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International Conference on Hospitality and Tourism Studies (ICONHOSTS) 2022

October 27, 2022 – October 28, 2022



INTERNATIONAL CONFERENCE ON HOSPITALITY AND TOURISM STUDIES (ICONHOSTS)

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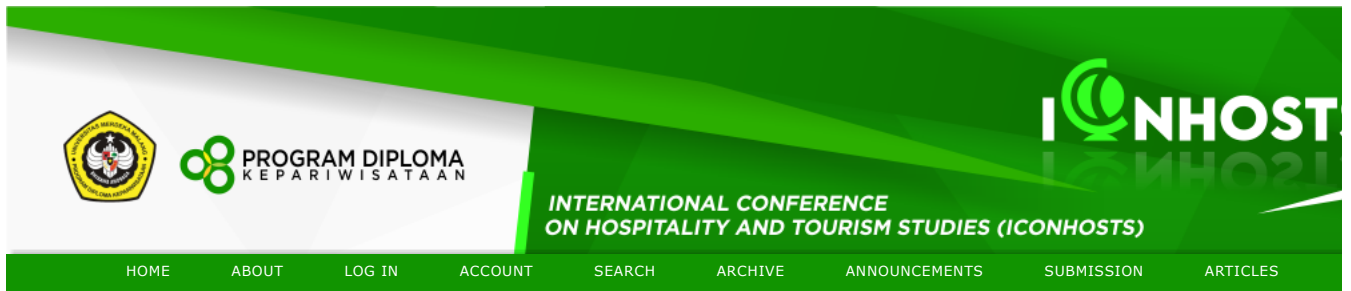
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International Conference on Hospitality and Tourism Studies (ICONHOSTS)

Diploma in Tourism of Merdeka University Malang

The Effect Of Kaliwatu Rafting Tourism Development On Increasing Community Economic Income

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Abstract

Kaliwatu rafting, is one of the rafting locations in the city of Batu which is in great demand by the whole community, both families and institutions. The location of Kaliwatu Rafting is very safe and comfortable, Kaliwatu Rafting also has various rides that are served for all ages, from children to adults. From the description above, researchers are interested in conducting research to see the influence of the existence of Kaliwatu rafting in terms of Location Factors, Tourism Promotion Factors, Accessibility, Infrastructure and Accommodation on the income of the community around the location. This study uses a quantitative descriptive method with the location in the community around the Kaliwatu Rafting tourist attraction. Sample size 98 respondents with sampling technique using probability sampling. The results showed that location, accessibility promotion, and accommodation had a significant effect on increasing community economic income around the Kaliwatu Rafting tourist destination, but facilities and infrastructure had no significant effect on increasing community economic income, this is because facilities and infrastructure are internal variables in the sense that they are factors that located in a location so that it does not affect income in contrast to the location variable is an external variable so that in the location variable the community can carry out their activities such as walking around the location.

Keywords: Promotion, Location, Accessibility, Kaliwatu, tourism

Introduction

Batu City issued a Destination Branding logo with the name “Shining Batu” on May 31, 2013. This Shining Batu has a more philosophically strong meaning, describing that the area is comfortable, safe-peaceful, prosperous gemah-ripah lohjinawi economically, and imbued with togetherness high among residents (Aleonita & Andjarwati, 2020). Harmonious relationship between citizens and their government, and a strong relationship between all stakeholders of Batu Tourism City (KWB). The word Shining Batu has a strong philosophical meaning that includes all parts of Stakeholders who play an important role in contributing to Batu City. Tourism in Batu City has a very important role, because almost 50% of Batu City's regional income comes from the tourism sector (Lestari, 2018). Stone with "Shining Batu" is its own attraction to attract tourist visits to visit several tourism

destinations in Batu City. One of the tourist destinations in Batu City that is currently "trending" is Rafting. There are several very challenging rafting spots in Batu city, including Pujon Rafting, Kasembon Rafting, Natural Stone Rafting and Kaliwatu Rafting. The existence of various kinds of rafting places provides options for visitors who like challenging tours and adrenaline rushes.

