



IMPACT OF INA BURAK BEACH TOURISM DEVELOPMENT POLICY FOR THE COMMUNITY OF NIHAONE VILLAGE, ILE BOLENG DISTRICT, EAST FLORES DISTRICT

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ABSTRACT

Tourism development is an important aspect in the social and economic life of society. Quoting Cohen's opinion (in Rismiyanti & Danangdjojo, 2015) that the impact of tourism development on the community's economy, namely on people's income, employment and business opportunities, and the impact on the distribution of benefits and profits. Meanwhile, in the social aspect, according to Suwena & Widyatmaja (2017), tourism development on the social life of society is social structure, family modernization, increasing community insight. This aim is to describe the impact of Ina Burak Beach tourism development policies on the economic and social conditions of the people of Nihaone Village, Ile Boleng District, East Flores Regency. This research method uses descriptive qualitative. Data collection techniques were carried out using observation, interviews and documentation. The research results show that the development of Ina Burak Beach tourism has had an economic and social impact on the people of Nihaone Village. From the economic aspect, namely changes in livelihoods and increased business opportunities so that people's income increases, as well as providing distribution of benefits and advantages which improve the quality of life of local communities by providing opportunities to develop skills and jobs related to tourism and increasing Regional Original Income (PAD). Changes are also felt in the social aspect, namely changes in the social structure where there is a change in employment opportunity transactions from the agricultural sector to the service sector, changes in roles in the family where women gain a new status from traditional farmers to traders. The role of the head of the family is not only to earn a living for his family, but the role of the head of the family also focuses on developing local wisdom and community culture, as well as changing community behavior in a positive direction, especially etiquette and ways of communicating between people.

Keywords:(a) Tourism Development, (b) Tourism Village, (c) Economic Impact, (d) Social Impact

1. INTRODUCTION

Tourism is a potential sector that supports and has an important role in economic development, so that it is one of the priority sectors that can be developed (Anisah & Riswandi, 2015). Tourism development in Indonesia has a goal, namely to overcome poverty, preserve the environment and its resources, develop existing culture, adapt to the nation's image, and strengthen good relations with other countries (Sutawa, 2012). Therefore, every area that has tourism potential must be considered and developed. Tourism development and increased tourist

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visits can have an impact. This impact will be felt by the community around the tourist attraction, both social and economic.

Ina Burak Beach is one of the strategic and potential tourism sectors in Nihaone Village, Ile Boleng District, East Flores Regency. Natural tourist attractions, including expanses of sea views, white sand and the condition of several highlands around coastal locations, are something that have the potential to be managed, developed and marketed. The Nihaone Village Government has taken the initiative to organize and develop this tourist spot by building several comfortable facilities for tourists, through village budget allocation and management by the Nihaone Village BUMDes. The BUMDes management that was formed is responsible for Ina Burak Beach, which is one of the assets of BUMDes, as well as building facilities and supporting infrastructure for the beach in the form of an entrance to Ina Burak Beach, and other supporting facilities as well as providing space for community economic activities.

The developments that occur attract tourists to visit Ina Burak Beach. This is proven by the number of visitors to Ina Burak Beach which always increases every year. The number of tourist visits from 2021 to May 2023 has increased very well. In 2021 the number of visitors to Ina Burak Beach was 11,109 people, and in 2022 it increased to 19,124 people. In 2023, judging from the data above, the increase in visitors was very drastic, even though it was still from January to May, the number of visitors was already 30,987 people. The increase in tourist visits encourages the community and local government to develop tourism in a better direction.

The large number of tourists who come is expected to have an impact on the economic and social life of the local community, most of whom make their living as farmers. The results of development at the Ina Burak Beach tourist location, both through village government policies and budget support for providing facilities and infrastructure as well as expanding community economic access, are expected to have an impact on community activities and livelihoods both in social and economic aspects. This is based on the idea that tourism development is a strategy carried out to increase, improve and advance tourist attractions so that the number of tourists increases so that the community and government can feel the positive impact (Paturusi, 2001). According to Yoeti (2006), in developing tourism there are 4 basic principles, namely as follows (1) Ecological sustainability to ensure maintenance of the tourism; (2) Sustainability of life and culture to encourage the role of society in daily life and culture; (3) Economic sustainability which leads to economic activities; and (4) Improving and even increasing the quality of life of the community. This is also what is expected from tourism development at the Ina Burak Beach tourist attraction, where through this development the community can improve the economy in the form of small businesses and support socio-cultural changes in the community.

