

SOCIAL ECONOMIC ANALYSIS OF THE TOURISM SECTOR

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ABSTRACT

Introduction: The tourism sector has now developed into the largest industry for economic growth in Indonesia; this can be seen from the increasing development of the number of tourist visits, both domestic and foreign tourists. The purpose of this study was to determine the impact of the existence of the Sikembang Park tourist attraction on the socioeconomics of business actors in Kembanglangit Village.

Methods: The method used in this study is a descriptive method with a qualitative approach.

Results: The results of this study are that the Sikembang Park tourist attraction has a positive impact in terms of economy and socio-culture. The economic impact is to increase income and create jobs and business opportunities. As well as the impact on the social life, namely a closer relationship between the people of Kembanglangit Village.

Conclusion and suggestion: Based on the discussion regarding the Impact of the Existence of the Sikembang Park Tourism Object on the Socio-Economic Condition of Business Actors in Kembanglangit Village, it can be concluded that the existence of the Sikembang Park tourism object has a positive impact on the community's economic activities which consist of increasing income and opening up job opportunities and business opportunities. Communities around tourist sites get additional work as food and beverage traders. In addition, the Sikembang Park tourist attraction also has an impact on the social life of the Kembanglangit Village community, namely by creating a closer relationship between the people in Kembanglangit Village.

INTRODUCTION

Currently, Indonesia's economic growth is supported by sectors that continue to develop and show improvement in increasing income or foreign exchange for Indonesia. These sectors include the tourism sector which, at this time, has developed into one of the largest industries for economic growth in Indonesia; this can be seen from the increasing development of the number of tourist visits, both domestic and foreign tourists. The increasing number of tourist visits is to visit tourist objects owned by an area (Amnar, 2020).

The natural wealth and diversity of the Indonesian nation holds a lot of potential as well as valuable opportunities to build Indonesian tourism so that it is more passionate in the eyes of the world and has characteristics based on local wisdom. Therefore, the government has an important role in exploring the potential and making policies for tourism development, so that people are awakened to their awareness to explore the potential and move to build their respective villages and cities Arini et al., 2020).

The tourism sector is a source of state revenue. Not only that, the tourism sector is also an economic activity that has a very long chain. The existence of the tourism sector can provide positive benefits for the government, the private sector and the community who are involved in taking advantage of business opportunities in tourism objects. The benefits that can be obtained by the government from the tourism sector are sources of foreign exchange earnings and taxes. The prospect of tourism in Indonesia is very large and encouraging considering that tourism is considered a savior, the belle of foreign exchange earners for the country. The tourism sector reaches 15% annually, so that tourism is able to accelerate the equitable distribution of urban development, create new jobs, increase the production of arts and culture, and expand the small product market to the international world (Siregar, 2010).

Bank Indonesia (BI) stated that tourism is the most effective sector to boost Indonesia's foreign exchange. One reason is that the resources needed to develop tourism are located within the country. In addition to Human Resources (HR), the resource in question is geographical location, including the area and diversity of natural, cultural, culinary and wealth resources in the country. These resources are the main attraction for domestic and foreign tourists. Especially now, Indonesia has many exotic and stunning destinations. Not only diverse natural attractions, cultural and historical tourism in Indonesia is no less interesting. This is because Indonesia has hundreds of cultural tribes spread from Sabang to Merauke (Rahma, 2020).

The phenomenon of tourism has existed since the existence of human travel from one place to another and its development is in accordance with the social culture of the community itself. Since then there have also been human needs that must be met during the journey, in addition to the motivation that drives humans to fulfill their needs. With

the increase in human civilization, the urge to travel is getting stronger and the needs that must be fulfilled are increasingly complex (Suwena & Widyatmaja, 2017).

