



# The Impact of Tanjung Karang Tourism Village on Local Labor Absorption: A Case Study on Loang Baloq Tourism, Mataram City

Jainal Abidin <sup>1\*</sup>, St. Maryam <sup>1</sup>, Satarudin Satarudin <sup>1</sup>

<sup>1</sup> Program Studi Ekonomi Pembangunan, Faculty of Economics and Business, Universitas Mataram, Indonesia.

**Abstract.** This study aims to analyze the impact of the existence of Tanjung Karang tourism village on local employment in Tanjung Karang, Mataram City. The business units in this study are Grocery Micro Small Medium Enterprises, Souvenir Micro Small Medium Enterprises, Fish Culinary Center Micro Small Medium Enterprises, and Homestays. This research uses a qualitative method with a descriptive approach. Data were obtained through observation, interviews, and documentation. Informants were selected using purposive sampling technique. Data analysis used the Miles and Huberman model, namely reducing data, displaying data, and drawing conclusions. The results found that the impact of the existence of the Tanjung Karang tourism village with the Loang Baloq Park tourist attraction on the absorption of local labor in Tanjung Karang is still relatively low. It can be seen from the number of workers who work as owners of Micro, Small and Medium Enterprises that are more often not selling and have not even been seen selling again for a long time, preferring to work elsewhere and there are also some who are unemployed. Homestay owners also experience obstacles such as a lack of interest from tourists to stay overnight due to the unattractive form of community housing and a community culture that is prone to social unrest due to the presence of tourist lodging in community homes. These conditions make the absorption of labor in Tanjung Karang tourism village relatively low.

**Keywords:** Employment, Homestays, Local Labor, Micro Small Medium Enterprises (MSMEs), Tourism Village.

## Article Info:

Accepted: 22/03/2024

Approve: 04/05/2024

Published: 04/05/2024

<https://doi.org/10.59535/ets.v2i1.253>

## 1. Introduction

Mataram City, which is one of the regions in the Nusa Tenggara Barat (NTB) province, has tourism potential even though its geographical position is in the middle of the city, but with the development of the tourism sector, geographical position is not an obstacle to developing the tourism sector, which in this case is a Tourism Village [1]. The tourist village that will be the research location for researchers is Tanjung Karang Tourism Village with Loang Baloq Tourism Object [1], [2]. Local communities in the development of tourist villages have a significant role, where the community operates and controls the running of the development of tourist villages both from determining products to the benefits they receive [3]. The benefits received by the local community are to encourage the economic welfare of the community by maintaining and preserving cultural and natural values so as to absorb local community labor, create entrepreneurs, and create positive activities in the tourism sector [4]. The development of Loang Baloq tourist attraction in Tanjung Karang tourist village is an effort of the Mataram Mayor's government in creating jobs in the tourism sector. This can be seen from the construction of 50 MSME stalls with details of 25 grocery Micro Small Medium Enterprises (MSMEs) stalls, 17 souvenir MSME stalls, and 8 fish culinary center MSME stalls.

According to Supiyati et al. [5], MSMEs are businesses that have a small initial capital, or a small value of wealth (assets) and a small (limited) number of workers, the value of capital (assets) or the number of workers is in accordance with the definition given by the government or other institutions with specific objectives. The existence of these MSME stalls is certainly expected to be affiliated with souvenir craftsmen, fishermen, and other businesses in Tanjung Karang so that the absorption of local labor will increase. With the existence of the tourist village, there are also homestays provided by the local community which can be used as a source of income. According to Wahyuni et al. [6], Homestay is a house or community room that is boarded or rented by tourists. Homestay/tourist lodge is a privately owned residence that is partially rented out as a place of lodging for tourists with daily payments, the owner and tourists live together [7].

Homestays in Tanjung Karang Tourism Village are not specifically built, but existing homestays in the form of local community houses that are used as lodging places for tourists who will stay by renting empty rooms in the community's homes. With tourists staying at the community's house, it is expected that new jobs will open up around the homestay such as tour guide services or other types of businesses that can

## \*Correspondence Address:

Jainal Abidin, [jainals314@gmail.com](mailto:jainals314@gmail.com), Jl. Majapahit No.62, Gomong, Kec. Selaparang, Kota Mataram, Nusa Tenggara Barat. 83115

absorb labor. Lack of awareness of the local community to develop homestays so that the attractiveness of tourists to stay is still low.

As one of the national tourism priority areas, NTB has potential in the tourism industry. This potential can be seen from the increase in the number of visits of both foreign tourists and domestic tourists in the last three years, namely from 2017-2019. Overall, tourists visiting NTB have increased. One form of tourism that is currently developing in the province of NTB is village tourism. The number of tourist villages in NTB reaches 222 tourist villages spread throughout the district/city. With the high number of tourist visits, it is expected to create jobs that can absorb labor with several mainstay programs in the 2019-2023 NTB Provincial Medium-Term Development Plan (RPJMD) which will be further developed by the NTB Tourism Office, namely the arrangement of 3 Gili and small islands in North Lombok Regency, the development of the Mandalika Special Economic Zone (KEK), the development of 99 tourist villages, the revitalization of Islamic centers, the Rinjani-Tambora Biosphere Reserve Geopark, halal and healthy tourism, and the development of the Samota area [8].

