

# Development of the Potential of Tourism Villages in Increasing Community Employment from an Islamic Economic Perspective

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## ABSTRACT

Sumber Agung Village Tourism in Bandar Lampung City is a small example of the many efforts to develop the creative economy carried out by the community. The aim of this research is to determine the potential development of tourist villages in increasing community employment according to Islamic economic views. The research method is field research. Data collection techniques are carried out through Interview, Observation and Documentation methods. The research results show that management of this tourist attraction is community-based, but that does not mean without supervision from the manager. Management here uses the POAC principle (Planning, Organizing, Actuating and Controlling). The economic activities carried out by the community due to tourism are in accordance with Islamic economics.

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## 1. INTRODUCTION

Indonesia's current economic condition cannot actually be said to be a country with good economic conditions, even though when compared with countries in Asean it is ranked 6th out of 10 countries. The condition facing Indonesia related to the economy is the problem of poverty, which at the end of 2021 recorded the poverty rate in Indonesia at 9.22 %, meaning that there were 24.79 million people in Indonesia who were in the vortex of poverty. This condition cannot be separated from several factors, including unequal employment opportunities, unavailability of human resources properly so that they cannot be channeled to their field of work, lack of employment opportunities and other factors.

In March 2022, the percentage of poor people in Indonesia increased by 0.56 percent from September 2022 so that there were 26.41 million people who were on the poverty line, although if you pull back from March 2008 to March 2022, the poverty rate in Indonesia tends to decrease even it can be said to be drastic, namely 17.75 percent or 39.3 million poor people in March 2008 and 9.78 percent or 26.42 million poor people in Indonesia in March 2022 (Central Statistics Agency, 2019).

This is of course a disparity between the poverty conditions of society and the economic conditions in Indonesia which have averaged GDP growth of 5 percent since 2005. Therefore, currently the government is aggressively socializing the creative economy program towards 2025 as a grand issue in Indonesian economic sector. Some of the reasons for developing the economy or creative industry in Indonesia include: creating a positive business climate, building the nation's

image and identity, being based on renewable resources, creating innovation and creativity and competitive advantage and hopefully being able to provide a positive social impact (Pangestu, 2008).

Based on the News Publication published by the Ministry of Finance at the end of 2019, there are at least 3 strategies that the government will implement to achieve quality economic growth in 2020, namely strengthening the trade balance, strengthening domestic demand and structural transformation. From this big planning, we can draw a simple conclusion that the government, especially in the current leadership era, is also focusing on national economic development.

Economy itself is a basic need for every human being which is used as a necessity to support their lives. Economics is also an area that can be said to determine human life, because with the economy humans can fulfill their needs, not only physical needs but also spiritual and religious needs. In Islam, economics is also an important field and is given great attention by religion. Many of the Qur'anic and hadith explanations are related to economics. This shows that the fulfillment of human needs on earth is also determined by economic factors. Economics in Islam is a field related to human relations. Therefore, we can say that economics is a muamalah field. Economics itself is something that refers to human behavior in using scarce resources to produce needed goods and services. Even though the economy is a world need, Islamic teachings do not necessarily separate this matter from the affairs of the afterlife and in the end all economic goals and activities will be returned to the relationship between humans and their creator. (Abdullah, 2014).

The aim of economics in Islam is of course to support human needs, both the needs of this world and the needs of the afterlife, so that both are equally important and cannot be put aside. In economics there are also basic principles that form Islamic Economics, namely: Faith (Tauhid), Justice ('Adl), Prophethood (Nubuwwah), Government (Khilafah) and Results (Ma'ad). These five basic principles were the inspiration for compiling Islamic Economic theory. Economic development in Indonesia is also inseparable from the lower scale economy, which is dominated by community-based economic activities. Recently, there also seems to be quite a serious effort in terms of developing local economic potential, which we have encountered a lot from the development of village tourism potential, including in the city of Bandar Lampung.

Sumber Agung Village Tourism in Bandar Lampung City is a small example of the many efforts to develop the creative economy carried out by the community. With this village tourist location, it also has an impact on improving the community's economy, both directly and indirectly. The large number of tourists who visit apart from providing income to the village and tourism managers, of course also has an impact on the surrounding community by opening up employment opportunities in trade, services, transportation and so on.

With natural tourism being opened there, of course empirically many people are involved, either taking part in tourism management or opening independent businesses by selling around tourist locations. This shows that in plain view, the existence of tourist locations there has an impact on the community's economy. around that location. Theoretically, economic development means changes in the economic structure of society as a whole. Boediono stated that economic growth is a process and not a picture of the economy at one time. The dynamic aspect that can be seen is how an economy develops over time.

