

ANALYSIS OF TOURISM POTENTIAL OF THE KALIMOSODO RIVER IN THE EFFORT OF IMPROVING THE ECONOMIC WELFARE OF THE COMMUNITY IN SUDIMORO VILLAGE

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Abstract

Research on the potential analysis of Kalimosodo River Tourism in an effort to improve the economic welfare of the community in Sudimoro Village aims to find out how the efforts to develop the potential that exist in Sudimoro Village, to determine community involvement in tourism management in Sudimoro Village, and to determine the economic welfare of the community in the environment around tourism, seen from the increase in people's income before and after the tourism. The research method used is a qualitative method. Data collection techniques using observation, interviews and documentation. The results of this study indicate that (1) the efforts made in developing the potential are through the APBDes which is then budgeted for the manufacture of tourism supporting facilities (2) the community is involved in tourism development, decision making, and trade (3) with this tourism opening opportunities especially for the people of Sudimoro Village, so that they can increase their income.

Keywords: Tourism potential, community involvement, economic improvement

1. Introduction

According to Law Number 9 of 1990 concerning tourism, tourism is a visit made by an individual or group consisting of a series of travel activities from their place of residence to various tourist destinations and not to work or earn income in that place (Pariwisata & Masyarakat, 2019). While the word tourism is a travel activity that is carried out temporarily or voluntarily where the activity aims to enjoy objects and attractions that exist in tourist destinations.

Tourism activities are intended to introduce the potential of various regions which will later affect the economic potential, especially for local and surrounding communities. As well as Law No. 10 of 2009 on tourism explains that tourism development is shown to attract rural communities, provide business opportunities, trade transactions, and increasing population income will later affect the economic welfare of the people in the village (Dasar & Pariwisata, n.d.). Tourism development will have a broad and significant impact on the economy and socio-cultural life of the community, especially the local community. The development of tourist areas serves to maintain and preserve natural and biological wealth, as well as to open business opportunities, job opportunities that will increase local revenue. From the results of the analysis, it is known that 31% of local people earn income from the non-tourism sector such as agriculture, animal husbandry, and services, 61% comes from basic income while 100% of income comes from the tourism sector (Kemenparekraf, 2020). This development can be seen from the income of people who initially had a minimum income, now they can improve their economy (Ridho, 2019).

Development is an effort made to develop something that exists to be even more advanced. Meanwhile, tourism development itself is an effort made to develop the elements that tourism is better than the previous condition and in order to maximize the benefits of tourism itself. The reason why tourism needs to be developed is because tourism development can have a major impact on the economy, social and culture (Surwiyanta, 2021). In addition, this tourism development has a relatively small negative impact. By developing tourism, it can have an impact on economic growth, expansion of employment, environmental preservation through ecotourism. Tourism can increase the population's per capita income and regional income in tourist destinations (Irfan & Suryani, 2017).

One of the provinces of Central Java that has tourism potential that has the opportunity to be developed is Klaten Regency. The district is famous for its areas that have cool temperatures, beautiful scenery, and there are

many clear springs, so that local people often use it as a place for bathing or pennant. So do not be surprised if this district is often dubbed a tourist area. Kalimosodo River Tourism is one of the tours in Sudimoro Village, Tulung District, Klaten Regency, Central Java Province. Sudimoro Village is a cool village area with lots of trees and rice fields. The natural potential developed in Sudimoro Village is a river. The river is used by local residents as a source of irrigation for rice fields because the majority of residents work as farmers. In addition, there is also cultural potential in the form of preserving an ancient gutter from the Netherlands and the construction of a joglo building which is a typical building from Central Java. In the Kalimosodo River Tour, tourist support facilities are added, such as an adult swimming pool, children's pool, joglo, culinary, and selfie spots. However, the most attractive tourist attraction here is the existence of a historic aqueduct from the Netherlands which people often refer to as Lengkung Pitu. However, the process of developing tourism potential and community involvement is still less than optimal, such as the lack of community involvement in tourism management, lack of public understanding of environmental awareness, cultural preservation, and untidy arrangement of traders. So that to make a tour attractive and visited by tourists, it requires good management and cooperation between the community and the government to get maximum results. Utilization of tourism is carried out to make the tourist area better so that it can become a tourist attraction. In addition, socialization regarding the importance of preserving potential to the community is further enhanced in order to increase public understanding of the importance of preserving their potential. The development of a good tourism sector will provide benefits both from a social and economic point of view. With the problems that have been described, the authors are interested in researching more deeply about these problems in the form of a thesis with the title "Analysis of the Kalimosodo River Tourism Potential in an Effort to Improve Economic Welfare in Sudimoro Village". So, the researchers aim to describe how the development of tourism potential in Sudimoro Village, describe community involvement in tourism management in Sudimoro Village, and to determine the economic welfare of the community in the environment around tourism, seen from the increase in community income before and after the Kalimososdo River Tour.

