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The Impact of Tourism Development on The Economic Condition of The Community in The Sigandu Beach Area, Batang Regency

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ARTICLE INFO	A B S T R A C T
Article History: <i>Received 06 January 2023</i>	<i>Sigandu Beach is a tourist destination in Batang Regency that has grown through time and has a significant impact on the local economy. The purpose of the study was to determine: (1) the impact of tourist development on the surrounding community; and (2) the impact of tourism development on the surrounding community. (2) After the development, the community's impression of the economy. This sort of study employs a qualitative descriptive technique, with data gathered from in-person interviews and supplemented with articles and journals relating to the study's theme. The study's findings reveal that (1) tourist growth has a good impact on the surrounding community, such as raising income, giving work possibilities for the community, and encouraging the community to expand business.(2) good perception of the community owards tourism development because it has a positive impact on the surrounding community.</i>
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1. Introduction

Batang Regency, due to its geographical location and climate, has a plenty of natural resources. Batang Regency has excellent small industry potential, as evidenced by: natural potential (sea products, plantation products, forest products); a diverse range of small enterprises; a growing medium; and Batang Regency's strategic location on the north coast's main route. The Batang Regency region's geographical structure, which includes coastal, lowland, and mountainous areas, strongly supports the Batang area to have tremendous potential in the fields of agroindustry, agrotourism, and agribusiness(Triharyanto, 2016).

The government must undertake strategic measures to improve community welfare in order to raise the level of community welfare in the neighborhood (Astina & Artani, 2017). Tourism contributes significantly to economic development and community well-being. Communities in tourist locations can develop additional local economic sectors, such as housing in the form of homestays, cuisine, transportation, entertainment, and retail, to boost local revenue and minimize unemployment.

Tourism development is a type of development that is planned as a whole, with the goal of maximizing the community's economic, social, and cultural benefit. As a result, tourist development is a series of efforts to achieve integration in the use of various tourism resources, incorporating all types of non-tourism features that are directly related to tourism development's continuity (Pitana, 2005).

Development, or development in general, is viewed as a multifaceted process that encompasses a variety of fundamental changes to social structures, public attitudes, and rational institutions while continuing to pursue quicker economic growth, addressing inequality, and alleviating poverty (En Rustiadi, 2018). Tourism generates a significant amount of revenue for regions who recognize their potential (Ismayanti, 2010).

The development of tourism in Indonesia is based on the principles of tourism as stated in Law Number 10 of 2009 concerning tourism, namely empowering local communities, where the community has the right to participate in the tourism development process and is required to maintain and preserve tourist attractions, as well as contribute to the creation of a safe, orderly, and clean environment, as well as preserve the environment of tourist destinations. "Sustainable tourism" is a term used to describe this principle. There are four criteria for sustainable tourism in the Minister of Tourism's Law Number 14 of 2016 concerning Sustainable Tourism, namely: (1) management of sustainable tourism destinations; (2) economic utilization for local communities; (3) cultural preservation for the community and visitors; and (4) environmental preservation. In the field of Islamic economics and finance, it is desirable to have a suitable method to measure the performance of local journal articles. It is based on the fact that the research on Islamic economics and finance in Indonesia has started to grow. Local public universities have opened educational programs in Islamic economics and finance from bachelor to doctorate levels. Each lecturer in these universities must publish a journal article at least one in a semester to earn appropriate points in their remuneration accounts (adiyat et al., 2014).

Tourism, as part of economic development, aims to increase and equalize business opportunities, employment, and community welfare. Welfare is defined as a state in which a person can meet basic needs, such as food, clothing, shelter, clean drinking water, and the ability to continue their education and have adequate jobs that support them. quality of life, such that they are free of poverty, ignorance, fear, and worry, and that their lives are both physically and mentally safe and serene (Rosni, 2017).

Many people currently run tourism businesses based on Indonesia's natural beauty, which has a "selling value" for both domestic and international tourists (Kurniawan & Primawardani, 2021). Tourism will provide a significant amount of revenue for regions who recognize their tourism potential (Ismayanti, 2010).

Revious research has discovered the following effects of tourism on the local economy: (1) Impact on people's income; (2) Impact on job opportunities; (3) Impact on benefit or profit distribution; (4) Impact on community (economic) ownership and control; (5) Impact on overall development; (6) Impact on government revenue (Hermawan, 2016).

