

THE ROLE OF THE BANGKA JAYA BEACH TOURISM OBJECT IN INCREASING THE ECONOMIC GROWTH OF THE KRUENG GEUKUH COMMUNITY DEWANTARA DISTRICT NORTH ACEH REGENCY

Sutriani¹, Likdanawati², Jumadiah³, Hamdiah⁴

^{1,2,4}Faculty of Economic and Business Universitas Malikussaleh

³Faculty of Law Universitas Malikussaleh

Corresponding E-mail: likdanawati@unimal.ac.id

Abstract

This study aims to see how the Bangka Jaya Beach tourism object can have an impact on the economic growth of the community. In tourism the interaction between tourists and local communities can increase economic activities such as income, business opportunities, employment opportunities and reduce unemployment or poverty. Tourism is a driving force for the creation of community creativity in an effort to improve living standards. Efforts made to explore tourism potential can be in the form of developing human resources, implementation steps, as well as improving facilities and infrastructure, and human behavior towards the environment. This can boost the high interest of tourists to visit tourist destinations so that not only the community's economy grows.

Keywords: *Tourism, Economic Growth.*

1. INTRODUCTION

Tourism is an activity / trip that is carried out by someone with a temporary time, a planned schedule and has a destination to a place and has certain motives but not to find work and livelihood in the destination area. The occurrence of tourism activities is caused by the movement of people to look for something they don't know, to explore new areas, to find new atmosphere, and to travel after being bored in monotonous activities. Today, tourism is used as the main driving and mainstay industry in increasing a country's foreign exchange. Tourism is made a very promising business and the prima donna of "export commodities" in improving the economic, social and cultural tourism destination areas (Pitana, I Gde, and Gayatri, Putu G, 2005:40).

Tourism is a system that is interrelated with one another. If one of the elements is damaged, the other elements cannot function. According to Rani, Deddy Prasetya Maha (2014: 415) there are several actors who play a role in driving the tourism system. In general, tourism is grouped into three main pillars, namely public, private, and government. Communities in tourist destinations act as owners of tourism resources or capital (cultural owners). This community consists of community leaders, intellectuals, NGOs, and the mass media. Furthermore, in the private group are tourism business associations and entrepreneurs, while government groups start from various administrative areas of the central government, provinces, districts, sub-districts, and so on.

However, in reality, the community, private sector, and government have not mutually supported and cooperated with each other, resulting in less smooth tourism activities in an area. People do not understand the importance of tourism. Whereas through this tourism activity the economy and people's standard of living can increase. Tourism is also able to increase healthy competitiveness between one community and another so that high creativity emerges. Furthermore, the lack of references to tourist attractions is influenced by the low socialization of the government towards tourist destinations which results in a lack of visitors. Tourists will visit tourist destinations

THE ROLE OF THE BANGKA JAYA BEACH TOURISM OBJECT IN INCREASING THE ECONOMIC GROWTH OF THE KRUENG GEUKUH COMMUNITY DEWANTARA DISTRICT NORTH ACEH REGENCY

Sutriani, Likdanawati, Jumadiah, Hamdiah

if the tourist attractions are clear, access is smooth, and comfortable. But if there are no tourist references, how can tourists visit tourist attractions. This can result in lonely visitors to tourist attractions if they don't have references. As a result, the country's foreign exchange through tourism does not increase and the local community's economy also does not run smoothly. The author examines data on Bangka Jaya Beach tourism objects located between two villages, namely Keude Krueng Geukuh village and Bangka Jaya village, more precisely the Bangka Jaya Beach tourist attraction is located in Keude Krueng Geukuh village, but the trip to Bangka Jaya Beach passes through Bangka Jaya village with a distance of approximately 1 km from the Medan-Banda Aceh road, it is known as the Bangka Jaya Beach tourist attraction.

Tourism activities at Bangka Jaya Beach tourism objects have an impact on the economy in tourist areas, through the tourism industry, there are business opportunities so that they can reduce unemployment and can eradicate poverty and hunger in tourist destinations. Therefore, quality human resources are needed so that they are able to develop and explore the potential of tourist areas to become tourist destinations. In addition, support is needed between the community and the government so that tourism can be used as a stimulus to increase the economy.

