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THE IMPACT OF THE EVENTS ON THE IMPROVEMENT OF COMMUNITY ECONOMY IN THE WATERFRONT AREA SAMBAS

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ABSTRACT

Tourism activities in Indonesia are currently the focus of attention of the central and regional governments as one of the sectors that play a very important role in the regional development. Seeing the development of tourism trends in recent years, the local government, especially the Disparpora of Sambas Regency continues to carry out various programs to improve tourism performance, among others by organizing the Bidar Sampan Competition that is held annually and becomes a national cultural event. This study used a quantitative descriptive method. Data were collected through questionnaires and interviews. The results of the questionnaire were analyzed using SPSS 20. The variable of tourism event has no effect and is not significant for improving the community's economy. This can be seen from the significant of 0.122, which is greater than the significance level (0.05). The tcount was 1.595, is smaller than the ttable (2.04841), with the regression coefficient of 0.446. Tourism events impact on people's income. Before the tourism was held, the community's income level was relatively moderate. After the tourism event, people's income has increased, while after the event, the income of the community returned to normal.

Keywords: Tourism event, Economic Growth, Sambas Waterfront Area

INTRODUCTION

Tourism activities in Indonesia are currently the attention of the central and regional governments as a sector playing a significant for regional development. The tourism sector has various potentials in supporting the productive economic sector. From the point of view of the national economy, the tourism sector is seen as a buffer for the non-oil and gas sector, with priority activities directed at becoming a mainstay sector in foreign exchange earnings, encouraging development and regional income, and improving people's welfare, such as in contributing to the income of the community around tourist objects.

Sambas Regency is located on the northernmost part of the west coast of the West Kalimantan Province. The administrative boundaries of Sambas Regency, in the north, is Sarawak, East Malaysia, in the south is Singkawang City, in the west is the Natuna Sea, Pasifik Ocean, and in the east is Bengkayang. Thus, Sambas has many tourism potentials that are quite exotic, ranging from natural, cultural, artistic, and historical tourism objects.

Seeing the development of tourism trends in the last few years, the local government, especially the Sambas Department of Tourism, Youth and Sports (Disparpora), continues to carry out various programs to improve tourism performance, including by holding the annual Sampan Bidar Competition every anniversary of the Sambas city. This annual event is expected to increase the number of tourist visits to Sambas and make a greater real contribution to the surrounding community.

The Waterfront City along the Sambas river is a special charm for tourists to come to visit. In addition to the location of the Waterfront City near Alwatzikoebillah Palace and Sabo' Bridge, the area around the Waterfront is also often used as a venue for tourism events, such as the Sampan Bidar race, skateboarding competition, BMX competition, and New Year's Eve events. Tourism and the economy are interrelated. From an economic point of view, tourism events have a good impact on the economy of the surrounding community, such as increasing employment, increasing income, and improving the welfare of the community.

According to M. Manulang in Gilarso (2004), the economy is a community effort to achieve prosperity; a condition in which humans can meet their needs in terms of the fulfillment of goods or services. The main characteristic of the local community is the existence of social relationships between members of the group. Another definition of the term community leads to the notion of community in the sense of association. If society means the general public, community shows the limited meaning of society, for example, the people of Jakarta, the people of Bandung, and others. Based on the classification, BPS (Central Statistics Agency) differentiates population income into 4 groups, namely: (1) Very high-income category is if the average income is more than IDR 3,500,000 per month, (2) The high-income category is if the average income is more than IDR 2,500,000 to IDR 3,500,000 per month, (3) Medium income class is if the average income is more than IDR 1,500,000 to IDR 2,500,000 per month, and (4) Low-income category is if the average income is more than IDR 1,500,000 per month.

There are several opportunities of the Waterfront area that can be exploited, one of which is a tourism event such as a canoe race, an exhibition, skateboarding, and a BMX competition, which are expected to have an impact on improving the economy of the surrounding community.

