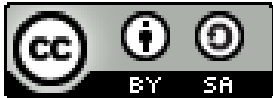


# Analysis of The Influence of The Existence of Tanjung Bias Beach Culinary Tourism on The Economy of The Surrounding Community

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Riwayat Artikel	Abstrak
<p>Diterima: 06 Oktober 2023 Direvisi: 28 November 2023 Diterbitkan: 01 Desember 2023</p> <hr/> <p><b>Kata kunci:</b> <i>Tourism Economy, Tourism Development, Community-Based Tourism.</i></p>	<p><i>Tourism is a significant economic activity that serves as a crucial source of revenue for various regions, including West Lombok Regency. This particular area boasts several tourist attractions, such as Tanjung Bias Beach, which have the potential to contribute to the economic development of the local community through the tourism sector. The purpose of this study was to assess the economic effects of Tanjung Bias Beach culinary tourism on the local population. The employed research methodology is qualitative descriptive in nature. Data analysis techniques encompass many methods such as data reduction, data display, and drawing conclusions. The findings of the research indicate that culinary tourism at Tanjung Bias Beach plays a significant role in bolstering the economic well-being of the local population. The influx of visitors to Tanjung Bias Beach leads to the generation of monetary transactions, hence fostering employment opportunities and augmenting the income of the local community responsible for its management. It is advisable for both the general public and the government to enhance the promotion of gastronomic attractions at Tanjung Bias Beach in order to foster its sustained growth.</i></p>
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## 1. BACKGROUND.

The growth and advancement of the tourism industry exert a significant impact on the surrounding region, as it serves as a key driver in bolstering the local economy. The presence of a tourism industry in a given location can prevent it from becoming economically disadvantaged. To fully harness the potential of tourism, it is crucial to utilize it as a driving force for the development of the area. This can lead to an increase in the local community's revenue, stemming from the presence and growth of the tourism sector.

Tourism in Indonesia has expanded its reach to encompass rural areas, indicating a more focused trajectory. The government disseminates several plans for the development of tourism villages, aiming to provide assistance to certain places in order to maximize their potential. Every location possesses distinct attributes of natural resources, such as the highland areas with their mountainous natural potential or the lowland areas with their potential for seaside tourism (Wulansari & Yulistiyono, 2018).

The West Nusa Tenggara Province (NTB) is recognized as a region with significant tourism potential, boasting a diverse array of captivating sites for visitors to explore. One of the captivating tourist destinations in the province of West Nusa Tenggara (NTB) is the West Lombok Regency. This region boasts remarkable beach tourism, which has garnered significant attention. As a region with a substantial tourism sector, it is imperative for the local government of West Lombok Regency to prioritize infrastructure development. Given the considerable tourism potential, it is crucial to ensure that the necessary infrastructure is in place. This will facilitate accessibility to the area and prevent it from being at a disadvantage compared to other regions.

West Lombok is renowned for its plethora of beaches, each with distinct characteristics that warrant further development. Among these locations, Tanjung Bias Beach stands out as a prime example of culinary tourism that is currently undergoing continuous advancements. Prior to the advent of tourism, Tanjung Bias Beach remained devoid of visitors, predominantly attracting local inhabitants. This can be attributed to the absence of public amenities that would facilitate the appreciation of the beach's natural splendor. Subsequently, following the establishment of tourism, accompanied by the construction of diverse amenities and infrastructure, as well as the provision of supplementary facilities such as public restrooms, prayer chambers, parking areas, and dining establishments, Tanjung Bias Beach has experienced a surge in tourist visitation. The surge in tourist influx has garnered public attention towards commercial activities around the beach. Previously, the traders on Tanjung Bias Beach were predominantly limited to individuals who already possessed stalls. However, presently, there has been a proliferation of stalls selling a wide range of food items around Tanjung Bias Beach, with grilled fish being one of the most commonly available options. The presence of tourism undeniably brings about alterations or influences on diverse facets of individuals' life, encompassing both advantageous and detrimental effects. The presence of tourism on Tanjung Bias Beach encompasses various aspects, including its significant influence on the local economy. This impact is particularly observed among the surrounding community, including the local residents and traders engaged in commercial activities in the area.