Human resources are the main actors in development activities. The quality of human resources will determine whether or not it can improve development. The quality of human resources consists of two aspects, the first is the physical aspect (quality) and the second is the non-physical aspect (non-physical quality) concerning the ability to work, think and other skills. The problem of employment is a classic problem faced by every country, especially developing countries. The high rate of population growth must be accompanied by many new jobs that can absorb more labor so as to reduce the number of unemployed. To create new jobs, Indonesia must be able to achieve high economic growth. The issue of employment is a problem that has always been a major concern from time to time. Expansion of labor absorption is needed to balance the growth rate of the young population entering the labor market. The imbalance between the growth of the labor force and job creation will lead to high unemployment. Increased unemployment will result in a waste of resources and the potential of the existing labor force. This can become a major source of poverty and lead to increased social unrest, as well as hamper economic development in the long term [9].

Based on data from the BPS Indonesia [8], the development of the tourism workforce in 2018-2022, the number of tourism workers tends to increase with an average growth of 4.07 percent per year, then the tourism workforce in 2018 was recorded at 19.46 million people slowly increasing to reach 21.26 million people in 2021. One form of tourism currently developed by the Ministry of Tourism and Creative Economy is tourism villages. The number of tourist villages in Indonesia is 4816 in 2024. Almost all corners of Indonesia there are tourist villages that involve local communities as managers, so that they can absorb labor and increase community income through the utilization of the potential that exists in the village, both human resource potential and natural resource potential. This can be seen with the routine organization of the Indonesian Tourism Village Award event every year by the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

The role of the tourism sector in Indonesia's national context is increasingly prominent in line with its significant contribution to foreign exchange earnings, regional income, regional development, investment absorption, and job creation. As one of the development sectors capable of supporting regional economic growth, tourism is considered a strategic asset, affecting not only economic but also social and cultural aspects (Soemardjan, 1974; Hartono, 1974). Considering this context, the researcher is interested in investigating the impact of Tanjung Karang tourism village on local employment.

## 2. Method

The research method used in this study is a descriptive qualitative method based on the philosophy of postpositivism. This research was conducted to investigate the impact of the existence of Tanjung Karang tourism village on the absorption of local labor in Tanjung Karang, Mataram City. The location of this research focused on Tanjung Karang Village, Sekarbela District, Mataram City, with the main object of research being Tanjung Karang Tourism Village. The data source used is the result of direct observation at the research location to observe the socio-economic life of the surrounding community and the workforce involved in the tourist village. Informants were selected through purposive sampling technique, with the head and secretary of the Loang Baloq Park tourist attraction management as key informants, the workforce working at the tourist attraction as the main informants, and the secretary of Tanjung Karang Village Head as an additional

informant. Data collection techniques include observation, structured interviews, documentation, and triangulation. Observation was conducted in a participatory manner to gain a deeper understanding of the activities and dynamics at the research location. Structured interviews were used to obtain more in-depth information from respondents, with pre-prepared questions. Documentation was used to complement the data in the research.

Data analysis was conducted qualitatively using the data analysis technique of Miles et al. [10]. Data were reduced to summarize the main points and focus on the important things. The data were then presented with narratives, graphs, matrices, and charts to facilitate understanding. Conclusions were drawn based on the focus of the problems determined, by paying attention to the validity and consistency of the data. Data validity testing is done through credibility test, transferability test, dependability test, and confirmability test. This was done with extended observation, triangulation, discussion with peers, negative case analysis, and member check to ensure the trustworthiness, accuracy, reliability, and validity of the research results.

### 3. Result and Discussion

#### 3.1 Local Labor Absorption in Tanjung Karang Tourism Village

The existence of Tanjung Karang Tourism Village has had a positive impact on labor absorption, especially local labor in Tanjung Karang. Jobs that can absorb a lot of labor are in MSMEs and homestay businesses. The MSMEs referred to in this research are Grocery MSMEs, Souvenir MSMEs, and Fish Culinary Center MSMEs, whose stalls were built by the Mataram mayoral government at the Loang Baloq Park tourist attraction. Meanwhile, the Homestay referred to in this study is a Homestay in the form of a community house that is used as an inn by renting out empty rooms to tourists.

Based on the findings in the research, the absorption of local labor in Tanjung Karang tourist village in Grocery UMKM, Souvenir UMKM, and Fish Culinary Center UMKM in Loang Baloq Park tourist attraction. The attention of the Mataram City government to the progress of MSMEs in the Tanjung Karang tourist village is very high, this can be seen from the construction of MSME stalls such as the construction of 25 Grocery MSME stalls, 17 Souvenir MSME stalls, and 8 Fish Culinary Center MSME stalls located at the Taman Loang Baloq tourist attraction with the aim of absorbing local labor in Tanjung Karang because of its status as a tourist village.

The management of the Taman Loang Baloq tourist attraction, which has been handed over by the Mataram tourism office to Pokdarwis Tanjung Samudra in the Tanjung Karang tourist village, seems to prioritize local workers to be employed as managers and as owners of MSME stalls. Around 60% of the workforce working at Taman Loang Baloq tourist attraction comes from Tanjung Karang, and 40% comes from all villages in Mataram City.

