The Economic Impact of Dreamland Existence on Community in Ajibarang

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ABSTRACT

This research aimed to analyze the average employee and trader income before and after working at Dreamland, decent living needs of employee and trader, and consumption needs of Dreamland employee and trader. Data of this research was primary data analyzed using t test to two correlated samples. The results of this research indicated that the employee and trader incomes were different before and after working at Dreamland and indicating an increase, employee and trader income can fulfill decent living needs, employees' income can fulfill their consumption needs, and trader's income can fulfill their consumption needs. The suggestion for the owner of Dreamland is to develop tourism activities so as to open job and business opportunities for the surrounding community, and the local government should supervise and develop tourism business by facilitating business licensing.

Keywords: Economic Impact, Dreamland Tourism Object, Paired Sample t Test, Decent Living Needs, Consumption.

ABSTRAK

Penelitian ini bertujuan untuk menganalisa rata-rata pendapatan, kebutuhan hidup yang layak, serta kebutuhan konsumsi para pekerja dan pedagang sebelum dan sesudah bekerja di Dreamland. Penelitian ini menggunakan data primer dan dianalisis dengan menggunakan uji t untuk dua sampel yang berkorelasi. Hasil penelitian ini menunjukkan bahwa tingkat pendapatan pekerja dan pedagang mengalami peningkatan, kebutuhan hidup layak mereka terpenuhi, serta kebutuhan konsumsi mereka pun terpenuhi. Saran dari hasil penelitian bagi pemilik Dreamland adalah untuk bisa mengembangkan pariwisatanya sehingga dapat membuka lapangan pekerjaan dan peluang bisnis bagi masyarakat sekitar, dan pemerintah daerah harus mengawasi dan mengembangkan bisnis pariwisata dengan memfasilitasi melalui perizinan usaha.

***Kata Kunci**: Dampak Ekonomi, Objek Wisata Dreamland, Uji Sampel Berpasangan, Kebutuhan Hidup Layak, Konsumsi.*

INTRODUCTION

The development of tourism industry is one of the ways in improving the economic progress of the community, both the community around the tourist attraction and the community of a country. Tourism is not only limited to management activity and serving for hospitality but also it is involve planning, organizing, and coordinating at all level. According to Smaranda and Daniela (2012) tourism cannot be separated and be a part of functional unit of local Economy. Previous research by Petrevska (2011) found that tourism trends in Central and Eastern Europe have gave meaningful contribution to economic development, particularly in Macedonia. It has generated new jobs around 3.2 percent and also gave contribution to economic output around 1.8 percent.

Tourism sector aims to preserve nature and develop local culture. Mbaiwa and Stronza (2010) found that one of tourism program in Botswana called The Community-Based Natural Resources

Management (CBNRM) able to shift community's traditional livelihood from hunting and gathering, provide community basic needs and employment, and provide public utilities such as water and transportation systems. Furthermore, according to Coria and Calfucura (2012) managing ecotourism by community potentially is challenging activity. It can give economics incentives if the generated revenue are large and accessible to the community.

The existence of tourism in a region can be one of the alternatives to earn local revenue in the region. The impacts of tourism development on socio-economic condition of local community are grouped into eight major groups, namely: (1) foreign exchange income, (2) community income, (3) impact on employment, (4) impact on prices, (5) impact on community distribution or profit, (6) impact on ownership and control, (7) impact on development in general, and (8) impact on government revenue (Cohen, 1984 in Rizkiyah, 2013).

One of well-known tourist attractions in Banyumas Regency, Central Java Province is Dreamland tourism object located in Pancasan Village, Ajibarang Sub-District. Dreamland tourism object offers a variety of water games, such as swimming pool, spiral loop, shower, artificial river and other which attract local and foreign tourists, especially those coming from Cilacap, Tegal and Brebes Regencies. The high number of tourists visiting Dreamland Tourism Object in Ajibarang Sub-District has opened employment and business field for the community around the tourism object. Employment opportunities include working as an employee at Dreamland tourism object in Ajibarang Sub-District or a parking attendant. Until now, Dreamland tourism object in Ajibarang sub-district has absorbed 128 local workers, consisting of 87 permanent employees and 41 non-permanent employees.

Business field arising due to the existence of Dreamland tourism object is traders who sell inside and outside the tourism object. Based on gathered information by the researcher during the initial research, it was before Dreamland was built, the traders were laborers of tile factory, shopkeepers and farm workers with relatively low income. They get information that their friends and neighbors who have been trading at Dreamland earned considerable income with a decent life. It motivated them to trade around the Dreamland tourism object. They admitted that their income was better than before. This situation has an impact to the generated income of the community, affecting their consumption patterns.

