

**ANALYSIS OF TOURISM SECTOR DEVELOPMENT IMPACT
ON SOCIOECONOMIC CONDITIONS (A CASE STUDY ON
KAMPUNG WISATA KUNGKUK BATU)**

SCIENTIFIC JOURNAL

By

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145020107121007



INTERNATIONAL UNDERGRADUATE PROGRAM OF ECONOMICS

ECONOMICS MAJOR – DEVELOPMENT STUDIES

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS BRAWIJAYA

2022

ANALYSIS OF TOURISM SECTOR DEVELOPMENT IMPACT ON SOCIOECONOMIC CONDITIONS (A CASE STUDY ON KAMPUNG WISATA KUNGKUK BATU)

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ABSTRACT

The tourism sector is often used as a measuring tool to assess the level of the economy in an area. The tourism sector is one of the boosters of the level of the economy in an area. Kungkuk Tourism Village is an ecotourism sector, ecotourism itself is tourism that aims to preserve protected friends by providing economic opportunities to the surrounding community. This study aims to analyze the impact of Kungkuk Tourism Village on the socio-economic conditions of the community. By using quantitative research methods and using a descriptive approach, as well as samples selected using purposive techniques in addition to 60 samples. The variables used in this study were 5 indicators, namely health, hygiene, safety, consumption level and income. By using the Wilcoxon test and the different t test, it can be seen the difference before and after the existence of the Kungkuk Tourism Village. By using the different test T test the results of consumption patterns showed significant results ($p = 0.000$) so it can be concluded that there are significant differences. And the Wilcoxon test results show that income, health, safety and cleanliness experienced significant changes before and after the existence of the Kampung Wisata Kungkuk. With the results of income ($p = 0.000$), health ($p = 0.000$), security ($p = 0.000$), cleanliness ($p = 0.000$) $p = 0.721$. From the results of the researcher's analysis, it can be concluded that p value < 0.05 there is a significant difference before and after the existence of Kampung Wisata Kungkuk, except for the cleanliness variable with a sig value. $0.721 (> 0.05)$ so there is no significant difference between before and after Kampung Wisata Kungkuk.

The conclusion of this study is that the existence of Kampung Wisata Kungkuk has an impact on the socio-economic conditions of the surrounding community, except for the hygiene indicators

Keyword: Ecotourism, Socio-economic, Quantitive Research Method, Kampung Wisata Kungkuk

INTRODUCTION

Since regional autonomy came into force through Law No. 32 of 2004, the Regional Government is given broad authority to realize regional independence in financing and implementing its development. The implementation of the autonomy regulated in this law is expected to encourage regions to be more independent because they have full authority to manage and control their regions. This independence can create better economic growth, including more professional management of regional tourism.

One of the cities in Indonesia that makes the tourism sector a leading sector is the Batu City. Batu City is one of the cities that are active in developing the tourism sector, it is known as one of the leading tourism cities in Indonesia because of its extraordinary natural potential. Following the vision and mission of the Batu City Tourism and Culture Office, in 2018, the development will be directed at improving the quality of Tourism HR through various kinds of tourism socialization and training. It also empowers cultural potential and is packaged attractively to attract tourists. This will indirectly increase income for actors in arts and culture. Batu City Tourism Villages will be equipped with various supporting facilities to increase the business opportunities of rural communities in the tourism sector. Moreover, training is needed to explore the potential in the Tourism Village (Renja Tourism Office, 2018).

