


**TOURISM BASED PEOPLE'S ECONOMY IN ORDER TO IMPROVE THE COMMUNITY'S ECONOMY****Dian Marlina Verawati¹, Sudati Nur Sarfiah², Hanung Eka Atmaja³**^{1,2,3}Universitas Tidar hanung.ekaatmaja@untidar.ac.id**Abstract**

Magelang Regency has so many interesting tourism places to visit. The tourism sector is one of the sectors that has the potential to improve the people's economy. One of the most popular tourist attractions is Borobudur Temple. Development of people's economy-based tourism can improve the welfare of the community around tourist sites. With the growth of tourism, it will be linearly proportional to the growth of the surrounding MSMEs. This populist economy-based tourism means tourism based on the economic strength of the people in the form of businesses or community groups altogether to process economic resources that can contribute to the welfare of local communities. The purpose of this study is to provide an overview of populist economy-based tourism in Magelang Regency. The research method uses a qualitative descriptive method based on literature review and a literature approach on the phenomenon of tourism in developing the people's economy in Magelang Regency in 2017 - 2019, with a case study on a tourist spot, namely the Borobudur Temple. The results showed that the development of populist economy-based tourism gave rise to many MSMEs and could improve the economy of the people around the tourism sites in Magelang Regency.

Keywords: Tourism Development, UMKM, People's Economy

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INTRODUCTION

Indonesia is a great nation, a nation that is "gemah ripah loh jinawi" which means peaceful, prosperous with fertile land, coupled with its natural beauty and local culture of the Indonesian people, making Indonesia has its own charm. This is an important asset in tourism development.

Tourism development needs to be managed properly by utilizing available natural resources and by optimizing existing human resources. Good resource management is expected to provide maximum results for tourism development. Tourism development can also be done by exploring the tourism potentials that exist in each area that can be an added-value or become the main tourism location in an area.

Tourism contributes more to the economy of the surrounding community and is able to become independent in the economic field (Listiana, 2005). Tourism is considered capable of being one of the greatest sources for providing prosperity to local communities.

One of the tourist objects that can provide a special attraction is the Borobudur temple. The beauty of the temple and the historical stories within make visitors want to know and see Borobudur temple in person. As a tourist attraction, Borobudur temple indirectly creates its own atmosphere that supports the people who live around it to trade or make typical souvenirs of Borobudur temple (Made, 2013).

Borobudur Temple as a tourist destination continues to receive positive attention from various domestic and foreign tourists. Based on data from BPS of 2017-2019, it can be seen that tourist visits to tourist destinations in Magelang Regency are experiencing a positive trend, such as tourism in the Borobudur Temple. Borobudur Temple is a tourist icon of Magelang regency, because it was once counted as one of the seven

wonders of the world, so based on data on tourist visits it has a positive trend that impacts on the MSME activities in the area around Borobudur Temple. This potential is expected to be able to encourage the populist economy of the local community with the growth of small and medium enterprises (MSMEs) around Magelang Regency.

Table 1. Tourist Visit Data of Magelang Regency in 2017-2019

Bulan	Peneuniane Candi Borobudur					
	Domestik			Mancanegara		
	2017	2018	2019	2017	2018	2019
Januari	400191	321893	341685	13463	11732	13402
Februari	197361	235303	247731	12785	14088	16869
Maret	261872	291425	262877	14701	15292	16949
April	325315	323325	357108	16078	14555	17693
Mei	339867	237315	111921	16722	13265	15325
Juni	272389	440194	565032	11529	9031	14332
Juli	359235	291732	330191	29879	27470	34347
Agustus	164358	176248	186159	35400	30166	39300
September	175155	198782	169998	24292	20943	27163
Oktober	206957	204249	236847	20506	14280	21290
November	202795	250412	274059	13982	10811	14665
Desember	645831	692176	664149	15136	10598	10747
Kabupaten Magelang	3551326	3663054	3747757	224473	192231	242082

Source: BPS Magelang Regency 2017-2019

Tourism potential can be developed into an advantage to help the local economy through tourism development. (Kurniawan et al. 2016), The more tourists who visit tourist attractions in Magelang district, the more benefits will be provided for the surrounding community who are directly involved in developing the existing potential.

