

Analysis of the Effect of Local Wisdom Values on the Competitive Advantage of Tourism Mediated by Promotion in Samosir Regency

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ABSTRACT

This paper presents a new and significant contribution to the socio-cultural and economic fields, in particular looking at the relationship of cultural values to the improvement of the community's economy through the tourism business in the Samosir district. The results of the study show that in general the values of local wisdom, namely cultural values, aesthetic values, spiritual values, ethical values, and economic values, have direct and mediated tourism competitive advantages mediated by promotions. However, social value has no significant effect on competitive advantage either directly or mediated by promotion. The use of local cultural wisdom values for tourism competitive advantage is one of the strategies in an effort to increase tourism in Samosir district so that it can improve the economic life of the people of Samosir district.

INTRODUCTION

The tourism business is one of the sectors that can be relied upon for the economic development of a country. The increase in tourism is expected to create greater economic benefits in the form of foreign exchange from foreign tourist visits, income from domestic tourists, and job creation, which in turn will improve people's welfare. Lake Toba is one of the tourist destinations on Samosir Island. This lake is one of the most beautiful volcanic lakes owned by Indonesia, which is surrounded by 7 districts in North Sumatra, namely Simalungun district, Tobasa district, North Tapanuli district, Humbang Hasundutan district, Dairi district, Karo district, and Samosir district. Since 2017, Lake Toba has been designated as a National Tourism Destination (DPN) and a Superior Tourism Destination (DPU) in Indonesia. Since then, Lake Toba has received a priority place in the development agenda whose technical implementation is guided by various documents to accelerate the development of Lake Toba as a creative tourism area, including the "Integrated Tourism Masterplan For Lake Toba" and "The Toba Caldera Geopark Masterplan". The goal is that in the future, Lake Toba can function as one of the economic drivers of the region by increasing the number of tourists visiting the area.

Based on data from the Tourism Office of Samosir Regency (2020), it is known that the number of tourist visits to Samosir Regency in the last five years, especially domestic tourists has increased every year. In 2016, the number of tourists was 154,905 people. In 2020, this number has increased by 402,295 visitors. This value of course also contributes to a very significant increase in additional regional income in Samosir Regency. However, if you look at the number of foreign tourists from 2016 it was 35,823 tourists, in 2017 it was 55,771 tourists, in 2018 it was 65,724 tourists, in 2019 it was 50,970 tourists, and in 2020 it was 2908 tourists. It can be seen from the data that the number of visitors in 2019 and 2020 decreased significantly. This is due to the COVID-19 pandemic that has hit the whole world. However, if you look at the beginning of the year until the middle of 2019 (before the covid pandemic), the number of foreign tourists every month did not increase and even tended to decrease. From the data above, it can be seen that the visitor data, especially foreign tourists, is quite alarming.

The natural beauty of Lake Toba is a strong attraction for tourists to visit the island of Samosir. In addition to the attractiveness of its natural beauty, tourist attractions can also be seen from various factors. Mc. Intosh and Murphy in Wulandari (2014) stated that apart from the natural beauty on offer, 4 things encourage someone to take a trip to a tourist spot, including: (1). Physical motivation in the form of relaxation, health, comfort, exercise, relaxation, and so on; (2). Cultural Motivation in the form of a desire to acquire knowledge about culture, customs, traditions, and other regional arts (including historical heritage objects); (3). Social Motivation in the form of interpersonal motivation to visit friends, family, relatives or on pilgrimages, and so on; and (4). Fantasy motivation in the form of a desire to escape from the daily routine and ego-enhancement can provide psychological satisfaction for individuals who make the trip.