Policy or program impact analysis is part of the policy evaluation process, because policy evaluation is interpreted as an attempt to determine the actual impact or consequences of a policy (Winarno, 2007). The same thing was stated by Lester and Stewart (in Winarno, 2007) that generally policy evaluation can be said to be an activity involving the estimation or assessment of policies which includes the substance, implementation and impact of implementing the policy.



Apart from that, Anggara (2014) stated that one of the objectives of policy evaluation is to measure the effect or impact of a policy program on people's lives by comparing conditions before and after the existence of the program. This confirmation is demonstrated by 2 (two) dimensions of evaluation, namely (1) Performance Evaluation in Achieving Policy Goals, namely evaluating the performance of people responsible for implementing policies so that they will obtain answers or information regarding implementation performance, effectiveness and related efficiency; and (2) Evaluation of Policies and Their Impacts, meaning evaluating policies and program content so that information is obtained regarding the benefits (effects) of policies, impacts (outcomes) of policies, suitability of policies/programs with the objectives they wish to achieve (compatibility between means and objectives). (Anggara, 2014)

As stated by Abdillah, et al (2016), this impact is in the form of social impacts such as increasing population skills, transformation of livelihoods and transformation of norms. Apart from that, it also has an economic impact in the form of employment, encouraging entrepreneurial activities and increasing the income of the surrounding community. According to Cohen (1984) (in Rismiyanti & Danangdjojo, 2015) the impact of tourism development on the economy of local communities can be categorized into 8 (eight) large groups, namely impact on community income, impact on employment and business opportunities, impact on price changes - prices, impact on the distribution of benefits and profits, impact on ownership and control, impact on development in general, impact on government revenues, impact on foreign exchange earnings. According to Suwena & Widyatmaja (2017) the development of tourism on the social life of society, is social structure, modernization of the family, improvement in community insight.

The above thinking is the basis for studying the impact of the Ina Burak Beach Tourism Development Policy on the Economic and Social Conditions of the Nihaone Village Community, Ile Boleng District, East Flores Regency. Through this research, the impact of implementing the Ina Burak Beach tourism development policy which includes the Economic Impact and Social Impact on the community around the tourist location in particular and in Nihaone Village in general will be identified. It is hoped that the results of this research can contribute to stakeholders in continuing to develop tourism at Ina Burak Beach.

2. RESEARCH METHODS

The method in this research uses a qualitative approach with a descriptive research type, so that you can understand the phenomena experienced by the research subjects. The focus and sub-focus used as the basis for data collection in this research consist of Economic Impact (covering Distribution of Benefits and Profits; Employment and Business Opportunities; and Community Income) and Social Impact (including Improvement in community insight; Changes in Social Structure and Family Modernization or changes in roles in the family). This Tourism Development Impact Analysis is located in Nihaone Village, Ile Boleng District, East Flores Regency where the Ina Burak Beach tourism location is located.



Informants for this research were determined using a purposive sampling technique, namely assuming that the informants had the information needed for the research, which included the East Flores Regency Tourism and Culture Office, Nihaone Village Government, Niahone BUMDes Manager, Economic Business Actors, Community Figures around the Coastal area Ina Burak Beach Tourism. Meanwhile, informants for visitors to Ina Burak Beach use an accidental technique, where visitors will be seen who happen to meet them and can be used as informants. Data collection techniques carried out by researchers are by observation, interviews, documentation. The results of data collection will be analyzed in stages (1) reducing data, (2) presenting data, (3) drawing conclusions. Meanwhile, testing the validity of the data in this research uses triangulation techniques, both source triangulation and methods or techniques (Sugiyono, 2012)

