



The Impact of the Existence of Walengkabola Beach Tourism in Increasing Traders' Income in the Beach Area of Oempu Village, Tongkuno District, Muna Regency

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ABSTRACT

The purpose of this study is to identify the factors that encourage people to trade in the Walengkabola Beach Tourism Area located in Oempu Village, Tongkuno District, Muna Regency, as well as how the presence of the tourism industry affects trade. traders' income in Oempu Village, Tongkuno District, Muna Regency. The primary data used in this study to answer research questions came from observations and interviews, while secondary data was information about geographical conditions and records came from secondary sources. Sampling is a method used to take samples. The three-step data analysis approach of descriptive analysis is data reduction, data presentation, and conclusion drawn. The results of this study show that the causes of traders selling in tourist areas consist of 3 reasons, namely strategic location, fast distance traveled by traders, and different commodity prices from those in the market. Meanwhile, the impact of the existence of the Walengkabola beach tourist attraction on the merchant community has an impact on increasing the income of the merchant community where the income obtained doubles or even more if they trade on long holidays. Job opportunities, with the existence of walengkabola beach, also help the government provide solutions to the problem of unemployment. And interpersonal relationships that do not only occur to traders, but their relationship with service providers is also harmonious.

Keyword: Impact, Beach Tourism, Revenue

INTRODUCTION

Indonesia is an archipelagic country that has a coastline length of about 104,000 km and a total of 17,504 islands (Supriyadi et al., 2019). This biodiversity is unique and adds to the beauty of Indonesia's seas. The beauty of Indonesia's sea can be used as a potential for development. Tourism can be used as an option to improve Indonesia's economy, which is still at the level of a developing country (Parmawati et al., 2022). Another potential offered by coastal places is their natural peculiarities that can be used as tourist attractions. This will allow tourism to grow and have a good effect by improving the local economy (Musaddun et al., 2013). Marine tourism is one of the potential industries to develop in coastal and marine

areas because it is a significant source of foreign exchange income that encourages economic expansion (Yustianingrum, 2017).

Tourism is relatively unaffected by unstable world economic conditions (Wibowo et al., 2019). Wayan & A, (2015) states that tourism that favors the poor offers several benefits to the local economy. First, when tourists visit the area, it will create a market for products and services such as souvenirs. Second, tourism allows the local community's economy to become more diversified. In addition, the country of Indonesia also offers very extraordinary natural beauty. We can see this from the number of traders who carry out trading activities around the beach in almost all tourism in Indonesia (Zebua, 2016). The relative amount of business capital will allow a unit to be sold with many types of products. That way, the income that will be obtained will also be greater (Rohmah, 2018).

Muna Regency in Southeast Sulawesi is one of the tourist destinations that offers various interesting objects, including Walengkabola Beach. The beach has become a source of social welfare for the local community, marked by an increase in the number of traders from 10 to 32 people as visitors increase, especially on Sundays and public holidays. The improvement of road access to the beach also increased the enthusiasm of tourists. The income of traders also increased from an average of Rp 200,000 per week when the beach was first opened to Rp 500,000 per week. In addition to selling goods, traders also offer services such as boat taxi taxis and float rentals. The surrounding community maintains the cleanliness of the beach by routinely holding community service every weekend. The villa, which was originally a resting place, is now poorly maintained because visitors prefer the gazebo available around the beach. This beach has been crowded since 2010.

Walengkabola Beach is managed by the Oempu Village Government, which draws entry tickets from visitors through the lifeguards. In 2022, the beach recorded 10,000 visitors based on tickets sold. The village government built the gazebo using village funds to develop tourist areas, in line with their vision and mission. Controlling coastal damage is the responsibility of local governments and communities, who protect coral reefs by not using fish bombs. Visitors to Walengkabola Beach now come from outside Muna Regency and not only on holidays, but also every weekend, giving a positive impact on the welfare of local traders. The researcher chose Walengkabola Beach because he saw a considerable potential for tourism in the area and considerable changes made by the local village government to

develop Walengkabola beach tourism to attract tourists. This can be seen from the increasing number of visitors from year to year and the social and economic changes to the surrounding community that made me interested in conducting research in Oempu Village. So based on this, the researcher is interested in conducting a scientific study related to the influence caused on the trading community in Oempu Village with the existence of Walengkabola beach tourism with the title "The Impact of the Existence of Walengkabola Beach Tourism in Increasing Traders' Income Traders in the Beach Area in Oempu Village, Tongkuno District, Muna Regency".