According to Kimmel, et al. (2015), culture is packaged as one of the factors of attraction for tourists. In addition to the natural beauty of Lake Toba, cultural factors also support the improvement of tourism performance in the Samosir district. This is supported by Harahap and Humaiji, (2020), who state that local policies and traditions are very important in maintaining the Lake Toba Ecosystem. In general, the people who live in the Samosir district are the Toba Batak people. The life of the people of Samosir district is very thick with their local culture. Local culture is closely related to local wisdom. Local wisdom reflects the way of life of a society. In other words, local wisdom lives on local culture. Local wisdom owned by the people of Samosir district has added value in efforts to increase Lake Toba tourism so that Samosir district is a tourist destination that has the ability to compete in the tourism business. This is in line with what was conveyed by Shaffer et al. (2006) regarding the importance of local culture being integrated with development, including tourism development. In improving the tourism business, of course, there are efforts made to promote tourism that is developed. Promotion of tourist destinations based on local wisdom can increase tourism development.

Research on local wisdom in the community related to tourism has been widely carried out, including a study conducted by Siagian (2018) which examined the local wisdom of Batak Toba in supporting the tourism sector in Samosir district; Sipahutar (2018) researched on local wisdom as a supporter of tourism development in Sianjur Mula-Mula sub-district, Samosir district; Sinaga (2018), examines tourism development in local cultural communication in Toba Samosir district; Siagian, et al (2018), researched Toba Batak local wisdom in supporting the tourism sector in Samosir district; and Sitohang (2020) identified local wisdom values in Simanindo sub-district, Samosir district. From the research that has been done, no one has studied the influence of local wisdom values on the competitive advantage of tourism mediated by promotion. Based on the various descriptions above, this paper aims to analyze the influence of local wisdom values on tourism competitive advantage directly or mediated by promotion in the Samosir district mediated by promotion

LITERATURE REVIEW

Local Wisdom

Local wisdom is part of the culture (Brata, 2016) namely the original knowledge of a community that comes from the noble values of local cultural traditions to regulate people's lives wisely (Sibarani, 2012). Society basically cannot be separated from traditional and cultural values that are passed down from one generation to the next. Local wisdom is an entity that greatly determines human dignity in the community. Therefore, when the traditional values that exist in the community come from local cultural roots, then the community will lose its identity and identity, as well as lose a sense of pride and sense of belonging.

The position of local wisdom values in a community is very important. According to Sartini (2006), the roles and functions of local wisdom are: (1) for the conservation and preservation of natural resources, (2) human resource

development, (3) cultural and scientific development, (4) as a source of advice/belief/literature. and taboos, (5) as a means to build communal integration, (6) as an ethical and moral foundation, (7) as a political function. (Wuryandari, 2010). The results of Sitohang's research (2020) found that the values of local wisdom found in people's lives in the Samosir area can be classified into cultural values, social values, aesthetic values, religious values, moral values, and economic values. These six values of local wisdom are still growing and developing today. Thus, efforts to explore the values of local wisdom in the community are a local advantage because their wisdom becomes a necessity in people's lives (Maryani, 2011). Local wisdom that has unique values, which are difficult to find in other tourism areas, is a tourism competitive advantage for the Samosir district.

Culture Value

Cultural values are values that regulate people's lives wisely and wisely. The implementation of cultural values in the social life of society by utilizing their indigenous wisdom and knowledge is called local wisdom. (Sibarani, 2018). Sutarso (2012) in his journal entitled *Initiating Tourism Based on Culture and Local Wisdom* said that the potential of culture and local wisdom in the tourism sector is very promising and has the potential to increase tourism potential in the future. Therefore, it is necessary to develop a pattern of tourism development based on culture and local wisdom so that it has a tourist attraction.

Social Value

Social values are efforts to maintain and accept a set of values held by society regarding what is considered good and bad (Zahra & Wright, 2016). Walker and Diana (1996) stated that the use of local wisdom in tourism development can provide benefits in the socio-cultural field, including the creation of efforts to preserve local cultural values, increase civic pride, increase opportunities for higher education, and help people to understand themselves (who, where, and their uniqueness). The results of Pranata's research (2021) state that social values are found in the Pujawali tradition of the Lombok community. In this tradition, there is togetherness in doing good, mutual respect through deliberation, a harmonious relationship both with local residents and from various regions. The postmodern era strongly influences social change in society which will eventually result in a shift in social values in people's lives (Pescosolido, BA, & Rubin, 2000).

