

## **THE IMPACT OF THE DEVELOPMENT OF THE LASIANA BEACH TOURISM AREA ON THE COMMUNITY ECONOMY AND GOVERNMENT REVENUE (PAD)**

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### **ABSTRACT**

Lasiana Beach is one of the tourist attractions located in Kupang City which is a tourist destination for the people of Kupang City and its surroundings. This research aims to determine the economic impact of developing the Lasiana Beach tourist area for the community and government (PAD). This research was conducted at the NTT Province Tourism and Creative Economy Service. This research is a qualitative descriptive research with data collection methods through interviews and observations while the informants are government officials and people who do business in the area and visitors. The focus of the research is the economic impact in the form of community income, employment opportunities, and government income (PAD). The research results show that the income earned by people who do business in the area every day is still low. There are job opportunities for the community by opening businesses in the area but these business opportunities have not been utilized properly and there is income generated for the government in the form of levies but this has not yet met the target. This is due to the low number of visitors visiting Lasiana Beach.

**Keywords:** *impact, tourism, economy, society, government*

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### **INTRODUCTION**

The tourism sector has become the backbone of economic policy in almost all countries in the world. Policies are formulated through careful consideration to strengthen national interests, including considering aspects of all life and its dynamics. The tourism sector is classified as high because it has strong forward and backward economic links (forward and linkages) with supporting factors, for example, infrastructure, trade, crafts, and other services (Irawan, 2023).

Indonesia has various kinds of tourism potential, both natural and cultural tourism because Indonesia has various tribes, customs, and cultures as well as the geographical location of Indonesia as a tropical and archipelagic country, thus producing various kinds of beauty. Tourism is considered an important economic factor, even though this sector is expected to become the number one foreign exchange earner (Arjana, 2016).

In Law number 10 of 2009 concerning tourism, it is stated that tourism is an integral part of national development, necessary to encourage the equal distribution of business opportunities and obtain benefits and to be able to face the challenges of changes in local, national, and global life (Purwata, 2019).

Attention to tourism has expanded greatly in the last three decades because tourism brings benefits and profits to a Tourist Destination Area (DTW). For Indonesia, the tourism industry is a form of business that has great potential to be developed because of the wealth of tourism potential that Indonesia has, namely unique and diverse natural and cultural potential.

In this regard, the Vision and Mission of the NTT Provincial Government has been established, namely: "NTT Rises Towards a Prosperous Society Within the Frame of the

Unitary State of the Republic of Indonesia", prosperous reflects the representation of the development agenda (education, health, economy, women, children and youth) with HDI quality indicators; as well as economic development and tourism, infrastructure, and spatial and environmental planning, marine and fisheries with measurable economic, infrastructure and spatial and environmental indicators (Bahri & Abdilah, 2022).

The East Nusa Tenggara Tourism development mission, in the East Nusa Tenggara Regional Development, is under Mission-2 of the Governor and Deputy Governor of East Nusa Tenggara, namely to build NTT as a gateway and center for national tourism development (Ring of Beauty) (Surjanto, 2019). In line with the determination of the Governor and Deputy Governor of East Nusa Tenggara for the 2018-2023 period to make Tourism the main driver of NTT's development, Tourism is seen as a locomotive that is believed to have leverage as well as an attraction capable of pulling the carriage of community economic development towards prosperity (Wijaya, 2015).

Kupang City as the city center of East Nusa Tenggara Province also has tourism potential and attractions, both natural tourism potential and attractions, in the form of (beaches, natural caves, protected forests, springs, and other natural attractions), cultural tourism attractions, in the form of (archaeological sites, king's houses, statues, forts, museums, and other cultural attractions), artificial tourist attractions, such as swimming pools, city parks, check dams, and others (Chafid, 1995).

One of the potential tourist attractions is the beach with its strategic location near the center of Kupang City. This beach is called Lasiana Beach, which is  $\pm$  10 km from the center of Kupang City. Lasiana Beach is known as a sloping beach with calm waves and white sand and Lasiana Beach is currently a favorite for the people of Kupang City.

