JOURNAL OF ECONOMICS
p- ISSN: 0000 - 0000 | e-ISSN: 0000 - 0000
Volume ume 2 Number 1 | January 2022

The Influence of Tourism Object Development on the Socio-Economic Conditions of the People of Karampuang Island, Mamuju Regency

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Article Info

Development of Tourism Objects, Social Economic Impact of Society .

Abstract

This study aims to determine the Development of Tourism Objects on the Social Economic Impact of the Karampuang Island Community in Mamuju Regency. The theoretical basis in this research includes the Development of Tourism Objects and the Social Economic Impact of the Karampuang Island Community. This type of research used in this research is quantitative research methods. The data collection technique used a questionnaire. The data analysis technique used is validity test, reliability test, simple regression analysis, determination coefficient (R) and partial test (t test). The results showed that based on the results of the t test, the Tourism Object Development variable had a positive and significant effect on the Social Economic Impact of the Mamuju Regency Community and the magnitude of the correlation or relationship value (R) was 0.706. Obtained the output coefficient of determination (R Square) of 0.699 which implies that the influence of the independent variable of Tourism Object Development on the dependent variable of the Socio-Economic Impact of the Karampuang Island Community is 69.9%.

1. INTRODUCTION

Travel or tourism is already a trend and is part of the lifestyle of modern society. Tourism is no longer seen as something that belongs only to established groups of people, but also to all levels of society, even though they have different appreciations and budgets. According to Pramono (1993), tourism is the most dominant form of commercial recreational behavior (Sessoms , 1984: 112). According to Aridewa (2019), tourism is a socio-cultural phenomenon and at the same time an economic phenomenon related to the movement of a person or group of people who are then referred to as tourists. A tourist spot is something that exists in a certain area and has an attraction so that people want to come to visit that place.

A tourist object is a place or natural state that has tourism resources that are built and developed so that it has an attraction for tourists to visit. Tourist attractions can be in the form of natural attractions or buildings such as mountains, rivers, seas, museums, historical heritage sites, forts, and others . Tourist attractions are an important factor in increasing the income of a country and region by providing services and development in the tourist area itself. Indonesia is a country in which there are many islands, very many compared to other archipelagic countries in other parts of the world. There are many islands in it, Indonesia has a variety of different tribes and cultures on each island. In addition, Indonesia also has an amazing historical heritage and abundant natural wealth from Sabang to Merauke (Aridewa, 2019).

Therefore, existing tourism objects need to be developed. According to Hasan and Hermawan (2018), Law Number 32 of 2004 and Law Number 33 of 2004 have provided great opportunities for regions to manage their natural resources in order to provide optimal results. Each local government is ordered to try as much as possible to improve the regional economy. The implementation of regional development is directed at spurring equitable distribution of development in the context of increasing the optimum utilization of the potentials. In carrying out various activities related to regional implementation, of course, it requires quite large funds. In order for the regional government to manage its own household as well as possible, the regional government is required to explore all

sources of its own financial resources based on the applicable laws and regulations. One of the efforts to increase local revenue is by optimizing the potential in the tourism sector.

The linkage of the tourism industry with regional revenues through the PAD channel. In line with efforts to optimize the potential of the tourism sector as one of the economic powers, Law Number 10 of 2009 mandates that tourism development is to increase the prosperity and welfare of the people based on the potential of nature, flora and fauna, ancient relics, historical relics, arts and culture. owned by the community while maintaining its sustainability in an integration between sectors, between regions, between the center and the regions as a systemic unit and integration among stakeholders. So in broad outline the notion of tourism is an activity that is also related to socio-economics because with tourism it can maximize resources, in the form of capital, human and natural in the hope of obtaining maximum tourism product results in the form of goods and services.

According to Pramono (1993), tourism in an area will influence aspects of individual and local community life. It turns out that tourism development also has an impact on changes in demographic structure, changes in types of work, changes in values, increased attention to the preservation of traditional arts and culture, and changes in daily consumption, and so on. This fact shows that tourism development provides economic benefits. Opportunities for economic activity in the tourism sector should be able to best utilized by the local community. On the other hand, it is necessary to understand the potential impact of tourism development in the economic sector which is detrimental in advance so that the consequences can be anticipated. It turns out that tourism development can also bring people to be creative and stimulated by new experiences and the importance of the beauty of the environment.

But on the other hand , tourism is often criticized as supporting environmental pollution and social problems related to it. Therefore it is necessary to study the impact of the existence of tourist objects on the socio-economic community. One area that is currently developing its tourism sector is West Sulawesi Province, especially Mamuju Regency. Currently, one of the developments of tourism objects in the region is the development of maritime tourism objects. The priority marine tourism object is Karampuang Island.