Table 1.1 : Tourism Villages In Batu City And Their Superiority

No	Name of Village	Location	Type
	Batu Sub-district		
1	Oro Oro Ombo	Dresel	Vegetable picking
2	Temas	Krajan	Horse riding
3	Sidomulyo	Jemoyo	Flower garden
	Bumiaji Sub-district		
1	Tulungrejo	Gondang	Fruit picking
2	Punten	Kungkuk	Fruit picking
3	Pandanrejo	Binangun	Fruit picking

4	Gunungsari	Brumbung	Flower picking
5	Sumberjo	Krajan	Vegetable picking
6	Bulukerto	Cangar	Rabbit farm
Junrejo Sub-district			
1	Junrejo	Rejoso	Craft center
2	Tlekung	Tlekung	Cave exploring

Source: Compiled from data of Batu City Tourism and Culture Department

Based on the table above, Bumiaji Sub-district has Kampung Wisata Kungkuk. They began to use nature as the main foundation for the construction of this tourism village. Kampung Wisata Kungkuk as a tourism village has been specifically designed since 2009. The idea to develop this tourist village was created by the price of Batu's apples that began to decline. Some residents who were worried about the future of their village finally had a discussion and formed Kampung Wisata Kungkuk. Its extraordinary natural charm supports Kampung Wisata Kungkuk as a tourist village because it is flanked by Mount Panderman in the south and Mount Arjuno in the north. In addition, Kampung Wisata Kungkuk has several abundant water sources that are located on top of hills and mountain slopes.

Table 1. 2 : List of Tourist Attractions in Bumiaji Sub-district

No	Tourists Attractions	Location
1	Strawberry Picking	Binangun
2	Kampung Wisata Kungkuk	Kungkuk
3	Sunflower Picking	Giripurno
4	Coban Talun Waterfall	Punten
5	Selekta	Punten
6	Cangar	Tulungrejo

Source: Compiled from data of Batu City Tourism and Culture Department

The Kampung Wisata Kungkuk which was formerly a village that only sell apples to intermediaries has turned into a village that can provide natural shades tourist attractions. Moreover, those who worked as fruit and flower farmers now have a part-time job to become a tour guide. This is expected to increase their income and reduce poverty and unemployed people in the Kampung Wisata Kungkuk. Moreover, it can be an alternative

solution to increase the income of the surrounding community through employment in the Kampung Wisata Kungkuk.

LITERATURE REVIEW

1. Tourism

According to a broad definition, tourism is a journey from one place to another, which is temporary and is carried out individually or in groups to find a balance or harmony and happiness with the environment in social, cultural, natural, and scientific dimensions (Spillane, 2002). There are so-called tourism subjects in tourism activities, namely people who travel and tourism objects which are tourist destinations. According to Gamal Suwartono, tourism is a temporary departure from a person, and more towards other places outside his residence. The urge to leave is due to various interests because of economic, social, cultural, political, religious, health, and other interests. According to Indonesian Law No. 9 of 1990 article 7 concerning tourism, tourism is everything related to tourism, including business objects and tourist attractions, tourism facilities businesses, and other businesses in the field.

2. Economic Impacts of Tourism

The impact of tourism on the economic conditions of local communities, according to Cohen (in Pitana and Gayatri, 2005), can be categorized into eight major groups, including the impact on foreign exchange earnings, the impact on community income, the impact on employment opportunities, the impact on the distribution of benefits, the impact on consumption level, the impact on development, and finally the impact on government revenue.

3. Social Impacts

Social communities tend to experience changes caused by the existence of tourism in an area. The impact of tourism on social life is very well documented by Yoeti (2008), who wants to answer three main questions, namely: how the characteristics of interaction between tourists and local people, how the tourism process can change the society and culture of the host community, whether the change is beneficial or detrimental to the host.

According to Cohen (in Pitana and Gayatri, 2005), groups social and cultural impacts of tourism into ten major groups, namely the impact on interpersonal relations between community members, the impact on social institutions, the impact on migration, the impact on the environment of residence, the impact on the pattern of work distribution, the impact on the rhythm of social life, the impact on social stratification, the impact on the distribution of influence and power, the impact on education and health and finally the impact that may occur is the impact on increasing social deviations.

