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The Impact of Tourism Development on the Socio-Economic Condition of the Community Around Tanjung Pakis Beach, Karawang, West Java

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ABSTRACT

Tourism is one of the main service sectors on which the country relies on earning foreign exchange. In addition, this sector also absorbs a lot of workforce so that tourism becomes the economic lifeblood of a region. This study aims to determine the socio-economic impact of the existence of a tourist attraction in an area, especially the community in the village of Tanjung Pakis.

To obtain data, research was carried out using quantitative and qualitative methods in descriptive aspects by describing the problem under study. To calculate observation and interview data as well as literature study. The to be sample is the collection of data that can represent the existing population, namely government officials from the Pakis Jaya sub-district, and local villagers who carry out business activities at the Tanjung Pakis Beach location.

the results of the research, the impact of the development of the tourist area in Tanjung Pakis Village includes providing new jobs for the community, changing the lifestyle of the community from agriculture and fishermen to the trade and service industry, reviving the tradition of sea parties commonly held by fishermen and the main thing is to increase the income of the people in the region. And some of the negative impacts, namely the decline in public interest in continuing higher education, commercialization of traditional parties by holding them not according to customary customs, but adapted to holidays and changing norms as a result of these locations being used as gathering places. In addition, there are still many tourism potentials and publications that have not been optimized by both the government and the community so that tourist locations are still dominated by local people.

Keywords: Socio-economic impact, Tanjung Pakis Beach, Development Tourism

1. Introduction

The Indonesian nation is blessed with abundant natural beauty, both natural beauty of the waters and land, but also has beautiful attractions such as flora, fauna and natural scenery. According to Kompas data on November 25, 2019, Indonesia became the number 1 world tourist destination for 2019 according to CNTraveler's version. This proves that the tourism potential in Indonesia is very large. However, sometimes this potential is not utilized optimally by residents in the area of the tourist attraction.

One of the areas whose tourism potential is being developed is the Karawang Regency. In the Karawang Regency area, there are several interesting tourist objects, namely Jiwa Temple, Sedari Beach, and Tanjung Pakis Beach, but many local people are not familiar with these three attractions. The main tourist attraction of the three attractions mentioned above is Tanjung Pakis Beach

The Tanjung Pakis Beach area is geographically located in the Tanjung Pakis Village area, Pakis Jaya District, Karawang Regency, West Java. The location of Tanjung Pakis Village is approximately 70 km from the capital of Karawang Regency.

Tanjung Pakis Beach area began to be developed as a tourism destination in 2000 and is managed by three parties, namely the surrounding community, PT. Jinzai Haken Indonesia (JHI), and the Karawang Regency Tourism Office. Since the opening of this tourist attraction, the Tanjung Pakis Beach area has continued to improve so that this area is crowded with visitors.

Location Tanjung Pakis Village is located at the northern tip of Karawang Regency, where the area is on the edge of the Java Sea, with a beach length of 70 km, and has an extensive coastal area of about 350 hectares, so this area is very potential to be used as a tourist attraction. With the potential for tourism objects owned by Tanjung Pakis Village, tourism can become the main sector for people living in the area.

Tourism is a service sector that has a strategic economic impact on the surrounding community. With the Tanjung Pakis Beach tourist attraction, it can provide a livelihood for the community around the tourist attraction location, including: swimming tire rentals, food vendors, both street vendors and restaurants, souvenir sellers and other jobs related to tourism. In addition to the community getting income from these attractions, the local government also enjoys regional income from these attractions, namely in the form of levies that are deposited with the tourism office.

2. Methodology

Data analysis technique is one of the most decisive steps in a study, because data analysis serves as an instrument to conclude the results of research. The data analysis technique used in this research is a qualitative comparative analysis technique using time indicators.

The time indicator analysis strategy was used to compare the situation before and after the existence of a tourist attraction in Tanjung Pakis Village. The method used in this comparative analysis is as follows:

1. Looking for a comparison parameter in this study is the economic condition of the community before and after the existence of a tourist attraction.
2. Comparing the social conditions of the community after the existence of the tourist attraction.