Lasiana Beach began to be opened to the public around the 1970s, and through the NTT Provincial government, in 2019 the Lasiana Beach area was reorganized by building a wave break embankment, Jogging Track as well as abrasion retaining walls, electricity, seller's stalls and other facilities, so that it becomes a top tourist attraction (Mokoginta et al., 2020).

The development of the Lasiana beach area has been carried out by building a wave-breaking wall, a jogging track on the shoreline, as well as an abrasion barrier wall, electrical facilities, and so on, so that the Lasiana beach tourism area can be used as an attractive beach area and become a tourist destination for the people of the city (Nuriata, 2017). Kupang and its surroundings, as well as having an economic impact on the surrounding community, especially people who have businesses in the area and can provide income for the government in the form of PAD. This depends on the level of tourist visits. For this reason, data on tourist visits can be seen in the following table:

Table 1. Number of tourist visits to tourist attractions Lasiana Beach 2019-2021

No	Year	Number of tourists	Description
1	2019	26.716	Governor's Instruction for Stops levies from January – April
2	2020	42.111	Locations closed due to covid from March–August. Starting in

No	Year	Number of tourists	Description
			September, levies will begin on entry fees. NTT Gubernatorial Regulation Number 21 of 2020
3	2021	34.629	Starting April applies per the governor's regulations not to collect fees from people. And July-August is closed because of PPKM

Source: Tourism and Creative Economy Office 2022

The data in Table 1 shows that the number of visitors to the Lasiana Beach tourist attraction has not shown a significant increase, although in 2020 the number of visitors was 42,111, higher than in 2019, the number of tourists was 26,716 and the number of tourist visits decreased to 34,624 in 2021, but this is the impact of the Covid pandemic. 19 due to a regulation by the Governor of NTT which stopped collecting levies on people entering the Lasiana Beach tourist attraction area and this area was temporarily closed due to PPKM (Dewi & Tobing, 2021).

Based on the results of research and observations, shows that the supporting facilities available are partly damaged and inadequate, such as toilets/bathrooms and electricity which are also damaged so that the supply of clean water from drilled wells is also disrupted, which can automatically disturb the comfort of visitors. Apart from that, People, especially those who sell, occupy stalls in tourist areas. The income they earn varies and is not sufficient because, since the COVID-19 pandemic, people's income has been very low or non-existent because they don't sell, whereas on Saturday and Sunday holidays the income can be IDR 100,000 - IDR 500,000. Thus, the income obtained by the government from levies for PAD has not yet met the target because the level of tourist visits is still low in the Lasiana Beach tourist area. In this way, the development of the Lasiana Beach area is expected to become a leading tourist area and have an economic impact on both the community and the government.

## **METHOD**

This research uses a descriptive research method with a qualitative approach (Sugiyono. 2018). The research focus is community income, employment opportunities, and government income. The research location was carried out at the NTT Province Tourism and Creative Economy Office. Data collection was carried out using direct interviews with research informants and direct observation in the field.

## **RESULTS AND DISCUSSION**

The tourism potential in NTT makes it a leading tourism sector for local governments. The leading tourism sector is the provincial government's strategic plan to increase regional income and economy, through the participation and creativity of local communities. For this reason, the determination of the NTT Provincial Government for the 2018-2023 period is to make tourism the main driver of economic development towards a prosperous society (Utami, 2021).

Lasiana Beach is one of the beaches that has potential and attraction and is very strategically located in Kupang City, which is approximately 10 km from the center of Kupang City. Lasiana Beach is known as a sloping beach with calm waves and white sand, with a fairly large beach area which has been arranged by the NTT Provincial Government by building a Jogging Track as well as an abrasion barrier, building a wave-breaking embankment at the edge of the beach, this makes it a special attraction because adding to the beauty of the Lasiana beach area, it is also supported by various facilities and infrastructure that support the development of this beach area.

In this regard, the development that has been carried out by the government has had an economic impact on the community and government (PAD) in the form of community income, employment opportunities, and income for the government (PAD) (Alvianna et al., 2022).

