

Socio-Economic Impact of Borobudur Temple Super Priority Tourism Development on The People of Borobudur Sub District

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Abstract

The socioeconomic circumstances of a community can be positively impacted by the presence of tourism. The primary goal of advancing the tourism sector in the Borobudur Sub District area is now the growth of Super Priority Temple Tourism. More research is still necessary to fully comprehend the development's socioeconomic effects on the neighborhood. Analyzing the social and economic effects of the Borobudur Temple's high-priority tourism growth on the Borobudur Subdistrict community is the aim of this study. Qualitative research methodologies are used in this study. The Borobudur Sub District is the site of the study. The community, the secretary of the Borobudur Sub-District Head, and the tourism manager of the Borobudur Temple serve as the research's informants. Techniques for gathering data include documentation, interviews, and observation. The Modernization theory of Walt Whitman Rostow was the theory employed in this study. The study's findings demonstrate the favorable social effects of Borobudur Temple's top priority tourism growth, specifically higher levels of education and established collaboration. The economic impact on the community, on the other hand, is a rise in income as a result of more job openings, a wider range of employment options, and the emergence of new business ideas from the community. It is suggested that the expansion of Borobudur Temple as a top tourist destination necessitates coordination with other nearby tourist attractions, such as designing tour packages that simultaneously benefit all of the communities in the Borobudur Sub District. Additionally, the community should make the most of its current opportunities.

Keywords

Socio-Economic Impact, Super Priority Tourism of Borobudur Temple, Tourism Development

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INTRODUCTION

People or communities that are excluded from development initiatives will live in substandard conditions and be unable to take part in the planning, execution, and assessment phases of the project (Handoyo, 2020). In the beginning, development was done because an area's potential or lack thereof necessitated encouragement to speed up the area's development. Since the growth of tourism benefits a nation, many developing nations concentrate on using tourism to boost their economies. In many nations, tourism has emerged as one of the primary sectors that can boost income; hence, the growth of the tourism industry will undoubtedly demonstrate the degree of community welfare (Weny, 2018).

Economically and socially, the growth of the tourism industry will alter society. One of the objectives of a destination's tourism development is to help the local population. In (Risdawati et al., 2013), Subarsono (2005) asserts that the presence of a public policy will undoubtedly result in three things: output, outcome, and impact. Impact refers to additional effects on society as a result of the policy's implementation, outcome refers to the policy's result during a specific time period, and output refers to the output of a policy system. Because it recognizes the potential of the Borobudur Temple Tourism Park, the government has made the growth of the tourism industry a top priority. The Borobudur Temple Tourism Park, a world cultural heritage site, is one of the most visited tourist destinations in Central Java Province, particularly in Magelang Regency. By speeding up tourism development to boost regional competitiveness, which leads to more investment and national economic growth, Borobudur Temple Park was developed as a national strategic area. Accordingly, Borobudur Temple was designated as a National Strategic Area in accordance with Magelang Regency Regional Regulation Number 5 of 2011 concerning the Spatial Plan of Magelang Regency for 2010-2020. This is because the temple has a significant impact on the nation's sovereignty, defense and security, economy, social, cultural,

and environmental aspects, including areas that have been designated as world heritage. According to earlier studies on the effects of tourism development on the local community, none of them go beyond describing how the socioeconomics of the local community will be impacted by tourism growth. The growth of super priority tourism that affects the local community is the main focus of this study, in contrast to earlier research. Like one of them, the Borobudur Temple Tourism Park Object, has seen numerous developments surrounding it since it was designated a Super Priority Tourism Area. The community surrounding the tourist destination will benefit economically from the development. This phenomena indicates that the Borobudur Sub District and the surrounding area may experience socio-economic effects from the growth of tourist attractions in the Borobudur Temple Tourism Park.