The quality of human resources and the low desire of the people in Tanjung Karang to advance existing tourism objects are the reasons for the manager to provide quotas for workers from outside Tanjung Karang for the sustainability and progress of tourism activities in Tanjung Karang, especially the Loang Baloq Park tourist attraction which has been built at great expense by the mayor of Mataram. As said by (Tamrin Ringgit-1) as one of the informants said:

*“After this construction, the development will be gradual in 2022, so we from the tourism office have given us the authority to open vacancies to the residents of Mataram City to fill the available stalls with one condition that they must intend to promote tourism at Loang Baloq Park in the tourist village. Tanjung Karang, because we live in Tanjung Karang Village, Sekarbela District, it is clear that there are 60% local residents in Tanjung Karang who we involve as traders, the rest are residents of Mataram City. What's important is the intention, it's useless for the people here (Tanjung Karang) but they don't have the intention to develop tourism, basically I don't have the expertise for tourism matters but because of the intention, determination and friends of the youth in Tanjung Karang, well maybe it's because of that intention huh? sincere intentions and a sense of ownership so that it goes according to what is expected by visitors, which is also expected by the government. It's equally easy for everyone to work here, both those from Tanjung Karang and those from outside Tanjung Karang, everything is the same, but we're increasing the number of our workers around Tanjung Karang, meaning maybe from the managers and existing stall owners, so that's it. We don't make a fuss, wherever it is, it's*

*impossible for us to throw away the local natives, "burn them in Loang Baloq", so we prioritize Tanjung Karang residents, the rest will go to other sub-districts."*

*"Not everyone who works at this tourist attraction comes from Tanjung Karang, but most of them are from Tanjung Karang because this tourist attraction is located in the Tanjung Karang sub-district, at least we accommodate the local community, then we look outside the Tanjung Karang sub-district, that's the profile of the manager. It is their hope that workers from Tanjung Karang will be given priority to work at this tourist attraction, because it will have a direct impact on the community with the existence of this tourist area so that people can enjoy and maintain the existence of this tourist area, that is their hope (Zulkifli-1)".*

*"So we take workers at the Taman Loang Baloq tourist attraction as environmental representatives so that they are evenly distributed, not just one environment, all environments have a role, the employees there. Specifically, none of the managers come from outside Tanjung Karang because it has been recommended that the environment work as managers, except for certain positions which cannot use workers from Tanjung Karang, then we use workers from outside Tanjung Karang. "The new stall owner is from outside Tanjung Karang but still within Mataram City" (L. Samsul Juniardi-1)".*

This research is in line with previous research, that the existence of MSMEs can have a positive impact and contribute to employment. MSMEs have an important role and strategy in national economic development. Apart from playing a role in economic growth and employment, MSMEs also play a role in distributing development results [11]. MSMEs are proven to have contributed to the Gross Domestic Product (GDP) of 60.34%, making this business sector worthy of being called a pillar of building the nation's economy [12]. MSMEs are proven to be able to make a positive contribution to employment and poverty reduction in Indonesia [5], [6], [13].

Currently, the problem that arises from the phenomenon that occurs is that, of the many MSME stalls that exist, only a few of them regularly open their stalls every day. This results in low labor absorption in MSMEs. Many workers switch to other jobs or even stop working. There are several reasons for this, including lack of attention from tourist attraction managers to existing MSMEs. The existence of Pokdarwis Tanjung Samudra, which was appointed by the tourism office of Mataram City as the manager of the Loang Baloq Park tourist attraction in the Tanjung Karang tourist village, has not been able to attract tourists to shop at the existing MSME stalls, so that the income of the stall owners is very low and even to a loss due to the absence of revenue while they have to continue to pay cleaning and security services of 5-10 thousand rupiah per day while they open their stalls, if they are not selling then they will not be charged this fee.

Although this figure looks small, but because the stallholders often earn 0 rupiah when selling, so the stallholders have to cover these expenses with their personal money. As said by (Lilik-1) as one of the informants said:

*"...for 4 months here there has been no entry, instead we have to stay indoors because we still have to pay cleaning and security fees, like today we only get 20 thousand. Sometimes 5 thousand or even 0 rupiah..."*

*"...This is work for my wife as a side job because the results are not much, if the main job is as a craftsman or laborer, because the income as a laborer is greater than working here..." (Mahdan-1).*

Pokdarwis Tanjung Samudra as the manager of the Loang Baloq Park tourist attraction in the Tanjung Karang tourist village must be able to create innovation and creativity in increasing tourist purchasing power at existing MSME stalls, so that MSME owners want to open their stalls every day because of the large number of buyers and can make that job their main job or side job by continuing to work in existing MSMEs so that the surrounding community who are prioritized to work there have no difficulty in finding work and are not unemployed.

