

# Management of the Development of the National Rural Priority Area Toba Samosir

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**Abstract.** The development of the Toba Samosir National Rural Priority Area (KPPN) is a strategic government effort to accelerate village development based on local potential, particularly tourism and community economic empowerment. This research uses The library research method was used to collect and analyze scientific journals and official documents. The analysis was conducted using the POAC (Planning, Organizing, Actuating, Controlling) management approach as a theoretical framework to describe the development processes and challenges at the Toba Samosir KPPN. The results of the study indicate that the success of the Toba Samosir KPPN development management is the development management of the Toba Samosir National Priority Rural Area requires a comprehensive and integrated approach based on the POAC framework, emphasizing participatory planning, effective organization, and coordinated implementation. Sustainable development is achieved through the integration of physical development and community empowerment, supported by systematic monitoring and evaluation. Success relies on multi-stakeholder synergy, strengthened local institutions, and commitment to environmental sustainability and economic improvement, positioning Toba Samosir as a model for inclusive and sustainable rural development.

**Keywords:** *Development Management, National Rural Priority Areas, KPPN, Toba Samosir, POAC.*

## Introduction

### 1.1 Background

Rural development in Indonesia is a key focus for achieving sustainable development and equitable prosperity. The National Rural Priority Area (KPPN) is a strategic government initiative aimed at accelerating village development and improving the quality of life for rural communities by developing local potential and strengthening the agrarian economy (Kapur., 2019).

Toba Samosir Regency, as one of the regions included in the National Development Planning Agency (KPPN), has significant potential in tourism, agriculture, and culture. However, challenges remain, such as limited infrastructure, access to basic services, and effective resource management to support sustainable development (Dewi, 2020). According to Priyanto (2019), the success of village development depends heavily on sound, integrated management, from planning to control.

In addition, a study by (Fong et al 2015) shows that optimal development management must involve active community participation, synergy between stakeholders, and efficient and effective resource management, so that development can proceed according to a good management cycle.

From an academic perspective, various studies confirm that the success of regional development is influenced by factors such as careful planning, good coordination, proper implementation, and continuous monitoring (boedijono et al, 2022). Various studies in the Lake Toba area emphasize the importance of synergy between the government, communities, and stakeholders in managing rural development to ensure sustainability and participatory (Nurwihastuti, 2018; Oktaviani and Sofyan, 2020).

## Literature review

### 2.1 Concept of Rural Area Development Management

Rural area development aims to optimize local resources to encourage economic growth, environmental conservation, and improve the community's quality of life. Management is carried out in an integrated manner, involving active community participation and coordination across government and private sectors (Bappenas, 2021; Kennedy., 2022). Studies on Lake Toba emphasize the development of ecotourism-based tourism villages that prioritize conservation and community empowerment as a model for sustainable development (Nurwihastuti, 2018).

### 2.2 Rural Areas and Their Potential

Rural areas possess social, cultural, and natural resource potential that must be developed sustainably (Derana., 2021). Village development based on local potential is considered more capable of improving the community's economy and strengthening their cultural identity.

### 2.3 POAC Management Framework

POAC is an acronym for the four main functions of management:

- **Planning (Planning):** Determination of development goals and strategies based on regional potential and challenges.

- **Organizing:** Formation of organizational structure, division of tasks, and coordination between stakeholders.
- **Actuating (Implementation):** Implementation of community development and empowerment programs.
- **Controlling:** Monitoring, evaluation, and program improvement to achieve optimal goals (Asni et al 2024, 2018).

#### 2.4 Toba Samosi State Treasury Office

Research by Simbolon (2025) on the Direct Cash Assistance (BLT) program in villages within the Toba Samosir KPPN area showed that integrated social assistance and infrastructure development had a positive impact on the well-being of poor rural communities. Another study highlighted the important role of local institutions and the Lake Toba Tourism Authority as the manager of the priority area (Ministry of Finance, 2024).

#### Methodology

Methods used :

This article was compiled using library research, collecting and analyzing scientific journals and official documents. The analysis was conducted using the POAC (Planning, Organizing, Actuating, Controlling) management approach as a theoretical framework to describe the development process and challenges at the Toba Samosir KPPN.