Numerous prior research have demonstrated that the establishment and growth of tourist attractions yield favorable outcomes in terms of enhancing the economic sector. For example (Sari et al., 2018), It has been observed that the presence of tourism in Tulungrejo Village has been steadily growing on an annual basis. Similarly, the results of the study (Ompusunggu & Munthe, 2020) suggest that tourism has been observed to have a good impact on the local economy and the overall well-being of the community. This is evident in Tongging Village, where the expansion of tourism has led to the establishment of various commercial facilities such as minimarkets, motels, and souvenir stores. The research conducted at Nglanggeran tourism village has had favorable outcomes, since it has led to an increase in individuals' income, job prospects, and government revenue from tourism retribution (Hermawan, 2016). Like previous studies, research on Lake Tangkas has also yielded positive results where people's income increases, increases employment opportunities and increases government revenue through tourism retribution (Kurniawan et al., 2022). Other studies have also shown positive results because people's income has increased, jobs have increased, community needs

are met, control and ownership are still fully held by the community (Andriany & Antoine (2019); (Hidyat, 2015); (Navosa, 1984); (Shoimah et al., 2022); (Wardhana et al., 2019).

However, unlike previous studies, research conducted in Kemantren village suggest a low economic impact (Wulansari & Yulistiyono, 2018), the same findings are also mentioned by (AULA, 2020;Hadiyatno et al., 2018) where the coastal tourism village of Manggar has not produced results because of creativity and community human resources have not been optimized, as well as research conducted in the world tourism Ajanta which shows that local people face many problems such as temporary jobs, lack of tourism education, lack of basic infrastructure and public services such as water, electricity, hospitals, school roads etc. (Solanke, 2019). While the research conducted by Zhao & Min Li (2018) shows negative results on the environment such as pollution, high hotel energy consumption. Research conducted by (Hermawan, 2016; Kurniawan et al., 2022) also results in a negative impact on local communities due to the increase in the price of goods. In addition to having a positive impact, the research carried out (Oktiana, 2020) It also has a negative impact because it still does not contribute to government revenue, because the government has not imposed a levy fee on tourists who visit.

From the literature review above, further research is still needed to analyze how the impact of the existence of tourist destinations, especially culinary tourism, on the community's economy. Therefore, this study examines how the impact of the existence of culinary tourism on the economy of local communities by taking a case study of culinary tourism destinations Tanjung Bias Beach.

## **2. RESULTS AND DISCUSSION.**

### ***Overview of Tanjung Bias Beach Culinary Attractions***

Tanjung Bias Beach culinary attractions are located in Senteluk Village, Telage coral hamlet, Batulayar District, West Lombok Regency, Tanjung Bias Beach culinary attractions have a distance of about 7 km from Mataram City with an estimated travel time of about 15 minutes. Tanjung Bias Beach culinary attractions since 2017 have become a vacation location for tourists, especially for people living in Mataram City. Tanjung Bias Beach is a beach that has culinary diversity that makes Tanjung Bias Beach Culinary Tourism crowded with tourists. In addition to diverse culinary, visitors can also enjoy the beauty of natural scenery, sunsets and cool and comfortable places.

### **Analysis of the Impact of Tanjung Bias Beach Culinary Tourism Objects on the Economy of the Surrounding Community**

From the processing of qualitative data, several impacts of tourism development on the literal level of influence of the existence of culinary tourism on Tanjung Bias Beach were found as shown in the following table:

**Table 1. Table of Findings in the Field**

Category	The Influence of Tanjung Bias Beach Culinary Tourism			
	Employment	Price Increase of Goods	Welfare	Infrastructure
<b>Emerging Themes</b>	1. Job Openings 2. Unemployment	1. Price Increase of Goods	1. Income 2. Welfare	1. Business stall
<b>Topic</b>	1. Opening job opportunities for the surrounding community 2. Reduced number of unemployed	1. Increase in some prices of goods	1. Increased community income 2. Increased level of community welfare	1. Many business stalls were built 2. Tourist sites are neatly arranged
<b>Empirical Data</b>	1. Observation 2. Interview 3. Documentation	1. Observation 2. Interview 3. Documentation	1. Observation 2. Interview 3. Documentation	1. Observation 2. Interview 3. Documentation

Source : Primary Data, 2023.

