



The Effect of Tourism Development on Labor Absorption in Central Java

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Abstract

Tourism is one of the leading sectors in Indonesia, so the government develops this sector in a sustainable. Tourism development has a positive impact such as labor absorption. This study aims to determine the effect of the number of tourist attractions, tourists, hotels, and restaurants on employment and to see the differences in tourism indicators in DPP Borobudur-Dieng and Semarang-Karimunjawa. The data processing method uses panel data regression analysis and different tests with panel data types during 2017 – 2020 period and analysis tools using Eviews-9 and SPSS. The results show that the variable number of tourist attractions, hotels, and restaurants has a positive and significant effect on labor absorption and the number of tourists has a positive and insignificant effect on labor absorption. Based on the results of the Differential t-test, shows that there is no significant difference in the variable number of tourist attractions, tourists, hotels, and restaurants, but the variable number of workers shows a significant difference in DPP Borobudur-Dieng and Semarang-Karimunjawa. This study suggests that the government should develop tourism by promoting tourism, improving service quality, and increasing the capacity of the tourism workforce and for the community to maintain and preserve tourism infrastructure.

Keywords: Labor Absorption, Tourist Attraction, Tourists, Hotels, Restaurants

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INTRODUCTION

Indonesia is the largest archipelagic country in the world which has abundant natural resources that provide the potential for Indonesia, one of which is tourism potential. Indonesia has launched the development of Super Priority Tourism Destinations to increase

tourist visits and grow the creative economy for local communities (PUPR ministry, 2020).

Borobudur Temple is one of the super-priority tourism destinations because it is the most visited tourist attraction (Kemenparekraf, 2021). Borobudur Temple is expected to provide other benefits such as increasing tourist visits to

the tourism sector in the Magelang Regency area and in the surrounding area.

Table 1. Super Priority Destinations in Indonesia

No	Destination Name	Province
1	Borobudur Temple	Central Java
2	Lake Toba	North Sumatera
3	Mandalika-Lombok	West Nusa Tenggara
4	Labuan Bajo	East Nusa Tenggara
5	Likupang	North Sulawesi

Source: PUPR ministry, 2020

Besides Borobudur Temple, there are several favorite tourist attractions in Central Java Province because it has the most tourist visits consisting of several regencies/cities. Central Java Province has 6 Provincial Tourism Destinations (DPP), namely Borobudur-Dieng, Nusakambangan-Baturraden,

Semarang- Karimunjawa, Solo-Sangiran, Tegal-Pekalongan and Rembang-Blora (Disporapar Central Java Province, 2020). The establishment of the DPP in Central Java has the aim to increase the number of tourist visits and grow the creative economy in the community.

Table 2. Favorite Tourist Attraction in Central Java Province in 2021

No	Tourist Attraction	Location
1.	Candi Borobudur	Magelang Regency
2.	Punthuk Setumbu	Magelang Regency
3.	Lawang Sewu	Semarang City
4.	Klenteng Sam Poo Kong	Semarang City
5.	Karimunjawa	Jepara
6.	Candi Prambanan	Klaten
7.	Masjid Menara Kudus	Kudus
8.	Owabong	Purbalingga
9.	Pura Mangkunegaran	Surakarta

Source: Disporapar Central Java Province, 2021

Table 3. Total Tourist Visits based on DPP in Central Java Province 2017-2020

No	Provincial Tourism Destinations (DPP)	Number of Tourist							
		2017		2018		2019		2020	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Semarang-Karimunjawa	13,179,711	135,327	17,849,070	103,886	20,512,701	122,622	2,633,851	4,192
2	Borobudur-Dieng	9,923,924	559,083	11,535,294	539,682	13,528,308	539,587	2,411,810	45,808
3	Nusakambangan-Baturraden	6,627,793	5,447	8,378,909	5,372	11,254,097	5,389	1,409,286	955
4	Solo-Sangiran	6,222,614	79,400	4,959,099	20,620	8,267,839	27,234	901,882	2,218
5	Tegal-Pekalongan	2,932,745	1,767	4,368,338	7,078	5,784,134	3,649	1,009,608	216
6	Rembang-Blora	1,232,683	23	1,852,897	530	1,272,222	251	409,820	10

