The Multiple Impact of Pulau cinta Tourism Object on the Community's Economy in Teluk Kenidai Village, Kampar District, Riau Province

Dampak Berganda Objek Wisata Pulau Cinta Terhadap Perekonomian Masyarakat di Desa Teluk Kenidai Kabupaten Kampar Provinsi Riau

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Abstract

The research was carried out in Pulau Cinta, Teluk Kenidai Village, Tambang District, Kampar Regency, Riau Province. This study aims to identify the type of business, and the economic impact of the Pulau Cinta tourist attraction on the people's economy, and analyze the multiple impact value of the Pulau Cinta tourist attraction on the people's economy. This study used a survey method and the respondents were 100 tourists, 42 business owners, and 47 workers. Data collection was carried out using questionnaires and retrieval of documentation. The results showed that the types of businesses found in the Pulau Cinta tourist attraction were places to eat and drink, banana boat rentals, ATV motorbikes, and ornamental boats, the impact that occurred changes the livelihoods of the surrounding community due to new jobs in the tourism sector and increases in income, the multiple impact value shows that the Keynesian income multiplier is 1.17, the type I income multiplier ratio is 1.83 and the type II income multiplier ratio is 1.91 which means that Pulau Cinta tourism has an economic impact on the community, especially on people's income local Teluk Kenidai.

Keywords: Multiple Impact, Tourism Object, Economy, Teluk Kenidai

Abstrak

Penelitian dilaksanakan di Pulau cinta, Desa Teluk Kenidai, Kecamatan Tambang, Kabupaten Kampar, Provinsi Riau. Penelitian ini bertujuan untuk mengidentifikasi jenis usaha, dampak ekonomi objek wisata Pulau cinta, serta menganalisis nilai dampak berganda objek wisata Pulau cinta terhadap perekonomian masyarakat. Penelitian ini menggunakan metode survei dan responden adalah wisatawan 100 orang, pemilik usaha 42 orang, dan tenaga kerja 47 orang. Pengumpulan data dilakukan dengan menggunakan penyebaran kuesioner dan pengambilan dokumentasi. Hasil penelitian menunjukkan bahwa jenis-jenis usaha yang terdapat pada objek wisata Pulau cinta yaitu tempat makan dan minum, persewaan banana boat, motor ATV dan kapal hias, dampak yang terjadi yaitu perubahan mata pencaharian masyarakat sekitar dikarenakan adanya pekerjaan baru di bidang pariwisata dan bertambahnya pendapatan, nilai dampak berganda menunjukkan bahwa *keynesian income multiplier* sebesar 1,17, *ratio income multiplier* tipe I sebesar 1,83 dan *ratio income multiplier* tipe II sebesar 1,91 yang artinya wisata Pulau cinta berdampak ekonomi kepada masyarakat khususnya terhadap pendapatan masyarakat lokal Teluk Kenidai.

Kata kunci : Dampak Berganda, Objek Wisata, Perekonomian, Teluk Kenidai.

1. Introduction

Tourism is all activities in society related to tourists, which play an important role in improving the economy and developing regions, especially Indonesia which has tourist attractions in almost every region because of its natural beauty. The tourism or travel industry is a great way to expand local financial development, locally and universally (Mudrikah *et al.,* 2014). Tourism or travel can generate monetary development, because it has many effects and benefits, including being able to create jobs and encourage various manufacturing industries, preserve nature and enhance local culture. According to Ikhsan *et al.* (2016), Indonesian tourism, especially natural and cultural tourism has the potential to be developed.

Therefore, the tourism travel industry is the center of government attention to attract tourists. Therefore, with efforts to develop and develop tourism in the region, the tourism sector will support the local and regional economies. Tourism development is interrelated with the existence of tourist charms assisted by road facilities and access (Arjana, 2016). Pulau Cinta is located in Teluk Kenidai Village, Kampar Regency, and Riau Province. Pulau Cinta has economic potential that will affect the prosperity of the community.