Since 1980, Borobudur temple has become a tourist attraction for tourists. However, the Borobudur temple has not been able to support the economic sector. This is in accordance with BPS data which state that the Borobudur sub-district is still one of the poorest sub-districts in Magelang district. So, it is crucial to re-examine the tourism development of the Borobudur temple by taking into account the economic factors of the surrounding community. Given the tourism sector is the most dominant sector in the region.

Biantoro & Ma'rif (2014), said that indirectly the characteristics of the community around

tourist attractions are affected by tourism development, yet the evidence is still unavailable, regarding to its influence towards the economy of the community around tourist attractions, so a deeper study is required to prove the influence of tourism activities to the economic conditions of the people around the Borobudur Temple area (Syaifuddin & Purwohandoyo, 2019).

In 2019, the Ministry of Tourism and Economy has made a breakthrough in the cooperation between tourist attractions and MSME business activities in selling souvenirs at tourist attractions, and strived to ensure that typical souvenirs of tourist objects could have various effects for the development of the tourism sector and creative products. Thus, it is expected that tourism based on a people's economy will improve the economy of the community.

The existence of MSME is expected to be sustainable developed by exploring the existing potential. Magelang Regency has various types of developing MSMEs including food processing industry, tofu industry, batik industry, handicraft industry, furniture industry and various other types of industry (Syaifuddin & Purwohandoyo, 2019). It is hoped that in the future the populist economy will be able to be developed, strengthened and be cultured with various activities that provide useful value both in terms of quantity and quality to the growth of MSMEs as well as to increase the number of tourist visits to Magelang Regency.



Figure 1 Borobudur temple

Based on this, the purpose of this research is to provide an overview on tourism based on the people's economy in Magelang Regency. The problem in this research is how to empower the people's economy in Magelang regency

THEORETICAL BASIS

Borobudur temple

Borobudur is a name that is very well known in the world. The existence of Borobudur Temple as one of the constructions that was once awarded as one of the seven wonders of the world, makes the world community, especially Buddhists feel obliged to visit it. Also supported by Unesco's decision number C592 in 1991, which made Borobudur Temple a World Cultural Heritage (Prambanan Temple was numbered C642) and made the name of Borobudur even more global. Thus, Borobudur Temple was developed as one of the main tourism destinations in Indonesia and became a leading tourist attraction. In the development of tourism in Borobudur Temple, there are many aspects needed to support this development.

The area of Borobudur in particular and Magelang Regency is generally astronomically located between 110° 01' 51" and 110° 26' 58" East Longitude and between 7° 19' 13" and 7° 42' 16" South Latitude. Administratively, Magelang Regency is one of the regencies in Central Java Province which is flanked by several regencies, namely: The West is bordered by: Wonosobo Regency and Temanggung Regency in the North is bordered by: Temanggung Regency and Semarang Regency. In the east, it is bordered by: Semarang Regency and Boyolali Regency in the South, it is bordered by the Special Region of Yogyakarta and Purworejo Regency. In the middle of the Regency: there is the Municipality of Magelang. Magelang Regency consists of 21 Districts, which are further

divided into 372 villages / wards. The center of government is in Mungkid District. One of the Districts, which becomes the pride of Magelang Regency due to its location, as the site wherea Borobudur Temple was founded is Borobudur District. The location of Borobudur which is between the main cities of Central Java allows easy access to Borobudur. The Borobudur area is located at an altitude between 200 - 350 m above sea level, with a relatively flat to undulating land relief with a slope of 00-70 slopes. Topographically, the Borobudur area is located on a wavy, hilly lowland and is a basin surrounded by the foot of the volcano. The eastern part is Mount Merbabu (3,141 masl) and Mount Merapi (2,911 masl). The western part is Mount Sumbing (3,371 masl). In the southwest part there is a series of Menoreh Hills. In the northern part there is the plains of Mount Tidar (505 masl). Meanwhile, Kali Progo and its tributaries flow to the south and Kali Elo, which divides the Magelang region into two. The confluence of the two rivers is located in the village of Progowati, where it is said that in ancient times there were more women than men.

