

Pos Bloc Medan: A Sustainable Heritage Tourism Model for North Sumatra

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ABSTRACT

This research investigates the potential of Pos Bloc Medan to serve as a sustainable heritage tourism model for North Sumatra. Pos Bloc Medan, a historical icon of the Dutch East Indies era, offers a unique blend of architectural heritage, cultural experiences, and economic opportunities. Through its preservation and revitalization, Pos Bloc Medan has emerged as a significant tourist attraction, drawing visitors with its "Something to see, Something to do, and Something to buy" appeal. The presence of a mini-museum within the complex enhances the cultural experience for tourists. Moreover, Pos Bloc Medan has fostered the growth of local MSMEs by providing a platform for them to showcase and sell their handicrafts and culinary creations. The integration of cultural events, such as live music performances, further enriches the visitor experience and contributes to a vibrant cultural atmosphere. This study concludes that Pos Bloc Medan exemplifies a successful model for sustainable heritage tourism, demonstrating how the preservation of historical sites can contribute to economic growth, community development, and cultural enrichment within a region.

INTRODUCTION

A. Background

Based on the Republic of Indonesia Law No. 10 of 2009 about Tourism, Tourism is a variety of tourism activities and supported by various facilities and services provided by the community, authorities, and local governments. So it can be interpreted that tourism consists of intervention from several parties, namely entrepreneurs, local governments, local communities and others.

North Sumatra is a province located on the island of Sumatra and borders Aceh to the north and West Sumatra and Riau to the south. North Sumatra Province is located at 10 - 40 North Latitude and 980 - 1000 East Longitude with an area of 72,981.23 km². The capital of North Sumatra Province is Medan City. Medan City is the third largest city after DKI Jakarta and Surabaya, and is the gateway to western Indonesia including in terms of tourism. Medan City has an area of around 26,510 hectares or equivalent to 265.10 km² and has an area of 3.6% of the entire North Sumatra. Topographically, Medan City tends to slope to the north and is at an altitude of 2.5 km - 3.5 km above sea level. The data on tourism visits to the province of North Sumatra. Among other things, this can be seen in the table below.

Table 1.1 North Sumatra Visit Data

No	Visiting Year	Number of Visits
1.	2020 (January)	20,744
2.	2021 (January)	8
3.	2024 (January)	10,287

Source: <https://sumut.bps.go.id/>, 2020 - 2024

The number of foreign tourists visiting North Sumatra through 4 (four) entry points in January 2021 reached 8 visits, a decrease of 85.19 percent compared to those who came in December 2020 which reached 54 visits. In the January 2021 period, the number of foreign tourists visiting North Sumatra decreased by 99.96 percent compared to the same period in 2020, namely from 20,744 visits in 2020 to 8 visits in 2021. The drastic decrease occurred due to the Covid-19 yesterday.

The growing phenomenon of Medan city tourism with the target market of millennials. Medan city tourism is experiencing quite rapid development, especially with the target market of millennials. Some of the tourism phenomena that are developing in Medan city and attracting the interest of millennials include.

Medan Culinary, Medan City has many famous delicious specialties, such as Padang satay, sweet martabak, wonton noodles, and fried rice. This cuisine is very popular with millennials who like to taste new foods and seek unique culinary experiences.

Historical tourist attractions, Medan has a rich history and is still well preserved. Some popular historical tourist attractions include Maimun Palace, Medan Grand Mosque, and Tjong A Fie Mansion. Millennials who like historical tours and seek new cultural experiences are very interested in these tourist attractions.

Nature tourism, Medan also has interesting nature tourism such as Lake Toba, Mount Sibayak, and Bukit Lawang. Millennials who like adventure and seek new natural experiences are very interested in these natural tourist attractions.

Festivals and cultural events, Medan also has many festivals and cultural events such as the Lake Toba Festival, Medan International Coffee Festival, and Medan Fashion Week. Millennials who like to participate in cultural events and seek new social experiences are very interested in these festivals and cultural events. With the growing tourism phenomenon in the city of Medan, it is expected to have a positive impact on the regional economy and also open up business opportunities for tourism and culinary entrepreneurs in Medan.

As one aspect that has the potential to increase regional income, tourism must be developed properly. For that, there needs to be a role from the government in its management. Tourism management must be planned comprehensively, so that optimal benefits can be obtained for the community, both in terms of economy, social, and culture.

The role of the government in developing and managing tourism in general is to provide infrastructure (not only in physical form), expand various forms of facilities, coordinate activities between government officials and the private sector, regulate and promote in general to other regions and abroad (Medi, 2018:2). Wijayanti (2019:2) said that there are several types of tourism, including cultural & historical tourism, nature tourism, special interest tourism, culinary tourism, shopping tourism, MICE tourism, and educational tourism.