It should be noted that the tourist object of Karampuang Island is a tourism object that is used as the flagship of Mamuju Regency to simultaneously serve as infrastructure that complements the development of the Capital City of West Sulawesi Province. Actually, in Mamuju Regency there are several marine tourism objects and other land natural attractions such as: Lombang-lombang Beach, Tamasapi Waterfall, Padang Panga' Hot Springs, Anjoro Pitu, Lebani Waterfall, Bakengkeng Island, Bone Tangnga, Rangas Beach, 2 Waterfalls Panao/Sondoang, Tanjung Ngalo White Sand, Pangsiangang Hot Springs, Le'beng Waterfall. Since the formation of West Sulawesi Province in October 2004, one of the strategies that has been programmed by the Government is the development of Mamuju City as the Provincial Capital with the concept of a Tourism City. For this reason, the ability of the local government and community support is required to make this happen in order to develop the area which has a positive socio-economic impact on the community. This is a challenge for the newly formed area. The phenomenon of the construction or development of tourist objects and socio-economic impacts as previously stated, through this research the title was determined: "Development of Tourism Objects and Socio-Economic Impacts for the People of Karampuang Island, Mamuju Regency.

2. LITERATURE REVIEWS

2.1 Definition of tourist attraction

Definition of tourism object According to Chafid Fandeli (2000:58) in Nining

Yuningsih's thesis (2005:18), a tourist object is an embodiment of human creation, way of life, art, culture and history of the nation and places or natural conditions that have an attraction for tourists to visit. . Meanwhile, natural tourism objects are tourism objects whose attractiveness originates from the beauty of natural resources and the layout of the environment. Tourism is a travel activity or part of these activities which is carried out voluntarily and is temporary in nature to enjoy tourist objects and attractions.

A tourist visits a place/region/country because he is attracted by something interesting and causes tourists to visit a place/region/country called tourist attractions and attractions. -people want to come to visit the place. Tourist objects and attractions according to Law No. 10 concerning tourism, namely tourist attractions are everything that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits and destination areas tourism, hereinafter referred to as tourism destinations.

According to Koen Meyers (2009) states that tourism is a travel activity that is carried out temporarily from the original place of residence to the destination area with a reason not to settle down or make a living but only to fulfill curiosity, spend free time or holidays and other purposes. other purposes. Tourism Destinations are geographical areas that are in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are interrelated and complement the realization of tourism .

2.2 Economic development

According to Lincolin Arsyad (2010: 11) before the decade of the 1960s, economic development was defined as the ability of the national economy where its economic condition was initially relatively static for a long enough period of time to be able to increase and maintain its GNP growth rate up to 5 to 7 percent. or more per year. This definition is very economical. However, the notion of economic development underwent changes because the experience in the 1950s and 1960s, as mentioned above, showed that development oriented towards GNP (Gross National Product) growth alone would not be able to solve fundamental development problems .

3. RESEARCH METHODOLOGY

3.1 Descriptive Analysis

Descriptive analysis is used to analyze data by describing or describing the collected data as it is without intending to make general conclusions (Sugiyono , 2013).

Descriptive statistical analysis to explain the characteristics of respondents including the last type of education , age, and years of service. In addition, descriptive statistical analysis is also used to explain respondents' responses to research variables. Calculations in the descriptive statistical analysis were carried out with the help of a computer using the SPSS version 26.0 program package.

3.2 Inferential analysis

a. Test instruments

Prior to the analysis, the instrument was tested first with validation and reliability tests.

1) Validity test

Sunyoto (2012: 58) validity is used to measure whether or not an item statement is valid. Test the validity by comparing r arithmetic and r table based on the output of SPSS 26 column for total statistics, see column for corrected items – total correlation is the calculated r value of each while the r table value is obtained from:

rα ; df(nk)

Where :

r count > r table, valid

r count < table, invalid

2) Reliability

Sunyoto (2012: 35) reliability is a reliability test that aims to determine how far a measuring instrument can be trusted. A questionnaire is said to be reliable or reliable if one's answers to statements are constant or

stable from time to time. Construct reliability testing in this study will use Cronbach's alpha values generated through SPSS data processing. If the Cronbach'salpha value is > 0.60 , it is said to be reliable. Reliability is an index of the extent to which a measuring instrument can be trusted or relied on.

3.3 Hypothesis testing

a. Simple Regression Analysis

Simple regression analysis is an analysis to find out the relationship between independent variables using a linear scale but in this study only when the dependent variable is so called simple regression. The simple linear regression equation is as follows:

Y = a+bX+e

Information :

Y = Socio-Economic Society

a = Constant, that is, the value of Y if X= 0

b = Regression coefficient, namely the value of increasing or decreasing the variable Y which is based on the variable X

X = Tourism Object Development

b. T test

Partial significance test (t test) hypothesis testing with t-test is used to determine whether the independent variable has a significant relationship or not with the dependent variable individually for each variable. The T test is carried out by comparing the average value with the standard error of the difference in the mean of the two samples (Ghozali , 2006) .

