



Community-Based Tourism in Alleviating Unemployment and Increasing Village Community Income (Case Study: Setigi Tourism Village, Sekapuk Village, Ujungpangka District, Gresik Regency)

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ABSTRACT

The purpose of this study is to analyze how tourism managed and developed through the role of the community can have an impact on hatching in rural communities and increasing income in Sekapuk Village. This research uses the case study method, researchers want to find out more about the impact of tourism managed by the community in alleviating poverty and increasing community income. The use of the case study method is able to capture the meaning of the interests of certain communities and groups. The case study method is written in a qualitative descriptive format to get a coherent and easy-to-understand exploration scheme and get answers to all the questions asked. The result of this research is that the empowerment of Setigi tourism village has a very positive impact on the community's economy where there is a change in income from the community itself which is influenced by the sectoral shifts that occur, with a decrease in unemployment in the community. This change causes a shift from the primary sector to the secondary and tertiary sectors.

Keywords: Tourism;
Unemployment; Income

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Introduction

Village economic development has long been carried out by the government by carrying out various programs. This is done to increase the economic income of the community which is directed to encourage structural discussion, namely by strengthening the position and role of the community economy in the national economy. Village economic development can be defined as a process where the community there together with government officials strive to improve the economic situation in a community that is in conflict, integrate this community in the life of the nation and can help build the nation and state. However, in practice, so far the economic development efforts in this village have not been fruitful. The strategic position of the village as the spearhead of the government in national development is now in poor condition. The tourism sector is a sector that has great potential to increase local revenue. Tourism can also create demand in terms of consumption and investment, and will certainly be able to create activities in terms of production of goods and services. Of course this can increase people's income. So, from the description above, researchers are encouraged to conduct research to find out more clearly about how the role of tourist villages in increasing community income.

Tourism is one of the sectors that is starting to be taken into account or considered in various countries, both developed and developing countries, including Indonesia. Indonesia, which has a very large area and is supported by diverse natural and cultural resources, has the

potential to be processed and utilized. Of the existing natural resources, tourism is one sector that has potential that is very feasible to be managed and developed optimally. As quoted in Gresik Regency Regional Regulation Number 16 of 2013 concerning the Gresik Regency Regional Tourism Development Master Plan 2013 - 2025 "realizing a Tourism Industry that is able to drive the regional economy through increased investment in tourism".

The support of community participation makes the Government free to carry out creativity and innovation by transforming tourist objects into superior tourism products that attract visitors (Azhari, 2018). Involving local communities to manage tourism by utilizing local communities themselves as objects that manage tourism and trade businesses is an important aspect of managing and developing the tourism sector, whose main focus is the empowerment of local communities (Nurpratiwi et al, 2015). The success of the Sekapuk Village Government's innovations in changing the conditions of the village and community through the development of Setigi tourism is also supported by community-based tourism. This community is an alternative strategy in managing village tourism because the local community is the ruler of the tourist area itself. The impact of Desa Wisata is expected to have a positive impact on the community and the government. Good management can improve the community's economy and increase Regional Original Revenue (PAD).

One of the villages designated as a tourist village by the Gresik Regency government is Sekapuk village, which provides tourism services in Setigi. Setigi Tourism is part of the policy products implemented by the Sekapuk Village Government, the mechanism for establishing Setigi Tourism is partly the result of discussions from Sekapuk Village, previously the land used for Setigi Tourism was part of the landfill, because the land had been unused for several years, a former C mining excavation. the following is a list of the original income of Sekapuk Village during 2018-2023.