Kaliwatu rafting, is one of the rafting locations in the city of Batu which is in great demand by the whole community, both families and institutions. (Rofiq et al., 2020). In addition to the rapids that are very adrenaline-pumping, the location of the Kaliwatu Rafting base camp in the middle of the city of Batu increasingly makes tourists love Kaliwatu rafting. Kaliwatu Rafting is located in Bumiaji Village, Batu City. Precisely on the Brantas River in Pandanrejo Village, Bumiaji District, Batu City. This place is perfect for sports fans by using the sensation of the Brantas river flow in Batu City. In addition to offering the sensation of river flow, but also by testing your adrenaline if you visit this place. Along the journey along this river, visitors will be spoiled by the swift currents of the river with an unspoiled river atmosphere with steep, rocky cliffs and several small waterfalls coupled with rapids that provide challenges for each participant. Because there are quite a lot of rest areas that can be used as a stop to relax the tense muscles. The location of Kaliwatu Rafting is very safe and comfortable, Kaliwatu Rafting also has various rides that are served for all ages, from children to adults. From the description above, researchers are interested in conducting research to see the influence of the existence of Kaliwatu rafting in terms of Location Factors, Tourism Promotion Factors, Accessibility, Infrastructure and Accommodation on the income of the community around the location

Literature Review

Tourism planning and development is a dynamic and continuous process towards a higher value level by making adjustments and corrections based on the results of monitoring and evaluation as well as feedback on the implementation of previous plans which are the basis of policies and are missions that must be developed. Tourism development is carried out aiming to make tourism advance and develop towards a better direction in terms of the quality of infrastructure, facilitate access anywhere, become a desired destination, and make good economic benefits for the surrounding community. (Santosa, 2015). In the development of tourism objects in improving the local economy, there are supporting and inhibiting factors, where both of these factors indicate what supports the development of the tourism object so that it can improve the economy of the surrounding community, so what are the barriers to the development of tourism objects in the community's economic sector. decrease. Supporting factors (Location Factors, Tourism Promotion Factors, Accessibility, Infrastructure and Accommodation).

The growth of basic human needs such as food, clothing and housing is largely determined by the size of the income obtained from an individual in meeting the needs of his life and his family. The income indicator is that people's income is highly dependent on the field of business, employment level, general education level, productivity, business prospects, capital and others. These factors are the cause of differences in the level of income of the population. Income distribution indicators that will provide guidance on aspects of

income distribution that have been achieved. This assumption becomes a study to measure people's income (Suparno, 2016).

Research Methods

This study uses a quantitative descriptive method with the location in the community around the Kaliwatu Rafting tourist attraction. Furthermore, because the existing population is unknown in number, the determination of the number of samples uses the opinion of (Hair, Jr, 2015) where if the population is unknown, the sample size is determined by multiplying the existing indicators by 5-10. In this study, the number of indicators was 14, so the researcher used the limit for determining the sample size of $14 \times 7 = 98$ respondents. The sampling technique used in this study is probability, sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The data sources in this study use primary and secondary data. Primary data collected by the researcher himself directly from the first source or the place where the research object was conducted. Sources of secondary data in this study are literature, articles, journals and internet sites related to research. Data collection techniques carried out by researchers include distributing questionnaires, interviews, observation, and documentation. Interviews conducted by researchers are using semi-structured interview techniques (Sugiono, 2016). The data analysis technique used multiple regression test, F test and t test.

