

CERTIFICATE

NO: 018/UN8.1.2.1/ICSSE/2020


This is to certify that
Dr. Herry Porda Nugroho Putro, M.Pd.
Has participated as
Presenter

In the 2th International Conference on Social Science Education (ICSSE) on
“Promoting Environmental Sustainability through Social Sciences Perspective”

Organized by:
Department of Social Science Education, Faculty of Teacher Training and Education, Lambung Mangkurat University
on September 26, 2020
at Lambung Mangkurat University, Banjarmasin

Dean,

Dr. Chairil Faif Pasani, M.Si.

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Dr. Deasy Arisanty, M.Sc.

Impact of Tourism for Economic Activities of Riverbank Communities in the Jingah River District, Banjarmasin City

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ABSTRACT

Tourism is a sector that continues to be developed because it has a strategic function as a support for community economic growth. Various types of tourism activities continue to be developed by the government to create tourism that has a positive impact on the economy of the community. In South Kalimantan, tourism is developed with its main focus being river tourism. Jingah River Village in Banjarmasin City is part of the river tourism channel in Banjarmasin City. This article aims to describe the economic activities of the people that took place in Sungai Jingah Sub-District as an impact of tourism development in the city of Banjarmasin. Approach qualitative with descriptive methods used in this study. Interviews were conducted with the community, tourist visitors, and officials of Sungai Jingah Sub-District, Banjarmasin City. Data obtained from interviewees reduced presented to obtain a research conclusion. Data validity testing is done to get the validity of the data obtained from the informant. The results of the study illustrate that there are three main economic activities that take place in the Sungai Jingah Sub district from tourism in Banjarmasin City, namely the Sasirangan fabric industry, transportation travel and sale of traditional foods and cakes. River-based tourism in Banjarmasin City give out positive impact on the economy as a source of community income in the Sungai Jingah Sub district, Banjarmasin City.

Keywords: *Tourism, economic activity, and community riverbanks.*

1. PRELIMINARY

Tourism and the economy are two interrelated sectors. The development of tourism will also develop well if it is followed by economic activity. In its implementation, tourism will have an impact on people's lives as a means of providing employment and increasing people's income [1]. The tourism sector has the potential to continue to be developed as a source of income for a region. Tourism development involves various aspects of society including social, cultural, and economic. In line with the regulation of Law No. 10 of 2009 concerning Tourism, it is stated that tourism development is developed with the approach of economic growth and equity for the welfare of the people and development-oriented to regional development, based on the community,

Tourism as a driver of the economic sector can be a solution for the government in increasing economic development [2]. The tourism sector not only touches certain economic groups but can reach the lower classes. There is a significant and positive relationship between the tourism sector and the community economy with sectoral cooperation [3].

In Banjarmasin, South Kalimantan, the tourism sector that continues to be developed by the government is river-based tourism. This is because South Kalimantan is a river waters area, which covers an area of 17,610 square kilometers or around 47.62% covering river waters [4] and is

strengthened by the Banjarmasin Mayor Regulation No. 25 of 2016 concerning Management and Development of River-Based Tourism. The regulation states that the purpose of river-based tourism is to increase tourist arrivals and improve the economy of the community.

The river-based tourism sector in Banjarmasin is now strengthened by the Banjarmasin river alignment program. Riverwalk is a tourist activity in Banjarmasin, South Kalimantan by visiting various locations in Banjarmasin via river transportation. One of the locations that are part of the tour of the along the river is the Jingah River Village. Sungai Jingah Sub-District is an old village in the city of Banjarmasin. Geographically, the Jingah River Village is one of the villages in the North Banjarmasin District. Specifically, the area is on the edge of the Martapura river [5].

With the existence of tourism will have an impact on the area around tourism with the presence of various economic sectors, such as establishing accommodation, services (transportation), stalls, and others. These activities can increase people's income and reduce the unemployment rate. Based on this, in connection with the Jingah River Village which is part of river tourism in the city of Banjarmasin, the researcher wants to describe how the economic activities of the community from the existence of

river-based tourism activities in the city of Banjarmasin, South Kalimantan.

2. RESEARCH METHODS

This study aims to describe the economic activities of the community that took place in Sungai Jingah Sub district, Banjarmasin City, as a result of tourism. Therefore, this research uses a qualitative approach with descriptive methods. The qualitative approach produces descriptive data in the form of written or oral words from the observed symptoms. The approach is directed at the individual background holistically [6].

The study was conducted in Sungai Jingah Sub-District, North Banjarmasin District, Banjarmasin City, South Kalimantan Province. The research was carried out on November 29, 2019, until December 8, 2019. Then an extension of the study was carried out on December 14, 2019, until December 22, 2019. The data needed in the study centered on community economic activity. The data source was determined purposively. The purpose of the purposive data source is the informant who is chosen based on the characteristics that have been determined. Purposive is a strategy to determine informants with selected criteria that are relevant to the research problem [7].

Data collection techniques used include observation, interviews, and documentation. Observations were made to observe matters relating to community economic activities in the Sungai Jingah Sub-District. Interviews were conducted not only for people who lived along the river, but also conducted interviews with village officials so that complex data related to community economic activities were found along the riverbanks of Sungai Jingah Urban Village.

Data analysis techniques and data validity in the study following Milles and Huberman [6] started from data reduction, data presentation, and verification, or drawing conclusions. The data validity technique is done through the extension of observation, and triangulation.

3. RESEARCH RESULTS AND DISCUSSION

In meeting the needs of human life is closely related to economic aspects. The word "economy" is often interpreted as a way for humans to meet their daily needs related to the process of fulfilling everyday life [8]. Communities on the banks of the Sungai Jingah Sub District, initially their economic activities relied on the manufacture of coconut oil or the community referred to as *lala'an* oil, as an economic activity that utilizes the natural resources they have. Nowadays, there is an increase in population, so that it affects the availability of basic ingredients in the form of coconuts because it has changed into residential areas on the mainland. As a result, there was a shift in community economic activity with various professions.