Magelang Regency has an area of 108,573 hectares or about 3.34% of the area of Central Java Province. The land use of Magelang Regency is divided into 37,323 hectares of rice fields or around 34.29% of the total area of Magelang Regency, and 71,341 hectares of dry land or 65.71% percent. Judging from the land use, the Magelang Regency area, including the Borobudur area, is an agro-agricultural area that can be used as supporting tourism for Borobudur.

The Borobudur area has a type C climate according to the Schmidt and Ferguson classification with rainfall ranging from 2,701 mm. The wet months last for 8-10 months, ranged from October to May with rainfall above 100 mm per month. The dry months occur from June to August. The temperature ranges from 25.82 oC with

humidity between 85 - 90% in the rainy season, and 70 - 80% in the dry season (Central Java BPS).

The Borobudur area has a number of springs with a water discharge between 1.5 - 50 l / s. The springs are situated in Aglik Pakem, Duren, Deselan, Ngaran Kidul, Brojonalan Wanurejo, Bejen, Mudal, Pakisan, and Sumberan. These water sources ensure the availability of water to meet the needs of the community and tourism activities. The types of flora in the Borobudur area can be categorized into two characteristics, namely ancient flora types identified from the Borobudur reliefs and modern flora that are still alive in the area. The types of flora identified from the Borobudur reliefs include: durian, palm oil, coconut, langsep, rose guava, banana, amethyst, jackfruit, mangosteen, mango, areca nut, taro, sugar cane, millet, kluwih, and waru. The types of plants except rose guava, millet and lontar can still be found living in this area. (Sarwono, 2007). Types of plants that are now commonly found include Bodhi trees, kedondong, maja, breadfruit, sugar palm, gayam, bamboo, and fruit plants and others. In addition, rare types of plants and medicinal plants can also be found, including duwet, kepel, sapodilla, amethyst gemstone, kejobeling, broken bones, pule, and purwoceng. Most of the types of fauna that live in the Borobudur area are livestock such as cows, buffaloes, goats, chickens, and so on. There are also rare animals that can still be found, namely the Javanese eagle and it is suspected the existence of Javan tiger, which was declared extinct by the World Wild Fund in 1985. From its historical perspective, the name Borobudur Temple according to De Casparis comes from the Sanskrit word Bhumisambharabhadhara. Built around 750 - 850 AD by Smaratingga who ruled from 782-812 AD during the Syailendra dynasty. Casparis' opinion is based on the interpretation of the inscription dated 824 AD

and the Sri Kahulunan 842 AD inscription, Borobudur Temple was built to glorify Mahayana Buddhism. Meanwhile, according to Dumarcaay (<http://yudisborobudur.blogspot.com/>).

Borobudur Temple was founded in 5 stages of development, namely Phase I ± 780 AD, Phase II and III ± 792 AD, Stage IV ± 824 AD, and Stage V ± 833 AD. Previously, it was suspected that Borobudur Temple was founded on a hill in the middle of an ancient lake. But then due to the eruption of Mount Merapi around the 10th-13th century the lake was disappeared and the temple was also damaged and then forgotten. Later in the 19th century, it was rediscovered by Sir Thomas Stamford Bingley Raffles, a British Governor General in Java (1811 - 1816).

The economy in Magelang Regency, especially Borobudur comes from various sectors. One of them is from the Micro, Small and Medium Enterprises sector. The Micro, Small and Medium Enterprises sector still makes a high contribution to the economy (PDRB) of Magelang Regency. The processing industry sector, the trade sector, hotels and restaurants and the agricultural sector influence the GRDP of Magelang Regency.

In the context of empowering micro, small and medium enterprises in a sustainable manner, a cluster-based development model has been developed. Clusters are partnerships between similar economic activities (horizontal) and have an upstream-downstream (vertical) relationship that work together to form a multiplychain with the aim of increasing product competitiveness and extending the multiplier-effect to the lowest groups of economic players. The cluster concept knows no administrative boundaries. Magelang Regency has formed and facilitated 5 (five) clusters, namely: 1) The Borobudur Tourism Cluster Discussion Forum which was formed in 2005 2) The Batu Pahat Batu Cluster in Tamanagung Village, Muntilan District was