4. Hypothesis

The hypothesis is a provisional estimate or the result of an analysis of the problem formulation whose answer is not yet with the data. The writer uses this temporary answer as a reference to find out the truth. This scientific hypothesis tries to propose a temporary answer to the problem to be studied. A provisional guess from this study is that there is a significant influence or impact from the development of the Kampung Wisata Kungkuk sector on the socioeconomic conditions of the surrounding community.

RESEARCH METHODS

Types, Source Data, and Collecting Method

To determine the social and economic impacts arising from the existence of tourism development, this study uses quantitative research methods with a descriptive approach. The data needed to analyze this study is in the form of primary data and secondary data collected from the actors involved in the development of Kampung Wisata Kungkuk. Primary data sources are data directly collected by the researchers from the first questionnaire. The primary data sources in this study are data taken directly to the respondents around the Kampung Wisata Kungkuk.

Operational Definitions

Variable	Definition	Measurement
Income Level	The amount of income of the community before and after the existence of the Kampung Wisata Kungkuk	Respondents' income Monthly
Security	Security Level before and after Kampung Wisata Kungkuk	Likert scale with indicators: <ul style="list-style-type: none"> • 1 = Very Safe • 2 = Safe • 3 = Safe Enough • 4 = Unsafe
Consumption	Consumption Level of people on Kampung Wisata Kungkuk before and after	Respondent's daily Consumption
Environment	Community perception related to environmental conditions before and after the existence of the Kampung Wisata Kungkuk. Measured by the level of cleanliness and health level	Likert scale with indicators: <ul style="list-style-type: none"> • 1 = Very clean/Very Healthy • 2 = Clean/Healthy • 3 = Enough • 4 = Dirty/Unhealthy

Technical Data Analysis

1. Trial of Test Research Instruments

The instrument trials in this study were intended to determine the instrument's level of validity and reliability

2. Different Test T-Test

A different t-test is used to determine whether two unrelated samples have different mean values. A different t-test is done by comparing the difference between the two average values with the standard error of the average difference of the two samples, T-test is used if the data has a normal distribution

3. Wilcoxon Test

Wilcoxon test is suitable to use if we not only know the magnitude of each difference but also the direction of the price of the observations concerned, then we can assign a rating for each of these differences. Wilcoxon test functions to test differences between paired data, test the comparison between two observations before and after (before-after design), and determine the effectiveness of treatment.

RESULTS AND DISCUSSION

Validity Test

Validity testing is carried out through the SPSS ver. 21.0 by using product moment correlation produces the value of each statement item with the overall score of the question items and for more details is presented in the table as follows:

The Validity Test of the Question Instrument Cleanliness Variable

Item	r	r table	Information
Cleanliness	0.725	0.254	Valid
Water	0.753	0.254	Valid
Trash can	0.804	0.254	Valid

Based on Table 1 above, it was found that all the items of hygiene variable are valid. It can be seen from the correlation value (r) for each valid item is greater than the value of r table 0.254. Therefore, three items that are valid can be taken and can be used for the next research.

Validity Test of Questionnaire Instruments for Health Variable

Item	r	r table	Information
Health	0.815	0.254	Valid
Health Place	0.918	0.254	Valid

Based on Table 2 above, it was found that all the items of health variable are valid. It can be seen from the correlation value (r) for each valid item is greater than the value of r table 0.254. Therefore, it can be two items that are valid and can be used to stage further research.

Test the validity of the question instrument. The safety variable

Item	r	r table	Information
Security Level	0.888	0.254	Valid
Ronda	0.822	0.254	Valid

Based on Table 3 above, it was found that all the items of hygiene variable are valid. It can be seen from the correlation value (r) for each valid item is greater than the value of r table 0.254. Therefore, it can be two items that are valid and can be used for further research.