Until now, Pokdarwis Tanjung Samudra has not been able to create innovation and creativity to increase the purchasing power of these tourists. In addition, most of the existing MSME stalls have never opened to sell even though all of them have the names of their owners. Pokdarwis, which has been appointed by the tourism office of Mataram City to manage the Loang Baloq Park tourist attraction, is still unable to manage it properly, this is clearly seen by the number of stalls that have never opened but have been left

without any action so that the stalls that have been built can be used to absorb local labor in Tanjung Karang. In accordance with what was said by (Lilik-2) as one of the informants said:

*"...When we talk about being open, not everyone is open every day, we are the only ones who are open every day. The title says in quotation marks, these stalls already have them, if anyone wants to come in, sir, it's empty, there are those who want to come in, but they say someone already has one, but in reality they don't, he said, we'll tell them to open them all later, okay, thank you. No one will open warning letters like this. We are waiting for this new regulation, the head of the tourism office has just been appointed, and he wants to implement the rules, but until now there are none. Now it depends on the manager, if the manager doesn't move, how can it be opened, if it's closed, just leave it alone, here's the title, indeed someone has it but they don't know who owns it, in quotation marks it's "nothing visible..."*

*"...This management is a mess, it would be a shame if it wasn't occupied, that's why yesterday I asked why it was difficult for me to acquire a stall that wasn't occupied by the one with this name, it should have been occupied so it could run, that's our concern, even though there was an owner event -The owner of this stall is not open, it's empty but it already has a name, that's why I'm confused with the manager, it was supposed to be built to be occupied, but instead when I wanted to acquire this stall, I passed it there and asked the owner. Then I asked, what is the function of the side here as a manager? That's why it took a long time for me to get here, I struggled because I'm from here, not an outsider. I'm tired, if I want to pay, I'll pay instead of talking too much, because we don't have the power or organization, it's hard for us to be heard as individuals..." (Mahdan-2)*

### **3.1.1 There are No Standardized Rules Regarding the Rental of Stalls from the Mataram City Tourism Office**

Since the handover of the management of Taman Loang Baloq tourist attraction by the tourism office of Mataram City to Pokdarwis Tanjung Samudra, there has been no standard mayor's regulation that must be followed and become a reference in the management of MSME stalls in Taman Loang Baloq tourist attraction. In accordance with what was said by (Tamrin Ringgit-2) as one of the informants said:

*"These stalls are actually open every day, every day they open stalls for Fish Culinary Center MSMEs, Grocery MSMEs, Souvenir MSMEs actually every day, just because we are still waiting for what kind of regulations from the government, later when they are imposed, for example taxes- How much will the special tax be later on for the vendors? Then they will talk about their profits and losses there, if they don't open they will lose, that's how it is now, it's free, yes it's free in the sense that if they can sell it, they give it to us as managers of the symbiotic mutualism, only 5 -10 thousand rupiah if they sell, if they don't sell then we don't ask for it. Rights and responsibilities that do not exist here. "We'll wait from the government first, for example how much per month it is, they will automatically sell this every day. If we don't pay for this, they said, so they can open whenever they want, so many people are closed, so they won't be charged."*

The management of Taman Loang Baloq tourist attraction is fully handed over to Pokdarwis Tanjung Samudra which is then responsible for all tourism activities, both from the recruitment of managers and recruitment for the owners of existing MSME stalls. This means that the management must be more active, creative, and innovative in advancing this tourist attraction, not just waiting for the standard rules from the Mataram mayor's government to be used as a reference in carrying out tourism activities, because Pokdarwis as an organization that better understands the conditions of tourism in its environment must be able to create an idea that can advance tourism activities, especially in terms of advancing MSMEs in Taman Loang Baloq tourist attraction.

The rules applied by the manager for MSME stall owners are to only pay a cleaning and security fee of 5-10 thousand rupiah per day (when selling, if not selling, then no tariff is charged) depending on the agreement between the manager and the stall owner. In accordance with what was said by (Lilik-3) as one of the informants said:

*"...Incidentally, here it is open to anyone, it doesn't burden us to pay contract rent, so currently we are not subject to contract rent, we only pay cleaning and security fees, each stall is different, some are 5 thousand some are 10 thousand, so it's still light for us. And I think you have to have a production place*



*here, usually the production is done at home, but after the production here it's not very effective, I think because I don't feel comfortable, so I do it at home, when it's ready, then I bring it here...".*

The rules from the manager, which only charge 5-10 thousand rupiah per day for cleaning and security and if they are not selling, they are not charged, actually make MSME stall owners arbitrary in selling, so that the absorption of labor in MSMEs cannot be maximized, especially local labor in Tanjung Karang.

There needs to be a policy or an idea from the manager that can advance MSME activities so that they can be maximized in absorbing local labor in Tanjung Karang. And it is hoped that it can increase the purchasing power of tourists and the existing stalls can be open every day, so that the existing MSME stalls can be used as a main job or side job by local workers in Tanjung Karang in order to increase income, reduce unemployment and poverty, which in turn can improve the welfare of the surrounding community.

### **3.1.2 Low Willingness of Tourists to shop at MSME Stalls**

The low interest of tourists to shop at existing MSME stalls such as Grocery MSMEs, Souvenir MSMEs, and Fish Culinary Center MSMEs makes stall owners close their stalls more often. Based on the results of researcher observations, more tourists who come are just enjoying the sunset view in the afternoon when the sun is about to set. Finally, only a few stalls still survive to open every day out of a total of 50 stalls with merchandise that does not vary, so there are not many choices for tourists to shop.