Based on the aforementioned background, this study seeks to investigate the impact of the event on the improvement of the community's economy in the Sambas Waterfront. The purpose of this study was to determine the economy of the surrounding community before and after the tourism event as the impact of the tourism event on the economy of the community around the Sambas waterfront. The research questions for this study are as follows: (1) How is the economy of the surrounding community before and after a tourism event in the waterfront area?,

and (2) How big is the impact of the tourism event in the waterfront area on the economy of the community around the Sambas waterfront area?

METHODOLOGY

Research Design

This research is quantitative descriptive research. This study was conducted in three months from namely April 2018 to July 2018 in the Waterfront area, Dusun Dalam Kaum, Sambas District, Sambas Regency. The data collected includes data on the economy of the community from regional monographs, the Bureau of Statistics, and other agencies. Data was used to describe the condition and growth of the economic aspects of society used for quantitative analysis include (1) prices of basic necessities, (2) cost of life, (3) number of people, and (4) type and the number of businesses.

Research Instruments

Interview and questionnaire were used for data collection. The information involved in interview guidelines relate to (1) the number of participants who participated in the event and the achievement of the target participants, (2) region/country of origin of event participants., (3) the method used to promote the event, (4) the length of time to prepare the event, (5) length of stay at the event location, (6) workers involved in organizing events, (7) economic impact on local communities, (8) the main purpose of organizing the event, (9) the frequency of holding events, and (10) the urgency for the event to be held again the following year.

The questionnaire was administered to the community around the location of the event to gather information about (1) community profile (demographic, geographic, and economic characteristics), (2) community involvement in organizing the event (type of involvement, length of involvement, as well as things that impressed/disturbed and the benefits felt during the involvement), (3) economic impact obtained by the community (additional income obtained from the event and other economic benefits that are felt), (4) public perception of organizing events, and (5) community expectations for organizing events.

Population and Samples

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to study and then draw conclusions about (Sugiono, 2009). The population of this study is the population in this study were all people living around the waterfront area of Dusun Dalam Kaum. The sample is a part or representative of the population studied (Arikunto, 2010). The sampling technique used in this study was purposive sampling, which is the selection of a group of subjects based on previously known characteristics or characteristics of the population. For this reason, informants who were considered to know and can be trusted as sources of data were selected. In this study, researchers tried to select key informants who were considered to be most knowledgeable of the problem, especially the village head, tourism business actors, and other key informants who were the people living around the Sambas waterfront

area. In this study, researchers used quantitative descriptive analysis.

a. Economic Aspects

Analysis of this economic aspect is carried out by using a quantitative descriptive analysis approach equipped with quantitative data. This analysis is carried out based on predetermined economic indicators.

1. Resident Income

Organizing tourism events can lead to changes in the income level of the population which is triggered by the emergence of tourism businesses that arise along with existing events. This income level is a combination of basic and side income owned by the community which is then divided by the number of respondents taken. The income level of the population is calculated using a formula (1).

$$\text{Average Income} = \frac{\text{Total Income}}{\text{Number of Respondents}}$$

2. Employment Opportunities

The availability of employment will affect job opportunities. The employment opportunity in this study is the amount of workforce absorption in the Sambas Waterfront area due to ongoing tourism activities.

The more employment opportunities, the more the reduction of unemployment. The Employment and population Multiplier Model was used to find out the job opportunities of the local community. The Employment and Population Multiplier Model was used to predict total employment in an area. The calculation was done to determine the ratio between the number of economic service jobs in the area (E_s), namely the tourism industry employment to the population of productive age (P). The formula (2) is presented as follows:

$$\beta = \frac{E_s}{P}$$

Description:

β = The ratio of the number of the tourism industry and the population of productive age

E_s = Service jobs sector base in the research area (number of employment or tourism industry)

The proportion of workers in the area to the total population was calculated with the following formula (3):

$$y = \frac{P}{E}$$

Description:

Y = Proportion to the number of the productive population

E = Number of workers in the tourism industry

To estimate the number of local residents who can work in the tourism industry, the estimated number of the employed population can be calculated using the following formula (4):

$$E = \frac{Ep}{1 - \beta y}$$

Description:

E_p = The number of residents who can work in the tourism industry in the Sambas Waterfront Area.