Dreamland tourism object in Ajibarang Sub-District is growing rapidly, 1) it can be seen form the or surveys that the number of visitors from year to year is increasing, which are 624,988 visitors in 2013, 655,226 visitors in 2014, and 675,914 visitors in 2015, 2) the increasing tourist rides from six rides into twelve rides, and 3) the increasing number of permanent employees from year to year, which can be seen in Figure 1.
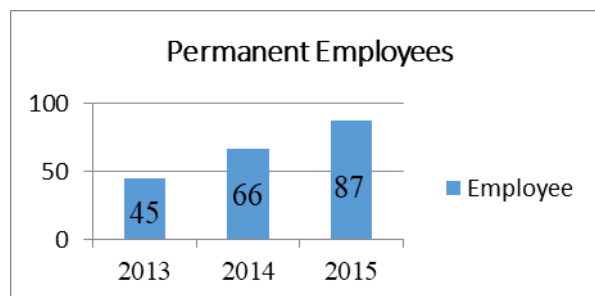

Figure 1. Number of Permanent Employees in Dreamland (2013-2015)
Source: Dreamland Profile, 2016

The development of tourism in Dreamland as described above is followed by the improvement of community welfare around the site in the form of income increase. For that reason, it is necessary to conduct a research on the impact of Dreamland Tourism Object in Ajibarang Sub-District Banyumas Regency on economy of local community. The development of tourism in a tourism object is reflected by the increase of tourist visits which may result in increased revenue generated by related elements, such as trade, hotel/lodging, restaurant, tourist transport or other services.

Dreamland tourist object in Ajibarang Sub-District has absorbed 87 local workers as permanent employees, 41 non-permanent employees, and casual laborers at certain moments or events. The number of casual laborers is uncertain depending on the situation and condition. The number of traders in the tourist site is 34 people, while the number of traders outside the tourist site is 26 people. Most traders sell foods and beverages, some sell swimming gears and sourvenirs. The restaurants or food stalls are next to the main road to Dreamland tourism object. Transportation services operated by the local community are motorcycle by 11 people, *becak* (pedicab) by 5 people, and *delman* (a vehicle pulled by a horse) by 4 people. Some of them have already worked on transportation service before working at Dreamland tourism object.

According to the workers, most of incomes generated from the work and business are spent on the cost of feeding the family, school fees for children, buying motorcycles and some spend their income to repair their homes. Most incomes are spent to meet the daily needs and pay school fees for children.

The development of tourism activities at Dreamland in Ajibarang sub-district affects the level of economic activity of the community and has a direct impact on community income, financial benefits and fulfillment of decent living needs of surrounding communities. Thus, our research's objectives are as follows:
(1) To analyze the traders income difference before and after trading at Dreamland.
(2) To measure whether the current trader income has full filled decent living needs.
(3) To analyze whether Dreamland's permanent employee's income has fulfilled their consumption needs.
(4) To analyze whether traders income has fulfilled their consumption needs.

RESEARCH METHOD

The type of this research is a comparative research which is to compare trader income before and after trading at Dreamland tourism object. Our research located in Dreamland tourism object, Ajibarang sub-district, Banyumas Regency. Samples of our research consists of 121 respondent which are 87 respondent are Dreamland's owner, Head of the Pancasan Village, and permanent employee of Dremland and 34 respondent who are traders that perform daily business around Dreamland.

The variables used in this research are:
(1) Income: It is defined as the amount of income in one month. The trader income is the amount of trader income earned from trading at Dream Land in one month. Employee income is the amount of employee income earned from working at Dreamland in one month.
(2) Consumption: it is defined as the amount of expenditure used to fulfill the needs of life within a month.
(3) Decent living needs: it is conceptually defined according to Indonesian Law Number 13 of 2013 as (*Kebutuhan Hidup Layak or KHL*)the standard of needs to be fulfilled by a worker to be able to live a decent life physically, non-physically and socially, for 1 (one) month. Operationally, KHL of trader and employee is the fulfillment of decent living needs of trader and employee households expressed by nominal amount of household expenditure each month.

The development of Dreamland tourism object has opened business opportunities for the surrounding community as traders at tourism site. Most visitors buy goods to the traders, so that the traders earn income and profit. The local community working as permanent or non-permanent employees are able to earn income to fulfill decent living needs.The researcher considers that it is important to present the results of previous researches conducted by other researchers as a basic assumption in the formulation of this research hypotheses. We present four hypothesis that expected to be tested.