Referring to Timothy and Ron's cultural & historical tourism (2018): Heritage tourism is a form of tourism that focuses on tourism experiences related to cultural and natural heritage, including historical sites, historical buildings, nature conservation areas, and so on. The goal is to provide meaningful and in-depth tourism experiences and increase understanding of the history and culture of an area. Medan City has several interesting heritage tourist attractions. Among others can be seen in the table below.

Table 1.2 Heritage Tourism Attractions of Medan City

No.	Historical Sites	Location
1.	TJONG A FIE'S HOUSE	Jl. Gen. Ahmad Yani No.105, Kesawan, Medan Bar. District, Medan City, North Sumatra
2.	LONDON SUMATERA BUILDING	Jl. Gen. Ahmad Yani No. 2, Kesawan, Medan Bar District, Medan City, North Sumatra
3.	MAIMUN PALACE	Jl. Brigjend Katamso No.66, AUR, Medan Maimun District, Medan City, North Sumatra
4.	AL MASHUN GREAT MOSQUE	Jl. Court No.74c, RT.02, Mosque, Medan City District, Medan City, North Sumatra
5.	SHRI MARIAMMAN TEMPLE	Jl. Teuku Umar No.18, Central Petisah, Medan Petisah District, Medan City, North Sumatra
6.	MAITREYA MASTERY VIHARA	Cemara Asri Housing Complex No. 8, Jl. Cemara Asri Boulevard Raya No. Utara, Medan Estate, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra
7.	GRAHA MARIA ANNAI VELANGKANNI	Jl. Sakura III No.7-10, Tj. Selamat, Medan Tuntungan District, Medan City, North Sumatra
8.	BANK INDONESIA	Jl. City Hall No.4, Kesawan, Medan Bar. District, Medan City, North Sumatra
9.	MOUNTAIN EAST TEMPLE	Jl. Hang Tuah No. 16, Upper Madras, District. Medan Polonia, Medan City, North Sumatra
10.	TIRTANADI WATER TOWER	Jl. Sisingamangaraja No.1, Ps. Baru, Medan City District, Medan City, North Sumatra
11.	MEDAN POST OFFICE	Jl. Post No.1, Kesawan, Medan Bar. District, Medan City, North Sumatra
12.	SUMATERA MONEY MUSEUM	Jl. New Youth III, AUR, Medan Maimun District, Medan City, North Sumatra
13.	NORTH SUMATERA STATE MUSEUM	Jl. HM. Joni No.51, Teladan Bar., Medan City District, Medan City, North Sumatra
14.	MEDAN CATHEDRAL CHURCH	Jl. Pemuda No.1, AUR, Medan Maimun District, Medan City, North Sumatra
15.	WARENHUIS BUILDING	Jl. Hindu, Kesawan, Medan Bar. District, Medan City, North Sumatra

Source: andalastourism/, 2024

Posbloc is an abbreviation of *Post and Telegraph Office* and is a historic building located in the city center of Medan, North Sumatra. This building was built in 1911 by the Dutch colonial government as a post and telegraph office.

For decades, this building has been one of the important communication centers in the city of Medan. Since 2017, the Posbloc building has undergone extensive renovations to restore its glory as a well-maintained historical building. Now, Posbloc has become a popular tourist destination in Medan because of its classic architectural beauty, with a mixture of European and Indonesian styles.

The main attraction of Posbloc heritage tourism is its magnificent building, with a beautiful white facade and distinctive architectural design. Inside the building, tourists can see the details of beautiful wooden ornaments and carvings, as well as walls and ceilings covered with antique ceramics.

In addition, in Posbloc there are also several shops and restaurants that sell Indonesian products and specialties, so that tourists can experience authentic culinary experiences there. The Pos Bloc Medan project, which is a collaboration between PT Pos Properti Indonesia and PT Ruang Kreatif Pos, has revitalized the 111-year-old Medan Post Office Building asset into a multi-function creative hub for various creative communities, local talent development, empowerment of MSME (Micro, Small and Medium Enterprises) and UKM (Small and Medium Enterprises) businesses.

In the building area that has been designated as a Cultural Heritage Building according to Law No. 10 of 2010 and Medan City Regional Regulation No. 2 of 2012, there will be many UKM/UMKM tenants engaged in various creative industry fields such as culinary, music, film, fashion, and crafts. *Tenants* who have opened their businesses at Pos Bloc Medan consist of F&B tenants such as, among others, can be seen in the table below.