This is demonstrated by the Regional Government's construction of a number of tourism amenities in the Borobudur Sub District in an attempt to draw visitors to the Borobudur Temple Tourism Park. A nation's economic growth is not the only indicator of its level of development; development has a wider scope. A crucial position in development is given to the social dimension, which is sometimes disregarded in the pursuit of economic progress. In addition to considering how economic activity affects the community's social life, attempts are made to improve the economic structure during the development process. The socioeconomic effects of super tourism and the importance of Borobudur Temple to the residents of Borobudur Sub District, Magelang Regency, are covered in this study. W.W. Rostow's Modernization Theory was then used for analysis.

METHOD

This study employs a qualitative approach. The qualitative approach was selected because it is grounded in the postpositivist philosophy, which

is used to study natural objects; the researcher serves as the primary informant; and observation, interviews, and recording are the methods utilized to acquire data. Data collecting, data condensation, data presentation, and conclusion drawing were the first steps in the data analysis methods employed in this study. Here, qualitative research is used to examine the issue, namely the socioeconomic status of the residents of Borobudur Sub District in light of Super Priority tourism. In order to obtain more detailed information, the researcher in this study explained the phenomenon using words and natural language. The Borobudur Temple's tourism management and the socioeconomic effects it had on the residents of the Sub District Borobudur served as the study's main data sources. The Magelang Regency's Central Statistics Agency and other relevant data sources provide the secondary data sources.

RESULT & DISCUSSION

Overview Of Borobudur Sub District

With 20 villages, 149 hamlets, 158 RWs, and 478 RTs, the Borobudur Sub District is home to 64,687 people at a population density of 1,186 souls per km². Tanjungsari Village has the lowest size, measuring 0.65 km², while Ngadiharjo Village has the largest, measuring 5.90 km². The Borobudur Sub District is situated at 7°59'99"-7°64'87" S and 110°16'42"-110°44'17" E geolocation. Because Borobudur Sub District is 40 kilometers from Yogyakarta City, 17 km from Magelang City, and 90 km from Semarang, it is therefore a strategically important location.

The strategic position is easily accessible and has the potential to boost the Borobudur Sub District's residents' economic situation. The Borobudur Temple is one of the many tourist attractions in the Borobudur Sub District due to its potential for tourism, which includes environmental tourism. Because of its potential to improve community welfare, particularly in the immediate vicinity, Borobudur Temple is utilized as a Super Priority Area during its development.

The tourism industry at Borobudur Temple is growing, which is contributing to an increase in visitors. The management has taken notice of this. Building infrastructure to support Borobudur Temple's tourism activities is the answer because as the number of visitors rises, the amenities and infrastructure will likewise become less functional.

Social Impact on the Community of Borobudur Sub District

Every region manages and develops its tourism destinations according to its own rules. Individuals with different traits can come together in interactions that are mutually accepting and productive. Strategic locations with exceptional potential value, particularly in the tourism industry, will support social, economic, and cultural shifts in society. Similar to the tourist destination of Borobudur Temple, which attracts both domestic and foreign visitors, it has a significant impact on the nation or the local community. The impact of Borobudur Temple's tourism operations will be felt at least five kilometers outside the temple's actual center. The residents of Borobudur Sub District, which is the neighborhood surrounding the Temple, are particularly affected by the tourism industry.

Community Education Level

The population of Borobudur Sub District had a rise in high school graduates, with 12,655 graduating in 2021 and 13,085 the following year. However, there was a drop from 695 to 698 individuals at the S1 level. As more high school graduates enter the workforce, jobs in the agriculture sector shift to the service sector, which lowers unemployment and the dropout rate (Widyatmaja, 2010).

Then, the issue of cost is the only issue facing education. Because of the high expense, parents are unable to send their kids to college via education. The majority of people still believe that a high school certificate is sufficient, despite the fact that there are other options for education. Additionally, Widyatmaja (2010) asserts that tourism

will promote knowledge acquisition in the community since it can provide insights from the locals, particularly since not all visitors are able to speak in the native tongue.

Additionally, Borobudur Language Village is a foreign language instruction facility located in Borobudur Sub District. By providing a quick and simple method of learning English together with tours of the Language Village, Borobudur Language Village is involved in English education. The rise in foreign language instruction demonstrates the modernization process, which is a constant transition from a traditional to a more developed society (Muhammad & So, 2006). People also start to trust science, which is another feature of modernization. The rise in the number of high school graduates and the number of students enrolled in training at the Borobudur Language Village are indicators of the district's residents' increased educational attainment.