2. Method

This research was conducted on the people of Sudimoro Village, Tulung District, Klaten Regency, Central Java Province in March-April 2022. This type of research used a descriptive type of research conducted with a qualitative approach. In accordance with the approach used, data collection was carried out through in-depth interviews and observation (Suranny, 2020). Interviews were conducted by taking a sample of 9 people consisting of: Village Head, BUMDes manager, tourism manager, and 7 people in Sudimoro Village. Observations were made on the activities of the village government, BUMDes managers and tourism object managers, the daily activities of the community, tourism infrastructure and tourism object environments. From the data that has been collected, a descriptive analysis was carried out regarding tourism potential in Sudimoro Village, village government support in tourism development in Sudimoro Village and strategic steps in the context of developing Kalimosodo River Tourism (Harsono, 2019).

The data used are 2 data including primary data and secondary data. The primary data from this study is data relating to how the development of tourism potential in Sudimoro Village has an effect on improving the economy of the community in Sudimoro Village and community involvement in managing tourism potential development through interviews from 9 communities in Sudimoro Village and secondary data conducted by researchers. are from literature, previous research books, as well as supporting data from village data. Data collection techniques are an important step that must be carried out in research consisting of interview observations and documentation (Framwork, 2018).

The data validity technique uses source triangulation which is carried out by comparing the results of interviews between sources with one another, also comparing the results of observations so that later they can obtain valid data (Shobariyati et al., 2022). The data analysis phase includes making questions, determining informants, interviewing informants, making ethnographic notes, and analyzing interview results. Then from the conclusion of the triangulation process, observation, and documentation sources will produce research results and will be discussed with the literature in accordance with literature review and previous relevant research.

3. Results and Discussion

A. Efforts Made in Developing Tourism Potential in Sudimoro Village

Tourism potential is everything that exists and is owned by an area that aims to attract tourists to visit, and is useful for developing industry in the area. Sudimoro Village, Tulung District, Klaten Regency is a rural area that is still natural. The natural potential that exists in Sudimoro Village is in the form of a river which is the center of the Pusur river flow which was previously covered by shrubs. In

developing a tourism potential, the first step is to find out what potential can be developed, then determine what ideas or ideas this potential will be formed, then start developing potential according to what has been planned (Fadlina, 2021).

Based on the explanation that has been conveyed, the researcher analyzes that the efforts that have been made in developing the tourism potential in Sudimoro Village are by conducting a survey first to find out what potential can be developed in Sudimoro Village. After conducting a survey, a natural potential was found in the form of a spring beside which there is a pusur river called Sendang Lerak. In addition to the natural potential in the area, a cultural potential was also found in the form of an ancient Dutch gutter building. To increase the interest of tourists to visit, a joglo house is also made which is a typical building of Central Java Province which also aims to preserve Javanese culture. And also added tourist support facilities.

From the results of the interviews, the researchers triangulated sources which obtained the following findings, conducted a survey to find out what potential could be developed, carried out deliberation with the village community for decision making and implementation of activities in utilizing the results and developing potential for the better, sketching a picture for structuring tourism, budgeting village funds for tourism making, doing mutual cooperation to clean up areas that will be used as tourist attractions, and conducting evaluations to find out what factors are supporting and hindering during the implementation of potential development.

B. The role of local community involvement in developing tourism potential in Sudimoro Village

The life of the village community is the object as well as the subject of tourism which is a tourist destination, namely the village as the executor of various tourism activities whose gains can be felt by the community directly. Therefore, the function of an active community greatly determines the continuity of activities in the village. The success of a village tourism is determined by the activity, location, management and assistance from the local community which is then programmed together according to what is expected. The encouragement and assistance received from the local community is not only from individuals and groups. Intention to develop business capital, marketing responsibilities, a clear picture must be developed in order to form an attractive product.

Based on the results of interviews regarding the role of the surrounding community in developing tourism potential in Sudimoro Village, the following findings were found, the community played an active role in the decision-making process during village meetings, the community was also involved in evaluation activities to find out what factors only those who are supporters and obstacles during the implementation of potential development, in the implementation of community activities are involved in trade, security, tourism development, facilities and infrastructure providers, and the community is also involved in the utilization of the results and development of tourism potential.

C. The impact of economic welfare on the community before tourism

Welfare is the income received by a person from the results of consuming income in order to get some satisfaction. The level of welfare is assessed from the satisfaction that a person gets from consuming the income they have. A person whose needs have been fulfilled is considered prosperous if the level of need is in line with welfare indicators (Basuki, 2019). In order to improve the economic welfare of the people in Sudimoro Village where most of the people work as farmers. Through the potential that exists in the village, potential development is carried out by developing it into a tourism which will later have an effect on improving the economy of the community in Sudimoro Village.

Based on the results of interviews that have been conducted regarding the state of the community's economy before the tour, the researchers then triangulated sources. Then from the results of triangulation of these sources, findings were obtained, among others, before there was community tourism who worked as farmers where they could only earn income after several months of waiting for harvest time to arrive with uncertain results, while people who worked as laborers, such as farm laborers, construction workers and so on, whose income depends on whether there are people who need their services, and for people who do not work (housewives) who only rely on the uncertain income of their husbands, they have to manage their finances as well as possible so that they are sufficient. to meet household needs.