**Business Opportunities**

Business opportunity means an opportunity that someone can get by relying on their existing potential and taking advantage of various opportunities or opportunities that are immediately taken. There are two types of business opportunities, namely: opportunities that already exist within oneself and become the basis for reading circumstances (internal) and opportunities born from the response of an entrepreneur or situations that according to him have the potential to become business opportunities (external) (Setyo, Kaerikasari, & Habibah, 2020). The following are displayed business opportunities after the Tanjung Bias Beach Culinary Tourism object:

**Table 2**  
**Business opportunities before and after Tanjung Bias Beach Culinary Tourism**

No	Name	Before	After
1	St	Odd Bumps	Culinary Business
2	Tt	Housewives	Culinary Business
3	She	Counter Employees	Culinary Business
4	Az	Fried Food Seller	Culinary Business
5	Dw	Housewives	Culinary Business
6	Hg	Restaurant Employees	Culinary Business
7	Pt	Housewives	Culinary Business

8	Rd	Coolie Building	Culinary Business
9	An	Housewives	Culinary Business
10	Jt	Odd Bumps	Parking Attendant
11	Rn	Coolie Building	Ride Rental
12	Kr	Fisherman	Ride Rental
13	Js	None	Ride Rental
14	Sy	Odd Bumps	Ride Rental

Source : Primary Data, 2023

Table 2 shows the differences in work occupied by the business community in Tanjung Bias Beach Culinary Tourism before and after the opening of the tourist attraction. From the table Above it can be seen that after the opening of the culinary tourism object, Tanjung Bias Beach expanded the community's business opportunities compared to before the existence of the tourist attraction. The following are the results of an interview regarding the impact of Tanjung Bias Beach culinary attractions on business opportunities, this was conveyed directly by him:

*"... The first impact I received was a fairly good economic impact that previously I was only an employee at a counter, now I have my own business and for other communities, there can also be a business here.*

The impact of the existence of Tanjung Bias Beach culinary attractions on business opportunities was also conveyed by Pt:

*"... The impact can be said to be there for financial improvement, my family's economy has been helped since selling here, in addition to meeting my daily needs, there are so many results that I get. Before I had no income because there was no job, just a housewife."*

Then also delivered by Tt:

*"... As a result, I have a job from what I was a housewife, I have no income, now Alhamdulillah my family's economy is better than before because besides my husband who earns I also have income"*

Based on the results of interviews that have been conducted with several business actors in Tanjung Bias Beach culinary attractions, the impact of Tanjung Bias Beach culinary tourism in terms of community business opportunities is to open business opportunities for them. This impact is felt directly by the community of business actors who previously did not work or housewives who did not earn, as well as by people who previously worked but saw better opportunities in Tanjung Bias Beach culinary attractions.

**Welfare Development**

Based on the results of interviews that have been conducted with several business actors in Tanjung Bias Beach attractions, there are changes in income before and after the existence of Tanjung Bias Beach culinary attractions as shown in the following table:

**Table 4.3**  
**Income before and after Tanjung Bias Beach Culinary Tourism**

No	Name	Before	After
1	St	IDR 150,000 / Week	IDR 1,000,000 / Week
2	Tt	-	IDR 850,000 / Week
3	She	IDR 300,000 / Week	IDR 1,000,000 / Week
4	Az	IDR 250,000 / Week	IDR 900,000 / Week
5	Dw	-	IDR 700,000 / Week
6	Hg	IDR 350,000 / Week	IDR 1.200.000 / Week
7	Pt	-	IDR 800,000 / Week
8	Rd	IDR 200,000 / Week	IDR 750,000 / Week
9	An	-	IDR 800,000 / Week
10	Jt	IDR 150,000 / Week	Rp. 650.000 / Week
11	Rn	IDR 150,000 / Week	IDR 600,000 / Week
12	Kr	IDR 350,000 / Week	IDR 700,000 / Week
13	Js	-	Rp. 650.000 / Week
14	Sy	IDR 100,000 / Week	IDR 700,000 / Week

Source : Primary Data, 2023.

Table 4.3 shows that the existence of tourist sites in the area will directly and indirectly have an impact on regional income and the income of local communities where tourist attractions are located. This is because the development of a tourist area affects the aspect of increasing income. Milton Friedman's consumption theory says income can be classified into 2, namely: permanent income that is always received in each certain period and can be estimated in advance such as income from salaries or wages, and temporary income (*Transitory Income*) that cannot be estimated in advance and is not always received in each period (Shukri & Rahmatia, 2020).