3. Result

The impact of tourism on social changes in society can be interpreted as social changes that occur in society caused by tourism activities.

According to Samuel Koenig, social change refers to the modifications that occur in the patterns of human life. Modifications occur due to external causes (Soekanto, 2016: 263). The external cause is the development of tourism.

Negative Impact: Based on the data obtained by the researchers, it is known that there has been a decrease in the number of students continuing their education to the junior high school (SMP) level from the previous 238 students (2018 data) to only 185 students (2019 data). Residents in the Tanjung Pakis village area tend to have low levels of education, one of the reasons is the lack of educational facilities in the area. Even with the opening of tourist attractions in the Tanjung Pakis environment, the desire of children and adolescents to take higher education has decreased. This is because they can easily work in the coastal environment without having to take higher education.

Positive impact: Even though people in Tanjung Pakis Beach Area have a low level of education, their knowledge of the community is quite high. This is indicated by the community's critical attitude towards environmental conditions. This is supported because they mingle with tourists who come from various regions from inside and outside the city of Karawang.

Negative impact: There is a change in the culture of the sea party carried out by the community that is not in accordance with the culture of origin. Previously, the sea party was held according to the date set by the traditional leader, with the management by the private sector and the presence of sponsor funds, the implementation of the sea party was set to be a Sunday with the aim of being a means of tourism promotion no longer as a local cultural ritual. In addition, by making Tanjung Pakis Village a tourist location, this village is often used as a location for brawls, this is also contagious to students in the area, especially before the school graduation period.

Positive impact: Cultural changes, one of which is the sea party which was previously used as a tourist attraction, it does not attract public interest, sometimes if the condition of the community is not good this sea party is not held. However, since the existence of a funding sponsor from PT.JHI, this sea party activity has become routinely held, and can preserve the culture of the local community.

With the existence of Tanjung Pakis Beach as a tourist attraction, the community has an alternative additional income in the form of permanent jobs or side jobs. Previously, most of the villagers were farmers and/or fishermen. When the sea breeze conditions are good they work as fishermen catching fish at night and in the morning they work cultivating the fields. So the job of being a fisherman is not done every day. However, since the opening of the tourist attraction, they can open a side business such as a restaurant. Usually the ones who manage are women and children. Because her husband still works as a farmer and fisherman. During busy times, wives who initially only work at home can help their husband's economy by working as food sellers at tourist sites.

Since the opening of the Tanjung Pakis Beach tourist attraction, the income of the people who work at the location has increased significantly for the local community, on average they get an additional income of 500,000 per day on Saturdays or Sundays. In addition, children who drop out of school can also help their family's economy by taking care of and selling merchandise that their parents sell.

In addition to the people who enjoy an increase in income, the city of Karawang itself also receives benefits from the opening of this tourist attraction. Because people who want to visit the location are charged an entrance ticket in the form of a parking levy which is managed by PT. JHI. From this retribution, the local government gets a share of the ticket paid by drivers who use motorized vehicles and the money received will increase local revenue.

The development of tourist objects also has a good impact on infrastructure in the Tanjung Pakis coastal environment. Before the construction of this tourist attraction, access to the beach was poor, so it took quite a long time from downtown Karawang to the Tanjung Pakis beach area. The local government has repaired roads that were previously damaged and difficult to reach. This makes it easier for tourists to access these locations. With the addition of dining tourists, it will have a direct impact on increasing sales in shops around Tanjung Pakis Beach.

Based on the results of research on the Impact of Tourism Development on the Socio-Economic Condition of the Community Around Tanjung Pakis Beach, Karawang, West Java, it can be concluded that the opening of the Tanjung Pakis Beach tourism object has a positive impact on the community's economy in the form of increasing income, opening up job opportunities and business opportunities. has a negative impact in the form of a decrease in people's desire to improve their level of education and bring other impacts such as the emergence of a brawl culture at certain times in the community.

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