Source: Disporapar Central Java Province 2021

Based on the data on table 3, it shows that the total visits of foreign tourists and domestic tourists to Central Java Provincial Tourism Destinations (DPP) in 2017-2019 have increased every year, but in 2020 the number of tourist visits decreased due to the covid-19 pandemic. The total number of tourist visits in Central Java

Province was mostly in the DPP Borobudur-Dieng and Semarang-Karimunjawa areas.

An increase in the number of tourists will grow business opportunities, create jobs, and encourage people to increase the productivity of economic activities (Hasmarini et al., 2018). The increase in total tourist visits has a positive

influence on job opportunities, especially in the tourism sector (Jumiyanti et al., 2020). The tourist attraction is an important factor in tourism activities that influence tourists to visit tourist attractions or potentials from an area (Devy & Soemanto, 2017). Tourist attractions in Central Java consist of natural, cultural, artificial, special interests, and so on.

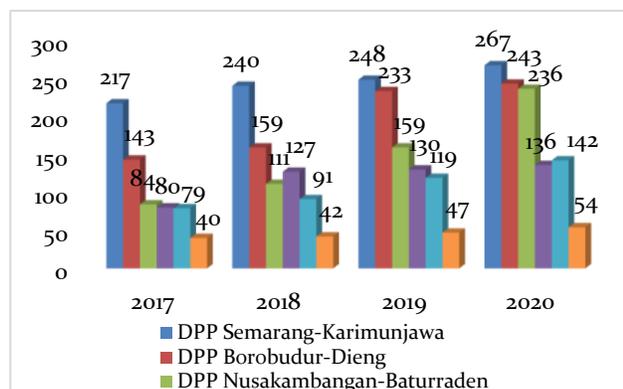


Figure 1. Number of Tourist Attractions based on DPP in Central Java Province in 2017 – 2020

Source: Disporapar Central Java Province, 2017 – 2020

Based on the data on figure 1, it shows that the number of tourist attractions according to Provincial Tourism Destinations (DPP) in Central Java Province in 2017-2020 has increased every year. The highest number of tourist attractions in Central Java Province is in the DPP Semarang-Karimunjawa area, followed by the DPP Borobudur-Dieng and other DPP areas in Central Java Province.

The increasing number of tourist attractions will increase the desire of foreign and domestic tourists to visit tourist attractions (Nurpita & Akbar, 2019). An increase in the number of tourist attractions will encourage an increase in the number of tourists which will affect the quality of

accommodation/transportation services and an increase in the number of accommodation services that will increase labor absorption in the tourism sector (Wardhana et al., 2020). The available hotels and restaurants have a function to support tourist activities while traveling in Central Java Province as well as accommodation services that can compete with other regions.

Table 4. Number of Hotels and Restaurants based on DPP in Central Java Province in 2017 – 2020

No	Provincial Tourism Destinations (DPP)	Number of Hotels and Restaurants			
		2017	2018	2019	2020
1	DPP Solo-Sangiran	1,450	1,793	1,729	1,686
2	DPP Semarang-Karimunjawa	1,201	1,347	1,220	1,279
3	Nusakambangan-Baturraden	769	1,391	1,427	1,414
4	DPP Borobudur-Dieng	570	703	690	693
5	DPP Tegal-Pekalongan	496	469	481	521
6	DPP Rembang-Blora	84	86	92	92

Source: Disporapar Central Java Province, 2017-2020

Based on table 4, it shows that the number of hotels and restaurants based on Provincial Tourism Destinations (DPP) in Central Java Province 2017-2020 has increased every year. The highest number of hotels and restaurants based on Provincial Tourism Destinations (DPP) in Central Java Province 2017-2020 is DPP Solo-Sangiran and followed by DPP Semarang-Karimunjawa, DPP Nusakambangan-Baturraden, and DPP Borobudur-Dieng. An increase in the number

of hotels, the number of hotel visitors, and the level of wages will have an impact on increasing labor absorption in the accommodation service sector (Ismiatin, 2019).