Discussion

A. Efforts Made in Developing Tourism Potential in Sudimoro Village

At the beginning of the first development, a survey was carried out by the village head and his staff to find out what potential could be developed in Sudimoro Village. Then after the discovery of a natural potential and cultural potential, then the management of this potential is carried out by making a picture,

concept for structuring the potential that will be used as a tourism. After that, the village funds will be allocated to finance the development of the tourism potential. The development begins with cleaning the tourism potential area and making tourism supporting facilities such as children's swimming pool, adult swimming pool, children's play area, gazebo, photo spots/parks, connecting bridges, prayer rooms, toilets, parking lots, fish therapy, places to eat, etc. Efforts to develop the tourism potential in Sudimoro Village are carried out to encourage the improvement of economic and socio-cultural development, cultural and environmental sustainability for the continuity of tourism itself.

From the discussion of the efforts made in developing tourism potential which has been described in detail. Researchers tried to analyze previous research, one of which was research by Siti Hajar entitled Tourism Development Policy Through Economic Potential in Supporting Tourism and Creative Economy Programs in the Lake Toba Region which analyzed the development of tourism objects in terms of economic potential by increasing the diversity and competitiveness of community products. through the tourism marketing program (Hajar, 2022).

Researchers also tried to analyze previous research, one of which was a study by Yati Heryati entitled Potential Development of Tapandullu Beach Tourism Objects in Mamuju Regency which resulted in an analysis that the development of Tapandullu Beach tourism in Mamuju Regency was carried out through promotion so that portensi and tourist attraction could be better known and able to move potential tourists to visit and enjoy tourist attractions (Di & Mamuju, 2019).

B. The role of local community involvement in developing tourism potential in Sudimoro Village

Sudimoro Village community in tourism activities, namely as traders, parking lot managers, is a form of decision that they have chosen to play an active role in participating in supporting tourism development activities in their area, in addition as a form of support they provide for the sustainability of tourism objects. Kalimosodo River which is located in their village. The decision that has been taken by the people of Sudimoro Village to participate in tourism development activities in their village will later be able to form a new habit that will affect the lives of the surrounding community. Like the decision they chose to open a trading business in a tourist area which later became a destination for tourists to visit, by some residents who have a place to live close to a tourist attraction, this is evidence of the impact of the existence of a tourist attraction that is now starting to be known and visited. by many tourists who come from various regions.

From the discussion regarding the role of involving the surrounding community in developing tourism potential which has been explained in detail. Researchers also tried to analyze previous research, namely research by Dewi Citra Larasati and Ya'taufiq Kurrahman entitled The Role of Village Governments in Managing Pine Forest Tourism to Increase Village Original Income in Bendosari Village, Pujon District, Malang Regency which resulted in an analysis that the role of village government are conducting socialization and planning for the development of pine forest tourism areas, forming POKDARWIS, promoting tourism to social media, and conducting comparative studies to other tourist villages Role of the Village Government in Managing Pine Forest Tourism to Increase Village Original Income in Bendosari Village, Pujon District, Regency Malang (Larasati & Kurrahman, 2019).

C. The impact of economic welfare on the community before tourism

Prior to this tour, most of the people in Sudimoro Village worked as farmers and laborers, and some were only housewives. Their welfare also experiences gaps because the income they get is uncertain while their needs continue to increase (Arifin et al., 2019). Before there was tourism, people worked as farmers where they could only earn income after several months of waiting for harvest time with uncertain results. Meanwhile, people who work as laborers, such as farm laborers, construction workers and so on, depend on the income they get if there are people who need their services. And for people who do not work (housewives) who only rely on their husband's uncertain income, they have to manage their finances as well as possible so that it is enough to meet their household needs. However, after the existence of this tour which then opened up employment opportunities for the local community, they received additional income, some of them even made it a permanent job, namely through trade, security, tourism workers, providers of facilities and infrastructure, and so on (Arifin et al., 2019).

From a discussion of the impact of economic welfare on the community before tourism has been described in detail. Researchers tried to analyze previous research, one of which was research by Tati Budi Shantika and I Gusti Agung Oka Mahagganga in the title Impact of Tourism Development on Socio-Economic Conditions of the People of Nusa Lembongan Island which analyzed how the impact of tourism development on local communities on improving the community's economic level, changes in

livelihoods, education and so on, by providing other alternatives for the main livelihoods of the people in Nusa Lamongan so as to reduce poverty in the region (Shantika & Mahagangga, 2018).

4. Conclusion

Efforts have been made to develop tourism potential in Sudimoro Village by conducting a survey first and then budgeting village funds to develop this potential by attaching tourist attractions and making tourism supporting facilities. In the development of tourism, the village community is involved in the construction of tourism support facilities, decision making and the community is also involved in trade, security and providing facilities and infrastructure. Prior to this tourism, the community's economy experienced a gap, most of the people worked as farmers, laborers and only as housewives. With this tour, the community can earn additional.

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