The Pulau Cinta tourist attraction is one of the vacation spots that attract tourists, because of its strategic location, a location not far from Pekanbaru so it becomes a tourist destination to fill the holidays. At first, this Pulau Cinta tourist spot was not a tourist spot but a simple village located on the banks of the Kampar River. Then, after knowing that the place has the potential for the natural beauty that can support the economy, the place is developed into a tourist attraction. The tourist attraction Pulau Cinta has a very beautiful panorama with a stretch of green grass and views of the Kampar River with white and clean sand. Not only that, but also this Pulau Cinta tourist attraction also has various kinds of rides such as decorative boats, banana boats, ATV motorbikes, and swimming on the banks of the Kampar River as well as several huts to relax. Tourists can enjoy food and drinks at very affordable prices (Warningsih *et al.,* 2020).

In 2017, it was discovered that the number of visitors to the Pulau Cinta tourist attraction was 47,037, in 2018 there were 106,201 in 2019 there were 116,690, and in 2020 it has decreased, namely 70,565. Of all the tourist attractions in Kampar Regency, the number of visitors to the Pulau Cinta tourist attraction has the highest number of visitors visited (Warningsih *et al.,* 2020). According to information from Pokdarwis (Tourism Awareness Group), the condition of the community prior to the Pulau Cinta tour, around 90% of the community worked as farmers and 10% as fishermen. With the existence of Pulau Cinta tourism activities, it has a very positive impact on the surrounding community, especially on the economy. The surrounding community switched professions as traders, providing food and drinks, as well as other facilities. Therefore, it is necessary to review the economic impact in the development of Pulau Cinta tourism on the economy of the surrounding community. The purpose of this study is to identify the type of business, the economic impact of the tourist attraction, and analyze the multiple impact value of the Pulau Cinta tourist attraction on the people's economy.

2. Material and Method

2.1. Time and Place of Research

This research was conducted in September 2021 at Pulau Cinta, Teluk Kenidai Village, Tambang District, Kampar Regency, Riau Province

2.2. Research Method

This study uses a survey method. The survey method is a method that makes observations and observations directly into the field and collects interview data through the distribution of questionnaires given to respondents. Determination of the number of tourist samples is calculated by the Slovin formula (Sugiyono, 2014). From data on the number of tourists obtained from tourist attraction managers, the number of visitors in 2020 totaled 70,565. To get the number of tourist respondents using the formula: $n = \frac{N}{1+Ne^2}$

Information :
- N   : Number of samples
- N   : Number of population
- E   : Limit of accuracy (0,1)

Based on the calculations, the sample of tourist respondents from the results of the Slovin formula is 100 people. Determination of the number of samples of business owners (business units) using purposive sampling technique, based on criteria for the type of business, namely owners of food and beverage business units, decorative boats, ATV motorbikes, and banana boats. The sample of business owner respondents was 42 people, namely 37 people who owned a food and beverage business unit, 2 people owned ornamental boats, 2 people owned ATV motorbikes and 1 person owned a banana boat. Determination of the number of labor samples by purposive sampling technique. The sample of labor respondents was 47 people, namely 35 people for food, 5 people for ornamental boat rentals, 4 people for ATV motorbike rentals, and 3 people for banana boat rentals.

2.3. Data Analysis
2.3.1. Identify the type of business and the economy of the Pulau Cinta tourist attraction
To identify the type of business and the economic impact contained in the Pulau Cinta tourist attraction using Descriptive Analysis. Data obtained through direct interviews. The economic impact of tourism objects is divided into three, namely direct economic impact, indirect economic impact and secondary economic impact.

2.3.2. Analyzing the Multiple Impact Value of Pulau Cinta Tourism Object
To measure the value of the multiple impacts of tourist objects on the community's economy, it is divided into two, namely the Keynesian Income Multiplier and the Ratio Income Multiplier (META, 2001 *in* Nurfiana 2013). The Keynesian Income Multiplier is how much tourist spending affects the income of the surrounding community. Formulated:

$$\text{KIM} = \frac{D+N+U}{E}$$

The Income Multiplier Ratio is how much the direct economic impact caused by tourist spending has an impact on the entire surrounding economy (indirect economic impact and continued economic impact). Type I Income Multiplier Ratio is formulated: $\text{RIM I} = \frac{D+N}{D}$, meanwhile type II, formulated: $\text{RIM II} = \frac{D+N+U}{D}$