Table 1. Original Revenue of Sekapuk Village in 2018-2023

Year	Billion(Rp)
2018	1.711.177.291,00
2019	2.345.566.000,00
2020	3.194.562.000,00
2021	4.981.247.000,00
2022	9.590.701.000,00
2023	9.640.964.000,00

Source: Sekapuk Village Government, 2024

Research conducted by Noverita and Leo in 2018 entitled The Role of Local Tourism on the Economy in West Halmahera Regency. As is known, the economy of a region is also influenced by the tourism sector because it can increase the region's income. West Halmahera has considerable tourism potential from various objects, both natural, cultural and maritime. In an effort to introduce tourism in West Halmahera Regency, the local government organizes an annual event, the Jailolo Bay Festival (FTJ) which has been started since 2009. The Jailolo Bay Festival is a medium to promote the wealth of tourism in West Halmahera Regency. Tourism also plays a role in increasing regional income, namely through Regional Original Revenue (PAD) and Gross Regional Domestic Product (GRDP). Although its role is still low, if processed and developed properly, tourism can play a major role in the regional economy.

Realizing this potential, in its development the West Halmahera Regency Government has done a lot of tourism sector management.

In this study, the authors will discuss the description of West Halmahera tourism and GRDP of West Halmahera Regency in 2016. The research method used is descriptive research method with the role of tourism variables and the provision of drinking restaurants in the GRDP of West Halmahera Regency. Data was collected based on documentation activities from official websites. This type of research data is secondary data. Then the data analysis technique used is descriptive statistical technique, namely by calculating the contribution of the tourism sector through the Provision of Accommodation and Food and Beverages to the Gross Regional Domestic Product (GRDP). So based on the previous research above, the purpose of this study is to analyze how tourism that is managed and developed through the role of the community can have an impact on hatching in rural communities and increasing the income of Sekapuk Village.

Research Methods

This research uses a case study method, researchers want to find out more about the impact of tourism managed by the community in alleviating poverty and increasing community income. The use of the case study method is able to capture the meaning of the interests of certain communities and groups. The case study method is written in a qualitative descriptive format to get a coherent and easy-to-understand exploration scheme and get answers to all the questions asked. The case study research method is an appropriate strategy to use in research that uses the subject of how or why research questions, little time the researcher has to control the events under study, and the research focus is a contemporary phenomenon, to track contemporary events.

The case study research method is an appropriate strategy to use in research that uses the subject of how or why research questions, little time the researcher has to control the events under study, and the research focus is a contemporary phenomenon, to track contemporary events. In the case study method, researchers focus on the design and implementation of research (Sugiyono, 2011). The core case study method is almost the same as the historical method, only augmented by systematic observations and interviews. Types of evidence in the case study method include documents, equipment, interviews, observations, and in some situations participant observation and informal manipulation can occur. This is because case studies are a very complete model for obtaining data in a study.

Results dan Discussion

1. Description of Research Location History of Setigi Village Tourism Objects

The research location used as an object by the author to determine the role of increasing the income of the Setigi tourism village community is in Sekapuk Village. Sekapuk Village is a village in the westernmost part of Ujungpangkah Subdistrict. Sekapuk Village itself is located in Gresik Regency, East Java Province. Before it was named Sekapuk Village, this village was a Randu Inggil area located in an area called Tugaran. After the expansion of Tugaran Village, many people settled in the Randu Inggil area itself. Over time, the people around Randu Inggil began to move to Randu Inggil because a well was found, until the people around the village settled in Randu Inggil village, which in Javanese is called (nyesek) which means nyesek and close, and (ngelumpuk), finally shortened to Sekapuk Village. Sekapuk Village is one of the villages located in Ujungpangkah Sub-district, Gresik Regency. Sekapuk Village is located at

7.21°-7.31° South latitude and 110.10°-110.40° Bujur East, the area of Sekapuk Village is 297.3 hectares consisting of 147.7 hectares of fields, 52.6 hectares of community settlements, and 11.6 hectares of community yards and others totaling 86 hectares.