Developments in the tourism sector, especially the hotel sector, have an influence on economic conditions in a region through job creation and economic growth (Soria & Teigeiro, 2019).

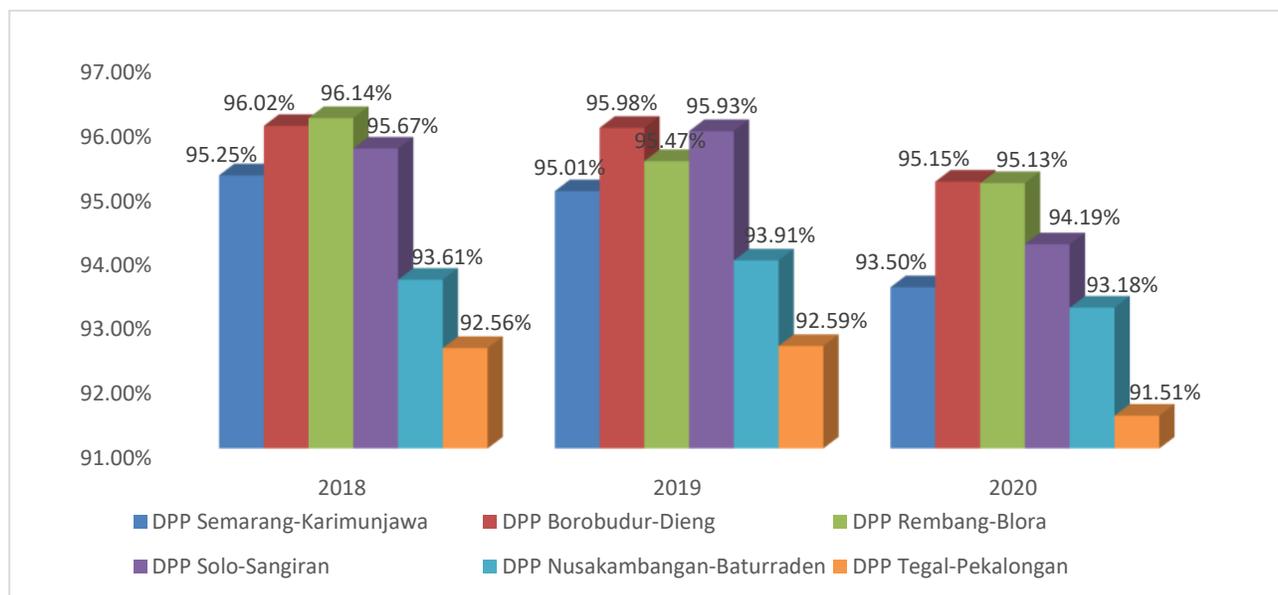


Figure 2. Percentage of Employment Opportunity Rate based on DPP in Central Java Province in 2018 – 2020

Source: BPS Central Java Province, 2020

Based on the figure 2, it shows that the level of employment opportunities at Provincial Tourism Destinations (DPP) in Central Java Province in 2018-2020 there are areas that have a decreasing level of job opportunities every year, namely DPP Borobudur-Dieng, DPP Semarang-Karimunjawa, and DPP Rembang-Blora. DPP Borobudur-Dieng employment opportunity rate decreased by -0.03 percent in 2019 and decreased again by -0.83 percent in 2020.