Table 1.3 Tenant Pos Bloc Medan

N O	<i>Tenants</i>	Product
1.	Gelato Secrets	FOOD & BEVERAGES
2.	Fisherman	FOOD & BEVERAGES
3.	Common Folk	FOOD & BEVERAGES
4.	The Tea	FOOD & BEVERAGES
5.	Torei	FOOD & BEVERAGES
6.	Mrs. Judes	FOOD & BEVERAGES
7.	Head of the Medical Faculty	FOOD & BEVERAGES
8.	Gajah Mada Chocolate Ice	FOOD & BEVERAGES
9.	Aeki Coffee Story	FOOD & BEVERAGES

10.	Meat Me	FOOD & BEVERAGES
11.	Canggu Bakehouse	FOOD & BEVERAGES
12.	Meeting point	FOOD & BEVERAGES
13.	Mini M Bloc Market	FOOD & BEVERAGES
14.	Wolle Wolly	FOOD & BEVERAGES
15.	Mie Mak	FOOD & BEVERAGES
16.	Offline	FOOD & BEVERAGES
17.	Seoul Shop	FOOD & BEVERAGES
18.	Huta Fresh Market	FOOD & BEVERAGES
19.	Oh Donut	FOOD & BEVERAGES
20.	Creative Industry	MSMEs

Source:

<https://www.posindonesia.co.id/>, 2024.

Based on the data obtained through primary and secondary data at this time, the researcher is interested in conducting research with the title "THE ATTRACTION OF HERITAGE POSBLOC MEDAN TOURISM, NORTH SUMATERA PROVINCE"

B. Formulation of the problem

Based on the background described above, the researcher formulated the problem as follows: "what are the activities for tourists to see, do, and buy at the Posbloc Medan Heritage Tourism Attraction?"

C. Research purposes

The objectives of this Final Assignment research are as follows: to describe the activities of something to see, something to do, something to buy heritage tourism in Posbloc Medan."

LITERATURE REVIEW

A. Definition of Tourism

According to the Republic of Indonesia Law No. 10 of 2009 concerning Tourism, the definition of tourism is various kinds of tourism activities and

supported by various facilities and services provided by the community, authorities, and local governments. According to the Big Indonesian Dictionary (KBBI) tourism is related to travel for recreation. According to the WTO (World Tourism Organization) Tourism is a human activity that travels to and stays in a destination outside of its daily environment. While etymologically tourism has two syllables consisting of *pari* and *wisata*. *Pari* which means many, repeatedly, traveling, while *wisata* which means traveling or journey. So tourism is a journey that is done around and repeatedly.

According to Damanik & Weber, (2006) in (Nurul, et al., 2024:2) Tourism is defined as a journey undertaken by a person or group of people within a certain period of time (temporary) with the sole purpose of recreational activities and not to earn a living. Tourism activities undertaken are also intended to escape from routine work supported by facilities and services provided by the local community, fellow tourists, the Government, Regional Government, and entrepreneurs or tourism actors (Law Number 10 of 2009 concerning Tourism). Attraction is one of the most important aspects of tourism. Attraction is the ability to attract or captivate attention.

B. Attractiveness

According to the Big Indonesian Dictionary (KBBI), an attraction is something that attracts attention, Tourist Attractions is anything that has uniqueness, beauty and value in the form of the diversity of natural wealth, culture and man-made products which are the target or goal of the visit. traveler (Law No. 10 of 2009).

Definition of attraction according to experts:

1. According to Gunn in Sinaga (2020:9)

Tourist attractions can be selected based on their unique characteristics. Tourist attractions that are tied to a location, cannot be moved and can only be enjoyed at their location, can be seen and enjoyed without prior preparation.

2. According to Wardhani (2008) in Suharto (2019)

The attraction is An area that has tourist attractions can be said to be worth visiting by tourists if there are activities that can be done there. that is;

- a) Something to see (something that can be seen), such as natural beauty/uniqueness, historical buildings, local arts/culture.
- b) Something to do, such as riding a boat, trying traditional food, dancing with local dancers and so on.
- c) Something to buy (something that can be bought), to fulfill the needs of tourists for shopping,

3. According to Sunaryo (2013) in Jati et al. (2019:61)

Explaining the various grids of understanding regarding tourism descriptions in their development includes the following main components:

- a. Objects and Attractions, which include attractions based primarily on natural, cultural and artificial wealth, such as special interest tourism.

- b. Accessibility, which includes transportation system support, including transportation roads, terminal facilities, airports, ports and other transportation models.
- c. Amenities, which include supporting and accommodating tourism facilities, including accommodation, restaurants, retail, souvenir shops, money exchange facilities and other comfort facilities.