From the calculations, calculation of the percentage of employment opportunities for the local population to the current workforce was calculated using formula (5):

$$\text{Local Resident job opportunities} = \frac{E_p}{E} \times 100\%$$

The calculation of employment opportunities for the local population is categorized as follows:

$\leq 50\%$ Job opportunities for residents of the Sambas waterfront area have a low score.

$\geq 50\%$ Job opportunities for residents of the Sambas waterfront area have a high value.

The validity test in this study used item analysis by correlating the score of each item with the total score which is the sum of each item score. If there is an item that does not meet the requirements, it was not examined further. According to Sugiyono (2009) requirement that must be met are in the following criteria:

$r \geq 0,30$ shows that the question items of the questionnaire are valid

$r \leq 0,30$ shows that the question items of the questionnaire are not valid

The formula for testing the validity used in this study is the Spearman Rank correlation coefficient formula, namely:

$$r_s = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

Description:

r_s	=	Spearman's Rank correlation coefficient
d_i	=	the difference in each rank
n	=	the number of data pairs

To test the reliability in this study, the researchers used the Internal Consistency with Split Half from Spearman Brown.

$$r_1 = \frac{2r_{AB}}{1 + r_{AB}}$$

r_1	=	Internal reliability of all instruments
r_{AB}	=	Pearson product moment correlation between odd and even items

According to Rochaety (2007), the minimum requirement for the correlation coefficient is 0.6 because it is considered to have a safe point in determining the reliability of the instrument and it is also generally used in research. The reliability test on the observation sheet used inter-rater reliability which was carried out by 2 raters or observers and then calculated using the Cohen Kappa formula. The Cohen Kappa formula is as follows:

$$KK = \frac{P_o - P_e}{1 - P_e}$$

with

$$P_e = \frac{1}{N^2} \sum (N_1)(N_2)$$

Description:

KK : Coefficient of observer agreement

Po : Proportion to the frequency of agreements

Pe : Possible agreement

N : The sum of all scores that indicate the appearance of the observation

?N1 : The sum of the first category scores for the first observer

?N2 : The sum of the first category scores for the second observer

The value of Kappa according to Bhisma Murti (1997), the value of the reliability level between raters is divided into three categories, including:

< 0,4 : bad

0.4 - 0.60 : moderate

0.61 - 0.75 : substantial

> 0.75 : excellent

After doing the statistical analysis using SPSS 20, the researcher analyzed qualitatively by using descriptive analysis. Data processing uses cross-check on the findings. The results were used as a reference in describing the impact of tourism events at the research location. In this study, simple regression analysis was used as a statistical technique to test whether there is an impact of tourism events on improving the community's economy.

The simple linear regression formula is:

$$Y = a + bX$$

Description:

Y = level of community income

a = Constant

X = Potential tourism event

B = Tourism event regression coefficient

To test the effect of each independent variable partially or to find out which variable has a greater influence on the social welfare, the t-test was used, with the following decision-making rules:

The level of significance is 0.05 with the criteria if $t_{count} > t_{table}$ then H_1 is accepted and H_0 is rejected.

If $t_{count} > t_{table}$ at the 95% confidence level ($\alpha = 0.05$), then H_0 is accepted and H_1 is rejected.

