



**POTENTIAL OF TOURISM OBJECTS ON THE ECONOMY OF THE COMMUNITY OF
LENJU VILLAGE, NORTH SOJOL DISTRICT, DONGGALA DISTRICT**

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ABSTRACT

Objective Study This is , for know is Potency Object Tour Sand White To Economy Community in the Village Lenju And For recognize constraint What just what you get For develop the potential that exists in Pasir White as well as How the solution. Based on results study with study qualitative. Researcher do interview to related sources _ with object tour Sand White And obtain that Sand White own potentials naturally possible _ developed For increase Income Native to the Village Lenju And influential to economy public around with opportunity business as well as opportunity work.

Keywords: Potential Object Tour And Growth Economy Society.

A. INTRODUCTION

Indonesia is Wrong One countries that have potency object And Power pull Tour form diversity very alive _ high in the form of source Power abundant nature, uniqueness _ And authenticity culture traditional , beauty span nature , symptoms nature , as well legacy history / culture . Whole potency object And Power pull Tour the is source Power economic value _ tall And at a time is an educational medium And preservation existing environment _ role very important for development tourism (Anirwan, 2019).

Industry tourist is Wrong One the right means in increase progress economy public Good local and globally. No can denied that industry tourist is sector the economy has tremendous growth _ fast compared to sector economy others . Lots of it field work from industry emerging tourism _ start from activity procurement, services accommodation, house food, service Tourism, up to business souvenir has succeed help government For reduce its height level unemployment. Donations foreign exchange for cash continued country _ flow Also is Wrong One dampak positive consequence development industry tourism. Tourism can potential For developed with see what to look for by Traveler. Potency become things that must be done noticed And seen more Far again, p That intended for all excess And potential that can be developed can maximized in a way perfect. Of course all That no. Free from role all related parties, in a way direct nor No straight away. Potency something area And tourism is two thing that has connection closely, both of them can

move proceed For do development And economy region (Hani, 2018).

Province Central Sulawesi , Regency Donggala own place Tour 79 were wrong one , tourism Beach Sand White located in the Village Lenju Subdistrict North Sojol Regency Donggala . Represents Wrong One object Tour famous natural , Places _ Tour one nature _ This very suitable visited For remove tired consequence routine daily . Tour Beach Sand White famous with beauty nature so that give rise to Power pull separately for anyone who visits the beach Sand White that .

Village Lenju originate from Language Kaili which means One estuary that is injected by four river . The name was taken Because flowing river _ split Village Lenju . In the past colonialism region Village Lenju is part from Regency Tolitoli , p This can be seen from exists proof history that is Island The current fangs be in position region Lenju which at that time was controlled by two Kings, Raja Bantilan deliver area Lenju to the King of Donggala as dowry on wedding his son , then from that's region lenju become part from Regency Donggala .

By Geographical And in a way administrative Village . Village lenju is Wrong One from 166 villages in the Regency _ Donggala And own area 7,047 km, and Total resident Village Lenju based on profile data Village in 2022 it will consist of 1,753 people men 957 and sourced 806 women from RPJMDes .

Before There is Tour Sand White part big resident Village Lenju Work in the agricultural sector , followed by the plantation sector , trade , fishermen And services . On moment observation And look for information to surrounding community _ Tour Sand White about income , income earned _ only amounting to IDR 500,000 – IDR 600,000 thousand per month , after development of tourist parks Sand White income Surrounding communities _ Tour increase amounting to 1,500,000.

Development And utilization sector tourist This very expected capable develop economy public Village Lenju . Besides Tour natural There is Also a number of potency Other tours such as the presence of bate kaje (foot marks) . according to history public Village Lenju the footprints _ is Where are the footprints of previous people ? side footrest _ left is on the island Taring , (the island in front Tour Sand White) .

Sand White inaugurated on July 23 , 2021 by Sub-District Head North Sojol , sir Dr. Zainal Abidin put together with party fishermen . Management Sand White Still managed And developed by self-subsistent public approx . Public around each other help And share task like provide service parking vehicle And cleanliness . Existence Sand White become destination Busy tourism _ visited Traveler from various area , no only from around Lenju will but many come from from outside area , mostly they get information from ber like social media . One _ beauty Sand White in area around object Tour public around Also give means For take a selfie with decoration artificial , rental snorkeling equipment and lifebuoy For swimming , gazebo that stretches between tree For relax . Around _ Sand White Lots Street Vendors (PKL) who trade in the area around object Tour such as coffee, noodles instant , Japanese And others .

Impact economy from activity tourist is change fundamentals that arise by activity the to condition public around , like enhancement or decline income society , expansion field work And behavior public to environment surroundings . Impact perceived positive _ public from development tourist Sand White that is , expand field work , increase chance strive , improve income , maintenance culture local And known food typical local by Traveler .