As one of the tourism potentials in Batang district, Sikembang Park naturally contributes no small amount to the local community. This tourist attraction offers a rural natural atmosphere that reminds tourists of natural and traditional nuances. There are cafes, pines, and outbound. The development of tourism activities in Kembanglangit Village can have a wide impact or influence, both positive and negative, on the physical environment, economic, social and cultural conditions of the community around the tourist area, especially the residents of Kembanglangit Village. The existence of Sikembang Park tourism generally has a positive impact on the lives of rural communities, including the improvement of facilities and infrastructure. For example, road repairs, street lighting, construction of public facilities, and others. In addition, tourism can open up new job opportunities for the people in the village, such as food stalls, guides, vehicle storage facilities and so on. Before the declaration of a tourist village, most of the residents of Kembanglangit Village had a livelihood as farmers and laborers. The existence of a fairly wide job field in the tourist area can affect the income of the residents of Kembanglangit Village, especially those involved in the tourism sector. With the increase in population income, it will affect the economic condition of the people of Kembanglangit Village.

Based on this background, the researcher is interested in conducting a research entitled "The Impact of the Existence of the Sikembang Park Tourism Object on the Socio-Economic Conditions of Business Actors in Kembanglangit Village."

LITERATURE REVIEW

Tourist

Tourism is basically traveling for certain purposes and purposes in meeting needs, both psychological and physical. Pendit said that tourism is the temporary short-term departure of people to destinations outside of their daily residence and work and their activities while at these destinations; this includes departures for various purposes, including day trip or excursion/excursion visits. Activities are carried out as long as they stay at the destination and facilities are made to meet their needs (Arianti, 2020).

Tourism is the key to success in terms of increasing regional income and plays a role in increasing the economy of a country, both as a source of foreign exchange earnings and job creation. The tourism sector will assist the process of regional development and development as a source of regional income. According to Ekanayake and Aubrey, the promotion of tourism potential is a powerful strategy in improving the regional economy (Masyono & Suhada, 2015).

Every tourist who does tourism has their own motive, especially in terms of tourists who are outside the area. The difference in motives is reflected in the existence of various types of tourism because an area or a country in general can present various tourist attractions, which will affect the tourist visitors and the facilities prepared in development, as well as promotional and advertising programs. The types of tourism that are currently known, include (Bogdan-Constantin et al., 2018):

a. Cultural Tourism

Cultural tourism is an activity of making visits to other places or abroad, studying the condition of the people, their habits and customs, their way of life, their culture and art.

b. Industrial Tourism

Travels made by groups of students or ordinary people to a complex or industrial area where there are factories or large workshops with the intent and purpose of conducting a review or research are included in this category. This is mostly done in industrially developed countries where the public has the opportunity to make visits to areas or industrial factory complexes of various types of mass-produced goods in that country.

c. Social Tourism

Social tourism is the organization of a cheap and easy trip to provide opportunities for economically weak groups of people to travel, for example, for workers, youth, students, farmers and so on. This organization seeks to help those who have limited financial means to take advantage of their vacation opportunities by making trips that can increase their experience and knowledge, and at the same time improve their physical and mental health.

d. Farm Tourism

Agricultural tourism is the organization of trips made to agricultural projects, plantations, nurseries and so on, where group tourists can make visits for study purposes or have a look around while enjoying the freshness of colorful plants and fertile nurseries of various types of vegetables and fruits and palawija around the plantations visited.

e. Maritime (Marina) or Marine Tourism

This type of tourism is widely associated with water sports activities, such as lakes, rivers, beaches, bays, or the high seas, such as fishing, sailing, diving, surfing competitions, rowing races, walking around to see marine parks with beautiful views under the water surface as well as various water recreations that are mostly done in maritime areas or countries.

f. Nature Reserve Tour

This type of tourism is usually carried out by agents or travel agencies that specialize in their business by arranging tours to places or areas of natural fences, protected parks, forests, mountainous areas and so on whose sustainability is protected by law. This tour is mostly associated with a penchant for natural beauty, the freshness of the mountain air, the wonders of life of rare animal species and plants that are rarely found in other places.

g. Adventure Tour

Known as Adventure Tourism, it is like entering a wilderness that has never been explored before full of wild animals, climbing very steep cliffs (Sedamayanti, 2013).