2. LITERATURE REVIEW

The definition of tourism comes from Sanskrit, consisting of two syllables it's "pari" and "wisata". Pari means many, many times or round and round, while Wisata means travel, traveling which in this case is synonymous with the word "travel" in English (Yoeti, 2008: 112). According to Law Number 9 of 1990 concerning Tourism Chapter I Article I; It is stated that tourism is a travel activity or part of these activities which is carried out voluntarily and temporarily to enjoy tourist objects and attractions. In a broad definition, tourism is travel from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. Tourism is a sector which is a source of state revenue in supporting the national economy. According to A.J Burkat in Damanik (2006), tourism is the movement of people temporarily and in the short term to destinations outside places where they can usually live and work as well as their activities while living in a destination. Tourism destinations need to be developed, especially for developing countries, for example Indonesia, there are several benefits that can be obtained including: the creation of jobs, increasing the welfare of the people around tourist destinations, increasing the value/image of a geographical area, including areas that are poor in economic resources.

In Law no. 10 of 2009 concerning tourism, so that tourism resources and capital are utilized optimally through the implementation of tourism aimed at increasing national income, expanding and equalizing business opportunities or employment opportunities, encouraging regional development, introducing and utilizing tourist attractions and destinations in Indonesia in order to foster love for the motherland (Anom, I putu, 2013: 112). Based on the law, it is explained that tourism does not only strengthen a country's economy but also fosters love and pride for the homeland so that it can strengthen a sense of unity and oneness. Tourism is one of the keys to boosting the community's economy because this activity is directly related to the life of the community in tourist areas. A mutually beneficial interaction relationship between the community and tourists in the tourism industry is harmonious and ecological. Tourists travel for various purposes, such as recreation, official trips (congresses, seminars and symposiums), and education. This activity requires lodging, restaurants, travel agencies, and souvenir shops. The needs of

tourists can be met by the people of the tourist destination area. Therefore, the community is required to be creative in tourism activities so that it can give an impression to tourists and benefit the surrounding community.

Relationship between Tourism and Economic Growth

Several other arguments see the link between tourism and economic growth with a focus on economic impactmacro mi of tourism, namely: First, tourism has a direct impact on the economy, including on job creation, income redistribution, and strengthening the balance of payments. Tourist spending, as an alternative form of export, contributes in the form of foreign exchange earnings (balance of payments) and income derived from tourism expansion. Second, the stimulatory effect (induced affects) on certain product markets, the government sector, taxes and also the imitation effect on the community. One of the main benefits for local communities expected from tourism is its significant contribution to the regional economy, especially increased income and new jobs in the area. Business people in the area of course benefit directly from tourist shopping.

The role of tourism in the economy

According to Yoeti (2008), sThe tourism sector functions as a catalyst for development (agent of development) for a region while accelerating the development process itself. The role of the tourism sector for the economy of a region is:

1. Increase the country's foreign exchange earnings.
2. Accelerate and expand the business opportunity process.
3. Increase employment opportunities for the community.
4. Speed up the process of equalizing income.
5. Increasing state revenues through taxes and regional revenues through levies.
6. Increase state revenue.
7. Strengthening the position of the country's balance of payments.
8. Encouraging the growth and development of areas that have limited natural resources.

Human Behavior with the Environment

In the convergence theory, it is stated that the environment has an important role in the development of the human soul. The environment is divided into several categories, namely:

- a. Physical environment; in the form of natural conditions such as natural conditions or soil conditions and seasons.
- b. Social environment; the environment in which individuals interact. The social environment is distinguished in two forms:
 - a) Primary social environment: the environment whose members know each other
 - b) Secondary social environment: an environment in which the relationship between its members is loose.

The relationship between the individual and the environment has a reciprocal relationship, the environment influences the individual and the individual influences the environment. Individual attitudes towards the environment can be divided into 3 categories, namely:

- a. Individuals reject the environment if it does not match what is in the individual
- b. Individuals accept the environment if it matches what is in the individual.
- c. Individuals are neutral or status.