formed in 2006 3) The Slondok and Puyur Clusters in Sumurarum Village, Grabag District were formed in 2006 4) The Salak Fruit Farming Cluster, Srumbung District was formed in 2006. 5) The Mayur Vegetable Agriculture Cluster, Dukun District was formed in 2006. Ironically, although Borobudur District has a Borobudur Temple which is able to stimulate the economy, it has not yet provided comprehensive welfare for the surrounding community. In 2004, there were 3,163 poor families, 210 houses improper for habitation, 383 families/people who lived in areas prone to disasters, 480 families who became the victims of social disasters and psychological disorders.. Then in 2008 Borobudur Village has become the second poorest village in Borobudur District. In all sub-districts in Magelang, Borobudur District is the fifth poorest. This happens because it turns out that the majority who take advantage economically on the existence of Borobudur Temple are the people who come from outside Borobudur District (<http://suaramerdeka.com/>).

The majority of people in the Borobudur area are Muslims (96.83%), Catholics 2.41%, Protestants 0.71%, Hindus 0.02%, and Buddhists 0.94%. Apart from adhering to the official religion, a small proportion are also followers of Kejawen and Manism. One of the hamlets, namely Onggosoro Giritengah Hamlet, the people are followers of the pure Javanese sect. They are a community that is very strong in upholding the teachings of Kejawen. However, even though the religions are diverse, the religious life of the Borobudur community is very harmonious and mutually tolerant. In the Borobudur area there are art groups including gatholoco, prajuritan, reog, dayakan, and keroncong.

Tourism Development

In accordance with the existence of regional autonomy regulations as stipulated in Law Number 22 of 1999, which was later amended into Law on the central government to the regions directed at accelerating changes in order to achieve community welfare through quality services which also involve the participation of the community in each region, potential that can be developed, so that the development of each region can increase rapidly.

There are various sectors that can be developed, including the trade sector, the service sector, the agricultural sector, the tourism sector and others. The tourism sector is most conceivable for improvement because of the availability of various existing tourism potentials and the support of local governments in the form of regulations.

Tourism development strategy According to Yoeti [5], tourists are people who temporarily travel to places or areas that are completely unfamiliar to them. Therefore, before a tourist takes a tour, first, it is necessary to provide tourism infrastructure and facilities such as the following:

1. Transportation facilities
2. Accommodation facilities
3. Catering Service Facilities
4. Tourism objects and tourist attractions
5. Recreational activities
6. Shopping facilities
7. Place or shop

All of these are tourism infrastructure and facilities that must be prepared before promoting a tourist destination. Meanwhile, infrastructure is defined as all facilities that enable the economic process to run smoothly in such a manner. In carrying out its functions and roles in tourism development in the regions, local governments must make various efforts in developing tourism facilities and infrastructure. Tourism facilities are divided into three important parts, namely:

1. Main Tourism Superstructures, which are hotels, villas, restaurants;
2. Supplementing Tourism Superstructures, which are cultural tourism and natural tourism;
3. Supporting Tourism Superstructures, such as art markets, culinary delights, souvenirs and regional handicrafts.

Tourism Development According to Wahab (Yoeti, 1996), tourism development has three functions, namely: (1) promoting the economy, (2) maintaining the national personality & preserving the function and quality of the environment, (3) fostering a sense of love for the homeland and the nation.

MSMEs

The explanation of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs.

1. Article 1 of the law states that a micro business is a productive business owned by an individual and / or an individual business entity that has the criteria of a micro business as regulated in the law. 2. Small business is a productive economic business that stands alone, which is carried out by an individual or business entity that is not a subsidiary or a subsidiary owned, controlled or part of, either directly or indirectly, of a medium-sized or large-scale business. meet the criteria for small businesses as referred to in the Law (Wahab, 2003).

In this law, the criteria used to define MSMEs as stated in Article 6 are net assets or asset values excluding land and buildings where they are business, or annual sales proceeds. With the following criteria:

1. A micro business is a business unit that has assets of not more than Rp. 50.000.000,-, excluding land and buildings for business premises with an annual sales yield of not more than Rp. 300.000.000,-.

2. Small businesses with asset values of more than Rp. 50.000.000,- up to a maximum of Rp. 500.000.000,- excluding land and buildings in which the business has annual sales of more than Rp. 300.000.000,- up to a maximum of Rp. 2,500,000,000,- and
3. Medium-sized enterprises are companies with a net worth of more than Rp. 500.000.000,- to a maximum of Rp. 100.000.000.000,- from annual sales of over Rp. 2.500.000.000,- to a maximum of Rp. 50.000.000.000,-.