Starting with Setigi Tourism, which used to be a limestone quarry and was used as a dumping ground for local residents from 2003-2017. Since the change of the village head who has a different vision and mission from the previous village head. One of his visions and missions is to provide tourism to the surrounding community through the former limestone quarry. Since the beginning of 2018, there has been a waste cleanup involving non-governmental organizations and PEMDES, the cleanup activities have been carried out for 1 year. The beginning of construction in 2019 and 2020 began to be opened to the public by the village head, Mr. Abdul Halim. The origin of the naming of Setigi tourism comes from the abbreviation Selo, Tirto, and Giri (Setigi), each of which has a meaning, Selo means stone, Tirto means water, and Giri means hill. Setigi is a row of large and long white limestone hills. Many call it similar to a Greek castle.

Setigi Tourism is located on Jl. Raya Deandles No. 33-88 Sekapuk Village, Ujung Pangkah District, Gresik. This tour presents the beauty of the natural panorama of limestone hills with various forms of caves and alcoves due to mining activities several decades ago. The panoramic sunset also adds to the exoticism of this tourist attraction. The rural nature and friendliness of the people also add to the attractiveness of this tourist attraction. The beginning of the establishment of Setigi tourism was due to the idea of Mr. Abdul Halim as the new village head at that time. As for the borders themselves, the northern part is still a residential area and limestone quarry, the eastern part is the main road of Sekapuk village, then the western part which is currently still active as a limestone quarry, and the southern part is a residential area of Sekapuk village. Setigi Tourism itself has almost 1000 visitors every week and for 1 month there are approximately 4000 visitors. Arriving at Setigi Tourism in Sekapuk Village, visitors will be treated to a view of an exotic limestone hill. Coupled with the typical atmosphere of the cool mountains will make anyone feel at home in this tour. This place does have its own charm for tourists, the beauty of the limestone hills that can be used as instagramble photo spots that will spoil the visitors. With the construction of a 5-hectare tourist complex, it is said that only half of it or 75% is managed, so it will try to continue to be developed. Starting from the construction of swimming pools, campgrounds, multipurpose buildings, and connecting walls. And Setigi Tourism is managed by Bumdes Sekapuk, owned by the village government and local villagers, so the beauty and honesty of the transparency of funds is always guaranteed. If the manager is not a resident of Sekapuk Village itself, there will be conflict, therefore the village head still wants the manager to be an insider, aka a resident of Sekapuk Village itself. Although this tourist attraction is still relatively new and still in the process of development, many tourists have visited this place.

Entering the Bukit Kapur SETIGI Tourism area can be done through two routes, namely passing through the Sekapuk Village entrance gate through the southern route and heading to the north side and visiting Gosari Village through the northern route from Pasir Putih Delegans Tourism to get to the Bukit Kapur SETIGI Tourism destination which is located on the right side of the Sekapuk village road. Entering the Bukit Kapur Tourism Area, tourists will be greeted by a vast and beautiful expanse of limestone hills. In the current dry season, the weather in SETIGI if the day is rather hot, still will not make tourists retreat when going to visit SETIGI. Usually tourists around SETIGI will visit in the afternoon to see the sunset in

SETIGI. SETIGI Chalk Hill Tourism is famous as a place to take pictures because the background is very unique and beautiful.

Setigi Tourism was originally a former limestone quarry and was used as a garbage dump by the surrounding community from 2003-2017. This became a polemic for villagers whose houses around the landfill were planned with unpleasant odors and clogged drains. Then the then Head of Sekapuk Village, Mr. Abdul Halim, made this one of his visions and missions, which was to realize tourism through the former limestone quarry. Since early 2018, waste clearance has been carried out with the involvement of non-governmental organizations and the local government. The start of this tourism development was on January 1, 2019 with the aim of continuing to preserve the limestone hills whose physical condition has been eroded 58 times due to mining activities carried out since 1962, in addition to creating jobs and improving the economic conditions of the Sekapuk Village community. On Wednesday, January 1, 2020, the tour was opened to the public by the village head, Mr. Abdul Halim. The origin of the naming of the Setigi tour comes from the abbreviation Selo, Tirto, and Giri (Setigi), each of which has a meaning, Selo means stone, Tirto means water, and Giri means hill. Setigi is a series of large and long white limestone hills, many call it similar to Greek castles. Setigi Tourism is located on Jl. Raya Deandles No. 33-88, Sekapuk Village, Ujungpangkah District, Gresik Regency. This tour presents the beauty of the natural panorama of limestone hills with various forms of caves and niches resulting from planting activities several decades ago. The beauty of the panoramic sunset or sunset also adds to the exoticism of this tourist attraction. In addition, the rural nature and friendliness of the people also add to the attractiveness of this tourist attraction. The following activities and events were held at Segiti Tourism Village:

Table 2. List of Activities Offered at Setigi Tourism Village Objects

Activities	Description
Ndeso Outbound Festival Activities	This Tourism Village is packaged in the concept of Outbound Ndeso. It is called Outbound ndeso, because the location of the activities is integrated in the village, the guides are also villagers and the equipment used is also from local materials made with certain processes so as to bring out good learning values. The Tourism Village here is also integrated with traditional pastimes that are packaged into traditional games and learning. These games include Egrang, Gobag sodor, Patok Lele (benthik), suda manda (engklek), Dakin and others.
Art and Dance Performance Activities	Setigi Tourism Village has a variety of arts that are still preserved and strived to continue to be developed. Folk art performances are one of the tour packages in the Tourism Village here. The awareness of maintaining dance traditions that have been carried out from generation to generation by self-taught, makes this village have a bright future to continue to regenerate. Children in Sekapuk Village automatically receive dance education from an early age. From here, the idea arose to develop the existing potential in Sekapuk Village by inviting all residents of Sekapuk Village to innovate again so that the potential attracts more visitors, so that the community can improve their economy even though it is not much.

2. Identification of Setigi Tourism Village in Unemployment Alleviation

Through the tourism sector, poverty and unemployment problems can be overcome because of the demand from tourists who come. Setigi Tourism Village was built because of the problems and polemics that arose during the 13 decades of leadership before Mr. Abdul Halim. The tourism manager is one of the proofs and perpetrators of history, because the manager once served as the head of the neighborhood association in 2000-2012. The source of the problem was used as a garbage dump for many years after the mine and it became a polemic for RT 05, as all garbage from Sekapuk Village was dumped in the post-mining area. When it rains, the garbage will emit an unpleasant odor, from which Abdul Halim, the village head, came up with the idea to turn it into a tourist attraction. This was also done as a form of the village head's responsibility for the potential in Sekapuk Village. This development must have strong leadership, if we depend on the aspirations of the community, it will not develop. Like the community in Sekapuk Village, which numbers almost 60 thousand, if we look for these aspirations, this work program will not be implemented. So we must have a concept that we create, after which we involve all elements of stakeholders in the village. The concept itself is already owned by the village head. So the community follows what the village head already has, as a form of community responsibility with what has been chosen in the election of the village head at that time. One of the impacts of community participation involved in the management of Setigi Tourism Village is by working in the tourism program. For its management, Setigi Tourism employs the surrounding community with the mandatory requirement of KK and KTP of Sekapuk Village so that it can reduce unemployment in Sekapuk Village and also improve its economy. The culinary stand itself is managed by PKK women, while the souvenir stand is managed by each RT in Sekapuk Village. From what was conveyed by Umar Efendi as the manager, that setigi tourism is still not 100% developed but only 75%, because there are still many plans that have not been realized, such as the arrival of the original boat that is still functioning which will later be used as education and realize flaying fox.