The existence of culinary attractions Tanjung Bias Beach has an impact on increasing community income, this was conveyed directly by several informants as business actors in Tanjung Bias Beach. Some people earn a much different income than before starting a business in Tanjung Bias Beach, such as Sy who previously worked odd jobs, he said:

*“... There is, quite a lot different even though the income is erratic but since here the average income is around Rp. 150,000 to Rp. 200,000, - sometimes also more per day if there is an event or holiday the average income is Rp. 300,000 a day.*

As also stated by Az:

*"... Alhamdulillah there is an increase, here the buyers are more crowded than in the previous place because in the previous place who bought only village people if here the visitors were crowded"*

This was also conveyed by Pt, he conveyed the increase in revenue and business development:

*"... There are so many improvements, for myself and my family there are so many impacts felt, since selling here the income is more than enough to meet the needs of the family. For its development, Alhamdulillah is developing well, now I have employees who I absorb from the teenagers of Karang Telage village.*

Based on the results of interviews with the community, the impact of the opening of Tanjung Bias Beach culinary attractions on the economic development of local communities is the income of people who previously did not work or people who previously worked but whose income was lower than after starting a business in Tanjung Bias Beach culinary tourism.

### **Contribution to Community Income**

In essence, a tourist area is an activity that is used to seek or obtain profit (profit), especially for the area where the tourist attraction is located. The existence of culinary attractions Tanjung Bias Beach has an impact on the income of Karang Telage where Tanjung Bias Beach is located. One of the impacts is that Karang Telage gets a flow of Regional Original Revenue (PAD) funds from the existence of tourist attractions. This was conveyed by Mn Chairman of Karang Telage Village Hamlet:

*"...Since the opening of this tourist attraction, the impact has been very large for the people here, ranging from people who open businesses to those who guard parking and entrance tickets. Many help the community's economy because of 80% employment opportunities for local communities. each stall pays a monthly fee of Rp 250,000 thousand to Rp 300,000 thousand. Depending on the area used for selling.*

Mr. Mh also said that:

*"...From an economic point of view, it helps the community and the youth of Karang Telage because those who manage Tanjung Bias Beach culinary tourism from traders, ride rentals, parking attendants, security, and ticket sellers are local communities, from the results of this management the community pays monthly dues of Rp 250,000 thousand per month".*

Based on the results of interviews with village leaders, Tanjung Bias Beach culinary attractions contribute to the income received by Karang Village Telage. The village receives a flow of Local Original Revenue (PAD) funds of IDR 250,000 to IDR 300,000 every month.

### **Infrastructure Development**

Since the opening of Tanjung Bias Beach culinary tourism has experienced many developments and renewals to date. Starting from the development of the necessary facilities such as prayer rooms for places of worship, bathrooms, to road access to tourist attractions, this was conveyed by Rd:

*"... The development and renewal until now can be seen from the construction has been many, there are already facilities for prayer (mushola), and there are toilets, parking lots are also safe".*

Head Pokdarwis Tanjung Bias Beach juga says:

*"... Construction and renewal in terms of buildings, there is already a prayer room, bathrooms, then there are also many stalls available for visitors. Road access is also pretty good, but road access to tourist sites here we still rent people's land. Until now, many students have conducted research in Tanjung Bias.*

The development and renewal of Tanjung Bias Beach culinary attractions cannot be separated from the support and role of the village government and the surrounding community. The role of village government and community is explained by An:

*"... There are so many roles of village government to date. The village government often holds events here to attract visitors."*

*"... All communities play a role as managers, especially the youth of Karang Telage and there is a pokdarwis chairman. Some are the gatekeepers of Tanjung Bias Beach and some are controlling as well"*

This was also conveyed by Jt:

*"... The village government provides location access to be managed by the community, then also builds facilities there, the first built are stalls then also other facilities such as prayer rooms and bathrooms. The community assists in the management of the attraction. All people here are involved in the attraction, such as young men who queue to guard the entrance gate and even parents also guard the entrance gate and there are also those who keep parking at the attraction safe".*

From the interview results Above it can be seen that the existence of culinary attractions Tanjung Bias Beach affects the development or improvement of better infrastructure, such as the construction of stalls, prayer rooms, bathrooms, and road access which even though it still rents people's land. The development and renewal of Tanjung Bias Beach culinary attractions cannot be separated from the village government and local communities in managing tourist attractions

