

**ANALYSIS OF SOCIO-ECONOMIC CONDITIONS OF THE
PEOPLE OF SAWAH LUKIS TOURIST AREA****Roswita Hafni^{1*}, Safira²**¹Universitas Muhammadiyah Sumatera Utara

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North Sumatra has 85 attractions that have the potential to be large enough to visit, such as cultural, historical, religious, natural and marine tourism that provides its own uniqueness for tourists, thus having an effect on the welfare of the community around the tourist destination. This study aims to analyze the development of socio-economic conditions of the people of the Sawah Lukis tourist attraction area in Cengkeh Turi Village, Binjai City. The sampling technique uses the probability sampling method as many as 65 samples. The data used was sourced from the distribution of questionnaires and from the Tourism Office and the Central Statistics Agency. The analysis method used is Descriptive Statistics. The results showed that the number of tourist visits that came every year increased, which had an impact on the local community by reducing unemployment, poverty and increasing community income by opening small and large-scale businesses around the Sawah Lukis tourist area.

Keywords: Income, Socio-Economic, Tourism.**INTRODUCTION**

Indonesia is a developing country, which has a variety of tourist attractions that have the potential for tourism, such as cultural, historical, religious, natural, and marine tourism that gives its own uniqueness to tourists, is expected to be able to empower the local community, grow regional economic potential to prosper the community around the tourist destination area. Tourism is a new type of industry that is able to produce rapid economic growth in the provision of jobs, increase income, living standards and stimulate other productivity sectors (Nyoman S. Pendit, 1994). The rapid and concentrated development of tourism can have various impacts. (Spillane, 1989) emphasized that the impact caused by tourism development has positive and negative impacts. Positive impacts include expanding employment opportunities, increasing business opportunities, increasing income, preserving local culture, and making local culture known by tourists. Meanwhile, the negative impacts include the occurrence of additional population pressure due to newcomers from outside the region, the onset of commercialization, the development of a consumptive lifestyle, environmental disruption, increasingly limited agricultural land, cultural pollution, and the urgency of the local community. In the economic aspect, tourism is expected to be able to empower the local community, grow the economic potential of the tourist destination area and provide an effect to the welfare of the community around the tourist destination area.

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The local community is an area of social life that is characterized by a certain degree of social relations. Because the existence of tourists can basically increase the income of the local community also affects the system of behavior, socio-culture and environment around the tourist area. Likewise in expanding job opportunities, especially in tourist areas in North Sumatra. North Sumatra has 85 tourist attractions so that it has considerable tourism potential, Such as cultural tourism, historical tourism, religious tourism, nature tourism, marine tourism (river) which gives its own uniqueness to tourists.

Some of these tourist attractions have been widely known to foreign countries such as tourism Danau Toba with beautiful natural panoramas, tourism Bukit Lawang with orangutans and their natural tourism, tourism Tangkahan There are different types of flora and fauna, caves and waterfalls, hot springs, rafting, camping, trekking trails both on foot and by elephant riding Sumatera, tourism Air Terjun Sipiso-Piso one of the highest waterfalls in Indonesia with a height of 120 meters. City Medan itself as a gateway to various tourist destinations in Sumatera, has a number of city tourist attractions such as Istana Maimun with Mesjid Raya and Kolam Raja, House Tjong A Fie with area Kesawan, and old buildings left over from the colonial era. Tourism development is able to provide opportunities for people to try and work. Tourism visits to an area can provide the greatest benefits for improving people's welfare. Thus, the tourism sector will be able to make a great contribution to the elimination of poverty in various areas that are poor in other economic potentials besides natural and cultural potential for the benefit of tourism. Thus, the arrival of tourists to an area will open up opportunities for people to become entrepreneurs of hotels, restaurants, transportation support services in the management of tourist objects and attractions so that these opportunities will provide opportunities for local people to work so that people will get income from the work. The existence of tourist attractions can influence the socio-economic status of local residents. Socioeconomic status is a form of classifying a person's education and occupation to determine their social status in society. Social status values, especially the presence of tourism, need to be observed as a measure of the impact that tourism has on the community, whether it provides more benefits or vice versa. Santrock (2017) explains that the factors that influence the social status of society are education, health and opinion. In community life, progress in socio-economic status is closely related to the progress of the region itself, community income or the type of community employment which depends on how the region facilitates this. Increasing economic growth and community welfare as implied in Law number 10 of 2009 is expected to provide prosperity and prosperity so that people can enjoy long, healthy lives and lead productive lives, apart from that, tourism is said to be a catalyst for development. Because of the impact it has on the economic life of the places visited by tourists, it provides prosperity and well-being as well as human development for the local population where tourism is developed (Yoeti, 2008). Human development is a process of changing human quality towards a better life, especially in accessing development results such as income, health and education. The development of tourism certainly has a social and economic influence on the surrounding community. With the development of tourism, of course there will be interactions between tourists and local communities, resulting in changes in social and economic life.