C. Historical Sites

Indonesia is one of the archipelagic countries that has abundant cultural potential and resources. In addition, Indonesia is also one of the countries in the world that has a long historical background (Soebijantoro, 2013: 52). The diverse cultural diversity in Indonesia is formed from the process of human habits in the past. This human process in the past created something that resulted in various types of cultural heritage. One of them is historical objects or sites. Historical objects or sites are cultural heritage created by the process of human activities in the past.

Sites are places where archaeological relics are found, in the dwellings of human beings in ancient times known as sites. Sites are usually determined based on a survey of an area. Archaeologists study relics in the form of objects to describe and explain human behavior. So a historical site is a place where there is information about historical relics (Warsito, 2012:25)

D. Cultural heritage

Cultural heritage is a material cultural heritage that is considered a strategic resource because it has important value for history, science and technology.

knowledge, education, religion, and culture. In addition to its existence spread across a variety of geographical and ecological conditions, these archaeological remains also basically face threats, both from within and from outside. In the concept of cultural resource management (CRM), one of the causes of damage and loss of cultural resources

is a disaster. The system for dealing with disasters is termed disaster management, while the actions taken in disaster management are disaster mitigation. Rohman (2021:1)

Cultural Heritage Sites are locations on land and/or in water that contain cultural heritage objects, cultural heritage buildings, and/or cultural heritage structures as a result of human activities or evidence of past events (Law of the Republic of Indonesia Number 11 Article 1 Paragraph 5 of 2010)

E. Heritage Tourism

The World Tourism Organization (in the journal *Titing Kartika*. 2017:39) defines heritage tourism as an activity to enjoy history, nature, human cultural heritage, art, philosophy, and institutions from other regions.

The National Trust for Historic Preservation (in Titing Kartika journal. 2017:39) heritage tourism is a journey to enjoy places, artifacts and activities that authentically represent the stories/history of past and present people.

Peter Howard defines heritage as anything that people want to save, including material culture and nature.

According to Cahyadi (2009:2), heritage tourism is usually also called cultural and heritage tourism or more specifically, cultural and natural heritage tourism.

RESEARCH METHODS

A. Data collection technique

Data collection techniques are methods used to collect research data. This means that in writing or creating scientific papers, the author must determine the appropriate and correct data collection techniques. This procedure is very important so that the data in the research is valid data, resulting in valid conclusions. According to Sugiyono (2013), data collection techniques are the most strategic step in research because the main purpose of the research is to obtain data..

To obtain the data needed for the research, the author collected data by conducting field observations, interviews, literature studies, and questionnaires.

1. Observation

Observation is a complex data collection method because involves various factors in its implementation. According to the Great Dictionary of the Indonesian Language (KBBI), observation is conducting a careful review. The observation data collection method not only measures the attitudes of respondents, but can also be used to record various phenomena that occur. The observation data collection technique is suitable for research that aims to study human behavior, work processes, and natural phenomena.

In this study, the author will visit Posbloc Medan to obtain the data and information needed by observing the conditions of Posbloc Medan and then linking it to the theoretical concepts and other data sources obtained by the author with the aim of fulfilling the completeness of the required data.

2. Interview

An interview is a conversation between two or more people that takes place between a source and an interviewer with the aim of collecting data in the form of information. According to the Big Indonesian Dictionary (KBBI), an interview is a question and answer session with someone to ask for information or opinions about something, published in a newspaper, broadcast on the radio, or shown on a television screen.

In this study, the author conducted interviews with the managers or owners of Posbloc Medan to obtain information regarding the attractiveness of Posbloc Medan, with the aim of fulfilling the completeness of the required data.

3. Literature review

Literature study is a method of collecting data that is not addressed directly to the research subject. According to Sugiyono (2017:291), "literature studies are related to theoretical studies and other references related to cultural values norms that develop in the situation being studied."

4. Questionnaire

A questionnaire is a list of questions prepared by researchers where each question is related to the research topic. The questionnaire is conducted by compiling a number of lists of questions to be distributed to respondents with the aim of getting responses from tourists. According to Sugiyono (2005:162) a questionnaire is a data collection technique carried out by giving a set of questions or statements in writing to respondents to be answered.

In this study, the author study various reference books and the results of previous research with the same theoretical discussion to get a theoretical basis regarding the problem researched.

B. Population and Research Sample

1. Population

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. Sugiyono (2011:80). According to the Big Indonesian Dictionary (KBBI), the meaning of population is the number of residents, both humans and other living creatures in a particular place or environment.