Empowerment of Micro, Small and Medium Enterprises (MSMEs) is an essential strategic step in anticipating the future economy, especially in strengthening the structure of the national economy. The existence of a current national economic crisis has greatly affected national, economic and political stability which impacted on the deterioration of large business activities, while MSME and cooperatives were relatively able to maintain their business activities. In general, the goal or target to be achieved is the realization of strong and independent Micro, Small and Medium Enterprises (MSMEs) that have high competitiveness and play a major role in the production and distribution of basic needs, raw materials, to face open competition.

In the perspective of its development, Micro, Small and Medium Enterprises (MSMEs) are the business groups that have the largest number. In addition, this group has proven to be resistant to various kinds of shocks to the economic crisis. So, it is imperative to strengthen groups of Micro, Small and Medium Enterprises which involve many groups. The following is the classification of Micro, Small and Medium Enterprises (MSMEs) (Tulus, 2009):

1. Livelihood Activities, are MSMEs which are used as work opportunities to earn a living, which are more generally called as

the informal sector. For example, street vendors.

2. Micro Enterprise is MSMEs which empower craftsmen, yet with the absence of entrepreneurial skills.
3. Small Dynamic Enterprise, is a MSMEs that has an entrepreneurial spirit and is able to accept subcontract and export work
4. Fast Moving Enterprise, is a MSMEs that has an entrepreneurial spirit and will transform into a big business

It is recognized that MSMEs play an important role in economic development and growth, not only in developing countries, but also in developed countries. In developed countries, MSMEs are very important, not only these business groups do absorb the most labor compared to large enterprises (LE), as in developing countries, but also their contribution to the formation or growth of gross domestic product (GDP) is the largest compared to the contribution of big business (Tulus, 2009).

People's Economy

The people's economy is characterized by taking sides with the interests of the people at large. Why do we have to implement a populist economy, because in Indonesia currently the number of poor people has reached 28.07 million people in March 2013 (BPS). Maximum use of natural resources, technological resources, capital resources and human resources for the welfare of the people as a whole. The People's Economy is an economic system that is run at the same time involving the people and for the benefit of the people.

In Indonesia, the people's economy must become the basic foundation of society to improve their standard of living and the government must ensure that people can get decent jobs and be able to buy basic

necessities. Decent work and strong people's purchasing power are essential conditions for economic growth. The people's economy lies in the size of the economic growth rate or the nominal amount of Gross Domestic Product (GDP). Therefore, the government plays a major role in improving the welfare of its people by involving the people as a reliable resource and providing considerable opportunities for Cooperatives and Micro, Small and Medium Enterprises (MSMEs) as well as economic activities, both people in rural areas in the form of agricultural activities. and fishermen and other productive economic activities by protecting the people's economy from the power of the capitalist economy. For this reason, the government in this case must build elements or small parts of the community's economy that are directly related to meeting the basic needs of the community (Ade R, 2016).

Research conducted by Ruki (2013) shows that conventional tourism in addition to provide important benefits for the economy and job creation is also very worrying because it results in large and complex negative impacts, both in terms of social, economic and environmental resources, which threaten the lives of the next generations. To overcome this problem, a solution was sought with a concept known as alternative tourism. Alternative tourism places great importance on natural, social and community values, and allows local people and tourists to enjoy positive interactions useful and enjoy the experience together. Alternative tourism activities integrate and interact in the midst of local community life. Tourism development must involve local communities, be designed based on the ideas of local communities and for the welfare of local communities. From the point of view of economic income, alternative tourism also provides direct and fair benefits to the local community because tourism in the area is managed by the community itself. This

shows that alternative tourism is in accordance with a populist economic system which is considered more just and pro-society than a liberal economic system that tends to be controlled by the owners of capital.

RESEARCH METHODS

The analytical method used is descriptive qualitative based on literature review and literary approaches on the phenomenon of tourism, especially Borobudur Temple in developing the populist economy in Magelang Regency in 2017 - 2019. Qualitative research is "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior". Qualitative research rests on a holistic natural background, where humans act as researchers and research subjects, researchers perform inductive data analysis, focus more on process than results, the research is carried out based on the agreement of researchers and research subjects

The descriptive method was chosen because the research carried out was related to ongoing events and with regard to current conditions. Descriptive method is a method in examining the status of human groups, a subject, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive research is to make descriptions, descriptions or paintings systematically as well as the relationships between the phenomena being investigated.