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METHOD

This research uses a descriptive analysis method by describing the data that has been collected into information (R. Hafni, 2024), which examines social issues. The population is all communities, cafes and MSMEs in Cengkeh Turi Village, Binjai City, totaling 65 respondents. The data collection technique is direct interviews with the rice field painting tourism managers, environmental heads and surrounding communities (MSMEs) in Cengkeh Turi Village, Binjai City.

RESULTS

North Sumatra also has other tourist areas that have the potential to increase the tourist attractions in Binjai City. Based on the Binjai City Tourism Office, there are 30 tourist attractions. The tourist attractions in question include culinary tourism, cultural heritage tourism and marine tourism. In Binjai City there are 11 of the newest and most popular tourist attractions/destinations such as Sawah Lukis, Selfie Park, Jona Garden, Biestro Educational and Horse Riding Park, Namu Sira Sira Nature, Educational Park, Giant Hill Circuit, Florida Beach, Dylan's Coffee, Champion Coffee, and Taman Merdeka Binjai. Of the 11 tourist attractions in Binjai City, the one with more potential for development is the painted rice fields located on Jalan Pertamina, Cengkeh Turi, North Binjai District, Binjai City. Sawah Lukis tourism is in the rice field area with the color of the rice plants being green and sometimes yellowish, which makes tourists interested in visiting. On the edge of Sawah Lukis, a track has been formed for walking and can even be traversed by bicycle. It's not surprising that this place is also recommended for people who like cycling. Enjoying cycling in the middle of green rice fields will certainly provide true freshness. To be able to enter the tourist location, visitors will be charged a free entrance ticket, but tourists must buy drinks for IDR 20,000.

Description of Tourist Visits

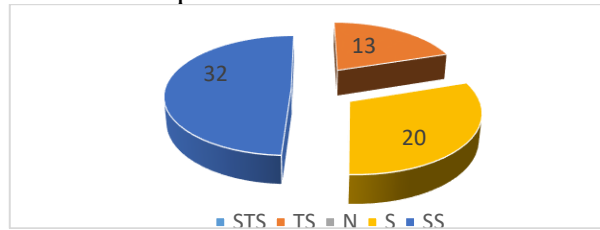
Tourist visits to Sawah Lukis in 2020 from January to December 2022 continue to increase. Sawah Lukis opened on July 22 2020, this year Indonesia experienced Covid-19 so the number of visits to Sawah Lukis from July to December was limited every day. After the pandemic passed, Sawah Lukis was known to many people for the interesting and newest photo spots that provided views of rice fields planted with rice, they could see the process of planting rice first hand and could take part in planting. A place for breaking the fast, competitions, field trip packages, with sunset views, live music, reservations for meetings and the arrival of YouTubers. In 2021, many visitors will come to Sawah Lukis, coming from outside the Binjai area and foreign tourists. Visitors who come with various purposes, such as using bicycles in the Sawah Lukis area, candidates for National Police Chief and Commander-in-Chief who are conducting research and orientation about the potential for creative tourism in Binjai, the mayor of Binjai and Head of Cooperatives, Bali Scootour tourists, sports and health high school campuses, social gathering group, place for filming TRANS 7 with Nasi Rintang Sangu Pak Tani culinary delights, learning for elementary and middle school levels who learn to know the process of rice becoming rice then becoming rice. By enjoying the view of the rice fields starting to turn green, flowering until the harvest season.