Information:
E : Total expenditure of tourists (IDR)
D : Total income of business owners (direct economic impact) (IDR)
N : Total labor income (indirect economic impact) (IDR)
U : Total labor expenditure (continued economic impact) (IDR)

The criteria for the results obtained are if the value is (≤ 0): the tourist spot cannot have an impact on the economy in that activity. If the value is ($0 < x \, 1$): the tourist spot has a low economic impact. If the value is (> 1): the tourist spot can have an impact on the economy of the activity.

3. Result and Discussion

3.1 Description of the Research Location
Pulau Cinta is located in Teluk Kenidai Village, which is located in Tambang District, Kampar Regency, Riau Province, with an area of around 33.3 km^2. Based on the topography and contours of the land, this village consists of plains and hills located at an altitude of 600-700 m above sea level. Directly adjacent to Sidomulyo Village, Tampan District, on the north, South: Pantai Raja Village, Perhentian Raja District. West: Kualu Village, Tarai Bangun, Tambang District, and East: Kubang Jaya Village, Teratak Buluh, and Siak Hulu District.

3.2. Characteristics of Respondents
Tourist respondents in this study amounted to 100 people. By gender, there were 52 women and 48 men. Based on the average age consisting of 17-25 years (54 people), the average education level of high school graduation (44 people), the average job as a student (37 people), and the average income of more than IDR 3,000.000 (42 people).
Respondents to business owners in this study were 42 people, who on average were male (26 people), aged 36-45 years (14 people), graduated from junior high school (15 people). Respondents to the labor in this study totaled 47 people, with an average gender (25 people), age consisted of 26-35 years (18 people), and education level graduated from high school (14 people). The number of tourists visiting Pulau Cinta is 7,244 per month, on average coming from Riau Province and using motorbikes and private cars. In general, they come from the city of Pekanbaru, this shows the great enthusiasm of the people around the Pulau Cinta tourist attraction for Riau tourism (Angriani, 2019).

3.3. Type of Business in Pulau Cinta Tourism Object
Most of these business owners do not rent a place to set up their business, because they already own the land. However, some owners who do not own land in the tourist area of Pulau Cinta are subject to a monthly rental fee of IDR 40,000. The owners of the eating and drinking establishments consist of 66 people, the business owners are only local people or around the Pulau Cinta tourist attraction.
This ornamental ship or also called a boat is prepared by the tourism manager for visitors (tourists) to enjoy the natural scenery of the Kampar river. This ornamental boat is rented starting from IDR 10,000 per person, with a minimum of three passengers. This boat goes along the Kampar River for 20 minutes. There is a track with an area of 100 x 230 m that is used for motocross and ATV vehicle rides. This unit is rented from IDR 20,000 - 25,000 per 10 minutes. The owner of this ATV motorbike business consists of two people; the cost of rented land to set up this business is IDR 40,000/month.

Banana boats able to accommodate up to four people to ride on the Kampar River. Even though the Kampar River has a calm flow, banana boat rides are still fun to play because high-speed speedboats will pull the rubber boats. Banana boat rides will be pulled by a speedboat and rotate 3 times for one rental. This unit is rented from IDR 15,000 to IDR 25,000 per person.

3.4. Economic Impact of Attraction Pulau Cinta

Initially, business owner respondents and workers who were local people worked as housewives, unemployed, selling, construction workers, oil palm plantation workers, and casual workers with relatively low incomes. After the existence of this Pulau Cinta tourist attraction, there was a change in the livelihood of the local community, as food and drink sellers, rented banana boats, ATV motorbikes and ornamental boats. This proves that the tourist attraction Pulau Cinta greatly impacts the economy of the surrounding community. The emergence of the impact of tourism activities is an economic impact (Muawanah *et al.,* 2020)

The economic impact of tourism is the fundamental change brought about by the activity on the condition of the people, namely an increase and decrease in income, increased employment opportunities, and changes in people's behavior in the surrounding environment (Putra *et al.,* 2017). The economic impact is divided into three, namely direct economic impact, indirect economic impact and secondary economic impact.

