for ordinary purposes. After developing the Ulos pattern, a large number of new models are ready to be published and used by weavers. This unique pattern can show the fresh design of Ulos but still maintain the basic style that distinguishes Ulos from traditional weaving from other regions. The new model uses computer applications that can make patterns more attractive so that new designs will be shared with weavers.

Situmeang, Situmeang and Margried (n.d) wants to explore the factors that influence Ulos's marketing strategy to improve further. In this research, a survey of the experience of weavers and buyers is needed to identify the ideal marketing so that Ulos artisans in North Sumatra must review their marketing strategies and utilize advanced

technology and to gain access to capital.

Tristan (2017) explains Ulos is a symbol for the younger generation to develop ulos production with different creative designs that have a high value. In fashion, the importance of innovation in ulos traditional textiles. Ulos has a definite meaning with a style that is inherent in ulos. The idea originates from ulos as a material used in fashion but must understand the essence of the textile tradition. The use of technology in the concept used in traditional textiles woven ulos can be done with a view approach in the global market orientation. Hjalager (2009) analyzes the festival has developed its role as the main element in an emerging system of cultural innovation. Festival organizers maintain long-term, trustworthy, and diverse relationships. Funds from the festival (non-profit) are efficiently channeled to culture and sports facilities, increasing the attractiveness of the region. In developing ideas to be able to create, collaboration needed that is inherent in every aspect as well as good cooperation between organizers and visitors. Innovation needs to be equipped with technology to develop new ideas in reaching a broader market. The concept of an innovation system allows for a better understanding of the complex forces and driving mechanisms that mediate the conditions, extent, and results of innovative behavior. Developing innovations that will have a significant impact where innovation also helps build business and relationships can improve.

Research gap of this study aim of this study is to discover and analyze the ulos cultural innovation that proffers a reaction on buying ability visitors and offers to promote Lake Toba. Ulos design is quite simple in the form of souvenirs that have ulos motifs. Where is the ulos design that belongs to the souvenir without losing the meaning contained in the ulos. Ulos design that is on souvenirs that give a new impression to visitors. Ulos design can be a unique impression when tourists can hold souvenirs with their hands. Ulos, which was initially only used in traditional Batak ceremonies, can be developed as the latest innovation in life. Especially it could be make the ulos design, with innovation become an attraction for tourists to use the ulos and can make ulos survive to the next generation.

METHODOLOGY

Conseptual Framework

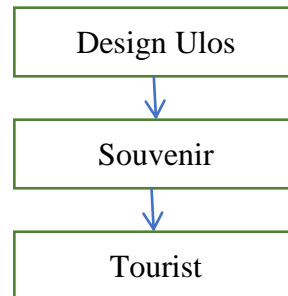


Figure 1: Framework of The Study

Research Method

The aim of this study is to discover and analyze the ulos cultural innovation that proffers a reaction on buying ability visitors and offers to promote Lake Toba. This research is a qualitative descriptive using a study case approach.

Research Subject

Participants were selected through purposive sampling where participants are chosen at random who have opportunities as participants. Purposive sampling technique is a deliberate choice of a participant because of the quality the participant has. This is a nonrandom technique that does not need an underlying theory or is counted as a participant. Where researchers decide what needs to be known and go to find people who can and are willing to provide information based on knowledge or experience (Etikan, Musa and Alkasim 2016). Research subject are visitor that already buy the innovation ulos and visited Lake Toba.

Data Collection Method

This study uses qualitative research using descriptive analysis as a result of data collection from source explorers. Data was collected by a search of interview observation and documentation to the informant. The method involves library research, in which historical documents are identified and analyzed. Primary information sources consist of personal interviews with participants using interviews face to face. Several participants interviewed were contacted via video call. All analyses were carried out with an in-depth interview with participants who were local tourists with relationships as Batak and ulos. Having an interest in ulos design innovation, also visited Lake Toba.

Interviews use transcribed Indonesian language and semi-structured interviews and the data generated by the participants were more in-depth related to the ulos design innovation. Using recordings and making notes so that it can help in understanding any data provided by participants the researcher. Participants who helped in providing data in this study started from the name in privacy by the researcher to provide comfort to the participants.