Therefore, the author is interested in conducting in-depth research on phenomena that occur in society related to the development of the creative economy and its impact on opening up employment opportunities for the community around the Sumber Agung tourist village and what the Islamic economy views. The author will conduct research and take the title *Developing the Potential of Tourism Villages in Increasing Community Employment According to Islamic Economic Views*.

## 2. RESEARCH METHODS

This type of research includes qualitative research, namely research procedures that produce descriptive data in the form of written or spoken words from people and observed behavior. (Sugiyono, 2017). So based on the place of implementation, this research is considered field research. The author will carry out the research location in Sumber Agung Village, Bandar Lampung City. Researchers obtained primary data from interviews with informants and the local community. Types of secondary data in this research include documents from local government, data archives, and reference books related to the problems raised in this research (Subagyo, 1994). This

data collection technique uses three methods, namely Interview, Observation and Documentation (Noor, 2011). In this research, the author uses descriptive analysis techniques, namely by describing the data obtained relating to tourist attractions and their impact on employment in the surrounding community, then carrying out an analysis based on Islamic economic theories to see how the Islamic economic perspective applies to phenomena that occur in the field. (Moleong, 2018).

### 3. RESULTS AND DISCUSSION

#### Tourist Attraction Management

Management of this tourist attraction is community-based, but that does not mean without supervision from the manager. Management here uses the POAC principle (Planning, Organizing, Actuating and Controlling). Planning is the entire process of thinking and carefully determining the things that will be done in the future in order to achieve the goals that have been set. Here, managers are required to continue to think creatively and innovatively in order to maintain the continued existence of this tourist spot. Every 3 months there will definitely be new ideas for creating new photo spots or replacing old and damaged photo spots. This is done to attract visitors and visitors will not get bored with the same photo spots. Development continues to be carried out so that this tourist attraction continues to compete with other tourist attractions in the city of Bandar Lampung. Occasionally meetings are also held between managers and sections to discuss plans for what will be done in the future. Not only that, the meeting will also discuss work program planning such as worker performance, improving the quality of serving visitors, supporting equipment and facilities used for recreation. Organizing is the process of preparing an organizational structure that is in accordance with the organization's goals, the resources it has and the environment that surrounds it. Based on the research results, it is known that the management of tourist attractions is managed by the Tourism Awareness Group (Pokdarwis). The division of tasks and responsibilities is adjusted to each part of the implementation unit, including chairman, secretary, treasurer, public relations and sections. Starting from the security section, culinary section, parking section, infrastructure and infrastructure section, Sapta Pesona section, and motorcycle taxi section have their respective duties and responsibilities. For implementation, the head of management has provided work directions according to the organization that has been formed. Carrying out this work includes carrying out tasks that have been divided into each section, as well as managing tourist facilities and infrastructure for visitor comfort so that visitors feel at home on this tour and want to return another time.

Supervision is a process of monitoring activities to ensure that standards can be implemented as planned and taking corrective steps for significant deviations. Routine supervision is carried out continuously to monitor and monitor the performance of everything in the tourist area. The Public Relations manager will carry out supervision once a week at the end of the week to monitor all activities and whether there may be any obstacles so that a solution can be immediately found. Supervision is carried out on the performance of workers after completing activities such as checking finances at the counter and re-maintaining facilities and infrastructure. Everything is done so that this tourist spot gives an impression and comfort to visitors so that visitors will stay in this place for a long time. The management of the Tronggolasi Hill tourist attraction consists of various elements of society in the form of village officials, tourism managers and the surrounding community who help in advancing this tourist attraction. In an organization, the most important driving element is the people who act as managers.

Apart from workers, there are traders who sell around tourist attractions. These traders also come from residents around Sumber Agung Village. The number of traders on this tour is around 33 traders selling food and drinks. So the number of residents involved in tourism is 53 people or around 5% of the number of people who work in Sumber Agung Village. Then the number of tourists on active days ranges from 50 – 100 and on weekends 100 – 200 tourists. So the income obtained from tourism is around 700 – 1.8 million per day (income from tickets). So the annual income from 2019 – 2023 is as follows:

**Table 1.**Revenue for 2019-2023

No.	Year	Amount
1.	2019	275 million
2.	2020	-
3.	2021	-
4.	2022	125 million
5.	2023	120 million Running Time

Meanwhile, the salary system given to workers uses a monthly system. So the data that will be presented is as follows:

**Table 2.**Workers' Salaries

No.	Name	Position	Wages
1.	Amri and Susi	Counter guard	1.3 million per person
2.	Arif, Herman, and Manab	Photographer	1.3 million per person
3.	Sainami	Park ranger read	1.2 million per person
4.	Rizki	Pool counter guard	1.4 million people
5.	Wulis, Tati, Rian, Yogi, Burhan, Bowo	Cleaning up	1.2 million per person

Apart from that, the tourism management contributes to the village around 15 million per year. However, the village provided development funds from BUMDES amounting to 110 million during construction.