Research on the impact of tourism is not new in the world of research. Previous research conducted by Hariyanti, (2018) with the title "The Role of Beaches in the Socio-Economic Conditions of the Community around Bentar Beach, Probolinggo Regency, East Java" which concluded that the existence of tourist attractions is able to improve the economy by selling around the Bentar beach tourist attraction. In addition, Hasibuan, (2018) research entitled "The Impact of Tourism Development on the Socio-Economic Conditions of the Community in Sibolga City" found that the income of business actors in the Pandan beach tourist attraction has increased after the development of tourism and the application of labor is still relatively low. The same thing was done by Rahmayanti, (2017) with the title "The Impact of the Existence of the Sermo Reservoir Tourist Object on the Socio-Economic Change of the Community in Sermo, Kulon Progo, Special Region of Yogyakarta" which found that the way people's attitudes change and develop is what causes the social transformation observed in the Sermo community. The economic world is also changing, with Sermo's income increasing and the means of living changing. Positive effects include a large number of new jobs, higher welfare, easy access to highways, and a more progressive public outlook. On the other hand, the environment is negatively affected by the imitation of the Western lifestyle of visitors and the misuse of the facilities of the Sermo Reservoir tourist attraction district.

METHODS

This research was carried out in this research was carried out around Oempu Village, Tongkuno District, and the popular beach tourist area of Walengkabola. This type of research is qualitative descriptive. Purposively taking informants as many as 16 traders in Oempu Village, Tongkuno District, Muna Regency who have direct experience of the impact of Walengkabola beach tourist attractions became informants in this study together with the

village head and the head of the tourism office Sugiyono, (2018) it was said that purposive sampling is a type of random sampling where a certain set of characteristics is intended for a sample group. Primary and secondary data are the two categories of data used in this study. Interviews, documentation, observations, and observations are the methods used in data collection. The information or data obtained is then analyzed qualitatively with an interactive model consisting of data reduction, data presentation and conclusion drawing.

RESULTS AND DISCUSSION

Causes of People Trading in the Walengkabola Beach Tourist Area

Panta Walengkabola tourism as one of the tourist attractions that are popular with tourists, both from Muna Regency and from outside Muna Regency has caused this tourist attraction to experience rapid development. The reason why people choose to trade in the Walengkabola Beach tourist area is because of the location, distance, and price.

1. Location

Oempu village, Tongkuno District has many tourist attractions that are often visited by tourists such as Walengkabola Beach, Lake Moko, and caves that can be used by tourists to just take a bath or take pictures. Walengkabola Beach, which is located in Oempu Village, Tongkuno District, has a strategic location to carry out trading activities, making people who want to trade choose to sell around tourist attractions.

One of the informants explained that he chose to sell in the Walengkabola beach tourist area because of its good location and many visitors, especially during holidays. She has been doing this since her children were still in school, and is grateful to be able to send them to school with her husband's help. The presence of visitors who often camp in the area is also an attraction, allowing traders such as Mrs. Waode to sell until night. Thus, the strategic location factor in the beach tourism area is the key to the success of his business.

As a previous study conducted by Sianturi & Paludi, (2022) who said that location variables have a positive and significant effect on the decision to visit Snowbay waterpark TMII. Thus, the better the tourist location, the more tourists will decide to visit Snowbay waterpark TMII.