3. RESEARCH RESULTS & DISCUSSION

Ina Burak Beach was first opened to the public in 2008 and was inaugurated by the Regent of East Flores at that time with full support from the local community. Initially, Ina Burak Beach was managed simply by the people of Nihaone Village. The local community works together to maintain the cleanliness and safety of the beach, as well as providing simple facilities such as rest areas and small stalls selling various foods and soft drinks. Then this destination is managed by the village through POKDARWIS (Tourism Awareness Group), which also empowers the local residents of Nihaone Village. This beach has been a source of PADes (Original Village Income) income since the beginning of its management. Since the existence of the Village Fund, the facilities at Ina Burak Beach have continued to be improved by the village government. Development began with the creation of road access to Ina Burak Beach, then the village government built the facilities and infrastructure. As for facilities and infrastructure, such as 1 (one) hall unit with accessories, namely chairs and tables. There are 6 (six) huts, of which the five huts are the responsibility of each tribe in Nihaone Village so that if there is damage the tribe is responsible for repairing it. There is 1 (one) cafe that is empowered for young people in Nihaone Village. There are 10 (ten) seats made of cement (tables & chairs) and some also made of wood placed along the coast. There are 2 (two) toilets and 2 (two) bathrooms, there is 1 (one) water tank which is ready to hold water and is distributed by pipe to the bathroom and toilet, the water is obtained from a drilled well. There are 5 (five) kiosks which are rented out to the community and later collected according to mutual agreement. And there are also 2 (two) community self-help kiosks.

The development of the Ina Burak Beach tourist area carried out by the Niahone Village Government through BUMDes has had its own impact on the community by opening up opportunities to increase income through business activities carried out in the tourist area and also influencing the social life of the local community.

Economic Impact Analysis

The development of Ina Burak beach tourism has had an economic impact on the people of Nihaone Village. The economic impact can be seen from economic changes which are



determined from three categories, namely employment and business opportunities, community income, and distribution of benefits and profits.

a) Job and Business Opportunities

The development of the Ina Burak Beach tourist attraction has had an impact on the community, namely the availability of job and business opportunities in the Ina Burak Beach area. Apart from activities in the agricultural sector where agricultural income is uncertain every year due to uncertain climatic conditions, the community has also started to run other additional businesses. And for women, only as housewives who take care of domestic work, so that daily food and drink costs only depend on the income of the head of the family, they can finally run economic businesses around the Ina Burak Beach tourist area. Apart from that, village residents who were initially unemployed or did not work now have job opportunities as entry ticket guards, toilet and bathroom attendants, photographers and guides who have their own income, who were originally farmers who changed their profession to become permanent traders in the coastal area and make a profit. which is bigger and fulfills the living needs of the number of traders who open businesses at tourist attractions, from initially only 4 (four) people trading permanently at tourist attractions, now there are 7 (seven) people, as well as the role of mothers who were initially just mothers. Households can now open businesses.

b) Community Income

Changes in employment orientation also influence the income level of the Niahone village community who carry out activities around tourist sites. With the development of tourism, Ina Burak Beach provides income to the community. Initially people had no income but now they have income. Previously, their income did not meet their living needs, such as having difficulty paying for their children's education at a higher level, but with the increase in income, people can now meet their needs for their children's education costs. This can be seen from the income earned by the community, which is seen from the previous conditions, the monthly income was less than IDR 2,000,000 compared to the current condition where the monthly income was around IDR 30,000,000. Judging from the income currently earned, by opening a business around Ina Burak Beach tourism, people can fulfill their daily needs. However, the income earned by the community depends on the number of tourist visits to Ina Burak Beach.

c) Distribution of benefits and profits.

The distribution of benefits and profits is how tourism provides benefits to development and the economy in the area. Before the development of Ina Burak Beach tourism, local people depended on other sectors such as agriculture or other industries for income. They have no experience or skills related to tourism. Infrastructure such as roads and facilities are inadequate to support tourism. Local people's income is limited and unstable, so they do not have the resources to develop tourism. However, after developing tourism, Ina Burak Beach can help the local community to have a more stable income, because tourism can be a source of sustainable income.

Tourism development usually requires investment in infrastructure such as roads and facilities, such as facilitating 5 (five) kiosks for use by the community who use them using an annual rental system. Tourism development can improve the quality of life of local communities



by providing opportunities to develop tourism-related skills and jobs. Tourism development can help increase Regional Original Income (PAD) and bring a better future for local communities.

Social Impact Analysis.