#### Results and Discussion

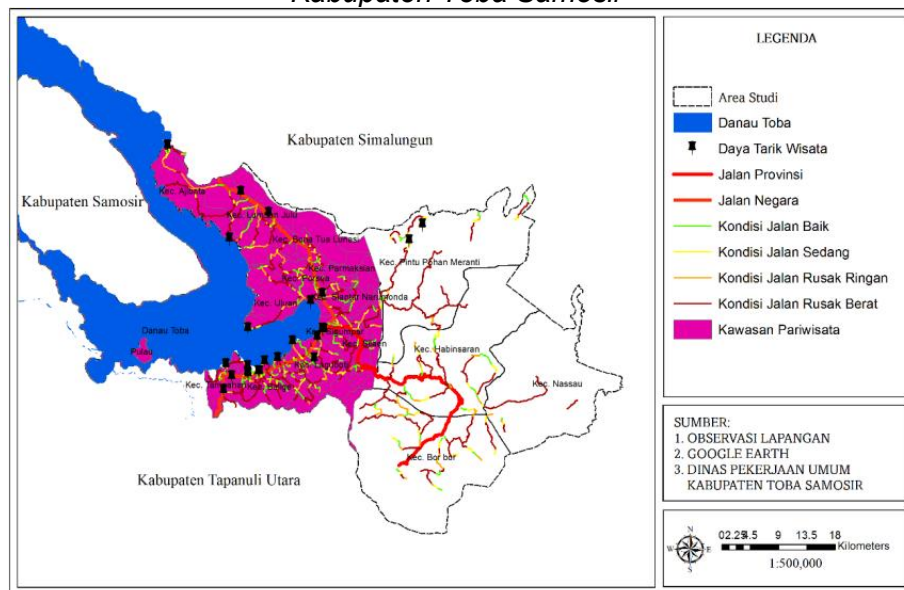
##### 4.1 Planning

The development planning for the Toba Samosir KPPN (Regional Land Office) is a strategic step that serves as the foundation for the program's success. This stage involves a comprehensive identification and mapping of the potential natural resources, socio-cultural aspects, and local economy in the Toba Samosir rural area. Official documents such as the Lake Toba Tourism Area Development Master Plan and Presidential Decree No. 86 of 2020 serve as references in formulating a comprehensive and integrated development blueprint across sectors. This planning process is also participatory, involving village communities, local governments, the private sector, and other stakeholders. The resulting master plan focuses not only on physical aspects such as infrastructure, but also on community empowerment and environmental preservation. Development priorities are directed at strengthening ecotourism potential, developing local MSMEs, improving accessibility, and promoting environmental sustainability, which are key to the region's attractiveness.

*Table 1. Tourist Attractions in the Danau Toba KPPN*

Natural Tourism Attractions	Danau Toba
	Pulau Samosir
	Waterfalls and Natural Hot Springs
Cultural and Historical Tourism Attractions	Batak Traditional House
	Sidabutar King's Tomb
	Local Traditional Ceremony
Tourism Activities	Water tourism
	Tourism village

*Image 1. Distribution Map of Tourist Attractions in the Tourism Area  
Kabupaten Toba Samosir*



Source: *Journal of Pengembangan Kawasan Pariwisata Danau Toba, Kabupaten Toba Samosir*

#### 4.2 Organizing

The organizational structure of the Toba Samosir KPPN management emphasizes the formation and strengthening of institutions capable of carrying out planning effectively and efficiently. To this end, the local government, along with the Lake Toba Tourism Authority, established collaborative teams and institutions such as tourism awareness groups (Pokdarwis), Village-Owned Enterprises (BUMDes), and other cross-sectoral forums. The division of tasks, roles, and responsibilities is clearly regulated, based on regional regulations and regional head decrees, to foster synergy among stakeholders. This organizational approach ensures systematic coordination between various institutions and the local community in implementing development programs. Another crucial aspect is strengthening institutional capacity through training, coaching, and facilitation, ensuring the optimal functioning of the organizations involved.

*Image 2. Coordination Meeting of the Pokdarwis Desa Wisata Balige.*





*Source: Dinas Pariwisata Kab. Toba*

#### **4.3 Actuating**

Development at the Toba Samosir KPPN is implemented through a comprehensive integration of physical and non-physical activities. Physical activities include the construction of supporting tourism infrastructure such as village road improvements, tourist facilities, transportation facilities, and the development of environmentally friendly public spaces. On the non-physical side, community empowerment is a primary focus, with ecotourism training, local MSME product development, business management training, and mentoring for sustainable natural resource management. The involvement of universities, non-governmental organizations, and the private sector through multi-stakeholder collaborations strengthens capacity and resource access. Social assistance such as Direct Cash Assistance (BLT) is also integrated to support the socio-economic resilience of rural communities. This synergy of implementation is aimed at ensuring sustainable development while providing a tangible positive impact on the welfare of the local community.

*Image 3. Construction of the tourism gate at Desa Meat*



*Source: onetoba.com*

*Image 4. Ecotourism Guide Training Danau Toba*



Source: [sumut.idntimes.com](http://sumut.idntimes.com)

#### 4.4 Controlling

Controlling includes systematic monitoring, evaluation, and follow-up of the development process and results of the Toba Samosir KPPN. Routine monitoring is carried out by the local government, relevant ministries, and independent supervisory institutions to ensure the achievement of physical, economic, socio-cultural, and environmental conservation indicators. Real-time program evaluation, including feedback from the community, assesses implementation effectiveness and identifies obstacles in the field. Reporting of evaluation results serves as a basis for strategic improvements and future program development to ensure it remains adaptive to changing conditions and regional needs. This control approach is crucial for maintaining accountable, transparent, and results-oriented development management that is sustainable.

*Image 5. Physical monitoring of infrastructure development  
by Dinas PUPR Kabupaten Toba*



Source: Dinas PUPR Kabupaten Toba



## Conclusion

The development management of the Toba Samosir National Priority Rural Area (KPPN) requires a comprehensive and integrated managerial approach based on the Planning, Organizing, Actuating, and Controlling (POAC) framework. Thorough planning, involving the active participation of the community and stakeholders, is the primary foundation for developing development strategies tailored to local potential and characteristics. Effective organization, strengthened cross-sectoral institutions, and coordination between the government, community, and private sector, ensures structured and accountable program implementation. Implementing activities that integrate physical development and community empowerment ensures sustainable development and improves the well-being of local communities. Routine and systematic monitoring and evaluation are essential to measure program success, identify obstacles, and implement improvements to ensure optimal and sustainable regional development goals are achieved. The successful development of the Toba Samosir KPPN (Regional Land and Fishery Office) is heavily influenced by multi-stakeholder synergy, strengthening local institutional capacity, and a shared commitment to environmental sustainability and improving the village economy. Thus, rural development in Toba Samosir can serve as a model for participatory, inclusive, and sustainable development of national priority areas .

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