RESULTS AND DISCUSSION

RESULT

Economic, Social and Cultural Conditions

Workforce

Social welfare can be described from the growth rate of the workforce absorption. The high labor force in an area can directly drive the regional economy. The opposite can lead to social problems. An overview of labor conditions such as the labor force participation rate (TPAK), the percentage of employment opportunities, the percentage of the labor force working, and the distribution of employment opportunities is very useful in seeing the economic prospects of a region. Economic growth can be seen whether it is really driven by production involving regional labor or due to the influence of other factors. The large number of people working will have an impact on increasing income. An increase in the income of the population will determine the fulfillment of a decent life necessity (an increase in purchasing power).

To support the improvement of community welfare, it is carried out through a development program in the labor sector, namely by implementing work programs, namely the Workforce Quality and Productivity Improvement Program, the Employment Opportunity Enhancement Program and the Employment Institution Development Protection Program.

Every person who has completed his education tries to make a living by looking for work in government or private agencies. The Social, Manpower and Transmigration Office of Sambas Regency noted that in 2016 the number of workers working in the company was 13,409 people with the following details.

Tabel 1. Number of Workers Employed at the Company by Business Field

No.	Business Field	2015		2016	
		Number of Companies	Amount of Labor	Number of Companies	Amount of Labor
1	Agriculture / Plantation	26	10.232	26	10.232
2	Mining	1	41	1	41
3	Industry	48	694	48	694
No.	Business Field	2015		2016	
		Number of Companies	Amount of Labor	Number of Companies	Amount of Labor
4	Electricity	2	74	2	74
5	Building	34	1,333	34	1,333
6	Trading	62	486	62	486
7	Transportation	1	3	1	3
8	Company Services	17	375	17	375
9	Individual Social Services	31	171	31	171
		222	13,409	222	13,409

Source: Office of Social, Manpower and Transmigration, Sambas Regency (July 2016)

Labor problems are caused by many factors. The main factor contributing to this is the gap between the employment opportunities and the number of the existing workforce. In other words, the existing employment opportunities are unable to accommodate the existing workforce, let alone unskilled or educated

workers. This problem will cause the unemployment rate to increase so that the number of poor people will also increase.

Tabel 2. Number of Workers in Sambas Regency

Domestic Worker (person)	Year		
	2014	2015	2016
Gender			
- Male	7,961	10,094	10,094
- Female	2,53	3,315	3,315
Educational Background of Job Seekers			
- Elementary School	1,238	1,032	533
- Junior High School	268	217	73
- Senior High School	346	331	122
- Diploma	155	84	41
- Bachelor's Degree	212	101	33
- Master's Degree	2	0	0

Source: Office of Social, Manpower and Transmigration, Sambas Regency (July 2016)

Tourism

Currently, there are at least 95 tourist objects in Sambas Regency, consisting of natural attractions and cultural potentials. This huge potential will actually have a big enough impact on the economic development of the people of Sambas Regency if it is managed and developed professionally. The development of tourism can be seen from the indicator of the number of tourist visits. In the last five years, the numbers have fluctuated, this condition needs to increase tourism events carried out through the implementation of Tourism Promotion at home and abroad and also the lack of festivals that can increase tourist visits.

Table 3. Number of Tourism Facilities in Sambas Regency

Type of Data	2013	2014	2015	2016	Unit
1. Number of tourism objects					
- nature	48	37	37	37	unit
- artificial	12	10	10	10	unit
2. Number of non-star hotels					
	13	29	31	31	unit
3. Tirta Tourism					
- Number of attractions	1	1	1	1	unit
- Total domestic tourists	14,050	14,150	14,200	6,000	people
4. Historical Tour					
- Number of attractions	3	3	3	3	unit
- Total domestic tourists	19,000	19,050	19,100	7,040	people
5. Performance of tourist visits					
	84	68	66.73	26.13	%
6. Percentage of population traveling on tour					
	59	61	61	21	%
7. Number of hotels and inns					
	13	29	31	31	unit
8. Number of hotel / lodging rooms					
	550	550	550	550	unit

9. Average number of hotel / lodging room uses	6	3	3	2	day
10. Number of occupied hotel / lodging rooms	540	211	211	210	unit
11. Number and occupancy rate of hotel rooms	30	19	19	18	unit
12. Places of entertainment / recreation					
- nautical	21	22	22	22	unit
- non nautical	12	20	20	20	unit
- culture	5	5	5	5	unit

Source: Department of Youth, Sports, Culture and Tourism, Sambas Regency (June 2016)

Waterfront City of Sambas Regency

The existence of the Sambas river is one of the icons of Sambas and one of the lifeblood of the surrounding community, besides that the condition of the waters around the Sambas river also has a historical and cultural heritage, such as the Alwatzikoebillah Palace.