### **Community Income**

Community income is the amount of income obtained from business activities carried out by the community in the Lasiana Beach tourist area. The business carried out by the community in the Lasiana beach area is in the form of food and drink traders who occupy 24 stalls prepared by the government and there is also a café with a variety of food and drink menus prepared. The people who do business in this area are the people who live around the Lasiana Beach tourist attraction area. The efforts carried out by the local community certainly provide results in the form of income for the community. For this reason, the benefits and amount of income are analyzed as follows:

#### ***Destination Benefits***

The development of the Lasiana Beach tourist area certainly provides benefits for the surrounding community, especially economic benefits, because, with the development of the area, the community can utilize the tourist area to develop various service businesses such as culinary, equipment, or swimming/bathing equipment rental services and so on and also social benefits for the community. You can do activities together in the area, and enjoy the beautiful atmosphere of the area to relax and unwind. Apart from that, with the development of the Lasiana Beach tourist area, the local community can earn income every day, even though the income they earn is not the same, especially if there are national events or events held here, the community income is quite good and the community enjoys the events. existing events (Fachruddin, 2017).

The research results show that the development of tourist attractions in the Lasiana Beach tourist area has provided economic benefits to the community because there are people, especially those who sell in the area, who earn income every day or can be said to have a steady income every day, although the results are not the same every day, there are differences between the days. weekdays and holidays or weeks where there are a lot of visitors. Apart from that, there are also social benefits felt by the community because they also enjoy the beauty of the Lasiana Beach tourist area. Likewise, people living around this area also occasionally earn income from parking in people's yards when there are certain events (Kurniawati et al., 2018).

The development of the Lasiana Beach tourist area is being carried out by the NTT government, in this case, the NTT Tourism and Creative Economy Service, with the main aim of providing great benefits to the surrounding community because it will have an economic

impact in the form of income earned by the surrounding community so that people's lives will be more prosperous.

It is hoped that tourism development in the Lasiana beach area will continue to be developed so that it brings in more visitors and provides more benefits for the community.

### ***Amount of Income***

The research results show that the development of tourist attractions in the Lasiana Beach tourist area has provided economic benefits to the community because there are people, especially those who sell in the area, who earn income every day or can be said to have a steady income every day, although the results are not the same every day, there are differences between the days. weekdays and holidays or weeks where there are a lot of visitors. The income earned is IDR 50,000 – IDR 200,000 for Monday to Friday, while on holidays Saturday and Sunday the income can be IDR. 100 – up to Rp. 500,000. Meanwhile, for the only Café in the Lasiana Beach tourist area, the income from Monday to Friday is around IDR 3,000,000 – IDR. 10,000,000 while on holidays it reaches IDR 10,000,000 – IDR. 15,000,000. with a profit of 60%. Apart from that, there are also social benefits felt by the community because they also enjoy the beauty of the Lasiana Beach tourist area. Likewise, people living around this area also occasionally earn income from parking in people's yards when there are certain events.

Apart from that, sellers who occupy stalls can organize their stalls better and neater and prepare more varied food needed to adapt it to conditions such as the rainy season, visitors may not consume coconut water, so hot drinks are prepared, then the way of serving can be even better. with more attractive and hygienic packaging so that it can attract visitors.

It is hoped that tourism development in the Lasiana beach area will continue to be developed so that it brings in more visitors and provides more benefits for the community.

### **Employment Opportunity**

Job opportunities are the availability of work opportunities for people who want to work for other people or work independently at the Lasiana Beach destination. With the development of the Lasiana Beach tourist area, it will certainly encourage the development of various businesses within the area and outside the area which will also open up job opportunities for the community. For this reason, the sub-focuses analyzed include:

#### ***Availability of Job Opportunities***

Job opportunities are a condition that describes the availability of employment opportunities in society. (<https://disnaker.bulelengkab.go.id> In this regard, the development of the Lasiana Beach tourist area carried out by the government through the Department of Tourism and Creative Economy has consequences for the availability of employment opportunities for the community in general, especially the community around the area. Various businesses can be developed especially in areas such as cafes, stalls, and other jobs that can be developed independently. It can be seen that the café in the area employs 10 workers and additional workers of around 3-5 people when there are lots of visitors on holidays or on days when there are events or performances. Likewise, the seller's stalls have workers, even as family workers, each stall has 1-2 workers, and there are also photographers and so on. Various businesses can be developed.