Both positive and bad effects of tourism can be seen. Foreign exchange, government revenues, jobs, infrastructure development, and increased income are all positive effects of tourism on the economy. Leakage, missing (enclave tourism), infrastructure costs, inflation, economic reliance, and seasonal inequality are some of the negative effects of tourism on the economy.

Tourism has also proven to be a viable source of revenue for the Indonesian economy. The tourist industry has been shown to have a substantial positive impact on economic growth in various locations, such as the ability to create jobs, new business prospects, improve regional income, and so on (Ghani & Brahmanto, 2015).

Tourism, on the other hand, frequently causes new social issues for indigenous communities. For example, issues such as socio-cultural degradation, loss of local wisdom norms and values, and so on (Mesi Sulastri, Efendi, Emilya Gusmita, 2021).

2. Literature Review

Tourism, according to Bakaruddin (2008:17), is a journey undertaken by an individual or a group for a period of time, from somewhere else, with the intention of enjoying the journey rather than attempting to make a living in the destination, and solely for the purpose of recreation or to fulfill various desires.

Tourism development has three functions, according to (Joyosuharto, 2000): (1) supporting the economy; (2) nurturing the nation's individuality and the preservation of functions and environmental quality; and (3) cultivating taste.

According to (JJ, 1987), factors encouraging the development of tourism in Indonesia include:

- a. A reduced role of petroleum as a source of foreign cash for the country in comparison to the past;
- b. The value of non-oil and gas exports is declining;
- c. There is a constant increase in tourism;
- d. The scale of Indonesia's tourist development potential.

According to (Page, 2009) in relation to tourism development, there are at least 5 (five) approaches to tourism development:

- a. Boostern strategy. This is a straightforward method that explains tourism as a good outcome for a location and its population. Despite this, there is no community input in the planning process, and the carrying capacity of the land is not thoroughly evaluated.
- b. The business-to-business method.

More tourism development approaches place a greater emphasis on economic goals rather than social and environmental aims, as well as making the visitor's experience and level of satisfaction the primary goal.

- c. The spatial physical method approach.

This tourist development refers to the utilization of geographic territory with the formulation of a strategy based on spatial principles (spatial). For example, to avoid visitor problems, divide groups of visitors.

- d. A community-based approach

The approach to tourist development places the greatest emphasis on community involvement in the tourism development process.

e. A long-term strategy.

Tourism development that takes into account factors of sustainability or future resource interests, as well as the influence of economic development on the environment

3. Research Method

The method utilized in this study was to collect data from the field (field research). The reason for utilizing this method is that it will be easier to digest data and obtain accurate information from sources if you conduct direct investigation. This research employs a descriptive approach and employs a qualitative strategy. A qualitative approach is a research method based on postpositive philosophy that focuses on meaning rather than generalization while studying natural subjects (Sugiyono, 2014). Because there has been no discussion about this in the area surveyed, this approach was chosen.

This study took place at the Sigandu coastline area of Batang Regency's Klidang Lor Village. On March 27, 2022, the study was completed. The participants in this study were drawn from three different sources, each of which was sampled during the investigation. They are native traders from the seaside area of Sigandu Batang.

4. Result and Discussion

Proceed with picking the data that is required and eliminating the data that is not required based on the data acquired from the field. I gathered data to answer the research questions, which were to determine the impact of tourist development in the Pantal Sigandu area of Batang Regency and the response of business players to economic changes as a result of tourism development.

Table 1. data selection results

The impact of tourism growth in Batang Regency's Sigandu beach area	<p>Increased revenue as a result of tourism development</p> <p>To make a field Obtain employment for a large number of people.</p> <p>It may be possible to make it easier for local residents to find work.</p> <p>Providing new ideas to help current businesses grow</p>
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Visualization of data

Sigandu Beach is a tourist attraction in Batang Regency, Central Java, that has been visited and has become one of the most popular tourist destinations. Sigandu Beach is appealing and has need for improvement. One of the assets of maritime tourism in the Regency is regional income. The Batang being constructed is in the Batang District's Klidang Lor hamlet.

This data in this study covers the findings of a research project conducted in Plosorejo Village on March 27, 2022, using the following interview techniques:

The impact of tourism growth in Batang Regency's Sigandu beach area.