2. Sample

A sample is a representative or part of a population that has the same nature and characteristics, is representative and describes the population so that it is considered to be able to represent all the populations studied. According to the Big Indonesian Dictionary (KBBI), a sample is something used to indicate the characteristics of a larger group. The sample as respondents in this research was 50 people.

C. Data Analysis Techniques

Data analysis according to Sugiyono (2018:482) is the process of systematically searching for and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing them into units, synthesizing them, compiling them into patterns, choosing what is important and what will be studied, and making conclusions so that they are easy to understand by yourself and others.

The data analysis technique used in this Final Assignment Writing is using a descriptive qualitative method. This research activity includes data collection, data reduction, data display, data verification and data conclusions. The descriptive qualitative method is a method that describes an event that actually occurs in the field, to solve a problem by collecting data and theoretical foundations that support the problem to be studied, then processed and analyzed systematically with the theories used and obtained during the lectures at the Medan Tourism Polytechnic.

Data analysis in this study is generally carried out through several stages as follows;

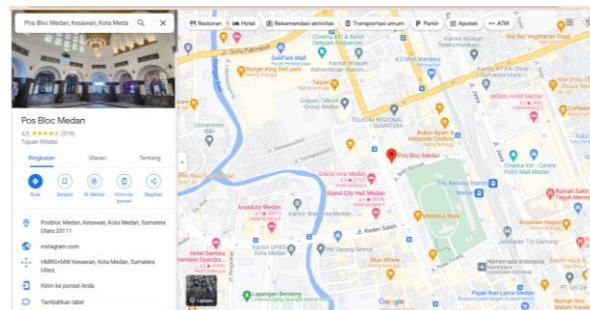
1. Record all phenomena in the field through observation, interviews and documentation,
2. Reviewing the notes from observations, interviews and documentation, and separating data that is considered important and unimportant, this work is reviewed to check for possible clarification errors;
3. Describe the data that has been clarified by paying attention to the focus and objectives of the research;
4. Making a final analysis in the form of a research report. With this analysis model, the results of the research findings and observation efforts that can be carried out to develop the available tourist attractions will be known.

RESEARCH RESULTS AND DISCUSSION

4.1 Overview of Research Location

North Sumatra is one of the provinces in Indonesia located in the northern part of the island of Sumatra. North Sumatra has an area of 72,981.23 km². There are many tourist attractions in Medan City, one of which is Posbloc Medan. Posbloc Medan is a historic building located in the center of Medan City, North Sumatra. This building is located on Jl. Pos No.1, Kesawan, Kec. Medan Bar., Medan City, North Sumatra

Figure 1. Medan Postblock Map



Source: Google Maps, 2023

Initially, Pos Bloc was a building which was used as a post office. This building has been standing for 111 years and was eventually converted into a multi-function creative hub for various creative communities, local talent development, empowerment of UMKM (Micro, Small and Medium Enterprises) and SMEs (Small and Medium Enterprises).

There is also a mini museum in Pos Bloc. Like the function of museums in general, the Pos Bloc Mini Museum maintains, exhibits and publishes each of its collections to tourists who come. The collections in this museum are in the form of equipment used by post office workers in the past. Where the collection is in the form of postal bicycles, scales, typewriters, stamp machines, calculating machines, letter buses used at that time, besides that there are also photos of the development of the post office from the colonial era to the present day.

This post office is now open to the public, visiting hours are Monday-Friday at 10:00 - 22:00 WIB, on Saturday-Sunday 08:00 - 23:00 WIB. The entrance fee to Pos Bloc is not set by ticket. The facilities available at Pos Bloc are a fairly large parking area, toilets, seating, etc.



Figure 2 Medan Post Block Building
Source :Google, 2023

4.2 Research result

In this chapter, the researcher presents the results of research that has been conducted through direct interviews and the distribution of questionnaires to visitors who have visited Pos Bloc as one of the tourist attractions in Medan City, North Sumatra. Where interviews were conducted directly with informants.

The questionnaire questions were distributed to 30 respondents who had visited Pos Bloc. The compilation of the questionnaire was based on the analysis of the problems supported by the formulation of the problems listed, namely the identification of problems included in this Final Assignment research, related to the appeal of Pos Bloc as a historical tour, and also how tourists assess the historical appeal of this museum.

The following is a presentation of the results of the interviews and questionnaires that have been raised in this study. The following is a presentation of the results of the interviews and questionnaires that have been raised in this study.