THE ROLE OF THE BANGKA JAYA BEACH TOURISM OBJECT IN INCREASING THE ECONOMIC GROWTH OF THE KRUENG GEUKUH COMMUNITY DEWANTARA DISTRICT NORTH ACEH REGENCY

Sutriani, Likdanawati, Jumadiah, Hamdiah

3. RESEARCH METHODS

This research is a qualitative descriptive research. According to Moleong (2018), a qualitative approach is an approach by understanding the phenomenon of what is experienced by the research subject, for example the behavior, perceptions and actions experienced or carried out by the research subject are understood descriptively in the form of words and language in a special natural context by utilizing various scientific methods. While the descriptive method is a collection of sentences that express a problem or situation or event as it is so that it is simply expressing facts. This research focuses on how the impact of tourism on the economy of the people of Keude Krueng Geukuh, Kec. Dewantara, Kab. North Aceh.

4. RESEARCH RESULT

Development of Bang Beach tourism object activitieska Jaya requires spatial allocation arrangements that can guarantee sustainable development in order to achieve community welfare. This is in accordance with the basic principles in the development of national tourism which aims to increase natural resources and artificial resources in an efficient, effective and effective manner to increase human resources to realize the protection of spatial functions and prevent and mitigate negative impacts on the environment. and security, therefore special strategies are needed from our Regional Government to develop the Bangka Jaya Beach tourist attraction which is located in the village of Keude Krueng Geukuh Kec. Dewantara, Kab. Aceh Utara, because that way development can be implemented more easily. Community participation in the development or management of tourism does not only mean directing community workers voluntarily, but what is more important is the movement of the community to want to take advantage of opportunities to improve their quality of life. Participation means participating in the development of tourist objects both in the form of activities, as well as taking advantage of tourist objects that can be enjoyed by the community.

Based on the explanation above, it can be seen that the tourist attraction of Bangka Jaya Beach is inKeude Krueng Geukuh, Kec. Dewantara, Kab. North Aceh has many special attractions to visit because it has a lot of uniqueness from several tourist objects and can even be said to be one of the most beautiful tourist objects in Dewantara District, North Aceh Regency. With the existence of this Bangka Jaya Beach tourist attraction which is located in Keude Krueng Geukuh, Dewantara District, North Aceh Regency, the local community can feel the benefits, namely that people do not have to travel far when they want to have recreation or vacation with their families because they already enjoy the attractions in the area. the area. In addition, people can also get income from selling around the tourist attraction area.

5. CONCLUSION

Based on the author's observations, it can be concluded that the existence of the Bangka Jaya Beach tourist attraction is very helpful for the economy of the surrounding communitywho have felt a positive impact after the existence of the Bangka Jaya Beach tourist attraction, the surrounding community has felt a positive impact after the existence of tourist attractions in the village of Keude Krueng Geukuh, as is the case with the work of the surrounding community where formerly the majority were fishermen now there are opportunities for traders selling around the place tourism, by becoming traders people can also still work as fishermen. Seeing the various types of work that can be done by the surrounding community, it is hoped that it will have an impact on people's income, where previously they only relied on marine products, now they can earn income by trading around the Bangka Jaya Tourism Beach object Keude Krueng Geukuh.

REFERENCES

- A.J. Muljadi. 2010. Kepariwisata dan Perjalanan. Jakarta: PT.Raja Grafindo Persada.
- Ali Hasan. 2015. Tourism Marketing. Jakarta : Center for Academic Publishing
- Anom, I putu. 2013.Potensi Kepariwisata Provinsi Nusa Tenggara Timur (Studi Kasus di Kawasan Pariwisata Komodo). Universitas Udayana: Fakultas Pariwisata. Jurnal Analisis Pariwisata. ISSN 1410-3729. Vol. 13 No. 1 Th. 2013 hal. 112-118.
- A.J Burkat dalam Damanik (2006) Perencanaan Ekowisata.
- Maha Rani, Maha Rani, Deddy Prasetya. (2014). Pengembangan Potensi Pariwisata Kabupaten Sumenep, Madura, Jawa Timur (Studi Kasus: Pantai Lombang). Jurnal Politik Muda, Vol. 3 No. 3.
- Lexy J. Moleong. (2018). Metodologi Penelitian Kualitatif (Edisi Revi, P. 410).
- Pitana, I Gde, dan Gayatri, Putu G. 2005. Sosiologi Pariwisata.Yogyakarta: ANDI Yogyakarta.
- Yoeti, A. 2008. Perencanaan dan Pengembangan Pariwisata. Jakarta : PT. Pradnya Paramita