2. Mileage

The Walengkabola Beach tourist area, which has a distance of 5 minutes from residential areas, makes people who want to sell or trade at tourist locations motivated to try their goods and rent buoys to visitors. In an interview with one of the informants, expressed

his excitement and gratitude for the sale at the location. She was happy because the place was only a 5-minute drive from her home, and sometimes they even spent the night there on weeknights when her children didn't have to go to school. In addition, they also feel grateful because they can easily pick up items or bath needs that are not far from home.

Although water facilities are not yet available at the location, he and his wife sell goods and rent tires or buoys to visitors. They took turns guarding the equipment on the beach, even though the tourist location of Walengkabola Beach was very close to their homes. Even so, they stated that if they need clean water, they still go home to pick up water supplies. As a study conducted by Sari & Andika, (2020) Who made that statement? The level of income of traders in Pantai Selatbaru is also influenced by capital, location, and working hours, which is shown by statistical tests such as the F test. This means that the income earned will increase along with the increase in capital, location, and working hours.

3. Price

One of the interesting things in the tourist attraction area is that the price of food or beverages is double when compared to the general price or what is on the market. For example, the price of instant noodles in the market is Rp. 3000, the traders on the beach of walengkabola charge a rate of Rp. 5-6,000. Traders choose to sell in the Walengkabola Beach tourist attraction area because the price given is twice the price in the market.

In an interview with one of the informants, he stated that the reason for selling in tourist areas was based on financial profit considerations. He revealed that the selling price in the area is more favorable compared to the general market price. For example, products such as frestea are sold in the market for Rp 5,000,-, but in the area they are sold for Rp 8,000,-. Likewise, Pop Mie is sold for Rp 10,000 in the area, while in the market it is only Rp 8,000,-. Snacks that are usually sold at a price of Rp 1,000,-, in the area are priced at Rp 2,000,-. He explained that their profits were very grateful, especially because of the very crowded visitor conditions.

The price factor that can provide profits up to twice is the main driver for people to sell in tourist areas such as Walengkabola Beach. The existence of these tourism has a positive impact on the income of traders, compared to if they sell at stalls or residential areas. As a study conducted by Irawan et al., (2021) who said that the most dominant variable in this

study is the price variable that affects the interest of tourists visiting the Gondang Educational Tourism (WEGO) Lamongan.

The Impact of the Existence of Walengkabola Beach Tourist Attraction on the Merchant Community

The existence of Walengkabola beach also has an impact on the local community, especially the community of traders who sell in the tourist attraction area. The impact of the existence of Walengkabola beach tourist attractions on the merchant community in the tourist area is on income, job opportunities, and interpersonal relationships.

1. Increasing Community Income

The existence of the Walengkabola beach tourist attraction in Oempu Village, Tongkuno District, has increased the income of people who trade. Before the Walengkabola beach developed, the people who made a living as farmers and fishermen remained in their livelihood. This is marked by the absence of rare traditional food sellers who buy their agricultural products directly such as sweet potatoes, corn, and fruits. However, after this beach developed, in general, various sectors related to the development of Walengkabola tourist attractions involving local village communities contributed to the increase in community income, especially the merchant community in the tourist area.

In an interview with one of the informants, he conveyed a significant change in his income since selling in the Walengkabola Beach tourist attraction area. Previously, his income depended on fish and agricultural products, which were enough to meet his daily needs. However, since selling on this rapidly growing beach, its income has increased significantly. Initially only Rp 150,000 per day, now her income has jumped to Rp 400,000 per day, even more, because of the various products she sells, such as flush noodles, snacks, and chips made from processed sweet potatoes and bananas. The development of the Walengkabola Beach tourist attraction not only provides sustainability of livelihoods, but also increases the income of traders in the area.

As research conducted by Anggraeni, (2013) who said that Tidung Island is one of the islands in the Thousand Islands Administrative Regency where the local community has direct control over development. Participating in tourism-related activities on Tidung Island

can provide economic benefits for the community by bringing in money. Although the impact felt is very minimal, tourism activities on Tidung Island in general have an economic impact on the community. The flow of money between visitors, the business world, and workers causes this economic influence. The increase in business unit revenue is one of the impacts of the increasing population of visitors to Tidung Island.