Figure 2. Events and Activities in the Sambas Waterfront City Area. Sampan Nusantara Lembaga Adat Melayu Serantau (LAMS) Competition, Shrimp Fishing Competition and Motorbike Competition

Every year, on Independence Day of the Republic of Indonesia community groups in the Sambas Regency, carry out various activities to celebrate and enliven the Anniversary of the Proclamation of Independence of the Republic of Indonesia. One of the activities held by the Village Community in the Kaum of Sambas District on the Sambas River is a boat race (sampan). Participants who join to participate in this activity are usually residents of various villages in the Sambas sub-district (adjusting to the temporal agenda). Lomba Sampan Nusantara Lembaga Adat Melayu Serantau (LAMS).

Lembaga Adat Melayu Serantau (LAMS) holds an Nusantara Sampan Competition every year which is located in Muare Ulakan, Alwatzikoebillah Palace, Sambas Regency. The Indonesian sampan competition is one of the main activities in folk sports. This activity has a traditional meaning since the days of the 15th Sambas Sultanate to maintain cultural treasures, especially the bidar sampan competition. The contestants were also from other countries such as Brunei Darussalam, Singapore, Johor Baru, Penang, Kuala Lumpur, Sabah, Labuan, Sarawak, the Philippines, and other provinces in Indonesia, as well as 14 regencies/cities in West Kalimantan. HUT Pemindahan Ibu Kota Kabupaten Sambas.

The sampan competition is one of the routine activities carried out to welcome the Sambas Regency Capital Transfer Hut in July, at Muare Ulakan Sambas. The sampan competition which is held at this momentum is not like the Indonesian Anniversary sampan race or the LAMS agenda, where in this competition, the sampan used is the traditional Sambas sampan.

Waterfront City Sambas is used as a community for recreation and socializing while enjoying the food and drinks that are sold along the way. In the afternoon it is used to enjoy the atmosphere of the river and see the sunset and many people are looking for shrimp or fishing on the riverbanks.

Statistical Analysis

Validity test

The validity test is used to measure the appropriateness of an item in the questionnaire or scale that you want to measure. In determining whether an item is valid or not, the activity that must be done is to compare r_{count} with r_{table} where the significance rate used is 0.05. If r_{count} is greater than r_{table} , the data can be said to be valid. To find out the level of validity, a statistical test will be carried out first using SPSS 20, the output results can be seen in the table below.

Variable of Tourism Event (X)

Tabel 4. Summary of Tourism Event Validity Test Results

No.	R_{count}	$R_{\text{table}} (5\%)$	Description
1	0.363	0.361	Valid
2	0.363	0.361	Valid
3	0.679	0.361	Valid
4	0.3643	0.361	Valid

It can be seen that based on the above, the overall question items on variable X can be declared valid because all statement items have a value of r_{count} greater than r_{table} , which is 0.361.

Variable of Community Income (Y)

Tabel 5. Summary of Income Validity Test Results

No.	R_{count}	$R_{\text{table}} (5\%)$	Description
1	0.864	0.361	Valid
2	0.837	0.361	Valid
3	0.685	0.361	Valid

It can be seen that based on the above, the overall question items on variable Y can be declared valid because all statement items have a value of r_{count} greater than r_{table} , which is 0.361.