Researchers can define the expansion of tourism in the Sigandu coastal area as having a good impact on the local community, notably in the economic field, based on the results of study conducted utilizing interview methodologies. The following are the effects of tourism growth in Batang Regency's Sigandu coastal area:

1. The financial impact of the existence of Sigandu Beach

In this study, income indicators are evidenced by interview questions such as "Does tourist development generate an increase in revenue for the community?" The following are the results obtained:

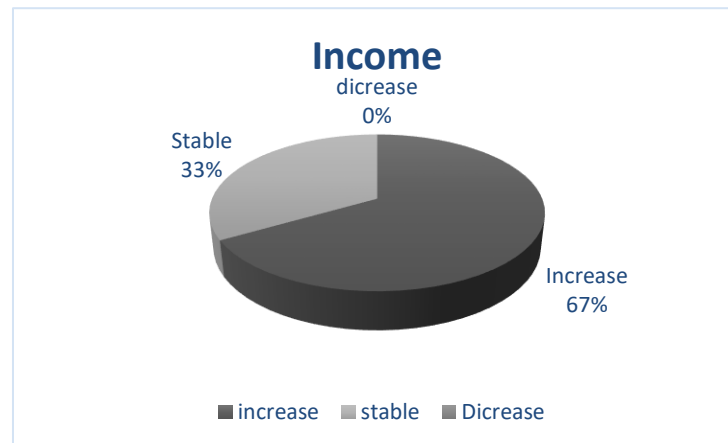


Figure.1 shows the increase in community income as a result of tourism development.

According to the data presented, the income of individuals in the Sigandu coastal area of Batang Regency has increased by 67 percent, while 33 percent has remained stable among the three interviewees. The increase in income in the town is due to the growth of tourism, which brings in an increasing number of visitors. The competition element between traders in the tourism industry affects income, resulting in stable income.

The findings of research undertaken by (Fyka, et al, 2018), namely the impact of the economy on the existence of a community tour, are similar. The tourist sector has resulted in a shift in new livelihoods and an increase in community revenue. Similarly, the findings of research (Suyono, 2020) show that good tourism development leads to increased visitor visits to a tourist location in general. This will have a favorable impact on MSMEs as a kind of tourism, as MSMEs will be able to grow in tandem with tourism. When it comes to increasing income, MSMEs in tourist zones see a rise in revenue whenever tourism develops (Azizah, 2021).

2. Employment opportunities

Interview questions, such as "Does tourism growth give numerous work chances for the community?" provide indicators of job opportunities in this study, with the following results:

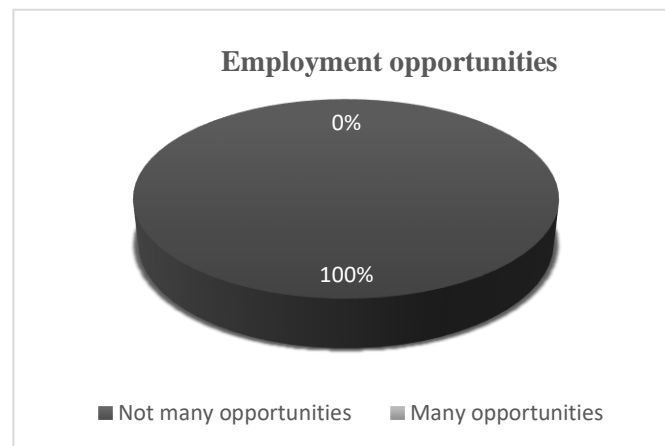


Figure.2 Opportunities for employment in the community as a result of tourism development

According to the data presented above, the three interviewees who were interviewed all agreed that the development of tourism provides many job opportunities for the surrounding community; the more tourism develops, the more visitors will come, and this means that every business or business owner must adjust the number of workers according to their needs.

Not only the coastal residents gain, but so do many people who work in the Sigandu beach region from beyond the area.

The findings of research on the growth of Sigandu Beach Tourism, which make it simpler for people living along the shore to find work, are similar to those of (Rahmah et al., 2020). It states that one of the effects of the development of tourism objects is labor absorption, in which a tour manager will hire personnel from the community surrounding the tourist destination. Those that don't or can't If you are unemployed, you may be able to get work at a tourist attraction.

Making it easy for people to find work is a good idea.

In this study, the indicator of community facilitation is demonstrated by interview questions such as "Does tourism growth have an impact on making it simpler for people to get work?" The following are the results:



Figure.3 Making it easier for people to find work.