1. Interview Results

Table 4.1 Management's responses regarding attractions at Posbloc Medan

No.	Question	Answer
1.	What are the attractions at Posbloc Medan?	The attractions in Posbloc Medan besides its historical buildings, there is also a mini museum. And there is also a creative space for the public that can be collaborated with Posbloc Medan and there are also UMKM/UKM tenants that can be enjoyed by visitors.

Source: Source : Interview Results,2023

In Table 4.1, it can be concluded that the attractions owned by Posbloc Medan are in the form of historical buildings that were previously used as a place to send letters during the Dutch East Indies era, then a mini museum that can be seen by tourists. In addition to historical places, Posbloc Medan has tenants creative UMKM that tourists can enjoy.

Table 4.2 Management's answers about what makes Posbloc Medan attractive

No	Question	Answer
1.	What makes Posbloc Medan tourist attraction attractive to visitors?	What makes Posbloc Medan attractive to tourists is because of the historic building in Medan City and there is also a mini museum. Tourists can also do hanging out activities and enjoy the event program created by Posbloc Medan.

Source: Interview Results,2023

In Table 4.2, it can be concluded that one of the things that attracts tourists is the historic building for Medan City as the zero point of Medan City. In addition, tourists can do activities or spend time sitting and relaxing which they can find inside or outside Posbloc Medan. For tourists who are lucky enough to come to Posbloc Medan, they can see and enjoy *events* which was held at Posbloc Medan.

Table 4.3 Management's answers about what the main attractions of Posbloc Medan are

No.	Question	Answer
1.	What is the main attraction of Posbloc Medan tourism?	The main attraction is the historical building itself. This is what makes the main attraction for tourists to visit Posbloc Medan.

Source: Interview Results,2023

In Table 4.3, it can be concluded that the tourist attraction is a historical building from the Dutch East Indies which is also an icon of Medan City. So that the attraction makes tourists take selfies with the Posbloc building as the main destination.

Table 4.4 Management's answers about What makes Posbloc Medan popular for tourists

No.	Question	Answer
1.	What makes Posbloc Medan tourist attraction popular for local and international tourists?	So what makes Posbloc Medan popular are the events/activities created by Posbloc Medan itself, especially with the addition of a heritage building.

Source: Interview Results,2023

In Table 4.4, it can be concluded that for tourists, especially foreign tourists who visit Posbloc Medan, they want to see how the building that is hundreds of years old is both in terms of the relics located in the mini museum and the identical form of the Posbloc Medan building.

Then tourists also remember Posbloc Medan from event which is diverse so that tourists who visit do not get bored with the conditions at Posbloc Medan.

Table 4.5 Management's answer to How Posbloc Medan's promotion and marketing increase its attractiveness

No.	Question	Answer
1.	How does Posbloc Medan promote and market itself to increase its appeal?	So far, Posbloc Medan's promotion and marketing are still through social media. Active social media are Instagram, Facebook, and TikTok.

Source: Interview Results,2023

In Table 4.5, it can be concluded that the promotional media for Posbloc Medan at this time are Instagram, Facebook, Tiktok, so that tourists can see the latest conditions of Posbloc Medan and can also see information related to events that may be held at Posbloc Medan.

Table 4.6 Management's answer regarding how to develop Posbloc Medan

No.	Question	Answer
1.	Posbloc Medan's target market?	So the target market of Posbloc itself is for millennial children and communities in Medan City, but it does not close all ages to be able to visit Posbloc Medan and also does not close communities from outside Medan City to be able to create activities/programs at Posbloc Medan.
No.	Question	Answer
1.	How is the innovation and	So far, in terms of buildings, there are still none because the Medan Posbloc building cannot be

	development of Posbloc Medan?	changed in shape due to its historic nature, but we ourselves will continue to develop event programs that continue to be created.
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Source: Interview Results,2024

In Table 4.6, it can be seen that the management of the Medan post block still maintains the authenticity of the historical buildings in the city of Medan. Management does not change the shape and historical parts of the Dutch East Indies heritage during the colonial era, so this authenticity is what makes tourists interested in the Medan post block and in its development, the management itself creates various events whose activities do not make tourists bored.

Table 4.7 Management's answers regarding what activities can be done at Posbloc Medan

No.	Question	Answer
1.	What are the tourist activities that can be done at Posbloc Medan?	The activities that we can do at Posbloc Medan are of course enjoying the historical buildings, moreover, there are also many photo spots that can be immortalized, then there is also a mini museum that stores some relics from the old postal era, then we can also buy food at the UMKM/UKM tenants that are already available, then we also enjoy the ongoing event activities at Posbloc Medan.