This condition continues until now since 2022 when the stalls began operating at the Loang Baloq Park tourist attraction. There is no effort from the management of the tourist attraction to revive the existing MSMEs so that all the stalls can sell every day to support tourist activities so that the merchandise sold can be more varied so that it can increase tourist interest in shopping, and can sell products that are most in demand by tourists so that these products can be the reason why tourists visit the Loang Baloq Park tourist attraction, so that tourists who come not only enjoy the beautiful natural scenery in the form of sunset which is not easily available to people in urban areas, but also because of the reason for the existence of tourism products from MSMEs that attract tourists [14], [15]. The existence of Tanjung Karang Tourism Village is also expected to have an impact on Homestay. Homestay is an alternative tourism activity so that tourists will stay with a family or homeowner in the same house area, and will experience the daily life of the family and the local community [16], [17].

According to Fatimah [18], Homestay is a house or community room that is boarded or rented by tourists. Homestay/tourist lodge is a privately owned residence that is partially rented out as a place of lodging for tourists with daily payments, the owner and tourists live together [7], [19]. Homestay is one of the supports that a tourist village must have, by optimizing the Homestay business properly, it will have a positive impact on business owners and visitors and also have an impact on the surrounding community because visitors who come or stay overnight need several needs, so that people can open small businesses such as food stalls, laundry, and other businesses.

The existence of Homestay in Tanjung Karang tourism village experiences several obstacles so that it cannot develop well. Some of them are the condition of community settlements that are less attractive and not neatly organized, resulting in a lack of interest from tourists to stay in community houses that are rented out for Homestay. In addition, the culture of the community in Tanjung Karang is very protective of interactions with strangers so as not to become bad talk in the community. In accordance with what was said by (Diah-1) as one of the informants said:

*"Having a homestay in people's homes here is not easy, because the housing is not good and the culture of the people in Tanjung Karang really doesn't like it if, for example, there are foreigners staying at their house, it immediately becomes an unpleasant conversation, especially if the tourists staying are foreign tourists. dressing immodestly, yes, we know how foreign tourists dress, most of the people here certainly don't like it, what's more, if a good location for lodging is the BTN complex there, the place is also nice and the culture at the BTN complex is not like that in ordinary people's housing."*

The people of Tanjung Karang really maintain order and environmental conduciveness. Thus, the presence of tourists staying at people's homes, both local and foreign tourists, can become a bad issue in the surrounding environment that can cause social unrest. There is a BTN complex that can be used as lodging. BTN complexes are built with the aim of being sold, but can also be rented by tourists who want to stay

overnight, because the building model is modern and neatly arranged so that it can attract tourists to stay. However, labor absorption is low because the BTN complex already has cleaning and security officers, so the presence of tourists will not have an impact on labor absorption in BTN.

This condition results in the absorption of labor in Homestay in Tanjung Karang tourist village being low or insignificant, although currently Tanjung Karang tourist village has a tourist attraction Taman Loang Baloq which was built with various tourist facilities, but it is still unable to increase employment in Homestay. The management of the Loang Baloq Park tourist attraction has planned to build a Homestay with a special building for tourist lodging in the near future. So that tourists from outside the area can easily find lodging around the tourist attraction. The construction of this Homestay is expected to absorb more local labor in Tanjung Karang.

The current condition of MSMEs and Homestays results in insignificant employment in the Loang Baloq Park tourist attraction in the Tanjung Karang tourist village. This is in line with research conducted by Huda [20], the existence of Harapan Jaya tourist village with Bukit Cendana tourist attraction has opened up business opportunities for the community in Harapan Jaya village, employees or workers and traders in Bukit Cendana tourism are the indigenous people of Harapan Jaya village. however, employment in Harapan Jaya tourist village is still relatively low.

### 3.2 Qualified Human Resources Support

Human resources are the main actors in development activities. The quality of human resources will determine whether or not it can improve development. The quality of human resources consists of two aspects, the first is the physical aspect (quality) and the second is the non-physical aspect (quality) concerning the ability to work, think and other skills. The community in Tanjung Karang tourist village, the majority of households work as traders based on 2018 data from the number of households amounting to 2131 households with a population of 9567 people, 271 households work as traders. However, after the existence of the Loang Baloq Park tourist attraction which has been renovated in such a way with various facilities in it, the traders are supported by the increase in fishermen who catch fish to be sold by existing traders to become processed fish culinary to support tourist activities while traveling in the Tanjung Karang tourist village because this area is located on the coast.

When viewed from the aspect of education, the largest number of community education graduates is only up to elementary school (SD/equivalent), namely 650 people, junior high school graduates (SMP/equivalent) of 517 people, and senior high school graduates (SMA/equivalent) of 630 people, while those who graduate from D1-D3 academies and Bachelor's degrees are only 255 people out of 2857 people who take education to graduate from general and special schools. Meanwhile, those who did not graduate and did not go to school amounted to 150 people. Thus, it can be said that the level of education in Tanjung Karang Tourism Village is quite good. However, it still needs to be improved, especially for college graduates, seeing that Tanjung Karang tourist village is located in the city of Mataram where access to education is very complete up to college.