Moral Values

The moral is a set of principles or ideals that can help a person to distinguish what is right and what is wrong so that he is able to take action based on these differences and feels proud if he can behave well and on the contrary has guilt if he does actions that are not in accordance with standards. prevailing (Shaffer, 1999). Moral requires the ability to behave in accordance with the existing context with the consequence of being able to develop habits in accordance with norms or values so that it shows the existence of the order.

(Muyambiri, and Chabaefe, 2018). The moral is a benchmark for determining right-wrong human attitudes and actions, used as a benchmark used by society to measure a person's goodness (Suseno, 1987).

Aesthetic Value

Aesthetic value can be found almost anywhere, not only in works of art and natural objects but also in everyday life, such as clothing and jewelry, room decorations, everyday artifacts from toasters to cars, packaging, appearance. our face and body, the artificial environment we create, the food we eat, and so on without limits. (Stecker, R., 2006).

In the tourism business, aesthetic value is very important. Aesthetic values can be found in nature, historical places, monuments, tourism products, and in various other places that can give a pleasant impression to tourists. With a variety of services and products offered to the tourism business, tourists have the opportunity to discover and feel the aesthetic quality for themselves. Aesthetics includes all aspects of tourism services that can affect the satisfaction of visiting tourists. Tourism products that have aesthetic value can help tourism businesses in the development and marketing of products and services. Aesthetic values will affect customer satisfaction and loyalty. Customer satisfaction and loyalty will have an impact on their intention to recommend tourism services and products to others and the intention to visit tourist destinations and use tourism products in the future (Nyurenberger, at. al, 2019).

Religious Value

The elements that make up local culture and wisdom are (1) humans; (2); good value ideas; (3), the truth that has become a tradition; and (4), recognized by the community. With these four elements, it can be understood that in culture and local wisdom, religious values cannot be separated. Ideas that have good value then become truths that are traditional and are recognized as the basic principles of all religions. The findings (Muslim, 2018) state that Minangkabau culture and local wisdom have very high religious values. The findings of Saddhono & Pramestuti, (2019) also state that religious values in Sekar Macapat Pocung are the guide and inseparable part of life for Javanese people in living their religious and national life.

Economic Value

Economic value is the value that determines the price of goods and services. The important factors in creating this value are production, marketing, and consumption. (Hartono, et al, 2012). According to Walker and Diana (1996), the use of local wisdom in tourism development can provide benefits in the economic field, including the availability of job opportunities, the creation of job diversity, as well as an increase in the income of the population and the region. The results of Pranata's research (2021) state that Bugis local wisdom contains economic values expressed through motivation, courage, hard work, independence, respect for time.

Competitive Advantage

Competitive advantage is a company's ability to position itself as a company that provides high value to a particular target market, either by offering lower prices or by providing more benefits to support a higher price policy (Kotler & Armstrong, 2001: 320). Competitive advantage is the difference and uniqueness among competitors (Purnama & Hery, 2003). Which is one way to increase product differentiation, service quality, personnel, image, and distribution channels (Ramadhani & Ratni, 2015). Competitive advantage makes companies more effective and exploits them to gain and maintain market share (Anshory, 2005).