Source: Interview Results,2023

In Table 4.7, it can be seen that the activities of tourists while in the Medan post block are enjoying the buildings and artifacts that are still in the Medan post block area. So many tourists immortalize it by taking selfies in the Medan post block area which is very good to be used as a selfie background, besides taking selfies, tourists who want snacks while looking at the Medan post block building can buy food or snacks at tenants – tenants which is in the Medan post block area while enjoying activities or events that are taking place in the Medan post block area.

Table 4.8 Management's answer regarding who is Posbloc Medan's target market?

Source: Interview Results,2023

In Table 4.8, it can be seen that the target market of Posbloc Medan is millennials and communities of historical building lovers, especially for children, so that they know the Posbloc building as a history of the Dutch East Indies building. But it does not rule out the possibility that the target market of Posbloc Medan is all ages, both children, teenagers, and adults and for communities outside the city of Medan can also join by creating activities/events at Posbloc Medan.

Table 4.9 Management's answer to why transactions at Posbloc use non-cash

No.	Question	Answer
1.	Why don't transactions at Posbloc Medan use cash?	To avoid counterfeit money crimes and fraudulent acts between employees and MSME/UKM businesses and to facilitate financial transparency between tenants and Posbloc Medan.

Source: Results,2023

In Table 4.9, it can be seen that Posbloc Medan has followed the development of the times, this can be seen in making UMKM/UKM purchase transactions that no longer use cash or digital wallets. This is avoided by management so that there is no fraud between officers and UMKM traders and to facilitate transparency in terms of tenant rental finances with Posbloc Medan management.

2. Questionnaire Results

“What are the activities for tourists to see, do, and buy at the Posbloc Medan Heritage Tourism Attraction?”

n = 30

Table 4.1 Do you know the Medan Bloc Post?

N o.	Respondents' answers	Number of respondents	Percentage
1.	Yes	29	97%
	No	1	3%
	Amount	30	100%

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.1, it can be concluded that based on the percentage results, tourists are aware of the Medan post block, which is one of the historical tourist attractions left behind by the Dutch East Indies in the city of Medan and is one of the icons of the city of Medan. However, there are still tourists who do not know what the Medan post block is, so this is an evaluation by the management and administrators of the Medan post block.

Table 4.2 Have you ever visited Pos Bloc Medan?

No.	Respondents' answers	Number of respondents	percentage
4.	Yes	26	87%
	No	4	13%
	Amount	30	100%

No.	Respondents' answers	Number of respondents	percentage
2.	Yes	24	80%
	No	6	20%
	Amount	30	100%

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.2, it can be concluded that the level of tourist visits to the Medan post block is good, the many activities that tourists can enjoy while at the Medan post block make tourists come back to the Medan post block. However, there are some tourists who have never visited the Medan post block and this is what is being evaluated by management and administrators to introduce the Medan post block to tourists so that the impact that will occur is that tourists will come to visit the Medan post block.

Table 4.3 Where did you find out about the Medan Bloc Post information?

No.	Respondents' answers	Number of respondents	percentage
3.	Yes	18	60%
	No	12	40%
	Amount	30	100%

Source: Google Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.3, it can be concluded that the presentation of tourists who know the information about Medan's posbloc is still ver minimal in terms of information. Therefore, management and administrators can be advised to create a TIC in the Medan posbloc area, thus it is hoped that tourists will also find and increase their knowledge about one of the historical buildings in the city of Medan.

Table 4.4 Can you see the heritage tourism attractions while at Pos Bloc Medan?

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.4, it can be concluded that the heritage attraction owned by Medan Post Office is still maintained. This can be seen based on the percentage results that tourists can see the heritage attraction while in the Medan Post Office area, starting from the remains of artifacts to the mini museum located in the Medan Post Office area.

Table 4.5 Are there any activities that can be done while at the Medan Bloc Post?
n = 30

No.	Respondents' answers	Number of respondents	Percentage
5.	Yes	28	93%
	No	2	7%
	Amount	30	100%

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.5, it can be concluded that activities at the Medan post block already exist and are one of the attractions for tourists besides seeing and enjoying the buildings and relics of the Medan post block. In the inner area of the Medan post block, tourists can see relics from the Dutch East Indies era and tourists

can buy UMKM crafts that are marketed in the area inside the Medan post block. In addition, for lucky tourists, the Medan post block holds events that do not stop during the week so that tourists who are at the Medan post block can immediately enjoy the events that are held such as live music and so on.

Table 4.6 Is there anything that can be purchased while at Pos Bloc Medan?