DISCUSSION

Explanation of Discussion 1

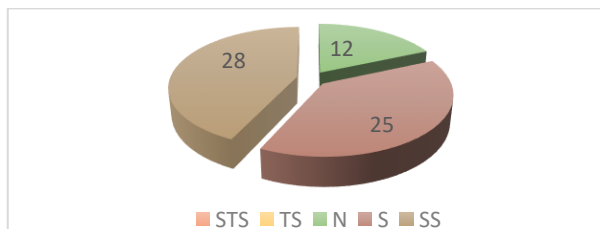
Social Conditions

The impact of Sawah Lukis tourism on social conditions with indicators of unemployment, poverty and education levels in Cengkeh Turi Village, Binjai City, can be seen that the unemployment rate has decreased. This can be seen from the diagram where The Sawah Lukis tourist attraction provides local residents with a location to sell.



Source: Questionnaire (processed)

It is known that 49% strongly agree, because many local people sell to improve the economy of the surrounding community, 31% agree because providing a selling location can help increase local people's income, and 20% disagree, namely 9 people, because people are opening more businesses. at your own location. Sawah Lukis tourism does not interfere with people's activities to earn a living from their main job, because there is a special scheduling of Sawah Lukis tourism during the harvest period to overcome disruptions to people's main jobs. Some farmers and local residents have difficulty crossing because the road is small. With the existence of Sawah Lukis, local people have no difficulty earning a living, because Sawah Lukis tourism opens up opportunities for unemployed people and becomes an alternative for local residents. With so many tourists coming, it creates opportunities for people who want to sell because this will help the local economy. With the Sawah Lukis tourism, local people have permanent jobs.



Source: Questionnaire (processed)

43% said they strongly agreed, because people who sell around Sawah Lukis will have permanent jobs. 38% agreed, because there were people who initially did not have jobs but now have permanent jobs at Sawah Lukis. The remaining 19% had no comments, because not all local people have permanent jobs due to the Sawah Lukis tourism.

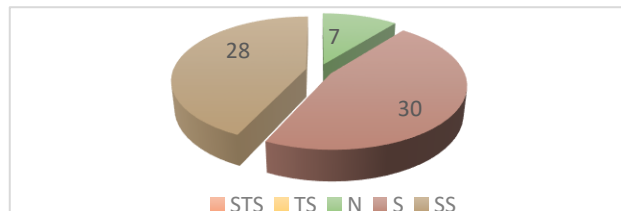
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Poverty Level

Sawah Lukis provides a positive impact on the community. Communities are competing to open MSMEs. People who don't work work like opening businesses to improve the local economy from the large number of tourist visits. It is an opportunity for people who want to sell so they can increase their income. With the presence of Sawah Lukis, local communities receive more attention from the local government. Access to Sawah Lukis tourism has been improved, because access to Sawah Lukis in the rice field area has been paved. The government has paved the road in the rice field area so that tourists can attract the interest of Sawah Lukis tourism by repairing the road. Several roads leading to the Sawah Lukis tourist attraction have also not been repaired. With the existence of Sawah Lukis, the income (salary/wages) obtained by local communities increases, which has an impact on income and employment.

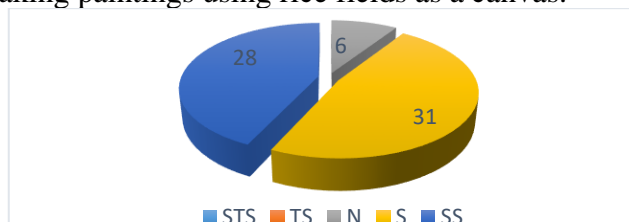


Source: Questionnaire (processed)

From the research results, 46% strongly agree with the existence of Sawah Lukis, because local people get the opportunity to open businesses around the location so that they can increase people's income. And 43% strongly agree as many as 28 people (43%), because the community has become active in opening up business opportunities and Sawah Lukis can reduce poverty levels. 11% had no comment because this only impacts those who open businesses and work in Sawah Lukis.

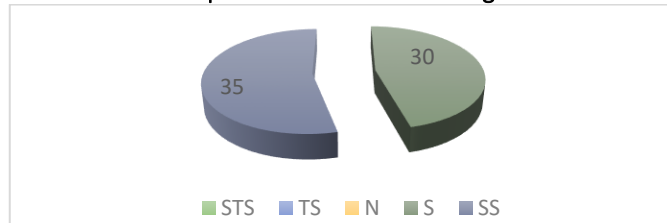
Education

The Sawah Lukis tourist attraction can improve people's skills related to tourism activities, such as making paintings using rice fields as a canvas.