Various job opportunities are available as long as there are growing businesses in the area. Interview with Mr. Dr. Zeth Sony Libing, M.Si, as hoped by the Head of the NTT Tourism and

Creative Economy Service who said: "We have big dreams of developing the Lasiana beach tourist area so that it can develop to make it easier for tourists to travel so that it can provide economic benefits for the community."

Based on the research results, show that there are quite a lot of job opportunities available in the Lasiana Beach tourist area, but the community has not been able to take advantage of them as explained by the government that the NTT government has big dreams in developing this area so that the community can benefit, therefore the development of the Lasiana beach tourist area is community-based is very appropriate so that the community should play a more active role in developing business. The government is building facilities and infrastructure and preparing other supporting facilities to provide stimuli for the community to take advantage of this opportunity by developing various businesses which are basically to support this tourist area to develop even better. as the NTT government's flagship destination in Kupang City. Some of the businesses or types of jobs created are culinary businesses, parking lots, and photography services in the area. And so forth.

Several types of businesses can be developed such as food or drink (culinary) which characterize the NTT area, and businesses that provide education for visitors such as how to cook nira and make plate sugar, plait, and Tii langga weaving can be developed as a business as well as educating the public. visitors who want to know and learn, besides that, people can develop a home stay at home. This can be an attraction for tourists, both domestic and foreign. Therefore, education from the government is needed and it can facilitate the community. Public awareness is the main obstacle in developing community-based tourism.

Education is provided to the community as motivation for the community so that the community is aware of and can take advantage of the available business opportunities, thus developing businesses will provide employment opportunities for the community and will have an impact on community income.

### **Government Revenue**

What is meant by government income is in the form of Regional Original Income (PAD) obtained from regional taxes, regional levies, results from the management of separated regional assets, and other legitimate PAD. As stated by Noor Azzat (2018), Regional Original Income (PAD) is revenue obtained by the region itself which is collected based on statutory regulations, for example originating from regional taxes and levies, regionally owned companies, and management of regional assets which are separated and other legitimate regional original income. For this reason, the PAD of the Regional Government of NTT Province can be seen in the following table:

Table,10. Target and Realization of Original Regional Income from NTT Province  
Department of Tourism and Creative Economy 2020-2021

<b>Type of PAD</b>	<b>Target</b>	<b>Realization</b>	<b>Target</b>	<b>Realization</b>
	<b>2020</b>		<b>2021</b>	
Regional	1.000,950,000	160.509.000	505.950.000	124.192.000
Levy		(16,04 %)		(24,55%)

Source: Regional Revenue and Assets Agency of NTT Province 2022.

The table data shows that in particular the Regional Original Income from levies originating from the Department of Tourism and Creative Economy, the realization in 2021 has not reached the target. The realization was IDR 124,192,000 or 24.55%, higher than the realization in 2020 which was only 16.04%, but the revenue target was much higher. Revenue from this regional levy is the result of the management of tourist attraction areas managed by the NTT Province Tourism and Creative Economy Service, including the management of the Lasiana Beach tourist attraction area. For this reason, the amount of income obtained from levies in this research is as follows:

**Retribution Earned**

Retribution is in the form of fees imposed on people and vehicles entering and leaving the area as well as government-owned assets that are rented to the public. As stated: a Levy is a regional levy as payment for services provided or provided by the regional government for public interest and benefit and can be enjoyed by individuals or entities. (<https://bapenda.kalteng.go.id>)

In this regard, for the Lasiana Beach tourist area, there are several levies imposed, namely: levies for people, two-wheeled and four-wheeled vehicles, stall rentals, stage rentals, and toilets. For more clarity, see the following table:

Table, 11. Types of Retribution and Amount of Retribution in the Area Lasiana Beach Tourist Attractions 2022.

No	Type of Retribution	Amount Rp.
1	People	Rp. 2000/Person
2	Two Wheeled Vehicles	Rp. 3000
3	Four-wheel vehicle	Rp. 5000
4	Rent a stall	Rp. 100.000
5	Stage Rental	Rp. 750.000
6	MCK	Rp. 2000

NTT Tourism and Creative Economy Office 2022.