Reliability Test

Reliability is an index that shows the extent to which a measuring device can be trusted or reliable. The reliability test used is the Cronbach Alpha. Variables can be said to be reliable (reliable) if it has a reliability coefficient of 0.6 or more, if the value is less than 0.6, then declared unreliable. The results of reliability testing for all variables are shown in the table below:

Variable Reliability Test

Variable	Grain	Alpha Coefficient	Information
Cleanliness	3	0.610	Reliable
Health	2	0.651	Reliable
Security	2	0.628	Reliable

Based on Table 4 above, it can be seen that each of the variables used has a Cronbach Alpha coefficient value greater than 0.6, then the variables in this study are reliable.

With the results of the questionnaire have been valid and reliable, it has been able to proceed to the stage of research further.

T Test of different

1. Income

Summary of average difference test results

	Average	St dev.	The significance of normality
Pre	1772500.0000	838553.28400	0 000
Post	2190000.0000	766557.34910	0 000
Z count	= -5,212		

Z table	= 1.960
p-value Z	= 0.000

Based on Table above, it is found that the average income (pre) is 1,772,500.00 rupiah, which is lower than the average income (post) of 2,190,000.00 rupiah. To find out whether there is a significant difference in the average income between pre and post, a paired sample t-test is performed, but the assumption is tested first.

From the Wilcoxon test, the calculated Z value is smaller than -Z table ($-5.212 < -1.960$), and the p-value is smaller than α ($0.000 < 0.050$), so the decision **H₀ rejected**, which means there is a difference. The significant mean between pre and post based on measured income. It can be seen from Table that shows a high average income increase from pre to post, and this increase is significant.

2. Consumption

Summary of average difference test results

	Average	St dev.	The significance of normality
Pre	34666.6667	13525.45205	0 000
Post	40416.6667	14120,89648	0 000
Z count	= -5.786		
Z table	= 1.960		
p-value Z	= 0.000		

Based on Table above, it is found that the average consumption (pre) of 34,666.67 rupiah is lower than the average consumption (post) of 40,416.67 rupiah. To find out whether there is a significant difference in the average consumption between pre and post, a paired sample t-test is performed, but the assumption is tested first.

From the Wilcoxon test, the calculated Z value is smaller than -Z table ($-5.786 < -1.960$), and the p-value is smaller than α ($0.000 < 0.050$), so the decision **H₀ rejected**, which means there is a significant average difference between pre and post based on the measured consumption. Seen from Table shows the increase in the average consumption of the high from pre to post, and the increase was significant.

3. Cleanliness

Table Summary of average difference test results

	Average	St dev.	The significance of
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			normality
Pre	8.4000	0.84773	0.000
Post	8.467	0.76947	0.000
Z count	= - 0.357		
Z table	= 1.960		
p-value Z	= 0.721		

Based on Table above, it was found that the average hygiene (pre) was 8.40, lower than the average hygiene (post) of 8.47. To find out whether there is a significant difference in the average hygiene between pre and post, a paired sample t-test is carried out, but the assumption is tested first.

The results of the *Kolmogorov-Smirnov normality test* showed that the pre and post data were not normally distributed, the significance value of each was smaller than α 5%. Because it did not meet the assumptions, the Wilcoxon replacement test was used.

From the Wilcoxon test, the calculated Z value is greater than $-Z$ table ($-0.357 > -1.960$), and the p-value is greater than α ($0.721 > 0.050$), then the decision H_0 is **accepted**, which means there is a difference. Average were not significant between the pre and post based on cleanliness measured. It can be seen from Table that it shows an increase in the average hygiene from pre to post, but the increase is not significant.

4. Health

Table Summary of average difference test results

	Average	St dev.	The significance of normality
Pre	5.1000	0.47657	0.000
Post	5.9000	0.35415	0.000
Z count	= - 6/158		
Z table	= 1.960		
p-value Z	= 0.000		

Based on Table above, it is found that the average health (pre) of 5.10 is lower than the average health (post) of 5.90. To find out whether there is a significant difference in the average of health variable between pre and post, a paired sample t-test is performed, but the assumption is tested first.