Framework Research

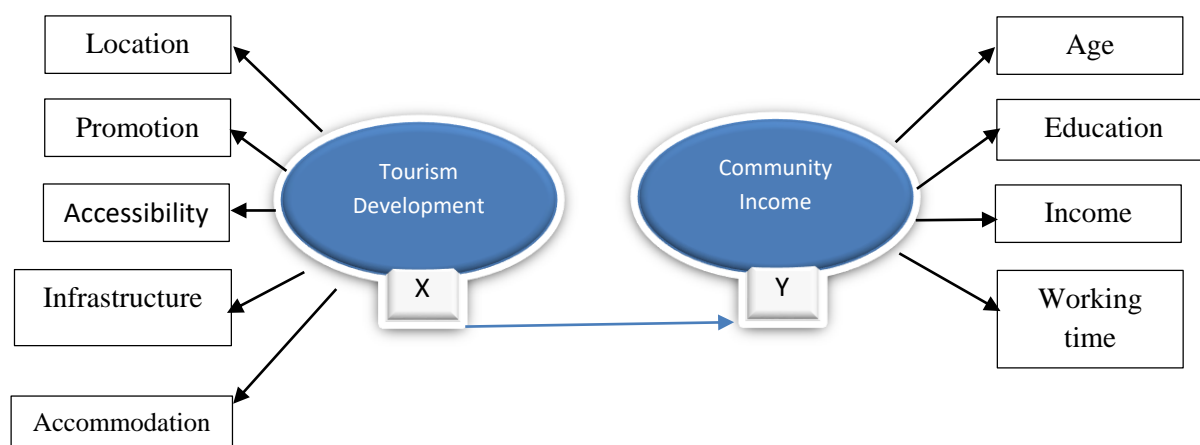


Figure 2: Thinking Framework, 2021 (processed)

The variables, indicators and a list of statements in this study can be seen in the following table:

Table 1: Variables, indicators and statement items

| No | Variable | Indicator | Statement items |
|----|---------------|-----------|--|
| 1 | Location (X1) | Reachable | With a strategic location, this tourist attraction is easy to reach (X1.1) |

| No | Variable | Indicator | Statement items |
|----|------------------------------------|---|---|
| | | Can be used as business land | The location around Kaliwatu Rafting is very easy to be used as business land and additional livelihoods (X1.2) |
| 2 | Promotion (X2) | Become an attraction | The promotions carried out will increase tourist attraction to visit this Kaliwatu Rafting tourist attraction (X2.1) |
| | | Increase visits | Social media is one of the promotional areas that is quite often used and will increase the number of tourist visits (X2.2) |
| 3 | Accessibility (X3) | The road is easy to pass | Public roads leading to the Kaliwatu Rafting Tourism Object can be passed easily (X3.1) |
| | | The role of society | The community has an important role to help visitors travel to the Kaliwatu Rafting tourist attraction (X3.2) |
| 4 | Facilities and Infrastructure (X4) | Completeness of facilities and infrastructure | The facilities and infrastructure provided by the manager are quite complete, tourists feel comfortable and happy (X4.1) |
| | | Cleanliness of facilities and infrastructure | The clean facilities provided are also a more attractive attraction for this tourist attraction (X4.2) |
| 5 | Accommodation (X5) | There are lodging facilities | In the vicinity of the Kaliwatu Rafting Tourism Object, there are lodging facilities for tourists who want to spend the night and stay longer in this tourist attraction (X5.1) |
| | | Affordable lodging prices | The price of lodging provided by the manager is quite affordable, so that visitors are not burdened (X5.2) |
| 6 | Community Income (Y) | Age | With productive age, income will increase much more (Y1.1) |
| | | | With the Kaliwatu tourism object, people's income also increases and helps other economic activities (Y1.2) |
| | | Working Time | People who work in Kaliwatu have different working hours and different income (Y1.3) |
| | | | With the Kaliwatu tourism object, working hours are increasing and income is increasing (Y1.4) |

| No | Variable | Indicator | Statement items |
|----|----------|--------------------|---|
| | | Level of education | The education level of the community around Kaliwatu is mostly graduates with a high school education level (Y1.5) |
| | | | With the Kaliwatu tourism object, you can increase your income so you can send your children to a higher level (Y1.6) |
| | | Total Income | With the Kaliwatu tourism object, the community's income has increased (Y1.7) |
| | | | With an increasing amount of income, people can meet their daily needs (Y1.8) |

Results And Discussion

A total of 98 respondents filled out this research questionnaire online and offline. The results of the tabulation of data that have been carried out can be sorted according to the needs of researchers such as respondent data or distribution of respondents (gender, occupation, income and length of time using transportation), partial test, simultaneous ANOVA test and determination of multiple linear regression equations. All analyzes carried out or hypothesis analysis of each path obtained from the path analysis results using SPSS software are as follows:

Respondent Distribution

The distribution of respondents who answered in this study were classified according to gender, occupation and length of stay around or in the study area of this study, which can be seen in the following table:

Table 2: Description of Research Respondents

| No | Gender | Amount | Prosentase |
|----|-------------------|--------|--------------|
| 1 | Man | 58 | 57.14 |
| 2 | Perempuan | 42 | 42.86 |
| | Amount | 98 | 100 |
| No | Work | Amount | Prosentase |
| 1 | civil servant | 6 | 6.12 |
| 2 | Private | 35 | 35.71 |
| 3 | entrepreneur | 34 | 34.69 |
| 4 | Mahasiswa/pelajar | 17 | 17.35 |
| 5 | Other | 6 | 6.12 |
| | Amount | 98 | 100 |
| No | Lama Tinggal | Amount | Prosentase |
| 1 | 0 - 1 Years | 16 | 16.33 |
| 2 | 1- 2 Years | 23 | 23.47 |
| 3 | 2-3 Years | 27 | 27.55 |
| 4 | 3-4 Years | 21 | 21.43 |

| | | | |
|--------|------------------|----|------------|
| 5 | 4 years and over | 11 | 11.22 |
| Amount | | 98 | 100 |

Source: Primary Data, processed, 2021

Dari tabel Deskripsi responden yang ada pada tabel 2 dapat diketahui bahwa responden penelitian berjenis kelamin laki-laki sejumlah 58 (57.14%), jenis pekerjaan yang paling banyak adalah swasta sejumlah 35 responden (35.71%), dari sisi lama tinggal di sekitar tempat wisata responden yang terbesar adalah 2-3 tahun sejumlah 27 responden (27.55%)

Multiple Linear Regression Analysis

$$\text{Equation : } Y = a + b_1x_1 + b_2x_2 + b_3X_3 + b_4X_4 + b_5X_5 + 1$$

Table 3: Multiple Linear Regression Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|--|------------|---------------------------|-------|-------|
| | B | Std. Error | B e t a | | |
| <i>Constant</i> | 0.592 | 0.180 | | 3.282 | 0.001 |
| <i>Location (X1)</i> | 0.341 | 0.049 | 0.414 | 6.999 | 0.000 |
| <i>Promotion (X2)</i> | 0.162 | 0.042 | 0.221 | 3.833 | 0.000 |
| <i>Accessibility (X3)</i> | 0.149 | 0.041 | 0.213 | 3.655 | 0.000 |
| <i>Facilities and Infrastructure (X4)</i> | 0.037 | 0.041 | 0.058 | 0.907 | 0.367 |
| <i>Accommodation (X5)</i> | 0.160 | 0.040 | 0.253 | 4.002 | 0.000 |
| Dependent Variable | Community Income (Y) | | | | |
| R | 0.916 | | | | |
| R2 | 0.840 | | | | |
| R2 Adjusted | 0.831 | | | | |
| F hitung | 96.266 | | | | |
| Probability | 0.000 | | | | |
| Line Equation | $Y = a + b_1x_1 + b_2x_2 + b_3X_3 + b_4X_4 + b_5X_5 + \epsilon_1$ | | | | |
| Result | $Y = a + 0.341X_1 + 0.132X_2 + 0.149X_3 + 0.0374X_4 + 0.160X_5 + \epsilon_1$ | | | | |

Source: Primary Data, retrieved (2021)

From table 3 it can be seen that the constant value is 0.592 which means that if the Kaliwatu Rafting tourist destination does not have a good location, promotion, accessibility, infrastructure and good accommodation, the income of the community is 0.592, so tourism development (location, promotion, accessibility, infrastructure and accommodation) have a role in increasing the income of the community around existing destinations. The value of the results of multiple linear regression as a whole is significant, meaning that all variables from tourism development have an influence on community income, this is evidenced by the sig value of each variable where the value is below alpha (0.05 or 5%) except for the

sapras variable where the significant value is greater than alpha ($0.367 > 0.05$) so that the facilities and infrastructure variable can be said to be insignificant.

Discussion

1. **The influence of location on the income of the community around the Location of the Kaliwatu Rafting Tourism Destination**

Location has a significant effect on the income of the community around the location of the Kaliwatu Rafting tourist destination, this is because the location of Kaliwatu is strategic and easy to reach and more importantly, the location around Kaliwatu Rafting is very easy to use as business land and additional livelihoods. This research contradicts the research conducted by (Adilarif, 2020) Variabel lokasi tidak signifikan terhadap keputusan berkunjung wisatawan pada Taman Nasional Bromo Tengger Semeru, dan hasil penelitian Hypothesis testing using the t test shows that "the three independent variables studied were proven to have a significant partial effect on the dependent variable traders' income (Sari et al., 2020)