### **Supporting Factors and Inhibiting Factors for the Development of Tanjung Bias Beach Culinary Tourism Objects**



**Supporting Factors for the Existence of Attractions**

Factors supporting the existence of this tourist attraction were conveyed by Rd:

*"...One of the supporting factors for the existence of Tanjung Bias beach culinary tourism is from the village government which fully supports this tourism by helping road access and also helping to promote. The role of the community who are willing to help in managing and developing tourist attractions to date is also a very important supporting factor"*

Thing it was also conveyed by Mh:

*"...The existence of facility assistance from the government and the role of the entire community in managing Tanjung Bias beach tourism. All people here are also involved in the tourist attraction, such as the youths who take turns guarding the entrance gate of brayeun and even parents also take care of parking at the tourist attraction. Then also the necessary facilities such as road access, prayer rooms and toilets on Tanjung Bias Beach were built by the government".*

Sy also also conveyed the supporting factors for the existence of tourist attractions in Batu Layar sub-district and the local community, he said:

*"...The most impactful supporting factor is the support from the village government and the community who are diligent in developing Tanjung Bias Beach, all of whom work together to maintain the cleanliness and safety of culinary tourism sites so that they are comfortable to visit by guests / visitors".*

Based on the results of the interview, it can be seen that there are several factors that support the existence of culinary attractions Tanjung Bias Beach. These factors are as follows:

1. Support from the government by providing full support for the existence of culinary attractions Tanjung Bias Beach and the construction of several facilities such as prayer rooms, bathrooms.
2. Community participation in managing culinary attractions Tanjung Bias Beach.

**Inhibiting Factors for the Existence of Attractions**

In the existence of culinary attractions Tanjung Bias Beach there are not only factors supporting the existence of tourist attractions but also there are factors inhibiting the existence of culinary attractions Tanjung Bias Beach. This was conveyed by Mn:

*"...If for the obstacle, it's the weather, because when the weather is not good, visitors who come will decrease, like recently it always rains heavily when it is afternoon then the water rises so it becomes an obstacle because visitors will be afraid to go there when it rains heavily".*

Rd also Saying the weather (rain) is the cause of the decline in the number of visitors who come:

*"...The obstacle is the weather because it always rains here in the afternoon even though usually many visitors come in the afternoon but because lately the rain continues to be quiet"*

AZ says that is the inhibiting factor. The existence of Tanjung Bias Beach culinary attractions is the covid-19 pandemic which causes PPKM:

*"...During the implementation of PPKM, the number of tourists has decreased so much, even the number of visitors who come can be counted, which has resulted in many stalls going out of business."*

Similarly, JT said:

*"...The COVID-19 pandemic has greatly impacted the inhibition of the existence of tourist attractions because during PPKM the tourist attractions became dead and many stalls were closed".*

Based on the results of interviews with several business communities, it can be concluded that most business actors say that the inhibiting factor for the existence of Tanjung Bias Beach culinary attractions is the unfavorable weather (rain) and also the covid-19 pandemic which causes ppkm, the result of rain is the reduction of many visitors who come and due to the covid-19 pandemic many stalls are closed.

The results of this study are in line with research conducted by (Aula, (2020); Ompusunggu & Munthe, (2020); Hermawan, (2016); Kurniawan, (2022); Shoimah, (2022)) where in terms of the income aspect of local communities, the existence of objects has an impact on increasing the income of local communities. In addition to alignment in the income aspect, there is also harmony in the aspect of increased employment and infrastructure, such as research that has been conducted by (Hermawan, (2016); Popy Oktiana, (2020); Kurniawan, (2022); Shoimah, (2022)).

### **3. CONCLUSION**

- A. The existence of Tanjung Bias Beach culinary attractions has an impact on the economy of the surrounding community, namely the creation of business opportunities for the community, contributing to the local economy or the income obtained by the business community, contributing to the income of Senteluk Village which receives Regional Original Income every year, and having an impact on better infrastructure.
- B. Supporting factors and inhibiting factors for the existence of Tanjung Bias Beach culinary attractions for the community's economy are:
  - a) supporting factors for the existence of Tanjung Bias Beach culinary attractions are support from the village government and community participation in managing tourist attractions.
  - b) the inhibiting factors for the existence of Tanjung Bias Beach attractions are unfavorable weather (rain) and also the Covid-19 pandemic which has caused the Implementation of Community Activity Restrictions (PPKM).

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