First hypotheses came from the research by Hiariey and Sahusiwalane (2013) in Natsepa Beach who found that community who utilize tourism service will get greater income. The opening of business opportunities affect community income that can be used to meet the needs of life. Thus, our first hypothesis is:

H_1: There is a difference in trader income before and after trading at Dreamland.

Net income of trader is the amount of income per month minus amount of operational cost of trading per month ($\sum$ *income* - $\sum$ *cost*). Furthermore, to determine whether there is any difference in trader income before and after the existence of Dreamland we use two samples of Z correlated test:

$$Z = \frac{\overline{X}_1 - \overline{X}_2}{\sqrt{\dfrac{S_1^2 + S_1^2}{n_1 . n_2}}}$$

Where:

Z : Calculated z value is then called z count
$\overline{X}_1$: Average income after working at Dreamland
$\overline{X}_2$: Average income before working at Dreamland
S_1^2 : Standard deviation of income after working at Dreamland
S_1^2 : Standard deviation of income before working at Dreamland
n : Number of samples

Research by Tafalas (2010) concludes that the economic impact of the development of ecotourism is a change in income level, in livelihood and in welfare or the level of a person's decent living needs. Based on the result of his findings, so it can be said that tourism activities in a tourism destination object not only affect the income level of surrounding community, but also in terms of welfare and decent living needs (KHL). Thus, our second hypothesis in this research is:

H2: The trader income has fulfilled decent living needs.

To determine whether KHL of trader has been fulfilled or not, it is determined by calculating the proportion of income to expenditures to fulfill KHL as in Ali (2004):

$$\text{Ratio of KHL Fulfillment} = \frac{X}{Y}$$

Where

X : Employee/trader income
Y : KHL

With the criteria of proportion result:

< 1 : Has not fulfilled
≥ 1 : Has fulfilled

Furthermore, to determine whether trader and employee income has fulfilled decent living needs (KHL), we used z test as follows:

$$Z = \frac{\overline{X} - \mu_0}{\dfrac{S}{\sqrt{n}}}$$

Where:

Z : Calculated z value is then called z count
μ_0 : Decent living needs of trader and employee
$\overline{X}$: Trader and employee income
S : Standard deviation of trader and employee income
n : Number of samples

Zaei and Zaei (2013) states that tourism is a sector that give prominent contribution to employment opportunities both directly and indirectly through the supply of goods and services. Ajala (2008) found that there is some indication that the tourism industry is capable of being the driving force of employment and finance, not only around the tourism area, but also has a multiplier effect for the national economy. Also, Mehraliyev (2014) stated that small businesses in tourism site are able to survive, grow and develop to be more varied and generate satisfactory income. Tafalas (2010) in his research suggests that there must be changes in income level, livelihood and consumption patterns in tourism activities. Thus, our third and fourth hypotheses are as follows:

H3: Employees income has fulfilled their consumption needs.
H4: Traders income has fulfilled their consumption needs.

The amount of consumption in this research is calculated by summing all types of goods or services used in a month converted to the value of rupiah. So, to determine whether the income of trader and employee has fulfilled their consumption needs or not, it is used the formula as follows:

$$Z = \frac{\overline{X} - \mu_0}{\frac{S}{\sqrt{n}}}$$

Where:
    Z   : Calculated z value is then called z count
    μ_0 : Employee/trader consumption
    $\overline{X}$: Employee/trader income
    S   : Standard deviation of employee/trader income
    n   : Number of samples

RESULT AND DISCUSSION

Trader Income Difference Before and After Trading at Dreamland

In this sub-section, according to the problem formulation and research hypothesis, the first step is to analyze trader income differences before and after trading at Dreamland. However, the research respondents also consisted of Dreamland employees. Thus, the researcher used data of employees and traders at Dreamland in analyzing income difference.

The existence of Dreamland tourism object and its tourism activities has raised new hope for the surrounding community, a new hope of better life than before by becoming employees or traders at the tourism site. By becoming employees or traders at Dreamland visited by many local and foreign tourists, their income will increase, and in the end a decent life can be fulfilled. The surrounding community working and trading at Dreamland hope to earn additional or increased income to fulfill their need, as shown in the table of increase in employee and trader income at Dreamland as depicted in Table 1.