2. **The effect of promotion on the income of the community around the Location of the Kaliwatu Rafting Tourism Destination**

Promotion has a significant effect on the income of the people around the Kaliwatu Rafting tourist destination, this is because the promotions carried out so far will add to the tourist attraction to visit this Kaliwatu Rafting tourist attraction as well as the promotion of social media, one of the promotional lands that is quite often used and will increase number of tourist visits. This research contradicts the research conducted by (H. I. A. Wibowo et al., 2019) shows that there is no effect of the Promotion variable on the decision to visit the waterpark, and the results of the study (Handayani et al., 2017) The promotion variable has no significant effect on the variable of increasing the number of visits, but this study is in line with research conducted by (Oroh et al., 2015) Tourism Promotion has a significant effect on Tourist Satisfaction.

3. **The influence of accessibility on the income of the community around the Location of the Kaliwatu Rafting Tourism Destination**

Accessibility has a significant effect on the income of the community around the location of the Kaliwatu Rafting tourist destination, this is because the public road to the Kaliwatu Rafting Tourism Object can be passed easily and the community has an important role to help visitors travel to the Kaliwatu Rafting tourist attraction. This research is in line with research conducted by (Sudarwan et al., 2021) facilities, accessibility, and tourist attraction simultaneously have a positive and significant effect on tourist satisfaction and this study is contrary to research conducted by (Camelia & Begawati, 2020) Accessibility does not have a significant effect on Tourist Visiting Decisions at Gandoriah Beach Tourism Objects in Pariaman City.

4. The Influence of Facilities and Infrastructure on the Income of the people around the Location of the Kaliwatu Rafting Tourism Destination

Facilities and infrastructure have no significant effect on the income of the community around the location of the Kaliwatu Rafting tourist destination, this is because the availability of facilities and infrastructure that are quite complete are facilities that exist in the destination so that it does not have a direct impact on the income of the community around the tourist destination. Based on the results of previous studies, facilities and infrastructure affect tourist satisfaction on the island of Pasumpahan. (Ryanda & Wulansari, 2021) facilities and infrastructure have a significant influence on visitor satisfaction at the Umbul Ponggok tourist attraction, Klaten (Kiswanto & Susanto, 2019).

5. The Effect of Accommodation on the Income of the People Around the Location of the Kaliwatu Rafting Tourism Destination

Accommodation has a significant effect on the income of people around the location of the Kaliwatu Rafting tourist destination, this is because around the Kaliwatu Rafting Tourism Object there are lodging facilities for tourists who want to spend the night and stay longer in this tourist attraction and the price of lodging provided by the manager is quite affordable, so that visitors are not burdened. This research is in line with research conducted by (Purwanggono & Akiriningsih, 2015) accommodation, and tour guides to the interest of tourists to revisit the Nglanggeran tourist area.

Conclusion

This study examines the Effect of Kaliwatu Rafting Tourism Development on Increasing Community Economic Income. Tourism development is seen from 5 elements such as: location, promotion of accessibility, infrastructure and accommodation. The results showed that location, accessibility promotion, and accommodation had a significant effect on increasing community economic income around the Kaliwatu Rafting tourist destination, but facilities and infrastructure had no significant effect on increasing community economic income, this is because facilities and infrastructure are internal variables in the sense that they are factors that located in a location so that it does not affect income in contrast to the location variable is an external variable so that in the location variable the community can carry out their activities such as walking around the location. In community empowerment, it is also necessary to pay attention to the existence of existing tourism awareness groups (pokdarwis) (Hidayatullah et al., 2018)(Hidayatullah et al., 2017) as well as the development of the existing local economy (Hidayatullah & SBW, 2011). Furthermore, in the current era of digital communication, promotions must also be more intense on internet media, especially at the millennial age (Amelia & Hidayatullah, 2020) (Rachmawati et al., 2019)(Eman et al., 2021). So that tourists who come are also happy with the destination, they must also maintain and maintain existing qualities such as the quality of service (when on location and ordering), quality of information (when they need ordering information and

on location) and quality of the system (informative news). (Hidayatullah et al., 2020)(R. Wibowo et al., 2021)(Alvianna et al., 2020)

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CERTIFICATE

This is to certify that

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