More Collaboration The Borobudur Sub District provided the following examples of the types of collaboration that have been created within the community: Establishing homestays all over the area to give visitors the feeling of getting back to nature and allowing them to interact with the locals. This will affect how the community interacts with one another since it encourages collaboration to meet the objective of providing excellent service to tourists; The establishment of local Cooperatives as partners in tourism marketing, which can empower local community groups. Establishment art groups, like the 13 art groups in Candirejo Village, which aim to help the locals preserve their culture.

In order to accomplish the intended outcome, which is to profit from tourism, some of the community empowerment initiatives have been successful in fostering greater cooperation among locals. According to Samahudin's research from 2022, tourism can empower local communities because of community collaboration in its development, as evidenced by the establishment of community groups to support the process of community empowerment and the growth of tourist destinations. In order to maintain

the sustainability of the tourist destination, there was also mutual cooperation in managing tourism at Borobudur Temple. Similar to the rise of other tourist attractions near Borobudur Temple, it promotes community cohesion to govern collectively for the benefit of all. The Village Economic Center, also known as Balkondes, is an example of an emerging destination in the Borobudur Sub District.

Economic Impact on the Community of Borobudur Sub District

For instance, it affects the economy in terms of employment, income levels, and the growth of the business sector in the Borobudur Temple tourist region, which is a top focus for tourism.

Level of Income, the local population, particularly the workers and dealers involved in the growth of tourism, feels the boost in revenue. In addition, new companies have started to appear in the vicinity of Borobudur Temple.

The local community, particularly the workers and dealers in the Borobudur Temple region, has seen a rise in revenue. Prior to the growth of this high-priority tourist, the average monthly salary was less than IDR 3,200,000. However, the community, particularly workers and dealers, has seen an increase in average income reaching IDR600,000/month to IDR2,600,000/month depending on the type of labor, thanks to the growth of super priority tourism in Borobudur Temple.

They will be able to meet their family's and their own financial demands with the money they receive. Accordingly, the ongoing modernization process has had a good effect on the residents of Borobudur Sub District since it is highly required by the community (Muhammad & So, 2006).

Indirectly, it is evident that the growth of tourism positively affects the local economy. Indirectly, it is evident that the growth of tourism positively affects the local economy. It is also connected to earlier studies by Abdillah et al. (2016), which demonstrate that the growth of tourism affects the local economy and allows those involved

in the industry—particularly dealers and laborers—to earn more money.

Employment

This also holds true for the growth of tourists at Borobudur Temple, which is crucial in lowering unemployment among locals who work there or start enterprises nearby. The growth of the tourism industry may help the unemployed find employment. Every business owner has space for three to ten employees, or perhaps more. Therefore, there will be more employment prospects in the area the more individuals create enterprises, including trade and occupations as managers of tourist and other industries.

According to research by Wijayan-to et al. (2023), the growth of tourism will positively affect people's employment prospects, hence lowering unemployment. After the development of the Borobudur Temple Super Priority Tourism, the residents of Borobudur Sub District, who before had no occupations, now have a variety of tourism-related jobs.

Business Sector Development The neighborhood has started to develop new business concepts as a result of Borobudur Temple becoming a top focus. The tourism industry, which has grown rapidly in Borobudur Sub District, is one of the enterprises. For instance, the VW rental company is very popular in the Borobudur Sub District. The company showcases Borobudur Sub District's potential by allowing visitors to explore the area in a VW, which allows them to introduce visitors to already-existing tourism attractions. The local community can benefit from a field created by the VW rental company. The rise of economic activity is not limited to tourist locations; it also includes franchises, restaurants, lodging facilities, homestays, and community-developed business ideas like providing services during certain events like the Borobudur Temple Tourism Park.

This is consistent with earlier research by Aco (2018), which found that tourism can help people boost their income by launching tourism-related enterprises like tourist support centers.