The research results show that the levies collected from several types of levies imposed in the Lasiana Beach tourist attraction area constitute income for the government in the form of Regional Original Income (PAD). Classified as still lacking. because the Government in this case has set a target for the NTT Tourism and Creative Economy Department of income from levies for the Lasiana Beach tourist attraction area of IDR 300,000,000, so it can be seen more clearly in the following table of levy amounts:

Table,12. Realization of Reception and Visits to the Lasiana Beach Tourist Attraction 2019-2021.

No	Year	Number of Receipts	Number of Tourists	Remarks
1	2019	Rp. 71.242.000	26.716	None Levy January-May
2	2020	Rp.128.868.000	42.111	There is a closing month January February, June, July,

No	Year	Number of Receipts	Number of Tourists	Remarks
				and September Start picking up
3	2021	Rp.67.557.000	34.629	Closed 13-21 July and August (PPKM)

Source: Tourism and Creative Economy Office 2022.

The table data shows that the income obtained from levies imposed on people entering the area and the use of assets has not met the target because the number of visitors is still low and due to Covid 19 since March 2020, so with the existence of social restrictions implemented in society and the implementation of Strict health protocol regulations have caused this tourist area to also be affected, such as area closures, limited visiting hours, and even the Governor's regulation not to collect user fees from mid-March 2020 – August 2020, when Covid first hit Indonesia and social restrictions began. Meanwhile, starting in September 2020 with NTT Gubernatorial Regulation No. 21 2020, levies will begin. Meanwhile, entering 2021, from April until March 2022, levies have not been collected from people because the government is still considering the economic condition of the community which is also in decline. For this reason, the NTT Tourism and Creative Economy Department continues to strive to increase income for the government, one of which is collaborating with PT Bank TLM Kupang to build a restaurant in the Lasiana Beach tourist area. Apart from that, the government can repair damaged supporting facilities and prepare the necessary facilities to increase visitor attraction. Because with increasing visitors, government income can increase or increase.

When compared to the realization of levy revenue from the Lasiana Beach tourist area in 2020, it was IDR. 124,868,000 with revenue from the NTT Provincial Government from the NTT Tourism Office amounting to Rp. 160,509,000 (16.06%) of the NTT Disparekraf revenue target, then the Lasiana beach tourism area contributed revenue for PAD of 124,868,000. So even though the PAD contribution from the NTT Tourism and Creative Economy Agency levies has not reached the target, nor has the levy obtained from the management of the Lasiana Beach Tourism area met the target, it can be seen that the amount of the levy from the Disparekraf for PAD mostly comes from the Lasiana Beach tourist area levy.

It can be seen that the target for Regional Original Revenue with the type of PAD sourced from levies by the Department of Tourism and Creative Economy has not been able to meet the target due to various obstacles such as the impact of Covid-19 since March 2020, and the non-enforcement of tax levies for incoming people, which has had a big impact on revenue. , as well as the lack of supporting facilities and facilities in the area such as play facilities, places to relax and so on which are inadequate.

In this regard, to meet the PAD target from the Lasiana beach tourist area for the NTT Provincial government, it is necessary to improve the facilities and supporting facilities in the area as well as activate the arts and culture events that are usually held, as well as events from the government and the community which can be held in Lasiana beach area so that it can attract more visitors to travel to the Lasian Beach tourist area. Apart from that, it is also possible to levy personal fees for visitors, the reason is that those who enter will use the facilities provided by the government.

## CONCLUSION

The community's income, especially from stalls, is still inadequate depending on the variety of menus sold for Saturday and Sunday holidays. The income can average Rp. 200,000 – 500,000 / day - and if there are events the community's income is very good. Meanwhile, for cafes in the area, the income is very good because on normal days the income is stable and on Saturday and Sunday holidays the income is around Rp. 15,000,000/day.

The available job opportunities have not been utilized by the community and businesses that can be developed by the community have not been developed so that the available job opportunities are still lacking. Income for the government in the form of local original income (PAD) obtained through the development of the Lasiana Beach tourist attraction has not yet met the target due to the lack of visitors.

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