2. Job Opportunities

One of the impacts of the existence of Walengkabola beach tourism on people who were previously farmers and seasonal fishermen, creating new jobs for them, namely as traders in tourist areas. Along with the development of Walengkabola beach, which is increasingly visited by tourists, especially on school holidays or long holidays, holidays create new jobs for local people who read about business opportunities. But currently, this type of work seems to be the *prima donna* among the people of Oempu village who want to trade and offer their services in the Walengkabola beach tourist area which is able to distract the community from their main job. as fishermen and farmers.

In an interview with one of the informants, he said that he and his wife, previously working as farmers, now work as traders in the Walengkabola Beach tourist area. He himself works as a tire tenant, while his wife manages the stall they make. They decided to switch to this job as an alternative income, especially when he did not go to sea and in impossible weather conditions. The income of the two of them, who initially had a background as farmers, has now been sufficient for daily needs and can even be set aside for savings. This phenomenon reflects a shift in jobs in the Walengkabola Beach area, where people who previously worked as farmers and fishermen have now switched to traders and providers of tire or buoy rental services. The development of this beach creates new job opportunities, absorbing previously unemployed workers, including housewives who feel happy to be able to help their family's economy.

As a study conducted by Muthahharah & Adiwibowo, (2017) According to his research, tourism generates business and employment opportunities for those who work in the following sectors: (i) accommodation, such as hotels and lodging; (ii) transportation services, such as motorcycle taxis; (iii) restaurant/culinary services; and (iv) traders, such as street vendors along the coast, tourists, and stall owners.

3. Interpersonal Relationships

The existence of tourist attractions in an area will definitely have an impact on the people who live around it, especially people who work as traders in the tourist area. The same is true of the existence of the Walengkabola beach tourist attraction which not only affects income and new jobs, but with the existence of this beach tourism has an impact on the good relationship between fellow traders in the beach tourism area.

In an interview with one of the informants, he said that while doing business in the Walengkabola Beach tourist area, good communication was established among fellow traders. They never had conflicts or disagreements, as all the merchants there had the same goal, which was to find work and support their families. He acknowledged that mutual support and cooperation between them was very important, and hatred among fellow traders was considered undesirable. This statement reflects the harmonious atmosphere among traders at Walengkabola Beach, where positive and respectful relations are established. Another trader also emphasized that good relations between traders not only create a positive atmosphere among themselves, but also give a positive impression to visitors, which can be seen from the mutual greetings, smiles, and cooperation built in the tourist area.

As revealed by Damayanti & Yulista, (2019)The results of data analysis show that the competitive advantage of human resources in the Bangka tourism business is positively and significantly influenced by interpersonal communication as one of the human resources. Service providers in the tourism sector in Bangka City are said to be more competitive when compared to service providers in other ASEAN countries if they have stronger interpersonal communication skills. This will increase the interest of tourists to visit Bangka.

CONCLUSION

This study concludes that the existence of Walengkabola beach tourism has a significant impact on increasing the income of traders in Oempu Village, Tongkuno District, Muna Regency. The main reasons why traders choose to sell in this area include three factors: strategic location with beautiful scenery and crowded visitors, short distance from traders' homes to tourist sites, and higher price advantages compared to general market prices. The impact of the existence of this tourist attraction on the merchant community includes an increase in income, which can even double on long holidays. In addition, Walengkabola beach also creates new job opportunities for various groups, including high school graduates, which

contributes to reducing the unemployment rate. The existence of this tourist attraction motivates the community to improve their economic conditions, so that the business opportunities created are successfully taken advantage of by local residents. Finally, the interpersonal relationship between traders and service providers in this tourist area is well established, marked by dynamic and harmonious two-way communication, strengthening cooperation between them. This overall impact shows that Walengkabola beach tourism has become an important factor in the economic empowerment of the local community.

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