Socio-Economic Impact is Negative

The socioeconomic well-being of the residents of Borobudur Sub District is positively impacted by the presence of super priority tourism at Borobudur Temple, but it also has negative effects. Similarly, Kujon Field in Borobudur Sub District will be developed into the Kujon Art Market, which would facilitate trade in the Borobudur Temple Area. In this manner, the traders' land will be shifted to Kujon Field right away; nevertheless, the community will protest this since it will be difficult for traders to relocate.

The Borobudur Temple tourist area still need a lot of work, including the extension of tourist sites and the construction of other services. The Borobudur Sub District community is gradually beginning to undergo changes in a number of areas, including geography, education, social interaction, economic status, and community order. This is whether it is connected to the following aspects of Walt Whitman Rostow's Modernization theory:

The Change of Agrarian Society to Capitalist Society

According to Walt Whitman Rostow, there are various phases of economic development in people's lives. It has to do with how traditional agrarian societies are evolving into more rational ones. The stage in question is to observe how the growth of super priority tourism at Borobudur Temple has affected the social changes of the residents of Borobudur Sub District. The stage opens with a traditional society, followed by a preconditioned society that takes off, individuals maturing, and a high-consumption culture.

Traditional society: societal change happens very slowly at this stage. Due to the lack of access to research, the industrial method has not been optimised. Need for the majority of people to continue using the agriculture sector's current resources (Salim, 2002). The residents of Borobudur Sub District, which was formerly a traditional community, are no different. It is typified by a community that maintains a cooperative

mindset. Additionally, there are numerous Village Economic Centers in the Borobudur Sub District. Next, the lives of those who assume a consumptive lifestyle without considering lifestyle. Then, there are restrictions on economic prospects and means of subsistence, which results in a low-income society that develops slowly. The residents of Borobudur Sub District have many jobs to suit their demands as a result of these limitations. This situation results from the agricultural sector's continued dominance in Borobudur Sub District residents' means of subsistence.

Pre-conditioned society takes off

The community is currently seeing economic growth that is happening gradually. The development of the industrial sector, the opening of new markets or infrastructures, and the rise of entrepreneurs all occur at this point. Or, as Rowland (2012) puts it, it is a time of transition from traditional society to accomplish growth on its strength. The building of the Borobudur Temple Tourism Park Area is associated with the precondition community taking off stage. Infrastructure development includes the construction of a merchant area, the repair of various pedestrian facilities, the construction of a gate to the Borobudur Temple tourist attraction, and his description. For the residents of Borobudur Sub District, this further expands employment options, allowing them to switch careers. For instance, a lot of people open parking lots, rent scooters, trade food, and so on. Other companies also arose, like VW rentals, which at first only numbered 23 to 51, and community-owned homestays, which started with 29 and now number 59. The reason for changing careers is because the income earned is insufficient to cover daily expenses, which contributes to the rising economic growth of the residents of Borobudur Sub District.

Society takes off

During the community take-off stage, new businesses will start to expand, economic growth will start to pick up speed, and economic support facilities will start

to appear. At this point, hitherto unheard-of technologies started to emerge. The residents of the Borobudur subdistrict, for example, adjust to the steadily growing economic sector. Along with the diversity of livelihoods, which include occupations in different industries in addition to agriculture. in order for the residents of Borobudur District's income to keep rising. Fast food, restaurants, hotels, and tourist villages run by the residents of Borobudur Sub District are just a few of the new enterprises that have surfaced and are still growing around the Borobudur Temple Tourism Park. The development of Balkondes, or the Village Economic Center, was another enterprise. The large number of visitors is what is driving the emergence of these new economic activity. with the expectation that the company would keep expanding over time. This situation is comparable to Nabila et al.'s (2023) research, which found that tourism can create new jobs for the local population. Furthermore, it is consistent with Romanian studies showing that, when correctly managed, tourism creates jobs and helps local communities grow socioeconomically (Popsa, 2020).