Table 1. Summary of Income of Employees and Traders Before and After in Dreamland

Income	Before (IDR)	After (IDR)	Difference	Increased Income (%)
Lowest	0	1,300,000	(2,800,000)	-63
Highest	5,000,000	23,000,000	21,920,000	2,500
Average	945,000	3,294,000	2,349,000	200

Source: Primary Data Processed, 2016

Based on Table 1, it can be seen the increasing income generated by employee and trader before and after working at Dreamland. The highest income increase was up to 2500%. Increased income reaching thousands of percent can occur because their income was minimal before working at Dreamland. As experienced by one of the employees, he previously worked as casual laborer who

worked only when needed by someone with an average income of IDR 50,000 per month. After becoming an employee at Dreamland, he earned an income of IDR 1,300,000.00 per month. However, there were employees whose income decreased after working at Dreamland, the decrease was up to -63%. This was because the employee earned more salary in the previous job than at Dreamland. However, the employee chose to work at Dreamland because the income can fulfill his needs and he can be together with his family.

To strengthen our result whether there is an increasing income after working at Dreamland than before or not, we performed z difference test. However, before performing the z difference test, we test its normality of the data using Kolmogorov Smirnov. The result of this test concluded that our data are normally distributed. After normality test we then conduct the z difference test that resulted in Table 2.

Table 2. Result of Statistical Test of Trader Income Difference Before and After Trading at Dreamland

z count	z table	Sig. (2-tailed)
-8.590	-1.98	0.000

Source: Primary Data Processed, 2016

it can be seen from Table 2 that z count value of -8.590 is greater than z table value of -1.98 (-8.580>-1.98), this means that z count is greater than z table of 1.98. From this result, it can be concluded that Ho is rejected and Ha is accepted, Ha =$\mu_2 < \mu_1$. In addition, it is also obtained a significance value of 0.000 smaller than 0.05 (0.000 < 0.05). The result of this analysis means that the first hypothesis that employee and trader income after working at Dreamland is higher than before working at Dreamland is accepted.

Employee and trader incomes before and after working at Dreamland have a significant difference, and indicate an increase. This is also supported by the result of statistical test using Wilcoxon test indicating that respondent income is greater or increases after working at Dreamland than before working at Dreamland, which occurs in 113 respondents. While those who experience a decrease in income or having higher income before working at Dreamland are 8 respondents. Thus, it can be said that tourism activities at tourism object have a positive impact on the economy of surrounding community by increasing the income of employees and traders at Dreamland tourism site. Most of employees and traders working at Dreamland are community living around the tourism site.

Income and Fulfillment of Decent Living Needs (KHL) of Trader and Employee
Tourism activities at Dreamland tourism object located in Pancasan Village Ajibarang Sub-District Banyumas Regency have been proven to increase employees and traders' income in the tourism site. Income generated by employees and traders are mostly spent to fulfill the daily needs of their family in accordance with decent living needs (KHL). KHL is a standard of needs that must be fulfilled by a worker to be able to live a decent life physically, non-physically and socially for 1 (one) month, including food, clothing, housing, education, health, transportation, recreation and savings.

The fulfillment of decent living needs of employees and traders at Dreamland Ajibarang sub-district from the income generated by working or trading at Dreamland, is presented in the Table 3 below.

Table 3. Summary of KHL Fulfillment by Employee and Trader at Dreamland

Category	Income at Dreamland	Decent Living Needs	KHL Fulfillment Ratio	Category
Lowest	1,030,000	Rp 500,000	0.44	Has Not Fulfilled
Highest	23,000,000	Rp 12,000,000	12.23	Has Fulfilled
Average	3,284,000	Rp 1,475,000	2.00	Has Fulfilled

Source: Primary Data Processed, 2016

Table 3 explains that from 121 respondents consists of 87 employees and 34 traders at Dreamland, on average they able to fulfill their decent living needs. Our result on KHL fulfillment of employee and trader at Dreamland indicates that most workers or 105 people (87.78%) have fulfilled decent living needs (KHL), while the remaining of 16 people (13.22%) have not fulfilled decent living needs (KHL). When seeing from trader only, from 34 traders taken as the respondents, there are only 3 traders (8.83%) whose income has not fulfilled decent living needs (KHL). Because the average fulfillment level of decent living needs of employees and traders is above 1, which is 2.00. When the average is calculated separately, it can be obtained the average of employee's KHL fulfillment of 1.34 and the average of trader's KHL fulfillment of 2.26. Thus, it can be said that the employee and trader income at Dreamland has fulfilled decent living needs (KHL).

To determine whether the income of trader and employee has fulfilled their consumption needs or not, we used the z test. The result of the z test is presented in Table 4.