Regression Test

The t statistic test basically shows how far the influence of one independent statistic individually is in explaining the variation in the dependent statistic. The following are the results of the t statistical test.

Tabel 6. The Results of t-test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.468	7.070		.349	.730
Inc Event Pariwisata	.466	.292	.289	1.595	.122

a. Dependent Variable: Income

Based on the table above, the independent variables are entered into the regression model. The variable X (Tourism Event) does not have a significant effect on Y (Community Income). This can be seen from the significant tourism event of 0.122 which is greater than the significance level used, namely 0.05. The simple linear regression equation in this study can be formulated as follows:

$$Y = a + bX$$

$$= 2,468 + 0,466X$$

Where:

Y = Tourism Events

X = Community Income

Based on the simple linear regression equation above, it can be concluded that:

1. A constant of 2,468 states that if the independent variable is considered constant, the average income of the community is 2,468. It means that after the event has been completed, there will be no impact on improving the community's economy.
2. The tourism event regression coefficient of 0.466 states that after the implementation of the event has been completed, there will be no impact on improving the community's economy.

DISCUSSION

The event is a series of activities carried out by the community and government that focus on promotional and preserving objectives. Event development will ultimately have several influences on the development of a region. Broadly speaking, the development of the event has an impact on three things, namely economic, social, and cultural, so that it has various impacts on the local community. Some of the impact of the event on the community, namely every event that takes place generates income, especially for the local community. The income is generated from transactions between tourists and hosts in the form of purchases of products and the use of services made by tourists. Tourist expenditure is absorbed into various sectors, including the handicraft industry sector, the transportation sector, the communication sector, and other related sectors.

The existence of the event becomes a magnet in increasing tourist visits, this must be in line with the concept and theme of the form of the event. Organizing events that are held every year and within the community will certainly have a direct effect on the income of the surrounding community. From the research results, it can be seen that: before the event took place / was held, the community

income was still classified as moderate, namely Rp. 2,000,000 / month. When there is a tourism event, the people's income has increased, which is above Rp. 3,500,000 / month, while after the event, the community's income returns to normal.

Based on the analysis of research data, it shows that the influence of the independent variable on the dependent, this is indicated by the tvalue of 1.595 smaller than the ttable of 2.04841 with the tourism event regression coefficient of 0.446 and the significance of the tourism event variable of 0.122 greater than 0.05 indicates that there is no significant effect.

CONCLUSION

Based on the results of research on the impact of tourism events on improving the community's economy in the Sambas waterfront area, it can be concluded that:

Tourism event activities have an impact on people's income, where before the tourism event the level of community income was still relatively moderate, namely IDR 2,000,000 / month. When there is a tourism event, the people's income has increased, which is above Rp. 3,500,000 / month, while after the event, the community's income returns to normal.

The tourism event variable has no effect and is not significant to the increase in the community's economy, this can be seen from the significant tourism event of 0.122 which is greater than the significance level used, namely 0.05. And it can also be seen from the t count of 1.595, which means that tcount is smaller than ttable, which is 2.04841, with a tourism event regression coefficient of 0.446. With the existence of a tourism event that took place in addition to helping the economy of the community in the waterfront area, there was an increase in the number of tourist visits from normal days. This is because the event that takes place provides unique and interesting attractions so that the enthusiasm of tourists continues to increase. Organizers of tourism events should be able to increase the holding time longer than usual, besides that, they can develop their ability to create events that encourage a festive and cheerful atmosphere, give a different impression from everyday life, and provide the role and function of the event as an alternative to fill the leisure time of the tourists. Then dig deeper into cultural and customary values, using unique cultural attributes so as to give a unique and special impression to be displayed at every event to support the culture in Sambas.

For local governments, especially the Tourism, Youth and Sports Office, it is hoped that they can appreciate tourism events by providing additional facilities and infrastructure to support the sustainability of tourism events, in addition, it is hoped that there will be a detailed tourism event calendar every year so that tourists can find out and attend the event.

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