Tourism Sector Income Impact on Economic Growth

Economic growth is the process of increasing per capita output continuously in the long term. According to Prof. Simon Kuznets, economic growth is a long-term increase in the ability of a country to provide more and more economic goods to its population (Zortuk, 2009). This ability grows according to technological advances, and the institutional and ideological adjustments it requires (Sulastri & Pariyanti, 2019).

Tourism Sector Income Impact on Community Welfare

Santosa said that the increase in regional original income which is considered as capital in accumulation will have more positive effects and will accelerate economic growth (Oka, 1995). Furthermore, the increase in local revenue will ultimately be able to improve the welfare of the community. Thus, local governments have the authority to continue to explore their own financial sources, manage, and use them to finance the implementation of local government (Elmia & Pratiwi, 2019).

RESEARCH METHODS

This study uses a qualitative research method, which explains the impact of the existence of the Sikembang Park Tourism Object on the Socio-Economic Conditions of Business Actors in Kembanglangit Village. According to Sugiyono, qualitative research method is a research used to examine natural objects where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. Qualitative research aims to maintain the form and content of human behavior and analyze its qualities, instead of turning them into quantitative entities (Ibrahim, 2015). The location of this research is in Kembanglangit Village, Blado District, Batang Regency.

RESULT AND ANALYSIS

Sikembang Park's Profile

The Sikembang Park tourist attraction was established in 2016. Sikembang Park is located in Kebaturan Hamlet, Kembanglangit, Blado, Central Java 51255. According to the Assistant Secretary of Sikembang Park, Muhammad Hussen, this tourist spot used to be a pine forest that was often used as a place to drink alcohol. Tourists can do various activities at Sikembang Park while enjoying the view of the pine forest. Public facilities in the Sikembang Park tourist area are a large parking area, toilets, prayer rooms, food and beverage stalls, gazebos or simple huts, camping ground, homestays, and health units.

This Sikembang Park Nature Tourism has the following attractions:

1. Seeing the Beauty of Nature from the View Post

Along the way to Sikembang Park Nature Tourism, you can feel its beauty, so naturally nature is presented in front of your eyes. In addition, the shade of the pine tree makes the air around it cool and refreshing. The beauty of Sikembang Park can be seen from the top of a viewing post. At this height, you can see clearly the amazing panorama that is present in this natural tourism. In addition, don't forget to immortalize it in a video or photo. You can also relax on a hammock tied between the pine trees, by looking up at the tall pine trees that you are looking at so that it can block the sun's rays on the face.

2. Play in Bravo Kids Warrior

When in the Bravo Kids Warrior area, children will be served with more than 15 rides, which can be played to their heart's content. The game rides available are: Swimming Pool/Waterboom, Ball Bath, Flying Fox, Labyrinth, Mushroom Castle, Geometry Trap, Dragon Ring, Balance Bridge, Spider Trap, Domino Trap, Burma Bridge, Titian Hanging, Monkey Jump, Swing Bridge, Warped Wall and Mine Climbing.

3. Selfie Spot

Sikembang Park Nature Tourism is trying to pamper visitors from various ages. One of them is millennials who have a hobby of photography using the camera on their cellphone. This tourist location provides a variety of very Instagramable photo spots, including rows of beautiful colorful hanging umbrellas, tree houses, bamboo bridges with a very beautiful expanse of pine trees, a wood shaped like I Love U.

4. Camping

Tourists can set up a tent around the Sikembang Nature Tourism Park. Tourists will enjoy camping among the pine trees accompanied by the chirping of insects at night. Especially if you enjoy the natural beauty that is presented by while enjoying a cup of coffee that can warm your cold body.

5. Offroad

For visitors who want to explore the Sikembang Park Nature Tourism area in a different way, they can rent a jeep that has been provided for off-road activities.

although the road that is still in the form of dirt so that it will make the body shake a little because of it, the experience is very exciting

6. Lodging or homestay

In the Sikembang Park Nature Tourism area, there are several inns or homestays that visitors can rent, with prices as follows:

- With 3 room facilities, you only need to pay Rp. 300,000 per night
- With 4 rooms and bathroom facilities the cost is Rp. 600,000 per night

Economic Impact of Sikembang Park Tourism Object

The economic life of the Kembanglangit Village community has been influenced by the development of Kembanglangit Park tourism. The results of this study indicate that the economic impact felt by the community tends to be positive. The economic impact felt by the people of Kembanglangit Village is, among others:

1. Generating Income for Society

Activities in Sikembang Park tourism generate income, especially for the people of Kembanglangit Village. The income is generated from transactions between tourists and hosts in the form of purchases made by tourists. The distribution of tourist spending is also absorbed into the agricultural sector, the handicraft industry sector, the transportation sector, the communication sector, and other related sectors.