Many tourists visit Ina Burak Beach tourism after the development of the tourist attraction. provide a social impact on society. This social impact can be seen from changes in social structure, modernization of the family or changes in roles in the family, an increase in people's insight.

a) Changes in Social Structure

The changes in social structure referred to in this research are changes that occur in job opportunity transactions from the agricultural sector to the service sector, modernization in agricultural methods and the sale of harvests, equal distribution of community income in tourist destination areas visited by tourists. The development of tourism at Ina Burak Beach has brought changes in the social structure where there is a change in job opportunity transactions from the agricultural sector to the tourism sector, as stated by one of the traders at Ina Burak Beach that with the development of tourism tourist visits have increased so that farmers who previously worked in the agricultural sector can add economic activity to the tourism sector while adapting to seasonal developments. What is interesting is that in the agricultural sector, many visitors buy vegetables in community gardens so that people do not need to bother taking them to the market to sell, so that their agricultural activities are not abandoned.

b) Modernization of the Family or Changes in Roles in the Family

The modernization of the family or changes in roles in the family referred to in this research is related to changes in the social and economic status of women and the role of the head of the family and children. The development of Ina Burak Beach tourism provides a change in roles in the family where women gain a new status from traditional farmers to traders. Housewives who were previously only at home to do household chores now have dual roles. Increased role to help increase family income by working in the tourism sector. Then the development of Ina Burak Beach tourism influences increasing income for heads of families involved in the tourism industry. The role of the head of the family can also focus on developing local wisdom and community culture. For example, community participation in the development of Ina Burak Beach tourism involves the community in maintaining security, maintaining cleanliness, protecting ancestral relics, preserving local wisdom. This also influences children's education about the importance of sustainability

c) Increase in Community Insight

The increase in people's insight seen from this research is a positive change in behavior, especially in etiquette and ways of communicating between people and eliminating negative prejudices towards ethnicity. The development of Ina Burak Beach tourism has had a social impact on the Nihaone Village community regarding changes in behavior in



a positive direction, especially etiquette and ways of communicating between people, such as dealing with tourists who are involved in arguments, and the younger generation who no longer do negative things in their free time. After tourism development, conflicts rarely occur. Previously, if there was a conflict, such as tourists who were drunk and made a fuss, they would be beaten, this would invite a fight, but now more attention is paid to not allowing them to bring alcohol and any conflict if it occurs at a tourist attraction is always resolved and handled well. So that interactions between people at tourist attractions are always maintained with each other.

The people of Nihaone Village really respect historical monuments and cultural values by prohibiting people from approaching places that cannot be disturbed in Ina Burak Beach tourism. With the development of Ina Beach tourism, Burak sees that the social and cultural aspects have not changed because they follow the local wisdom of the community. Judging from the traders who sell on the beach, they are increasingly showing their skills in boosting their economy by selling woven cloth and typical food in the area. Without realizing it, this is a form of introducing the culture of the people in the area and promoting regional culture to tourists, both domestic and foreign tourists.

4. CONCLUSION

The increase in visitors to Ina Burak Beach tourism following the tourism development policy has had an impact on employment and business opportunities for the community. Especially people who work and own businesses around tourist locations. This makes people's income increase and they can meet their living needs. The impact of Ina Burak Beach tourism development also provides distribution of benefits and advantages for the community and government of Nihaone Village, where tourism development can improve the quality of life of local communities by providing opportunities to develop skills and jobs related to tourism and can help increase Regional Original Income (PAD).

In the social aspect, the development of Ina Burak Beach tourism has brought about changes in the social structure where there has been a change in employment opportunity transactions from the agricultural sector to the service sector. Those who previously worked in the agricultural sector are now more focused on the service sector and the creative economy. Apart from that, there is a change in roles in the family where women gain a new status from traditional farmers to traders. The role of the head of the family is not only to earn a living for his family, but the role of the head of the family also focuses on developing local wisdom and community culture. Changes can also be seen in positive behavior, especially etiquette and ways of communicating between people, such as dealing with tourists involved in arguments, and the younger generation who no longer do negative things in their free time. And the socio-cultural aspects have not changed because they follow the local wisdom of the Nihaone Village community so that the culture of the local community is maintained.

The impact on positive economic and social aspects needs to be supported by the East Flores Regency Tourism and Culture Office, the village government, management and the Nihaone



Village community by optimizing the promotion and marketing of the Ina Burak Beach tourist attraction and maximizing the existing facilities at Ina Burak Beach so that tourists are more interested in coming and enjoying the beauty of beach tourist attractions. Another thing is the support of business actors, the community and visitors to maintain the existence of facilities, as well as the cleanliness of the Ina Burak beach environment by initiating the provision of rubbish bins and appeals to maintain cleanliness. And to attract more visitors, it is necessary to further develop the attraction from the cultural aspect, both local souvenirs and local artistic performances of the Niahone Village community.

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