RESULTS AND DISCUSSION

General description of Borobudur Temple as a tourism object

Geographically, Borobudur Temple is located in Magelang Regency, Central Java Province and directly adjacent to the City of Magelang. The existence of Borobudur Temple is able to increase tourist visits, not only domestic tourists but also foreign

tourists. The increase in the number of tourists and the designation as a world heritage site has prompted the government to make Borobudur Temple a National Strategic Area.

Borobudur Temple has its own tourist attraction and influences the cultural order socially and economically. The effect can be positive as well as negative. The negative influence often creates new problems. Such as problems related to the management and utilization of temples, tourists' complaints regarding services. Likewise, the complaints of traders and residents against managers related to various regulations (Sabil, 2014).

General description of MSMEs in the Borobudur Temple Tourism Area

The MSMEs around the Borobudur temple area is indirectly highly dependent on the number of visitors to the Borobudur temple tourist attraction. The more the number of visitors, the more opportunities for MSMEs to be visited by tourists. MSMEs around Borobudur temple provide several tour services in the form of tour packages and accommodation. This is done to be able to improve the performance of MSMEs. Services such as travel agents, shops, restaurants, lodging services for the purpose of increasing employment for the surrounding community. Income from business activities in the tourism sector (MSMEs) is directly influenced by tourism activities. Tourism management at Borobudur temple is carried out by several parties that are directly related to tourism activities, including MSMEs, private parties and government to be able to synergize and provide useful results.

The efforts to develop MSME cannot be separated from the intervention of all relevant stakeholders, especially the Magelang Regency government. The government is demanded to cooperate more with the management of Borobudur Temple, namely

PT. Taman Wisata Candi Borobudur and vice versa in order to create a greater impact on MSMEs.

This can be seen from the data on tourist visits in Magelang Regency, especially Borobudur Temple in 2017-2019, it has proven that the tourism sector is an attractive sector to visit and can also improve the community's economy as evidenced by data from the cooperative and MSME office in Magelang Regency which explains the increase. the number of MSMEs and the increase in MSME turnover from 2017-2019, show that the social economy is growing rapidly in Magelang Regency.

The impact of the development of MSMEs with the existence of the Borobudur Temple Tourism Park in Magelang Regency

The existence of the Borobudur Temple Tourism Park in Magelang Regency has an impact on the development of the surrounding MSMEs. Based on the results of interviews with 30 MSMEs related to operational hours and working capital, the following data were obtained, namely the operating hours of MSMEs around 8 hours -10 hours a day. And MSME business capital consists of 2 categories, namely less than Rp. 1,000,000.00 and more than IDR 1,000,000.00. The results recorded 21 MSMEs with a capital of less than IDR 1,000,000 and 9 MSMEs with a capital of more than IDR 1,000,000. Most MSMEs are online traders who have almost similar type of business as the kiosk traders at the Borobudur temple. The researcher collected data related to the income of MSMEs trading in the Borobudur temple area, to capture clearer sight on the development of MSMEs.

Table 2. Data on MSMEs Income at Borobudur Temple

Total Income	Income Percentage	Total MSME
1.000.000	31,11%	9
1.000.000 – 2.000.000	63,33%	18
2.000.000 – 3.000.000	3,33%	2
>3.000.000	2,22%	1

Source: Data processed (2019)

Based on interviews with 30 MSMEs that trade around the Borobudur temple, the average income is at most between Rp. 1.000.000,- to Rp. 2.000.000,- that includes 18 MSMEs. This proves that the existence of the Borobudur temple has a good impact on the surrounding SMEs.

CONCLUSION

People's economy is an important factor in improving the economy of a region. In the tourism sector, the people's economy through MSME is the first step in growing the economy of a community in a tourist area. Borobodur temple as a tourism object has a good impact on the development of MSME business activities around it. More MSMEs means more economic growth through a populist economy that can provide opportunities to increase income and the economy of the surrounding community.

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