DPP Semarang-Karimunjawa employment opportunity rate decreased by -0.24 percent in 2019 and decreased again -1.51 percent in 2020 and DPP Rembang-Blora the employment opportunity rate decreased by -0.66 percent in 2019 and decreased by -0.34 percent in 2020. The employment opportunity rate (TKK) in 2019-

2020 in all DPP areas in Central Java Province has decreased in percentage.

This study aims to determine the effect of the number of tourist attractions, the number of tourists, the number of hotels, and the number of restaurants on the labor absorption of the tourism sector in 2017 – 2020 at the DPP Borobudur-Dieng and Semarang-Karimunjawa also to see the difference between tourism indicators in the DPP Borobudur-Dieng and Semarang-Karimunjawa.

Based on some of the data above, it shows that the number of tourist attractions, the number of tourists, the number of hotels, and the number of restaurants in Central Java Province which has the highest number in each category is the Provincial Priority Destinations

(DPP) Borobudur-Dieng and Semarang-Karimunjawa.

RESEARCH METHODS

The data used in this study is secondary data and the type of data used is panel data which combines time series and cross-section data. The data used are from 2017 to 2020. The locations of this research in DPP Borobudur-Dieng and Semarang-Karimunjawa are Boyolali Regency, Klaten Regency, Magelang Regency, Magelang City, Purworejo Regency, Temanggung Regency, Wonosobo Regency, Semarang Regency, City of Semarang, Demak Regency, Grobogan Regency, Jepara Regency, Kendal Regency, Kudus Regency, and Pati Regency.

The variables used are the number of tourist attractions, the number of tourist visits, the number of hotels, the number of restaurants and the number of workers in the tourism sector obtained from BPS and Disporapar Central Java Province. The data collection method used is the method of documentation and literature study obtained from government agencies. The analytical method used is descriptive analysis, panel data regression analysis, and different tests. The equation model in this study is:

$$\text{LOGY}_{it} = \beta_0 + \beta_1 \text{LOGX}_1 + \beta_2 \text{LOGX}_2 + \beta_3 \text{LOGX}_3 + \beta_4 \text{LOGX}_4 + e_{1t}$$

Where Y is the Tourism sector workforce (Persons); a is Constanta; β is The regression coefficient on each independent variable; X_1 is the Number of Tourist Attractions (number); X_2 is the Number of Tourists (Persons); X_3 is the Number of Hotel (Unit); X_4 is Number of Restaurants (Unit); e_{1t} is the error term.

Determining the most appropriate analytical method used in this panel data, is necessary to test the model. The first test is the Chow test to determine between the Common Effect or Fixed Effect. The second test to choose Fixed Effect or Random Effect used the Hausman test. The third test to choose between the Random Effect Model or the Common Effect Model used Lagrange Test. The next test is the classical assumption test, the statistical test of regression analysis, and the different test.

RESULTS AND DISCUSSION

Analysis of the influence of tourism in the Provincial Tourism Destinations (DPP) Borobudur-Dieng and Semarang-Karimunjawa on labor absorption in 2017-2020 has been carried out using panel data regression analysis methods and different tests. This study has tested the model selection through 3 stages and obtained the appropriate model, namely the Random Effect Model (REM) as follows:

$$\begin{aligned} \text{LOGWORKFORCE} &= 10.23443 + 0.219189 \\ \text{LOGATTRACTION} &+ 0.012410 \text{ LOGTOURIST} + \\ 0.095243 \text{ LOGHOTEL} &+ 0.051970 \\ \text{LOGRESTAURANT} &+ \varepsilon \end{aligned}$$

Where Y is the Tourism sector workforce (Persons); a is Constanta; β is the regression coefficient on each independent variable; X_1 is the Number of Tourist Attractions (number); X_2 is the Number of Tourists (Persons); X_3 is the Number of Hotel (Unit); X_4 is Number of Restaurants (Unit); e_{1t} is the error term.