Communities along the river are generally classified as low income, and only a small proportion have permanent jobs. Most work odd jobs by taking advantage of existing opportunities. Basically, the government has an important

role in terms of providing the means to carry out economic activities for the community, so that the creation of social welfare. No exception to the people on the banks of the river in Sungai Jingah Sub district. The making of Sungai Jingah Village as a tourist village also influenced the community's economic activities. The development of tourism in Banjarmasin City has an impact on the economic activities of the local community [9].

The settlement of the problems of settlements that occupy riverbanks is by presenting centers of economic activity and urban recreation as an effort to improve economic conditions or living standards of the people [10]. The development of river conservation through tourism is an effort that requires awareness and participation from all parties, both by the community and from the government so that it can have a sustainable impact on the community [11]. Tourism is not a stand-alone activity, but the success of the tourism sector is strongly supported and there is a mutually influential relationship with a range of other business sectors that produce goods and services including tourist attractions, tourism areas, tourist transportation services, travel services, food, and beverage services, providing accommodation, organizing entertainment and leisure activities [5].

Likewise, Pula with river tourism in Banjarmasin in implementation is interconnected with other sectors. As a result, it has an impact on society, namely the economic sector. In the Jingah River Village as part of the Banjarmasin river tour, there are three basic economic activities carried out by the community including the Sasirangan fabric industry, river tourism transportation, and economic activities in the form of traditional food and cakes.

First, economic activity in the form of the Sasirangan fabric industry. A variety of Sasirangan fabric products are available in Sungai Jingah Village. The economic activities of the community in conducting the Sasirangan industry are strongly influenced by tourism in the city of Banjarmasin. Sasirangan fabric is used as a product that can be enjoyed by tourists. When entering the Jingah Sungai Sub district area of Banjarmasin City, tourists will find various production sites and Sasirangan fabrics. Various Sasirangan fabric products are produced with various motifs. Sasirangan fabric industry business provides employment opportunities for the community. There are those who work as scribes, motif makers, up to yarn pullers [12].



Figure 1 Sasirangan Fabric Sales Collection
Source: Researcher's Documentation, 2019

Second, river tourism transportation. Prior to land transportation, rivers had an integrative function for the economy of the people in South Kalimantan. River navigation is a way to connect and drive the community's economy [4]. River transportation which is a major element in river culture influences the economic system in the river and can reduce costs for road infrastructure. The popularity of river transportation has been replaced along with the development of land infrastructure [13]. Regarding river transportation, in Sungai Jingah Sub-District, river transportation is no longer the main transportation for the people along the riverbank of the Jingah River, after there is access by road for the community. However, from an economic aspect, river transportation in the form of klotok is actually utilized by the community as part of their livelihood. This is also related to the concept of a tourist village in the Jingah River District, Banjarmasin City. As stated by Bain (50 years): On the Jingah River, there is a pier that is used by the community for tourism purposes to tendean siring and to flower island tourism. Usually, this pier is used for tourist purposes with the use of a klotok. Klotok is used as a tourist facility for tourists who are doing river tourism so that the docks on the banks of the river Sungai Jingah become a haven for tourists. With the existence of transportation for tourism activities is a form of positive impact on tourism for the community's economy. Local residents are important stakeholders in the development of tourism. Their positive quality of life must be considered [14].

Third, the sale of traditional foods and cakes. To improve the economy of the people along the river, it can be done by improving the economic condition of the community by making it a local tourism-based economic center by trading various kinds of local food items and products at the economic center [14]. Sustainable tourism management policies must aim to maximize the economic benefits of tourist arrivals while minimizing negative impacts associated with the environment [15].

Sungai Jingah Village, especially in the riverbank area which is used as a tourist village, not only presents economic activities in the form of Sasirangan fabric industry, but other aspects of Banjar culture such as Banjar food and cakes are also part of the economic activities of the people on the banks of Sungai Jingah. The management of the tourism area gets knowledge about entrepreneurship, so ideas and strategies will be developed to develop the area into a developing and sustainable tourism area [16].

A variety of traditional foods and cakes are available in the region. The culinary tourism area is called *wasaka* and *kayuh baimbai* culinary which is managed by the Jingah River Urban Tourism Awareness Group Banjarmasin City. Based on the results of an interview with Yuni (38 years) that:

This place is called Mawarung Baimbai. Those who sell are residents of the Jingah River. This pawning market is provided by the government to become a tourist area that provides an atmosphere of kinship and friendliness of the citizens of the Jingah River with the visitors of the tour, as well as providing a river feel that becomes its own views, different from

the usual markets. The food that is sold at quite affordable prices and accentuates the impression of traditional Banjarmasin food that is of interest to visitors because now it is rarely sold everywhere.

Ecotourism development is one of the optimal efforts to utilize local resources. In line with the practice of community-based ecotourism, the concept of community-based tourism is a concept of tourism that emphasizes the side of community development in managing [17].

4. CONCLUSION

The development of river-based tourism in Banjarmasin City has an impact on the economy of the community in the Sungai Jingah Sub-District. Economic activities in the form of the Sasirangan fabric industry, tourism transportation, and the sale of regional specialty foods have also colored the economic activities of the people on the banks of Sungai Jingah Village. It can be concluded that the economic activity of the community that arises due to the existence of river tourism in the city of Banjarmasin does not only have an economic impact on the community as a source of income. However, it also contributes to the existence of the Banjar community's cultural identity, because the economic activities developed are sourced from the Banjar community's identity, namely traditional cloth, river transportation, and regional specialties. Therefore,

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