Table 4. Result of Statistical Test of KHL Fulfillment

Z count	Z Table	Significance Level (2-tailed)
-9.546	-1.98	0.000

Source: Primary Data Processed, 2016

From Table 4, it can be determined that the result of difference test analysis obtains z count value of -9.546 greater than z table value of -1.98 (-9.546>-1.98) and obtains a significance value of 0.000 smaller than 0.05 (0.000 < 0.05). The result of this analysis means that the second hypothesis stating that trader income has fulfilled decent living needs is accepted. It means that tourism activities at Dreamland tourism area Ajibarang sub-district have a positive economic impact for the surrounding community, especially the community trading at Dreamland, so that they earned a decent income and have fulfilled decent living needs in their lives.

The result of our research is in accordance with the result of Mbaiwa and Stronza (2010), Zaei and Zaei (2013) that tourism object has a significant effect on the economic life of the community in opening business opportunity which has impact on community income used to fulfill the needs of life and for social activities in the community.

Income and Consumption of Employee and Trader
The existence of Dreamland tourism object and its tourism activities has brought changes to the surrounding community. Related to economic impact, the change is a change of livelihood of some people in Pancasan village into employees or traders at Dreamland. Livelihood change occurs due to causing factors coming from the community themselves or outside the community (Naibaho, 2013). The livelihood change experienced by employees and traders at Dreamland is caused by the community factor, which is economic factor because they did not have sufficient income to meet the daily needs, so that it needs to be changed by switching job or business to be employee or trader at Dreamland in the hope of fulfilling decent living needs. The fulfillment of decent living needs is similar to consuming.

As with the consumption performed by employees and traders at Dreamland, the highest consumption category is food and beverage, this is highly reasonable because food and beverage are primary needs of human beings as living creatures. The amount of income spent for this category in a family depends on the number of family members, food pattern, amount and type of food and beverage consumed.

Employees and traders at Dreamland are trying to fulfill these various types or categories of consumption such as child's education, family health care, recreation and saving or various other investments. Seeing from our result in Table 3 and 4 on KHL fulfillment, it is obtained the result that decent living needs (KHL) of employees and traders have been fulfilled. This means that employees and traders income has fulfilled their consumption needs.

Table 5 shows that Dreamland employee's income has fulfilled their consumption. it can be seen that the result of difference test analysis obtains z count value of -6.131 greater than z table value of -2.000 (-6.131>-2.000) and obtains a significance value of 0.000 smaller than 0.05 (0.000 < 0.05). Thus, the third hypothesis stating that employee's income has fulfilled their consumption is accepted.

Table 5. Result of Statistical Test of Employee Consumption Fulfillment

Z Count	Z Table	Significance Level (2-tailed)
-6.131	-2.000	0.000

Source: Primary Data Processed, 2016

From Table 6, it can be determined that the result of difference test analysis obtains z count value of -4.855 greater than z table value of -2.021 (-4.855>-2.021) and obtains a significance value of 0.000 smaller than 0.05 (0.000 < 0.05). Thus, the fourth hypothesis stating that trader's income has fulfilled their consumption needs is accepted.

Table 6. Result of Statistical Test of Trader Consumption Fulfillment

Z Count	Z Table	Significance Level (2-tailed)
-4.855	-2.021	0.000

Source: Primary Data Processed, 2016

Dreamland tourism object and its tourism activities have provided job and business opportunities to surrounding community, so that they earn a decent income which can be spent to fulfill decent living needs and fulfill their consumption to continue their lives in the future. Thus, the existence of Dreamland tourism object has a positive economic impact to increase income and decent living for the surrounding community. As in Naibaho (2013), the impact of tourism on socio-economic condition can be seen from the level of income, business and employment, and changes in people's livelihood.

CONCLUSION

Based on the results and data analysis, it can be concluded that Dreamland tourism object in Ajibarang Sub-District Banyumas Regency has a positive economic impact for the surrounding community in opening job and business field. Most of employees and traders working at Dreamland tourism object are local community.

Tourism activities at Dreamland tourism object Ajibarang sub-district have provided employment opportunity to the community and business opportunity to become traders at Dreamland tourism object. This research has proven that employee and trader income at Dreamland has increased and has fulfilled KHL and their consumption needs. This indicates that the existence of Dreamland tourism object affect the welfare of surrounding community.

The significant economic role in tourism activities at Dreamland for the surrounding community should get attention from the Dreamland owner and manager as well as local government of Banyumas Regency. Dreamland owner and manager should further enhance the activities of tourim object so as to recruit more local employees and increase the number of traders. The local government should continue to develop tourism activities to further develop, so that the new job and business opportunities are open to local communities. Thus, more people in the regions of Banyumas Regency are able to increase income and welfare.

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