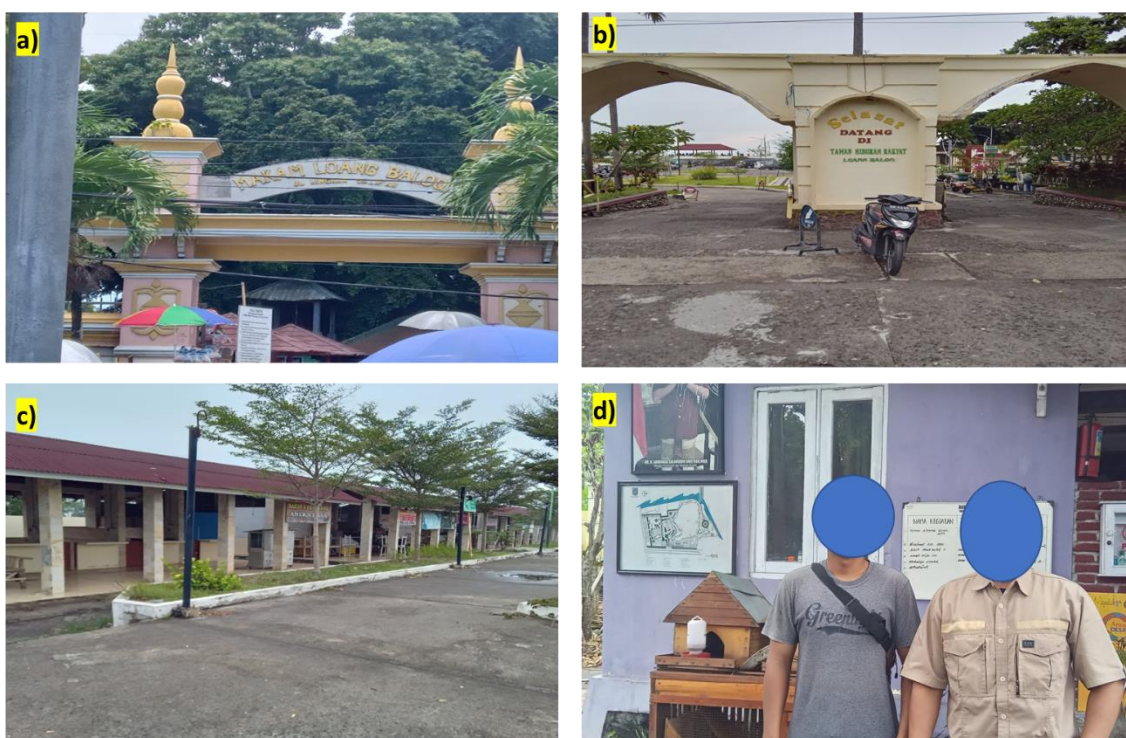
The quality of human resources is needed in managing the Loang Baloq Park tourist attraction in Tanjung Karang tourist village, in order to advance all existing tourism activities, can create creative and innovative ideas for the progress of the tourist village. The low quality of human resources in the management of Taman Loang Baloq tourist attraction can be seen from the fact that there are still many UMKM stalls that have been built but more are closed even though there are already all owners. As well as various existing facilities that are still not utilized properly. Thus, it is very important to improve the quality of human resources, both by increasing education to higher education and by providing training on tourism.

### 3.3 Facilities Supporting Tourism Activities

A tourism activity will not run well if it is not supported by adequate facilities and without the support of the community around the tourist area. Tourism awareness groups (Pokdarwis) play a very important role in building facilities in tourist areas with the aim of developing and advancing tourism, especially in tourist villages as part of tourism activities. These facilities can be an economic value tourism product that can be offered to tourists. In the Oktawirani and Hsiao [21] explains that there are four aspects that must be considered in offering tourism products as a totality of products, namely:

- a. Attraction (attractiveness); This attraction is made on the basis of the authenticity of the Loang Baloq Park attraction. The existing tourist attraction is divided into three areas, namely:
- b. The beach land area as an attraction in the Loang Baloq Park tourist attraction can be used as a variety of tourist activities, namely such as sightseeing, beach ball, outbound, camping, as well as culinary tours by serving local food typical of the Sasak tribe.
- c. The sea area as an attraction in Tama Loang Baloq tourist attraction can be used as a variety of tourist activities, such as swimming, water sports, bananas boat, canoeing, and fishing.
- d. The estuary area as an attraction in Loang Baloq Park has facilities such as duck boats to go around the estuary and enjoy the natural beauty around.
- e. Accessibility (transportation); Loang Baloq Park tourist attraction is located in the center of business and government of the capital city of West Nusa Tenggara province, namely Mataram City. This geographical location makes the location of Taman Loang Baloq tourist attraction in Tanjung Karang tourist village very strategic and easy to reach. To get public vehicles such as taxis and online motorcycle taxis to travel as a supporter of tourist travel.
- f. Amenities; The facilities available at Loang Baloq Park are quite complete, such as public toilets, prayer spaces (for Muslims), berugak/bale bengong, restaurants, art performance areas, large parking areas, and information centers in the form of loudspeakers.
- g. Ancillary (institutional); There is a Pokdarwis Tanjung Samudra in Tanjung tourism village which currently manages the Loang Baloq Park tourist attraction. In addition to the existence of Pokdarwis, the role of the local community in Tanjung Karang also needs to participate in advancing the Tanjung Karang tourism village so that it can absorb more local labor in Tanjung Karang. One of the efforts that can be made is to improve skills and knowledge in the field of tourism in order to create creative ideas in the sustainability of tourism activities in Tanjung Karang tourist village.