Source: Questionnaire (processed)

Based on the picture above, it is known that 48% said they strongly agree because people have become creative in developing their skills and this is one of the attractions for people to be active. And 43% agreed because rice field media would be an alternative for people's creativity. There were 6 respondents who chose neutral (9%), because this can only be done by farmers, not all people can. The development of Sawah Lukis is able to create something different by identifying opportunities.

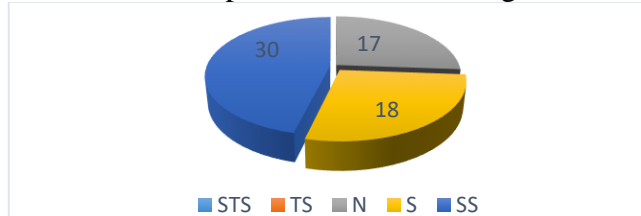


Source: Questionnaire (processed)

Based on the picture, it is known that many of the respondents in this study strongly agreed, namely 35 people, because the opportunity is to turn rice fields into beautiful tourist attractions to enjoy and Sawah Lukis is able to turn rice fields into business opportunities. There were 30 people who chose to agree, because with this the opportunity for people to open a business would increase. People start new businesses by identifying opportunities, such as opening a shop near the Sawah Lukis area, because opening a shop in the Sawah Lukis area will increase the community's economy, making people more innovative in becoming entrepreneurs.

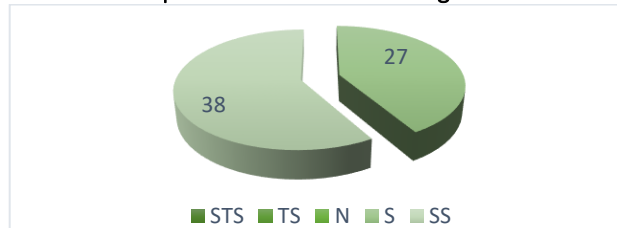
Economic Conditions

The impact of Sawah Lukis tourism on economic conditions with indicators of the accommodation sector and income in Cengkeh Turi Village, Binjai City. In the accommodation sector, Sawah Lukis provides an interesting traditional menu.



Source: Questionnaire (processed)

It can be seen that 46% of respondents in this study predominantly chose to strongly agree, because the aim of the traditional menu is to give customers a taste of local food and of course the traditional menu will become visitors' favorite menu. As many as 28% agreed because the menu was in accordance with the traditional rice field theme. And 26% said it was normal, because the traditional menu provided was less attractive, namely like the menu in general. The food and drinks sold at Sawah Lukis have affordable prices, because the prices offered are according to tourists' abilities. Sawah Lukis has cool and beautiful villas to enjoy, because the villas provided have views of rice fields planted with rice, making tourists who stay overnight enjoy the natural beauty. The tourism revenue sector can help improve economic conditions for local communities.



Source: Questionnaire (processed)

Based on the picture, it is known that 38 dominant respondents chose to strongly agree, because the development of tourism in an area can improve the local community's economy, and 27 respondents stated that the large number of visitors who come can improve the community's economic conditions, such as selling in the Sawah Lukis area. With the presence of Sawah Lukis, people can fulfill their daily lives, because people who previously did not work have become employed by selling fried food and so on. So that local people who have businesses around Sawah Lukis are able to provide for their daily lives. With the existence of Sawah Lukis, income increases during certain seasons, for example the holiday season, because during the holiday season the number of visitors who come increases, thus affecting MSMEs.

CONCLUSION

The positive impact caused by the community after the development of Sawah Lukis tourism is increasing regional income which influences improvements in various aspects. The government has provided infrastructure facilities such as road access in the middle of the rice fields leading to tourism to make it easier for the public or tourists who pass through the area. For the education aspect, the community has experienced significant improvements such as improving skills related to tourism activities such as making paintings using rice fields as a canvas in order to increase visitor education, and increase employment opportunities. This employment opportunity has a big impact on the local community, with the Sawah Lukis tourism, job opportunities are opened, such as people opening businesses in tourist areas, not only that, people can also work as employees at tourist attractions. Business actors in Cengkeh Turi Village who have an impact on Sawah Lukis tourism stated that business actors experienced changes in income after the development of the Sawah Lukis tourist attraction, their income increased, especially during the holiday season, the number of visitors who came increased, which had an impact on business actors. This income is sufficient to meet daily needs, because the number of visitors has a big influence on business actors. In this case, there is no competition between business actors because the management has their own rules if they want to sell in the tourist area.

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