Many rides are offered by the manager to visiting tourists. With a concept that appeals to everyone, both young and old. The purpose of opening Setigi Tourism Village is to create prosperity for the community economically and become an opportunity to create jobs. Basically, the conditions of the Sekapuk Village community, especially the youth, do not have special skills and drop out of school by the village head, of course this raises labor problems. So from these conditions, the Sekapuk village government made a policy to develop the potential of the village into a tourist attraction under the name Setigi Tourism Village. From the results of interviews conducted by researchers, it can be concluded that the condition of the Sekapuk Village community before the existence of Setigi Tourism Village was a low-income community, working as farmers, gardeners, traders, and even unemployed. Afterwards, the existence of Setigi Tourism Village had a direct impact on the community, especially on income and became a field of livelihood and employment for the Sekapuk Village community. Of course, the existence of Setigi Tourism Village itself has a very positive impact on the community. This is certainly a lot of changes that have occurred with the existence of the Setigi Tourism Village itself. Starting from changes in people's livelihoods, another benefit that is felt is the creation of new jobs, which of course will have an impact on increasing income in the community. This can be seen from the people of Sekapuk Village, whose jobs have changed with the existence of Setigi Tourism Village itself. Most of the work is carried out by the Sekapuk Village community as managers of tourist attractions, including as tour guides, guide service providers or boat crossings, and also setting up stalls that provide various Gresik

specialties in the hope of improving the community's economy. Judging from the average income level of the residents of Sekapuk Village before Sekapuk Tourism was IDR 1,800,000/month. In general, the livelihoods of the Sekapuk Village community can be identified into several sectors, namely agriculture, services or trade, industry, and others. Table 1 shows the number of residents of Sekapuk Village who work in Setigi Tourism Village in 2022.

Table 3. Number of Sekapuk Villagers Working in Setigi Tourism Village in 2022

Job Occupation	Number of Workers
Culinary	72
Employee/Manager	60
UMKM/Crafts	70

Source: Setigi Tourism Village Management Archives, 2023

3. Identification of Setigi Tourism Village in Increasing Income

The existence of tourism activities will cause changes that occur in all aspects of community life (negative and positive). Likewise in Kertosari Tourism Village, it will certainly cause changes that have an impact on the surrounding community, both economic and non-economic impacts. The existence of Setigi Tourism Village has a positive impact on the economy of the surrounding community. Increased income occurs in various fields of community livelihood such as traders, tourism service workers and so on. In addition, the existence of Setigi Tourism Village also opens up many new opportunities for the community to get additional income apart from the agricultural and livestock sectors and laborers, who usually get an income of Rp. 1,000,000 for cow milk farmers, if for fruit / vegetable farmers they can get an income of Rp. 1,500,000 per month, and those who work as laborers can have an income of up to Rp. 2,000,000 per month. According to Mankiw in Setiyowati (2012), community income is referred to as personal income, which is the income received by households and non-corporate economic businesses. From the results of field interviews with 35 people who work in Setigi Tourism Village, they agree that they get income according to the results of the work that has been done. Based on existing theory that a person will get a reward after doing work for others. This is in accordance with the results of interviews in the field that the community with a percentage of 35 people working in Setigi Tourism Village claimed to get income from working in tourist attractions as managers or employees, traders, tour guide services.

Conclusion

Setigi Tourism Village has the impact of increasing population income is change and also employment. Based on the findings of the researchers, the role of Setigi Tourism Village on community income has a positive impact on the community's economy. People choose to change jobs from their previous jobs because the main reason is an increase in income. Income from the community increased with the Setigi Tourism Village. The impact of income itself is felt by all communities in the village, and also occurs in all fields. However, the most affected are people who work as tourism actors, namely: employees, culinary traders, souvenir traders, PKK mothers who are members of MSMEs who produce food and souvenirs. The impact of changes in income can certainly improve the economy in Sekapuk Village. Furthermore, changes in the income of the people themselves are influenced by sectoral shifts that occur,

with changes in people's employment. These changes led to a shift from the primary sector to the secondary and tertiary sectors. The sectoral shift that occurred many people who previously worked in the primary sector switched to the secondary and tertiary sectors by becoming tourism actors. This also has an impact on the fixed income earned by the community.

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