Although Taman Loang Baloq tourist attraction in Tanjung Karang tourist village (See Figure 1) has adequate facilities as a destination with various tourism products offered, but the reality in the field based on the results of researcher observations, shows the absence of consistency and good sustainability from the manager in advancing Taman Loang Baloq tourist attraction.



**Figure 1 (a) Picture of Loang Baloq Tomb Front View, (b) Picture of Loang Baloq Park Tourism Front View, (c) Cross Section of SMEs Closely, (d) Post-interview selfie with the head of Tourism Management**

In accordance with previous research conducted by Putri et al. [1], said even though the Taman Loang Baloq tourist attraction has fulfilled the requirements as a tourist destination and won the 2022 ADWI



(Indonesian Tourism Village Award), it is not free from challenges in managing tourist villages, such as coordination and collaboration of tourism stakeholders that are long-term and sustainable, cleanliness management and visitor circulation management. Seeing the condition of the Loang Baloq Park tourist attraction which has not been visited by many tourists, in other words the goals and targets have not been achieved optimally. It can be seen from the decline in stall buildings provided by the government and managers, not many MSME industry parties are interested in utilizing these stalls, because there are not many visitors who are interested in shopping.

Facilities that have been adequate at the Loang Baloq Park tourist attraction must be maintained and developed so that workers who were able to work and get income from there have a permanent job that can improve their standard of living. Communication between tourist attraction managers and community groups in Tanjung Karang is needed so that the involvement of local community elements can be a supporting force to advance tourism activities in the Tanjung Karang tourist village.

#### 4. Conclusion

The results show that although the Tanjung Karang tourism village with the Loang Baloq Park tourist attraction was built by the Mataram City Tourism Office and managed by Pokdarwis Tanjung Samudra, its impact on local employment is still relatively low. In addition, although most of the MSME stall owners are from Tanjung Karang, only a few of them consistently open their stalls every day. Some workers even choose other jobs or are unemployed due to the lack of attention from the tourist attraction management to MSMEs, the unclear rules for renting stalls, and the lack of interest from tourists to shop at MSME stalls. The existence of Tanjung Karang Tourism Village also does not have a significant impact on homestay owners due to inadequate housing conditions and concerns about social unrest in the local community due to tourist lodging in their homes. Therefore, it is recommended that the management of the Loang Baloq Park tourist attraction, which is currently managed by the Tanjung Samudra Pokdarwis, can increase tourism activities by more actively involving local communities through training on sustainable, creative and innovative tourism management. This is expected to increase local employment and maintain the sustainability of Tanjung Karang tourism village for future generations.

#### 5. References

- [1] R. S. Putri, N. Y. S. Dewi, and A. Agustina, 'Halal Tourism Development Strategy in Loang Baloq Beach, Mataram City', *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, vol. 7, no. 1, Art. no. 1, Jan. 2024, doi: 10.31538/ijse.v7i1.4458.
- [2] A. K. Jaelani, R. D. Luthviati, M. J. Hayat, and A. Rohim, 'Halal tourism sector and tax allowance policy: a case study observed from normative problems to effective implementation', *Ijtihad : Jurnal Wacana Hukum Islam dan Kemanusiaan*, vol. 23, no. 2, Art. no. 2, Dec. 2023, doi: 10.18326/ijtihad.v23i2.185-210.
- [3] B. T. Cahya, S. Munawwaroh, S. Surepno, and I. Andriyanto, 'The Spiritual Entrepreneur of The Santri Based On Falsafah Local Wisdom Gusjigang In The City of Kudus', *Al Tijarah*, vol. 7, no. 1, Art. no. 1, Aug. 2021, doi: 10.21111/tijarah.v7i1.5636.
- [4] Y. Agustina, A. Winarno, and B. S. Narmaditya, 'Village-Owned Enterprises and Rural Community Welfare: A Lesson from Malang of Indonesia', *Technium Soc. Sci. J.*, vol. 22, p. 547, 2021, [Online]. Available: <https://heinonline.org/HOL/Page?handle=hein.journals/techssj22&id=547&div=&collection=>
- [5] M. Supiyati, I. Indapurnahayu, and R. S. Aminda, 'Analysis of Factors Affecting Increasing the Effectiveness of MSMEs in the Covid-19 Pandemic Period and the New Normal Era (Case Study on MSMEs Champion in Bogor Regency)', *Manajemen Bisnis*, vol. 11, no. 1, Art. no. 1, Apr. 2021, doi: 10.22219/mb.v11i1.18627.
- [6] S. Wahyuni, J. Widodo, M. Zulianto, and N. N. Islami, 'The analysis of e-commerce utilization in Micro, Small and Medium Enterprises (MSMEs) at Jember', *IOP Conf. Ser.: Earth Environ. Sci.*, vol. 485, p. 012037, Jun. 2020, doi: 10.1088/1755-1315/485/1/012037.
- [7] A. B. A. Billa and I. Rois, 'development of halal tourism at the tourist destination of Aik Nyet, Buwun Sejati Village, West Lombok Regency', *Jurnal Konstanta*, vol. 2, no. 1, pp. 213–227, 2023.
- [8] BPS Indonesia, 'Gross Regional Domestic Product of Provinces in Indonesia by Expenditure 2018-2022', Gross Regional Domestic Product of Provinces in Indonesia by Expenditure 2018-2022. Accessed: May 04, 2024. [Online]. Available: <https://www.bps.go.id/en/publication/2023/04/28/adbf2e4673599f3dbddca295/gross-regional-domestic-product-of-provinces-in-indonesia-by-expenditure-2018-2022.html>
- [9] J. B. Ajefu and J. O. Ogebe, 'The effects of international remittances on expenditure patterns of the left-behind households in Sub-Saharan Africa', *Review of Development Economics*, vol. 25, no. 1, pp. 405–429, 2021, doi: 10.1111/rode.12721.
- [10] M. B. Miles, A. M. Huberman, and J. Saldana, 'Qualitative Data Analysis, A Methods Sourcebook (Fourth)', *Arizona State University*, 2019.
- [11] H. J. Rozikin, B. Ismiwati, and E. Astuti, 'The Effect of the Agriculture, Tourism, and Trade Sectors on Economic Growth in Lombok Timur Regency', *English and Tourism Studies*, vol. 2, no. 1, Art. no. 1, May 2024, doi: 10.59535/ets.v2i1.208.
- [12] A. Ramadhanti and A. S. Slamet, 'Developing E-Commerce Success Model by Measuring Website Quality of Indonesian MSMEs', presented at the 5th Sriwijaya Economics, Accounting, and Business Conference (SEABC 2019), Atlantis Press, May 2020, pp. 16–23. doi: 10.2991/aebmr.k.200520.004.