4. RESULTS AND DISCUSSION

4.1 Results Discussion Study

Before testing the hypothesis, it shows that there is a positive relationship from the development of tourism objects to the socio-economic conditions of the people of Karampuang Island. In addition, the relationship between the two variables also shows quite strong strength, and has a good coefficient of determination, which is 69.9 % .

The results of this study are in line with the results of research from Wawan Kurniawan (2015), Ahmad Bories, Yasin Abdillah, Djamhur Hamid, and Topowijono (2016), Fergina Wabare, HJ Kiroh, RH Wungow, and M. Kawatu (2016), and Nizalathfal Anis (2016). 2016), all of which show that there is a positive influence from the development of tourist objects on the socio-economic conditions of the people in their respective research areas.

The test results of this study also showed that the two variables, namely the development of tourist objects and the socio - economic conditions of the community, had a significant relationship. This means that the hypothesis put forward in this study is accepted. Yakup (2019) in his research report stated that as one of the development sectors that can spur economic growth in a region, tourism is considered a strategic asset to encourage development in certain areas that have potential tourist attractions.

This is because tourism has three aspects of influence, namely economic aspects (sources of foreign exchange, taxes), social aspects (job creation) and cultural aspects. The tourism sector increases foreign exchange earnings, creates jobs, stimulates the growth of the tourism industry, therefore it can trigger economic growth, especially this which encourages various countries to develop this tourism sector. So apart from the variables used to analyze this research, there are actually other variables that can affect the improvement of the socio-economic conditions of people who are involved in the Karampuang tourist attraction, Mamuju Regency.

In theory, the results of tourism development are increased business opportunities, employment opportunities, community income, regional income, increased public awareness of tourism, preservation of cultural values and public awareness of education and health, so that the insignificant may occur due to these factors. which may not be in sync or for example not wide open business opportunities, these business opportunities consist of culinary businesses, lodging businesses, laundry businesses, shops or facilities for renting water sports equipment, souvenir shops, grocery stores, motorbike

rental services and guide rental services .

The income received by the community from the results of a business that is run or developed may be more sufficient to meet family needs, education costs and community health costs. From the results of observations and interviews, the development of tourism on Karampuang Island, Mamuju Regency has actually gradually increased and is already different from previous times, namely it has caused many very broad impacts on local communities, namely from a social, cultural and economic perspective.

It is hoped that more tourist visits will increase in order to improve the economic conditions or welfare of the people on Karampuang Island by involving the local government, community and experts. The social changes that occurred on Karampuang Island were caused by the development of tourism which can be seen, such as the increasing public interest in education, the community's dependence on tourism, the community's creativity in managing existing potential is increasing and many others. With the emergence of the consequences of these developments. So seeing the significance of the development of tourist objects and changes in the socio-economic conditions of the people of Karampuang Island, it is necessary to pay attention to other indicators.

This is in line with what was conveyed by Yakup (2019) in his research results that the tourism sector plays an important role in improving a country's economy, especially in reducing the number of unemployed and increasing a country's productivity (Jaffe & Pasternak, 2004). The tourism sector is one of the strategic sectors that must be utilized for tourism development as part of national development. Tourism development has the ultimate goal of increasing people's income which in turn can improve people's welfare and economic growth. As one of the development sectors that can spur economic growth in a region, tourism is considered a strategic asset to encourage development in certain areas that have potential tourist attractions . .

5. CLOSING

5.1 Conclusion

The results of the analysis show that there is a positive influence from the Tourism Object Development variable on the Socio-Economic Conditions of the Karampuang Island Community, Mamuju Regency. The two variables have a fairly strong correlation, as well as good determination of the independent variable on the dependent variable.

The results of hypothesis testing indicate that the relationship between Tourism Object Development has a significant effect on the Socio-Economic Conditions of the Community at the 95% confidence level.

5.2 Suggestion

Based on the results of the analysis and conclusions described earlier, some suggestions can be put forward as follows:

a. It is hoped that the local government, especially the tourism agency, will optimize the provision of facilities in the development of tourist objects so that they can attract both domestic and foreign tourists, as well as improve the strategy for developing Karampuang Island Tourism Objects so that the Karampuang Island tourist attraction can develop even better.
b. It is hoped that the people of Karampuang Island can increase their business activities by providing various recreational facilities that suit the needs of visitors and continue to welcome visitors well so that the number of visitors can increase which will ultimately increase people's income. the role of the community in helping the development of Karampuang Island tourism objects in maintaining the cleanliness, comfort and safety of visitors so that Karampuang Island can be enjoyed and properly preserved .

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