Society moves to maturity

Modern technology is being used successfully in practically every economic activity, which is a sign that society is maturing. Because technology can create advances in the economic sector, the workforce is better educated than it was in the past. People will then prefer a less urban lifestyle, and their income will rise above their former level. At this point, modern technology is becoming more and more important, just like the residents of Borobudur Sub District. The growth of the economic sector rather than the agrarian sector is indicative of changes in the Borobudur Sub District's population's economic situation. This is evident in the agricultural area owned by the Borobudur Sub District community, which has been transformed into a tourist destination or other auxiliary facilities. The residents of Borobudur Sub District have also seen societal changes, which are evident in their

way of living in relation to the metropolis. According to Bintang et al. (2019), tourism will promote social norm and behavior modification in the community. For instance, because the community collaborates to run tourism-related businesses and other enterprises, there is now more engagement and mutual collaboration among the residents of Borobudur Sub District.

High consumption society

This final stage is characterized by a rise in communal consumption that beyond their basic necessities, such as food, clothes, and lodging. When people purchase items based on their desires rather than their necessities, they become more consumptive. When people purchase items based on their desires rather than their necessities, they become more consumptive. In order to satisfy the community's needs and desires, a trade center is also being built. Because of their increased affluence, the residents of Borobudur Sub District are becoming more consumptive. According to a number of interviewees whose income has improved—for example, VW rental business owners' monthly income has increased from IDR 3,200,000 to IDR 5,800,000—that circumstance is what causes public consumption to rise. Building confidence and the drive to fit in so that it becomes the same as others by keeping up with the advancements of the increasingly sophisticated times through both online and offline purchases is the foundation of a consumptive society (Fyka et al., 2018). Some people, typically elderly people who are unaffected by the circumstances in the Borobudur Sub District, prefer to lead simple lives without placing a high value on their consumption habits.

The modernization theories, which is based on the idea of evolution, holds that modernization is an ongoing process that keeps moving forward and cannot be stopped. Similar to this, the residents of Borobudur Sub District are still working to raise their standard of living. Additionally, a growing number of people in Borobudur Sub District are pursuing careers in tourism. Economic growth in the Borobudur Sub

District region will continue to rise as the number of individuals employed in the tourism industry rises relative to those employed in the agricultural sector.

This is also connected to earlier studies by Wibowo et al. (2017), which demonstrate how tourism would impact people's lives by generating jobs that raise incomes. When it comes to economic development, tourism may be the primary driver of progress. Employment and income have changed in Borobudur Sub District as a result of the growth of this top tourist destination. This is brought on by those who are attempting to use the circumstances in the neighborhood in order to raise their revenue.

It's important for Borobudur Sub District to have a diverse range of livelihood options. According to research by Erlangga et al. (2023), a tourist destination with a large number of job opportunities has the power to improve people's quality of life and raise income. As a result, Borobudur Sub District's economic structure has changed. This occurs naturally in a place. On the other side, people will switch careers to the tourism industry if they are unwilling to work in the agriculture sector. This is the result of those who want his salary to rise so that he can sustain his family, or, to put it another way, to live. The existence of Borobudur tourism, which is a top priority, promotes new economic development and improvements in the standard of living for the residents of Borobudur Sub District. This condition is similar to research by Oktaviani et al. (2023), which found that the growth of tourism will impact people's livelihoods by creating new jobs. This will enhance the welfare of the local community because a variety of economic activities, like trade or services, have emerged to meet the needs of tourists. The Borobudur Sub District highway, which is near the Borobudur Temple Area, is currently lined with a large number of eateries, cafes, laundromats, motels, franchise enterprises, and other establishments. Additionally, people are now starting to host visitors in their homes as homestays.

CONCLUSION

According to studies on the socio-economic effects of tourism growth It is possible to draw the following conclusions about the Borobudur Temple's Super Priority for the residents of Borobudur Sub District, Magelang Regency: Social Impact: Education in the community is improving. Then, there is a greater level of community collaboration in the management of tourism-related enterprises, such as the construction of tourist amenities and the administration of the Village Economic Center (Balkondes).

Economic Impact: Depending on the sort of business, people's monthly incomes range from IDR 600,000 to IDR 2,600,000. Additionally, local towns are seeing job openings as many people transition from farming to other occupations. Additionally, there is the growth of new companies that give people the chance to start their own businesses.

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