### Potential Tourist Attractions

There are various potentials that exist in tourist attractions. The beautiful natural potential and cool air are the main attraction for tourists to visit. The abundance of various kinds of fruit, especially durian, which is the leading fruit in Sumber Agung Village, also pampers tourists even more because here tourists can get these fruits at cheap prices. Not only that, on this tour there are also facilities that tourists can enjoy, including:

- a) Photo spot, here the person looking after the photo spot is not necessarily the owner of the spot. There are some who employ other people to look after their photo spots. Profits are divided 50% to the owner and 50% to the custodian. Visitors will be charged Rp. 5000 at each photo spot and you can take as many photos as you like using your own camera or cellphone. Workers guarding the spot will help visitors take photos.
- b) Photographers, young people who like photography can channel their talents here. Because there are many good and unique photo spots, visitors will be less satisfied if they only take photos with their cellphone cameras. Here is an opportunity for photographers to offer their services. They will show prints of the photos they took to attract visitors' interest. Every 2 photo files from the camera are priced at IDR. 5000.
- c) Food stalls and souvenirs. Many mothers who were previously housewives have now opened businesses selling food and snacks as souvenirs. Even though it is in a tourist area, the prices of food and drinks here are quite affordable.
- d) Parking services. Parking attendants are tasked with managing and securing visitors' vehicles. Visitors who come will submit proof of entry from the counter without having to pay parking fees. Later, this proof will be kept by the parking attendant and handed over to the counter guard. The parking service fee has become one with the entry fee, so the parking attendant will then hand over the proof to the counter officer and count the number of vehicles that have entered.
- e) Reading Park. Usually tasked with organizing tourists when they want to find the books they are looking for as well as rearranging them to their original place.

The involvement of the Sumber Agung Village community in tourism activities in their environment, whether as traders, parking managers, and creating photo spots, is a form of decision that they have chosen to participate in supporting tourism development activities in their area as well as their support for its sustainability. tourism activities and will also affect community

employment. Opening a trading business in a tourist area is carried out by the local community as a form of impact of the existence of a tourist attraction which is now starting to be known and visited by many tourists from various regions. Apart from being a source of income, this tourist attraction also opens up employment opportunities for the people of Sumber Agung Village. Many people who initially did not have permanent jobs, now as the tourist attraction develops, they choose to trade around the tourist attraction and make their trading business their permanent livelihood. With these various economic activities, the community's economy began to improve. Previously only working as a housewife can now open a food stall business. And those who previously only relied on income from plantation workers can now increase their income by providing motorbike taxi services on holidays in this tourist attraction.

### **The Role of Tourist Attractions in Increasing Employment in the Sumber Agung Community**

With this tourism, it not only increases community employment opportunities but also adds new employment opportunities for the community around the tourist attraction. Apart from increasing employment opportunities for the community around the tourist attraction, this tourist attraction offers various types of creative work so that it can accommodate quite a large number of workers. For example, visiting tourists can provide employment opportunities for food and drink sellers, motorcycle taxi drivers, parking attendants and other workers. Increasing community employment opportunities from tourist attractions makes community employment opportunities better. People can improve their lives by working at tourist attractions. With tourists visiting, the local community can make a profit by selling food and souvenirs made by the community themselves.

No	Business section	Previous condition	Condition after
1.	Counter guard	Garden workers, with an income of less than IDR 80,000 a day.	Maintaining the counter with an income of Rp. 90,000 a day
2.	Photo spot	Farmers, their work depends on the harvest.	Create photo spots that can be used as additional employment opportunities.
3.	Photographer	Young people who have just graduated from school have not yet found permanent employment	Selling photography services with income ± Rp. 450,000 a week
4.	Food stalls and souvenirs	Housewife	Open a food stall with an income of ± Rp. 600,000 a week.
5.	Parking services	Garden workers, with an income of less than IDR 80,000 a day	Become a parking attendant with an income of ± Rp. 900,000 a week.
6.	Reading garden	Garden workers, with an income of less than IDR 80,000 a day	Become a reading park guard with an income of ± Rp. 500,000 a week.