From the Wilcoxon test, the calculated Z value is smaller than $-Z$ table ($-6.158 < -1.960$), and the p-value is smaller than α ($0.000 < 0.050$), so the decision H_0 is **rejected**, which means there is a difference. Moreover, it can be seen from Table that it shows a high average health increase from pre to post, and this increase is significant.

5. Security

Table 9 Summary of Average Difference Test Results

	Average	St dev.	The significance of normality
Pre	5.6833	0.70089	0.000
Post	6.5167	0.53652	0.000
Z count	= -5.584		
Z table	= 1.960		
p-value Z	= 0.000		

Based on Table above, it is found that the average safety (pre) of 5.68 is lower than the average safety (post) of 6.52. To find out whether there is a significant difference in the average of safety variable between pre and post, a paired sample t-test is carried out, but the assumption is tested first.

From the Wilcoxon test, the calculated Z value is smaller than $-Z$ table ($-5.584 < -1.960$), and the p-value is smaller than α ($0.000 < 0.050$), so the decision H_0 is **rejected**, which means there is a significant average difference between pre and post based on the safety measured. Table shows the average increase in security is high from pre to post, and the increase was significant.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the research that has been done regarding the impact of the development of the tourism sector on the socioeconomic conditions of the community around the Kampung Wisata Kungkuk, the following conclusions can be drawn.

1. From the research results, it is known that there are differences in the level of income before and after the development of the Kampung Wisata Kungkuk. The average income before a tourist attraction is Rp1,000,000 to 2,500,000 and after the development of a tourist attraction becomes Rp2,500,000 to Rp3,500,000 per month. It is because many respondents have switched/got additional professions with higher incomes
2. There is a significant difference in the level of consumption of the surrounding community, in this case, the food expenditure carried out by the community before and after the development of Kampung Wisata Kungkuk. As many as 85% of respondents said that there was a change in the amount of expenditure after the development of a tourist attraction, most of which was caused by an increase in people's income, thus encouraging consumption spending. The higher the people's income, the higher the consumption level.
3. There is a significant difference in the cleanliness of the environment and the availability of clean water for the surrounding community. The environmental conditions and water have increased to be cleaner than before because people are aware of the importance of maintaining cleanliness so that tourists feel comfortable visiting Kampung Wisata Kungkuk.
4. There are significant differences in health infrastructure for surrounding communities. Where the number of health facilities and medical personnel increases, which means that residents do not need to go far to the city center to look for health facilities, and tourists do not need to bother looking for first aid in the area of Kampung Wisata Kungkuk.
5. There is a significant difference in the level of security in the Kampung Wisata Kungkuk area. It is where security posts are added, and security activities begin to reactivate both day and

night. Because the community is aware of the importance of the level of security for the people themselves and tourists

Suggestions

Based on the previous description, it is necessary to make efforts and policies to improve the socioeconomic conditions of the people around Kampung Wisata Kungkuk. Make surrounding communities feel the impact caused by the development of Kampung Wisata Kungkuk. The suggestions put forward by the researcher are as follows.

1. For the people who live around Kampung Wisata Kungkuk, they better be able to take advantage of the development of this tourist location by creating various business opportunities. So that the more variety of businesses, the more attractive for tourists and later it can be used to increase the income of the surrounding community further.
2. For the local government, efforts should be made to provide skills training to the surrounding community, such as entrepreneurial skills, so that people can have opportunities to open new businesses to compete and advance the economy around tourist objects.
3. There is a need to better cooperation and communication between the managers of Kampung Wisata Kungkuk and local residents so that they can help each other and benefit both parties, and no one feels disadvantaged.

It is necessary to hold a program on cleanliness such as routine community service or pamphlets on the importance of cleanliness. It is intended so that the surrounding community and tourists know how important cleanliness and they will be comfortable visiting the Kampung Wisata Kungkuk.

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