The largest total income is IDR 358,362,162 per month, which is income from the owner of a place to eat and drink with 66 business units. Direct recipients of the impact of tourism activities are felt by business owners (Wolok, 2016). The business owner received a direct economic impact amounting to IDR 400,802,162. This business has been around for about 4 years and is managed by the community around the Pulau Cinta tourist attraction.

The indirect economic impact that occurs is IDR 344,003,635 per month. This impact can be seen in the number of workers, the amount of monthly income, as well as the number of monthly expenses of business unit owners in locations. Expenditure of the owner of the business unit used is wages, raw materials, and rent (Dritasto & Anggraeni, 2013). Lestari (2020) explains the indirect economic impact that will be felt by tourist attractions is the creation of jobs around them. As the business on the Pulau Cinta develops, new job opportunities will open, especially in the surrounding area, and increase in income per business unit.

The sustainable economic impact of the Pulau Cinta tourist attraction is IDR 32,436,000 per month. This continued economic impact has an impact on workers who earn income from tourist attraction activities on Pulau Cinta and incur costs for Pulau Cinta, and these costs are the cost of food needs (Sarjanti *et al.,* 2019).

3.5. Multiple Impact Value (Multiplier Effect

The Keynesian Income Multiplier value for the Pulau Cinta tourist spot is 1.17, which means that every tourist spending IDR 10,000 will affect the income of the surrounding community of IDR 11,700. The results of this study are supported by previous research by Lestari (2020) with a Keynesian income multiplier value of 1.17, which means that tourist spending will have an impact on the economy.

The multiplier value of the Type I Ratio Income Multiplier tourist spot Pulau Cinta is 1.83, which means that every increase of IDR 10,000 for business unit owners will affect an increase in labor income of IDR 18,300. Meanwhile, the multiplier value of the Ratio Income Multiplier Type II is 1.91, which means that each addition of IDR 10,000 to the income of the business owner will affect the increase in the economic impact, which is IDR 19,100. This result is supported by previous research by Rohyani *et al.* (2019) showing a value of 1.6 as a multiplier of the Ratio Income Multiplier so that it has an economic impact on people's income. Then it can be said that the tourist attraction Pulau Cinta has the potential to have an impact on society because the multiplier value is greater than 1. META (2001) explains, that tourism activities can have an impact on the economy, especially on society, if the multiplier effect value is 1 or greater (≥1). This condition, as indicated by the Keynesian Income Multiplier of 1.17 or included in the category (≥1), can affect people's income from tourist spending on the Pulau Cinta tourist attraction. The value of the Ratio Income Multiplier for the tourist attraction 'Love Island' also has a big impact on the area around tourist attractions, as seen from the values of 1.83 and 1.91 which have exceeded 1

This multiplier value is quite large when compared to research conducted by Amalia (2018) in Giriliyo Tourism Village has a Keynesian Income Multiplier value of 1.25, Type I Income Multiplier Ratio of 1.36, and Type II of 1.39, and research Subekti (2016) in Suwuk Beach has an Income Multiplier Ratio of 1.33. However, this multiplier value is slightly lower than the culinary tourism activities on Oyster Beach that were examined by Sintya *et al.* (2019) and has a type II Income Multiplier Ratio value of 2.2.

4. Conclusions

From the results of the study, it can be concluded that the types of businesses on Pulau Cinta are places to eat and drink, banana boat rentals, ATV motorbike, and ornamental boat. The impact that occurs with the existence of the Pulau Cinta on the community's economy is a change in the economic situation of the community with the emergence of new jobs in the tourism sector and increased income. The multiple impact value of the Pulau

Cinta tourist attraction on the people's economy, namely the Keynesian income multiplier value is 1.17, the type I income multiplier ratio is 1.83, and the type II income multiplier ratio is 1.91. It can be concluded that the attraction of Pulau Cinta has an economic impact on the community, especially the income of the local people of Teluk Kenidai.

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