We may deduce from the given facts that tourist growth can make it easier for the surrounding community to find work, which has been approved by three resource persons.

The more developed tourism becomes, the more people will be aware of it and it will have a positive impact on the community, particularly job generation.

The findings of a study on the development of Sigandu Beach Tourism, which make it easier for people in the coastal area to find work, are similar to those of a study conducted by (Rahmah et al., 2020), which explains that one of the effects of the development of tourism objects is the absorption of labor, in which the tour manager recruits employees from the community surrounding the tourist area. As a result, people who have never worked or have never worked have the option to work in these tourist spots.

Business development encouragement

Interview questions such as "Are you driven to build your business?" were used to determine the signs of encouragement in this study, and the following are the results:

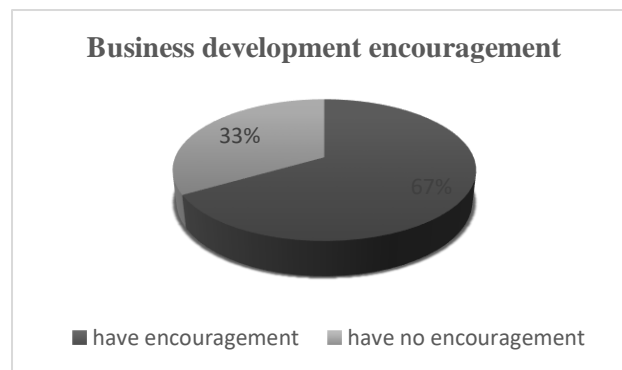


Figure 4 shows the motivation for starting a firm.

As can be seen from the statistics above, every town wants to grow their business in order to compensate for the reduction in income. Furthermore, there is an aspect of competition among merchants, which forces each trader to produce innovation or creativity in order to grow their firm. The business actors and tourists who come will develop as the business expands.

The findings of the study are consistent with those of (Rahmah et al., 2020), who found that the development of a tourist attraction can motivate residents in the surrounding area to become entrepreneurs because of the opportunities presented by the development of a tourist destination. The community's entrepreneurial activity will have a favorable impact on the community's economy.

The public's opinion of the economic impact of tourist development

Perception is the process by which a person selects, organizes, and interprets data in order to generate a meaningful picture of the world. Perception is the process by which a person learns, interprets, remembers, and organizes objects or targets around them using their senses (Kloter, 2002).

The indicator of feelings in this study is evidenced by interview questions, namely "How do you feel about the impact of tourism development on the economy?", the results obtained are as follows:

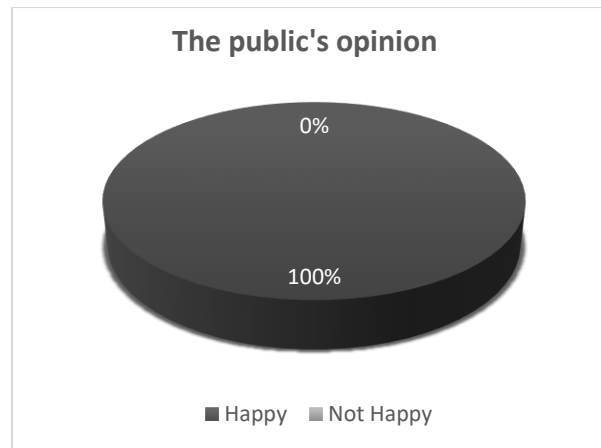


Figure 5 The public's opinion of the economic impact of tourist development

In Based on the information presented above, we can conclude that tourist development makes people happy because it provides them with several benefits. This pleasure has a good impact since it allows the community to come up with new ideas or improvements to further promote the tourist region

5. Conclusion

According to the findings of a study on the Impact of Tourist Development on the Socio-Economic Condition of the Community Around the Sigandu Beach Area, tourism development has a positive impact on the surrounding community, which includes: Increase the local community's income, as tourism development attracts an increasing number of visitors. Creating job opportunities for the local community; not only the local community, but also people from outside the region, benefit from tourism development. Make it easier to find work for people. The more tourism develops, the more people will be aware of it, which will have a positive impact on the community, especially employment generation. Encouraging members of the community to expand their businesses, owing to an increase in the number of traders, which makes competition more fierce. Economic Changes as Seen by Business Actors After tourist development, the community has a positive opinion of it since tourism development has a positive influence and does not have a negative impact on the business community's economy.

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