Human resources can be a source of competitive advantage because they meet the criteria to be a source of sustainable competitive advantage. Human resources will add value to the company, are rare, cannot be imitated, and are not sustainable. In addition, human resources are a unique historical condition for some companies, social complexity, which means that not all companies can successfully develop human resources as a sustainable competitive advantage through the adoption of human resource practices from companies that have successfully developed human resources (Wright, et.al., 1994)

Promotion in the Tourism Industry

Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products and services. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in their activities. purchase or use of services in accordance by their wishes and needs. Sales promotion is increasingly becoming important in the tourism industry, consumers are becoming more vulnerable to deals when they make decisions about products and recreation (Boon et al., 2015). Marketing promotion is also becoming more influential in tourism destination branding (Heeley, 2016; Warren and Dinnie, 2017). The media industry works with hotels, travel agents, tour operators, airlines and various government agencies to increase state revenues by promoting tourism. This promotion needs to be done because of the lack of awareness of tourist attractions for other people (Praveen Kumar , 2014).

Conceptual Framework

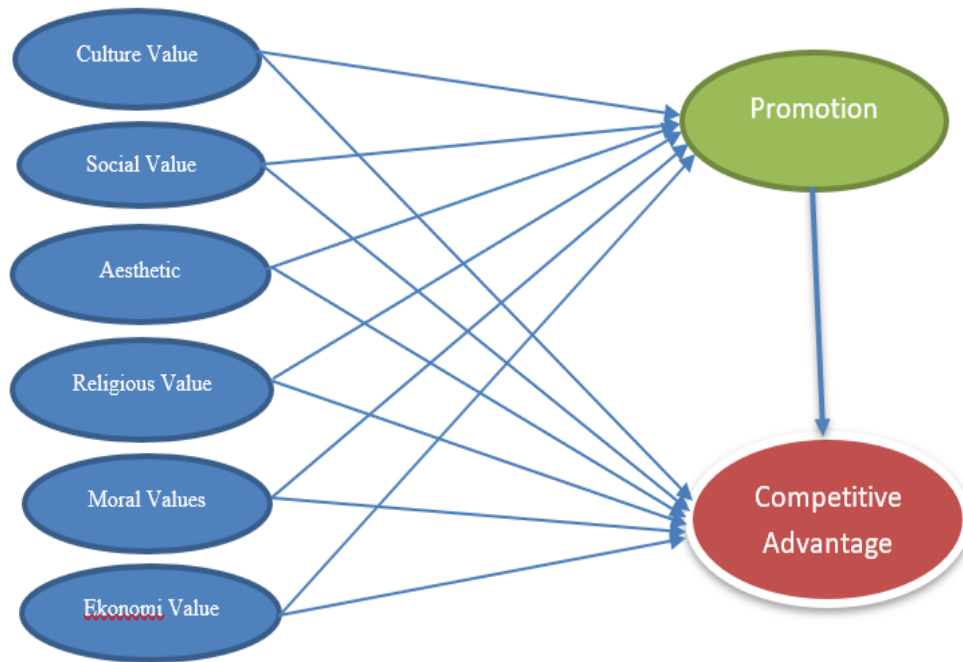


Figure 1. Research Framework

Research Hypothesis

- H1: Cultural values have a significant effect on competitive advantage
- H2: Social values have a significant effect on competitive advantage
- H3: Aesthetic values have a significant effect on competitive advantage
- H4: Religious values have a significant effect on competitive advantage
- H5: Moral values have a significant effect on competitive advantage
- H6: Economic value has a significant effect on competitive advantage
- H7: Cultural values have a significant effect on promotion
- H8: Social value has a significant effect on promotion
- H9: Aesthetic values have a significant effect on promotion
- H10: Religious values have a significant effect on promotion
- H11: Moral values have a significant effect on promotion
- H12: Economic value has a significant effect on promotion
- H13: Cultural values have a significant effect on competitive advantage mediated by promotion
- H14: Social value has a significant effect on competitive advantage mediated by promotion
- H15: Aesthetic values have a significant effect on competitive advantage mediated by promotion
- H16: Religious values have a significant effect on competitive advantage mediated by promotion
- H17: Moral values have a significant effect on competitive advantage mediated by promotion
- H18: Economic value has a significant effect on competitive advantage mediated by promotion

METHODOLOGY

Research Type and Design

This research design aims to obtain the influence of local wisdom values on tourism competitive advantage mediated by promotion in Samosir district. Based on the problem and research objectives, this research uses a quantitative approach.