From the results of the estimated output, it is known that the constant value is 10.23443 which means that if the independent variable is considered constant or zero, the labor

absorption in DPP Borobudur–Dieng and Semarang-Karimunjawa increases by 10.23 percent per year. Based on the results of the panel data regression estimation, it shows that the number of tourist attractions has a positive and significant influence on labor absorption with a significant level of 5 percent.

The number of tourist attractions has a coefficient of 0.219189 which means that every 1 percent increase in the number of tourist attractions will increase the labor absorption in the tourism sector by 21.92 percent. This

condition can be interpreted that the development of tourists attractions such as increasing the number of tourist attractions can increase the number of workers as well as those who manage the tourist attraction. According to Spillane (1987), the development of tourism has a positive influence on the expansion of job opportunities. An increase in the number of tourist attractions will increase job opportunities or require additional labor because if there is an additional tourist attraction, it requires labor to manage tourist attractions and serve tourists.

Table 5. Random Effect Model Estimation

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	10.23443	0.307010	33.33582	0.000
LOG(ATTRACTION)	0.219189	0.031129	7.041187	0.000
LOG(TOURIST)	0.012410	0.014061	0.88257	0.3813
LOG(HOTEL)	0.09524	0.037195	2.560619	0.0132
LOG(RESTAURANT)	0.051970	0.016734	3.105570	0.0030

Source: Output Eviews 9

The intensive development of tourist attractions will encourage a multiplier effect for the community, such as increasing community welfare by expanding and creating new jobs, both in the formal and informal sectors (Susilowati et al., 2018). One of the important factors in the tourism sector is the potential of a tourist attraction that encourages tourists to visit this tourist attraction (Devy & Soemanto, 2017).

The increase in the number of tourist attractions will affect the growth in the number of tourists which will encourage an increase in accommodation services and services that will increase labor absorption (Wardhana et al., 2020). The variable number of tourists has a positive and insignificant effect on labor absorption with a significant level of 5 percent.

The number of tourists has a coefficient of 0.012410 which means that every 1 percent increase in the number of tourists will increase the labor absorption in the tourism sector by 1.24 percent.

The results of this study are in line with research conducted by Khasanah and Nugraha (2021) which shows that the number of tourists does not affect the number of labor absorption in the tourism sector because many tourists visit tourist attractions that are categorized as natural or the tourist attractions have been operating optimally so that the tourist attraction does not require as many workers as other new tourist attractions.

The results show that the number of tourist visits has an insignificant effect on labor absorption because the absorbed workforce is

not because of the increase in the number of tourist visits, but the absorption of labor occurs as a result of the increase in the number of tourist attractions, tourism facilities, and infrastructure. The increase in the number of tourist visits does not significantly increase labor absorption, because the increase does not occur every day, but on weekends and holidays, so tourism business owners do not increase the number of workers at any time because there is a risk of not being able to provide wages due to uncertain income.

The results showed that the number of tourists had a positive and insignificant effect on employment because this study also involved the year 2020 where this year the covid-19 pandemic occurred. During the COVID-19 pandemic, all tourist attractions were closed starting in March 2020 so the number of visits decreased from the previous year, both domestic and foreign tourists. However, several tourism companies have not reduced the number of workers at the beginning of the COVID-19 pandemic.

The variable number of hotels has a positive and significant effect on labor absorption with a significant level of 5 percent. The number of hotels has a coefficient of 0.095243 which means that every 1 percent increase in hotels will increase labor absorption in the tourism sector by 9.52 percent. Based on the tourism supply theory proposed by Spillane, 1987, if the tourism sector wants to develop, it requires several supports that can develop the tourism sector, such as increasing the number of hotels so that tourists have a place to stay or rest after doing tourism activities which have an impact on the labor absorption. (Spillane, 1987).