Validity and Reliability

Validity according to Silverman that refers to the extent of the accuracy of a measuring instrument in conducting explanation its measurement function (Winanda and Hongdiyanto 2018). Validity in this research will use triangulation method that is data collection technique which is combining various data collecting technique and also existing data source.

Noble and Smith explained that reliability is consistency of the procedure being analyzed, also accounting for personal method and research biases that might have influenced the findings (Winanda and Hongdiyanto 2018). Reliability refers to the accuracy of size and the extent to which the stability of the same results will be obtained with repeated trials (Cleland 2015). Reliability in this research using informant statement transcript, audio recordings, and photo evidence to each informant.

Data Analysis Method

Researchers using data analysis with Hendra and Bernardus (2018) with stage data collection, data reduction, data presentation, and conclusion Innovation Ulos Design to Promote Tourism Ulos, which is one of the traditional clothes of the Batak people, gives an impressive impression to tourists, and when you see and remember Ulos, tourists will remember Lake Toba. Lake Toba is a location where visitors can see ulos making, which is woven by Batak women. Ulos, which gives broad meaning to the recipient because the definition contained in ulos is for harmony between people. Lake Toba, as Indonesia's preferred destination, is currently being intensively developed. Ulos, which was initially only as a means of communication between fellow Batak communities, became wider where visitors bought the ulos design souvenirs to where they came from will also share the location where the tourists bought ulos designs. By helping to preach the site will significantly provide broad opportunities for Lake Toba to develop further.



Figure 2: Inovation Design Ulos – Souvenir

The ulos design in the bag in Figure gives a positive impact on tourists to have it. Ulos initially can only be found at traditional Batak ceremonies, and only Batak people have the ulos where non-Batak people do not have the right ulos. With this ulos design, innovation provides an opportunity for many people to have it. And can be carried anywhere without losing the initial meaning of the ulos. The luxurious impression proffered by the ulos design found in souvenirs such as bags, especially to women. Seeing the ulos design will create an interest in preserving a Batak culture from being lost. With ulos design, innovation provides an element of learning the culture. (Situmeang, Situmeang and Margried (n.d)) inform that several factors that attract interest in ulos design innovation.

Cultural Factors

The use of ulos that starts from birth, marriage to death that has a sacred meaning at the time of giving ulos to related people. With the symbol of love, attention, affection so that the life that receives ulos is always full of happiness. However, the current conditions are many young people who have forgotten about ulos. Where many young people who get modern life, especially the Batak generation themselves who want experience far from their own culture. With ulos design innovations found in souvenirs and items that have ulos motif designs help to increase the interest of the younger generation to maintain the ulos culture.

Social Factor

Giving ulos different situations where ulos have different meanings. Ulos have different patterns, colors, sizes, and giving to parties who will receive ulos, too. It must be understood that by knowing the ulos pattern because it has a different social level. However, the ulos design innovation that is in souvenirs provides an opportunity for everyone to have it in their hands, and can be taken anywhere. The luxurious impression created from the ulos design innovation created an interest in having the ulos design.

Personal Factor

Initially, ulos owned from gifts during traditional ceremonies. With design innovations, found souvenirs make a striking impression on someone who wants to have the ulos design. With ulos design that has various colors and shapes, one can choose according to their wishes. The luxurious impression created from the ulos design innovation created an interest in having the ulos design.

Psychological Factors

With motivation, interests, one's views, someone gives a chance to oneself to get ulos, especially the innovative ulos design on ulos design items. To increase ulos sales, especially exciting ulos design innovations will motivate visitors to have ulos design innovations.

FINDING AND CONCLUSION

From this research, it can be found that the ulos design innovation can provide a reaction effect to visitors to buy souvenirs of design innovation. This also gave Santa an effect to develop Lake Toba with an innovative ulos design. Ulos innovation design on items that can be found at the Lake Toba location also offers a response to both visitors and the community to maintain the culture in the use of ulos. The arrival of visitors to be able to find ulos design innovations also had an impact on the development of Lake Toba. Ulos design innovation is creative, with the use of colors, shapes, and motifs from Ulos itself, which gives an impression to visitors.

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