- [13] R. A. M. Febrianti, M. H. M. Saudi, K. Kaniawati, and N. Hermina, 'Transformation of Digital Marketing in the 4.0 Industry Revolution: A Study on Batik MSMEs', *International Journal of Engineering & Technology*, vol. 7, no. 4.34, pp. 352–357, 2018.
- [14] Y. Ji, S.-M. Kim, and Y. Kim, 'A Way to Attract Digital Nomads to Tourist Destinations in the New Normal Era', *Sustainability*, vol. 16, no. 6, Art. no. 6, Jan. 2024, doi: 10.3390/su16062336.
- [15] I. N. Latif, H. Heriyanto, M. Mardiana, and C. K. Dewi, 'Analysis of Financial Management in Economic Empowerment of MSMEs: A Case in a Tourism Village', *Journal of Nonformal Education*, vol. 9, no. 1, Art. no. 1, Feb. 2023, doi: 10.15294/jne.v9i1.42717.
- [16] S. Mujiatun, B. Trianto, E. F. Cahyono, and Rahmayati, 'The Impact of Marketing Communication and Islamic Financial Literacy on Islamic Financial Inclusion and MSMEs Performance: Evidence from Halal Tourism in Indonesia', *Sustainability*, vol. 15, no. 13, Art. no. 13, Jan. 2023, doi: 10.3390/su15139868.
- [17] U. Wahyudin, A. R. Randa, K. El Karimah, and I. M. Santoso, 'The misunderstanding of halal tourism in Bandung city - Indonesia: Muslim tourist arrivals are increasing in the obscurity of concepts', *Journal of Islamic Marketing*, vol. 13, no. 12, pp. 2611–2629, Jan. 2021, doi: 10.1108/JIMA-07-2020-0204.
- [18] S. Fatimah, 'Village Government Strategies in Managing the Village Library as a Facility for Providing Information to the Community in Biroro Village', *Socio-Economic and Humanistic Aspects for Township and Industry*, vol. 1, no. 1, Art. no. 1, Sep. 2023, doi: 10.59535/sehati.v1i1.109.
- [19] A. Faraji, M. Khodadadi, M. Nematpour, S. Abidzadegan, and H. R. Yazdani, 'Investigating the positive role of urban tourism in creating sustainable revenue opportunities in the municipalities of large-scale cities: the case of Iran', *International Journal of Tourism Cities*, vol. 7, no. 1, pp. 177–199, Jan. 2020, doi: 10.1108/IJTC-04-2020-0076.
- [20] M. Huda, 'Towards an adaptive ethics on social networking sites (SNS): a critical reflection', *Journal of Information, Communication and Ethics in Society*, vol. 20, no. 2, pp. 273–290, Jan. 2021, doi: 10.1108/JICES-05-2021-0046.
- [21] P. Oktawirani and T.-Y. Hsiao, 'Initiation Village-Owned Enterprise for Strengthening Tourism Development', *Journal On Tourism & Sustainability*, vol. 4, no. 1, pp. 71–81, 2020.

**Publisher's Note** – Tinta Emas Institute stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.

## 6. Author Declaration

**Author contributions and responsibilities** - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

**Funding** - This research did not receive external funding.

**Availability of data and materials** - All data is available from the author.

**Competing interests** - The authors declare no competing interests.

**Did you use generative AI to write this manuscript?** - No.

**Declaration of generative AI and AI-assisted technologies in the writing process** - The authors declare does not use the Generative AI.

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