As the hotel accommodation business increases, the absorption of labor in this hotel

will also increase. Tourism development, especially hotels, has a function to support the development of other tourism sectors because every tourist visiting an area needs a place to rest when traveling. Hotel service activities and other accommodation services require employees whose function is to provide services to hotel guests or tourists. (Wildan et al., 2018)

The variable number of restaurants has a positive and significant effect on labor absorption with a significant level of 5 percent. The number of restaurants has a coefficient of 0.051970 which means that every 1 percent increase in restaurants will increase labor absorption in the tourism sector by 5.20 percent. This condition means that the increasing number of developing restaurants can increase the level of labor absorption.

This research is in line with research by Antara and Sumarniasih (2017) and research by Fitri Yulianti (2018) which shows that the variable number of restaurants has a positive effect on labor absorption in the tourism sector. The increasing number of visitors to accommodation services such as restaurants can affect the fulfillment of tourist needs, so the government needs to provide the facilities needed by tourists when traveling which will have an impact on labor absorption.

According to Spillane (1987), the development of tourism has a positive influence on the expansion of employment opportunities in the labor-intensive restaurant sector. The number of restaurants has a significant relationship with employment because the number of businesses is one of the indicators that encourage job creation. The increasing number of businesses developed will affect the demand for labor and increase state income

through tourist visits. Facilities and infrastructure including accessibility are important things to do in developing the tourism sector.

Good accessibility will make it easier for tourists to access tourist attractions, such as transportation that is connected to tourist attractions in remote areas/far from the city center (Hakim & Fafurida, 2018). In addition, in this study, there is an analysis using a different test to determine the difference between indicators in DPP Borobudur–Dieng and Semarang–Karimunjawa.

Table 6. Different Test Results

		t	df	Sig. (2-tailed)
Touris Attraction	Equal Variances Assumed	-0.524	58	0.603
Tourist		-0.912	58	0.366
Hotel		-1.475	58	0.146
Restaurant		-1.986	58	0.052
Worker		-3.043	58	0.004

Source: SPSS Output Results, 2022

Based on the table 6, it shows that the variables of the number of tourist attractions, the number of tourists, the number of hotels, and the number of restaurants there are no significant differences in the DPP Borobudur–Dieng and Semarang–Karimunjawa. However, the variable number of workers from the different test results shows that there are significant differences in DPP Borobudur–Dieng and Semarang–Karimunjawa.

DPP Borobudur–Dieng and DPP Semarang–Karimunjawa have similarities such as the number of tourist attractions, the number of tourists, the number of hotels, and the number of restaurants that have good quality and are the highest among other DPPs in Central Java

Province. However, there is a difference between the two DPPs regarding the number of possible workers because the number of workers in the tourism sector in the DPP Semarang–Karimunjawa is more than in the DPP Borobudur–Dieng.

In addition, in DPP Semarang–Karimunjawa there is one city that is the capital of Central Java Province, namely Semarang City. This can have a positive impact such as an increase in the number of labor absorption because in a capital city, there are many industrial activities in it. Provincial capitals usually have industries and businesses that are categorized as large so that they can absorb more workers than other cities. Provincial capitals such as Semarang City also have easy access for the community because there are airports and stations that can facilitate public access to visit an area for recreation, homecoming, and so on so that they can absorb labor, one of which is in the tourism sector.

CONCLUSION

Based on the description of the results of research and discussion related to the influence of tourism development in the Provincial Tourism Destinations (DPP) Borobudur–Dieng and Semarang–Karimunjawa on labor absorption in 2017–2020, the conclusions in this study are the variables of the number of tourist attractions, the number of hotels and the number of restaurants have a positive and significant influence on the labor absorption of the tourism sector in the Provincial Tourism Destinations (DPP) Borobudur–Dieng and Semarang–Karimunjawa in 2017–2020. The number of tourists has a positive and insignificant effect on labor absorption in the tourism sector at the destination. Provincial

Tourism (DPP) Borobudur–Dieng and Semarang–Karimunjawa in 2017–2020.

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