Population and Sample

The population of this study is tourists who visit Samosir district in the period 2016 - 2020. The total population is 13,925,000 people. Determination of the sample in this study using a random sampling technique using the Slovin formula:

$$\text{Sample} = \frac{N}{1 + Ne^2} = \frac{13.925.000}{1 + 13.925.000 \times 0.05^2} = 400 \text{ respondents}$$

Data Collection Technique

Data collection techniques were carried out by distributing questionnaires to respondents who had visited Samosir district from 2016 - 2020.

Data Analysis Technique

The data analysis technique in this study uses Partial Least Square SEM, using PLS structural model analysis with the help of Smart-PLS software. Structural model analysis has several stages, namely: 1) Formulating structural model theory; 2). Outer model analysis; 3). Inner model analysis; and 4) Hypothesis Testing.

RESEARCH RESULT

Structural Model Formulation

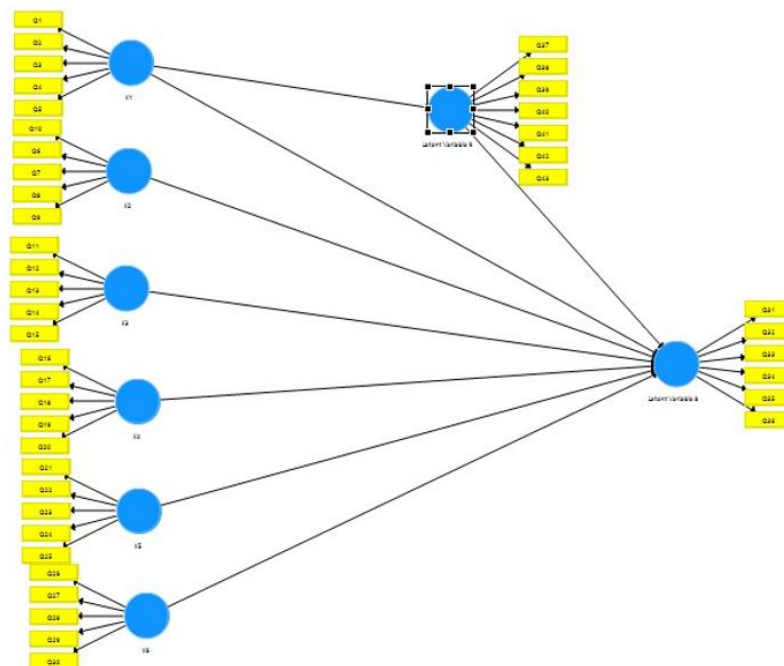


Figure 2. Structure Model

From Figure 2, it can be seen that there are 6 independent variables (Variable X), 1 dependent variable (Variable Y), and 1 mediating variable (Variable Z), each of which consists of several indicators.

Outer Model Analysis

The outer model test aims to see the validity and reliability of a model. The analysis of this test will be seen from the influence of the Loading factor, Average Variance Extracted (AVE), and Discriminant Validity, as well as composite reliability.

Factor Loading

Factor loading is the initial stage in testing the validity of a model. The loading factor requirement is > 0.6 , so the indicator is called valid. If it is not valid then it must be deleted of the model (Husein. 2015). To find out the outer analysis of this research model, it can be seen in the image below:

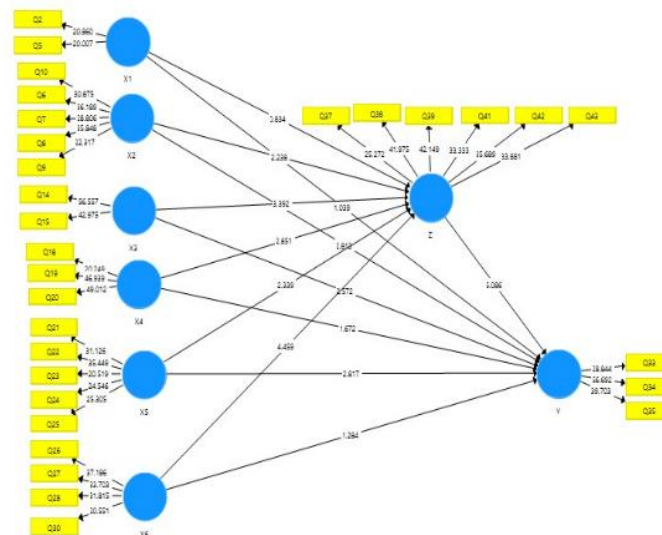


Figure 3. Outer Model

From Figure 3, it can be seen that in the latent variables X1 and X3 there are three indicators were removed because the loading factor was < 0.6 . In the latent variable X4, there are two indicators are deleted because the loading factor is < 0.6 , and in the latent variable X6 there is 1 indicator that is removed because the loading factor is < 0.6 . In variable Y there are two indicators are deleted because the loading factor is < 0.6

Average Variance Extracted (AVE)

Average Variance Extracted is the value used in the convergent validity test because the value is obtained from the convergent validity output. In this study, the expected AVE value is > 0.5 . The following table Average Variance Extracted (AVE).

Tabel 1. Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Aesthetic Value	0,641	0,643	0,848	0,735
Competitive Advantage	0,756	0,764	0,860	0,672
Culture Value	0,818	0,822	0,873	0,579
Economic Value	0,782	0,781	0,860	0,606
Moral Value	0,822	0,838	0,872	0,576
Promotion	0,871	0,874	0,903	0,608
Religious Value	0,766	0,769	0,867	0,686
Social Value	0,454	0,454	0,785	0,647

From table 1, it can be seen that the overall AVE value is above 0.5. This shows that there are no problems with convergent validity, so the next thing that is tested is problems related to discriminant validity.

Discriminant Validity

Discriminant Validity can be tested by looking at the cross-loading table, this output is used to test discriminant validity at the indicator level with the provisions, the correlation between the indicator and its latent variable > compared with the correlation between the indicator and other latent variables (outside the block). More details can be seen in the table below:

Table 2. Cross Loading

	Aesthetic Value	Competitive Advantage	Culture Value	Economic Value	Moral Value	Promotion	Religious Value	Social Value
Q10	0.434	0.457	0.749	0.350	0.503	0.409	0.357	0.333
Q14	0.868	0.468	0.437	0.350	0.403	0.431	0.285	0.311
Q15	0.847	0.399	0.555	0.437	0.513	0.440	0.325	0.443
Q18	0.351	0.255	0.410	0.303	0.402	0.369	0.728	0.390
Q19	0.256	0.206	0.317	0.282	0.364	0.336	0.870	0.229
Q2	0.328	0.347	0.455	0.281	0.341	0.308	0.324	0.806
Q20	0.266	0.299	0.375	0.319	0.456	0.376	0.877	0.262
Q21	0.460	0.551	0.549	0.439	0.760	0.441	0.278	0.370
Q22	0.489	0.469	0.546	0.393	0.805	0.484	0.372	0.437
Q23	0.290	0.289	0.403	0.382	0.723	0.318	0.401	0.255
Q24	0.377	0.292	0.392	0.359	0.760	0.338	0.429	0.241
Q25	0.339	0.303	0.375	0.364	0.745	0.387	0.471	0.266
Q26	0.383	0.371	0.425	0.785	0.405	0.444	0.307	0.327
Q27	0.341	0.328	0.367	0.804	0.390	0.418	0.261	0.258
Q28	0.296	0.349	0.340	0.809	0.389	0.394	0.269	0.315
Q30	0.394	0.391	0.398	0.712	0.413	0.408	0.300	0.326
Q33	0.407	0.794	0.388	0.331	0.367	0.472	0.273	0.314
Q34	0.460	0.859	0.511	0.421	0.497	0.513	0.264	0.387
Q35	0.376	0.805	0.428	0.384	0.427	0.485	0.229	0.295
Q37	0.288	0.398	0.307	0.394	0.328	0.727	0.277	0.263
Q38	0.416	0.525	0.476	0.409	0.437	0.805	0.321	0.325
Q39	0.379	0.501	0.435	0.459	0.476	0.795	0.319	0.352
Q41	0.435	0.466	0.444	0.400	0.453	0.784	0.389	0.347
Q42	0.432	0.455	0.427	0.439	0.381	0.791	0.388	0.316
Q43	0.410	0.439	0.390	0.407	0.396	0.773	0.351	0.275
Q5	0.374	0.309	0.469	0.356	0.352	0.342	0.253	0.803
Q6	0.473	0.464	0.776	0.361	0.456	0.440	0.331	0.502
Q7	0.482	0.436	0.771	0.391	0.435	0.407	0.350	0.486
Q8	0.459	0.369	0.808	0.385	0.505	0.399	0.348	0.477
Q9	0.324	0.318	0.697	0.403	0.440	0.372	0.319	0.383