No.	Respondents' answers	Number of respondents	Percentage
6.	Yes	29	97%
	No	1	3%
	Amount	30	100%

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.6, it can be concluded that in the posbloc area there are tenants who sell various UMKM products that can be purchased by tourists as souvenirs indicating that they have visited posbloc medan. Tourists can directly choose the UMKM goods they want and communicate with the seller regarding the specific goods they sell. With the presence of tourists who come and buy the UMKM products, it is hoped that it can continue to happen so that the UMKM can be recognized by tourists who have not visited posbloc medan.

Table 4.7 In your opinion, the prices offered by Pos Bloc Medan are affordable.

No.	Respondents' answers	Number of respondents	Percentage
7.	Yes	25	83%
	No	5	17%
	Amount	30	100%

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.7, the price offers offered are very diverse and affordable for tourists, so that tourists come back to buy

products offered by sellers in the Medan post-block area. In this activity, the management and administrators of the Medan post-block must monitor the quality and price of each item sold so that tourists are not disappointed when they have bought the results of MSMEs in the Medan post-block tenant.

Table 4.8 In your opinion, what is the right target market for Pos Bloc Medan?

n = 30

No.	Respondents' answers	Number of respondents	Percentage
8.	Parent	1	3%
	Student	29	97%
	Children	-	-
	Toddler	-	-
	Amount	30	100%

Source: Google Form Questionnaire Processing Results, 2023

Based on the questionnaire data in Table 4.8, it can be seen that the target market for Medan posbloc is more in demand by millennials such as students. In addition to being able to see historical buildings, tourists can also sit and relax in the Medan posbloc area. However, it is possible that the target market for Medan posbloc can only be enjoyed by students, but it can be enjoyed by all ages, from children, teenagers, adults and parents.

DISCUSSION

Attraction according to Law No. 10 of 2009 is anything that has uniqueness, beauty, and value in the form of cultural diversity, and man-made products that are the targets and objectives of tourist visits. From the results of interviews and responses from tourists visiting Pos Bloc Medan, it can be said that the historical attractions in Pos Bloc Medan are quite interesting.

According to Wardhani (2008) in Suharto (2019), an attraction is an area that has tourist attractions that can be said to be worth visiting by tourists if there are activities that can be done in that place, namely;

- a. Something to see, such as natural beauty/uniqueness, historical buildings, local arts/culture. Posbloc Medan itself is one of the oldest buildings and heritage buildings from the Dutch East Indies era located in the middle of Medan city, with the existence of relics and the presence of a mini museum in Posbloc Medan, it creates a unique historical attraction owned by the building. So it is not surprising that domestic and foreign tourists come to see the building and immortalize it by taking selfies in the Posbloc Medan building area.

- b. Something to do, such as riding a boat, trying traditional food, dancing with local dancers and others. Posbloc Medan has tenants filled with UMKM crafts and snacks that can be enjoyed by tourists, besides taking selfies and walking around seeing Posbloc Medan is one of the tourist activities while at Posbloc Medan. For tourists who visit and are lucky, they can see and enjoy the events held at Posbloc Medan, both live music, and many other activities that can almost be seen every day.

- c. Something to buy (something that can be purchased), to meet the needs of tourists for shopping. Posbloc Medan has tenant locations that contain various kinds of UMKM crafts and traditional to modern foods that tourists can buy as souvenirs as a sign of having visited Posbloc Medan, with quality goods and affordable prices making tourists interested in buying them.

CONCLUSION

Based on research and discussion results regarding "Heritage Tourism Attractions of Posbloc Medan, North Sumatra Province", the researcher can draw the following conclusions:

Posbloc Medan is one of the historical icons of the Dutch East Indies that still exist in the city of Medan and is located in the center of the city of Medan itself. With the attraction of Posbloc Medan in the form of Something to see, Something to do, and Something to buy make Posbloc Medan a target for tourists who like historical tours. In addition to the unique buildings and patterns, Posbloc Medan has a mini museum located in the inner area that can be directly seen and enjoyed by tourists.

By preserving the Medan post block building, it has a positive impact on the community, especially for MSMEs who can market their handicrafts, both traditional and modern handicrafts and food, as well as interesting events that can be enjoyed directly by tourists while at the Medan post block, such as live music and others.

SUGGESTIONS

Based on the conclusions explained above, several suggestions can be put forward as follows: with the availability of various Heritage Tourism Attractions Posbloc Medan North Sumatra Province, the management through the manager and city government is expected to continue to improve and maintain the quality of the heritage attractions owned by Posbloc Medan. In this case, the management and city government of Medan can add attractions that may be placed in Posbloc Medan without damaging the uniqueness of the historical building which will later have a positive impact on the level of tourist visits.

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