Based on the table above, it can be seen that there are six business centers consisting of counter guards, photo spots, photographers, food and souvenir stalls, parking services, and reading parks. It can be seen that the role of this tourist attraction in increasing employment opportunities for the Sumber Agung community is very large, including:

- a) Improving the community's economy. Increasing the economy through contributions provided by the tourism sector, such as increasing cash for the surrounding environment and villages originating from fees provided by tourist attractions.
- b) Can reduce unemployment. Many people work in various business centers at tourist attractions, namely those who were initially young people and some people only did odd jobs, now they can work at tourist attractions and have permanent employment every month. The existence of this tourist attraction creates job opportunities for the community.
- c) Can open up business opportunities, namely housewives who initially only stayed at home can now open businesses both in tourist locations and outside near tourism objects. Apart from that, people who work as farmers or farm laborers can also open businesses such as trading.

Businesses carried out by the community include selling various culinary preparations. With this business opportunity, employment opportunities for people's families can also increase.

- d) Opportunities emerge in the service sector such as parking services and motorcycle taxi services. Farmers or plantation workers who are not currently active on plantation land can increase employment opportunities by offering motorbike taxi services for visitors who come.

### **Principles of Employment in Islam**

Principles are something fundamental and basic for a particular thing. Employment principles are basic things in the field of labor. According to (Huda, 2008), employment principles in Islam include:

- a) The Principle of Human Freedom

Islam is a noble religion brought by the Prophet Muhammad SAW as a sacred duty to build a tolerant and just society. Islam itself does not provide opportunities for the practice of slavery among humans because it is highly respected by Allah SWT. Thus, the practice of buying and selling slaves carried out by their masters is increasingly being abolished by the Islamic religion because it is an act that violates human rights. Based on the principle of human freedom, workers who work at this tourist attraction can choose work that suits their interests and talents. So, there is no coercion from any party. Therefore, this principle is in accordance with what exists in the field.

- b) The Principle of Human Nobility

Islam stipulates that humans in whatever work they do must be in a noble and persistent condition for their life. In the Al-Quran it has been explained that humans are encouraged to seek their life on earth. Based on this principle, researchers found that the various workers at this tourist spot never prohibited traders in the tourist spot from looking for rupiah coffers. In this case, because traders really uphold the values of tolerance and believe that good fortune comes directly from Allah SWT and never goes wrong.

- c) Principles of Justice

Justice is an important thing for humans to be able to maintain their honor and rights in accordance with their activities. Fairness referred to in this case includes various things, including infrastructure, wages for workers, availability of employment opportunities and others. Justice that must be upheld is the implementation of community life based on the principle of balance, helping the poor, mutual cooperation, economic development, and so on. In this tourist spot, justice is highly respected. They are very solid in developing the economy together. Compete healthily without bringing others down. So that there is a community of workers who benefit each other.

- d) The principle of clarity of contracts (agreements) and wage transactions

Islam pays great attention to contract issues which are an important factor in the economy, especially transaction activities. Every Muslim is obliged to carry out what has been regulated in the Koran, including carrying out things that have been agreed regarding work, wages, working time and so on. The contract is mandatory as a basis for regulating the practices of employee relations with employers (employment providers). Therefore, openness is needed so that speculative attitudes, fraud, collusion, corruption and so on can have a negative impact on society.

The contract referred to here is an agreement between traders in the tourist area. This very clear agreement is proof of honesty which is highly respected by workers. This very high level of honesty is what makes traders protect each other together. Apart from that, an important principle in Islam is the distribution of wealth. Includes regulation of ownership of production elements and sources of wealth. Where Islam allows general ownership and special ownership, and lays down for each of them the rules for obtaining and using it, and the rules for inheritance, gifts and wills.

The main principle in the concept of distribution according to the Islamic view is the increase and distribution of wealth so that the circulation of wealth can be increased, so that existing wealth can be abundant evenly and not only circulated among certain groups. Apart from that, there is also an opinion which states that the position of distribution in a government's economic activities is very important, this is because distribution itself is the goal of fiscal policy in a government (aside from

the allocation function). An Islamic-based economic system requires that distribution be based on two aspects, namely the aspect of freedom and justice of ownership (Nunung, 2017).

#### 4. CONCLUSION

Management of this tourist attraction is community-based, but that does not mean without supervision from the manager. Management here uses the POAC principle (Planning, Organizing, Actuating and Controlling). The management continues to involve the people of Sumber Agung Village in tourism activities in their environment, whether as traders, parking managers, and creating photo spots, which is a form of decision that they have chosen to participate in supporting tourism development activities in their area as well as support They are for the sustainability of tourism activities and will also affect community employment. The economic activities carried out by the community due to tourism are in accordance with Islamic Economics. Like the principle of human freedom, workers who work at this tourist spot can choose work that suits their interests and talents. So, there is no coercion from any party. Therefore, this principle is in accordance with what exists in the field.

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