Based on table 2, it can be seen that the correlation between indicators and their latent variables is greater than the correlation between indicators and other latent variables, so all indicators are said to be valid.

Composite Reliability

To ensure that there are no measurement-related problems, the final step in evaluating the outer model is to test the unidimensionality of the model. This unidimensionality test was carried out using composite reliability and Cronbach's alpha. For both indicators the cut-off value is 0.7.

Table 3. Composite Reliability

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Aesthetic Value	0,641	0,643	0,848	0,735
Competitive Advantage	0,756	0,764	0,860	0,672
Culture Value	0,818	0,822	0,873	0,579
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Religious Value	0,766	0,769	0,867	0,686
Social Value	0,454	0,454	0,785	0,647

Based on table 3, it can be seen that all composite reliability values > 0.7. Therefore, there is no problem of unidimensionality of the influence of local wisdom values on competitive advantage mediated by promotion.

Inner Model Analysis

Inner model testing can be seen by using the Determination Coefficient R² (R-Square). Goodness of fit in PLS can be known by the value of Q². The value of Q² has the same meaning with the coefficient of determination (R-Square) in the regression analysis. The following table R-Square:

Table 4. Tabel S-Square

	R Square	R Square Adjusted
Competitive Advantage	0.469	0.460
Promotion	0.447	0.439

From table 4 it can be seen that the model can explain competitive advantage data only at 46.9%, and promotions only at 44.7%. The rest is explained by other factors.

Hypothesis Testing

To test the hypothesis in PLS-SEM, it can be seen from the P-Values value, which is said to have a significant effect if the P-Values < 0.05.

Direct Influence

Table 5. Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Aesthetic Value → Competitive Advantage	0,189	0,191	0,059	3,172	0,002
Aesthetic Value → Promotion	0,172	0,171	0,053	3,269	0,001
Culture Value → Competitive Advantage	0,206	0,204	0,054	3,788	0,000
Culture Value → Promotion	0,142	0,142	0,063	2,261	0,024
Economic Value → Competitive Advantage	0,154	0,153	0,053	2,921	0,004
Economic Value → Promotion	0,250	0,253	0,053	4,691	0,000
Moral Value → Competitive Advantage	0,210	0,215	0,062	3,380	0,001
Moral Value → Promotion	0,139	0,139	0,060	2,318	0,021
Promotion → Competitive Advantage	0,336	0,334	0,054	6,215	0,000
Religious Value → Competitive Advantage	-0,033	-0,034	0,046	0,720	0,472
Religious Value → Promotion	0,140	0,138	0,050	2,766	0,006
Social Value → Competitive Advantage	0,068	0,068	0,053	1,272	0,204
Social Value → Promotion	0,038	0,039	0,047	0,819	0,413