2. Generating Jobs

Sikembang Park is an industry that offers various types of creative work so that it can accommodate a large number of workers. For example, tourists who visit can provide income for food and drink sellers, photo spots, cafes, and other workers.

3. Improve Economic Structure

The increase in people's income in Kembanglangit Village from the Sikembang Park tourist attraction makes the economic structure of the surrounding community better. People can improve their lives from working at the Sikembang Park tourist attraction.

4. Encouraging Entrepreneurial Activities (Interpreneurships)

The need for tourists when visiting the Sikembang Park tourist attraction encourages the community to provide for their needs by opening a business or entrepreneurship. Tourism opens up opportunities for entrepreneurship by selling various tourist needs, both goods and services.

Impact of Sikembang Park Tourism Object on Social Culture

The impact of the Sikembang Park tourist attraction on the local socio-culture is not visible (abstract) because the changes that occur in society due to the tourism industry

do not occur immediately, but through a process. The influence of tourism is similar to billiard balls, in this case the ball is tourism and the holes are the local community. The ball moves directly and indirectly into the existing holes. As a result, there is often a demonstration effect in the community (demonstration effect). Tourists are considered by residents as a better example so they imitate for easy interaction. The demonstration effect can develop and advance society itself but can also damage and destroy it.

The impact on the high social spirit of the residents around the village of Kembanglangit through various forms of existing community empowerment programs will draw the community closer. Community empowerment makes the bonds of friendship increase and tighter so that programs and ideas will be easily created with the comfort that has been fashioned in the midst of society.

The social impact is felt by many people who open businesses in Sikembang Park or around the Bandar-Batur highway. The perceived social impacts include:

1. Changes in the quality of life of the community, which can be seen from the statements of the community who consider that, after the construction of the Sikembang Park tourist facilities, the quality of life has increased economically, as well as the quality of time use, and harmony among residents;
2. The increased role of the village head in the social life of the community, where, after the construction of Sikembang Park, the community considered the village head as the village administrative leader as well as the economic developer of the village community;
3. The occurrence of potential social deviations, such as misuse of public space provided around Sikembang Park and the potential to cause deviations.

The problem of the impact of tourism on socio-cultural so far tends to assume that there will be socio-cultural changes due to tourist arrivals, with three general assumptions, namely: a) changes are brought about as a result of intrusion from outside, generally from a socio-cultural system that is superordinate to a weaker receiving culture; b) these changes are generally destructive to indigenous cultures; and c) these changes will lead to cultural homogenization, where local ethnic identities will be immersed in the shadow of an industrial system with Western technology, national and multinational bureaucracies, a consumer-oriented economy, and jet-age lifestyles.

According to the opinion above, it implies that, in considering the impact of tourism on the socio-cultural of the local community, tourism is merely seen as an external factor that will definitely change the socio-culture of the local community. Tourism is an activity that directly touches and involves the target community, thus bringing various impacts on the local community. Because tourism is often said to be a natural changer, it is able to make local people experience changes in various aspects.

CONCLUSION

Based on the discussion regarding the Impact of the Existence of the Sikembang Park Tourism Object on the Socio-Economic Condition of Business Actors in Kembanglangit Village, it can be concluded that the existence of the Sikembang Park tourism object has a positive impact on the community's economic activities, which consist of increasing income and opening up job opportunities and business opportunities. Communities around tourist sites get additional work as food and beverage traders. In addition, the Sikembang Park tourist attraction also has an impact on the social life of the Kembanglangit Village community, namely by making a closer relationship between the people in Kembanglangit Village.

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