From table 5, it can be seen that:

1. Culture value has a significant effect on Competitive Advantage
2. Social value has no significant effect on competitive advantage
3. Aesthetic value has a significant effect on competitive advantage
4. Religious values have no significant effect on competitive advantage
5. Moral values have a significant effect on competitive advantage
6. Economic value has a significant effect on competitive advantage
7. Cultural values have a significant effect on the promotion
8. Social value has no significant effect on the promotion
9. Aesthetic value has a significant effect on the promotion
10. Religious values have a significant effect on the promotion
11. Moral values have a significant effect on the promotion
12. Economic value has a significant effect on the promotion

Indirect Influence

Table 6. Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Aesthetic Value → Promotion → Competitive Advantage	0,058	0,057	0,020	2,914	0,004
Culture Value → Promotion → Competitive Advantage	0,048	0,047	0,021	2,231	0,026
Economic Value → Promotion → Competitive Advantage	0,084	0,084	0,023	3,717	0,000
Moral Value → Promotion → Competitive Advantage	0,047	0,047	0,022	2,070	0,039
Religious Value → Promotion → Competitive Advantage	0,047	0,046	0,019	2,424	0,016
Social Value → Promotion → Competitive Advantage	0,013	0,013	0,016	0,795	0,427

From the table, it can be seen that:

1. Cultural values have a significant effect on competitive advantage mediated by promotion
2. Social value has no significant effect on competitive advantage mediated by promotion
3. Aesthetic values have a significant effect on competitive advantage mediated by promotion
4. Religious values have a significant effect on competitive advantage mediated by promotion
5. Moral values have a significant effect on competitive advantage mediated by promotion
6. Economic value has a significant effect on competitive advantage mediated by promotion.

DISCUSSION

From the results of the study, it can be seen that the values of local wisdom have a significant effect on the competitive advantage of tourism, both direct and mediated by promotion, except for social values. The values of local wisdom are the noble values of the local cultural traditions of the people of Samosir Regency which regulate the life of the community wisely and wisely. One of the roles and functions of local wisdom is to improve human resources. Human resources can be a source of competitive advantage because they meet the criteria to be a source of sustainable competitive advantage. Human resources will add to the selling value of Samosir district as a tourism area. Thus, the value of local wisdom owned by the Samosir community becomes a source of sustainable competitive advantage, which can be utilized to increase the tourism business in the Samosir district.

This increase in tourism business is also supported by promotions to introduce the beauty and wealth of Samosir district so that it can attract tourists to visit Samosir district.

From the results of the study, it can be seen that social value has no significant effect on competitive advantage, both direct and mediated by promotion. Based on data found in the field through respondents' responses to the questionnaire, the tradition of "martamue" (warmly welcoming guests/visitors who come) has been increasingly eroded in the lives of the people of the Samosir district. In other words, there is a shift in social values, specifically in welcoming visitors who come. This can be due to the Covid-19 pandemic condition since 2019 until now which has resulted in people's lives being more closed to visitors who come from outside the area. However, on the other hand, this could also be due to the increasing economic demands of the Samosir community, so that in dealing with visitors, the local community is more oriented towards economic demands. This economic demand is accompanied by a shift in social values which results in a shift in the value of "martamue" in people's lives.

CONCLUSIONS AND RECOMMENDATIONS

In general, the values of local wisdom, be it cultural values aesthetic values, religious values, moral values, and economic values have a significant effect on the competitive advantage of tourism, either directly or indirectly. However, the results of the study found that social values had no significant effect on the competitive advantage of tourism. This finding needs special attention for the people of Samosir district and the local government, especially in efforts to increase tourism business in Samosir district. It is highly recommended to carry out further research using a mixed-method approach, to get more accurate results, it is necessary to conduct a more in-depth analysis, what exactly is the cause of the social value of the community does not significantly affect the competitive advantage of tourism.

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