From the results observations in the field there is A problem Where Tour the own potency However No There is management from party Tourism. Whereas evaluation from impact the can become material evaluation from activity tourism that has And currently taking place as consideration For policy management, good That policy management , government area nor related centre _ with business service tourism in the future come .

B. LITERATURE REVIEW

1. Potential

Potency is very source _ big ones yet is known and those who haven't given on time man born in the world this . Potency is capabilities that are not yet available opened , stored power , power not yet _ untouched , success is yet to come used , hidden gifts _ or in other words potential is ability or strength or power , where potency can is default or talent And stimulus results or exercise in development (Abi Hafis 2013).

In dictionary scientific , potential interpreted as strength , ability , ability , strength , influence , power And functionality (Farida Hamid). That explains it that potency is something energy or still power _ Not yet used optimally . In matter This potency interpreted as still power _ hidden that can be form strengths , interests , talents , intelligence , etc _ _ Not yet used optimally , so the benefits Still Not yet so feels .

From several the definition above, potential can interpreted as ability hidden foundation _ And can felt the result after ability That developed .

2. Tourism

Tourist originate from Language consisting of Sanskrit from two words viz pari which means together or around And meaningful travel _ enjoy travel, in fact literally tourist can interpreted as activity enjoy journey in a way together For reach objective certain that is release saturation And fatigue from life a day day (Sutiksno et al , 2020 :15).

By etymology of the word tourism originate from Language Sanskrit , namely " Pari " which means many , many times, going round and round , and " Travel " means traveling or travel . So , tourism means something activity journey or traveling done _ from One place to elsewhere , with objective various .

Tourist that is journey undertaken _ many times from something place to somewhere else, besides That tourist is something journey undertaken _ For temporary time , which is held from something place to another place with Meaning No For try or look for living in the places visited , but just eye For enjoy journey the To use go on a trip And recreation or For fulfil various desires _ variety (Yoeti in Sutiksno , 2020:16).

Can concluded tourist is something journey undertaken _ by somebody nor a group of people from One place to another place to temporary time with objective certain that is For going on an excursion or look for pleasure .

3. Object Tour

Understanding PAD based on Directorate Protection And Preservation Nature (2019) assumes object Tour is coaching to area along with all over its contents nor to aspect business which includes activity maintenance And supervision to area Tourism . Object Tourism that has element physique environment form plants , animals , geomorphology , soil , water, air and so on as well as something attribute from compliant environment _ presumption man own mark certain like beauty , uniqueness , rarity , distinctiveness , diversity , expanse natural And wholeness.

Object tour is something the place to be visit visitors Because have resources, good experience nor artificial human , like beauty natural or mountains , beaches, flora and fauna, gardens animals , buildings ancient history , monuments , temples , dances , attractions And culture typical others (Ananto , 2018). According to Siregar (2017) object tour is all something that becomes target tourist , object tour very tightly relationship with Power pull tourism . The area which is object tour must own uniqueness that becomes target main if visit to area tour that . Uniqueness something area tour can seen from culture local , natural and flora and fauna, progress technology And spiritual element .

Tour is activity journey undertaken _ by somebody or group of people with visit place certain For objective recreation , development private , or learn uniqueness Power pull visited tours _ in period time temporary object tour is the place to be center Power pull And can give satisfaction specifically visitors (Harahap , 2018).

Can be concluded that object tour is something the place to be visit visitors Because have resources , good experience nor artificial human , like beauty natural or mountains , zoos , buildings ancient history , temples , dances , attractions And culture typical others . The area which is object tour must own uniqueness that becomes target main if visit to area tour that . Uniqueness something area tour can seen from culture local , natural and flora and fauna, progress technology And spiritual element .

4. Economy Public

By literally understanding economy is all effort And Power man in fulfil need his life To use reach something level prosperity . Because that 's economics is Wrong One related science _ with action And behavior man in fulfil need his life is growing with source existing power _ through activity production , consumption , and distribution .

By general , yes said that economy is A field study about management source material power of individuals , society, and country For increase well-being life human . Because economy is knowledge about behavior And action man For fulfil need his life is varied And develop with source existing power _ through choices activity production , consumption And or distribution .

Based on description above , yes _ concluded that economy is something effort For fulfil need life man with utilise source existing power _ And distributed For consumed society .

C. RESEARCH METHODOLOGY

Location study This is done in tourism Sand White Village Lenju , Speed North Sojol , Regency Donggala , Central Sulawesi Province , Started on April arrives _ July .

Study This use study Quantitative that describes in a way Descriptive as focus research . Method used _ in study This is method Descriptive .

Informant in study This chosen with purposive sampling method with consideration sample certain as many as 25 people.

Type of data used using primary data and secondary data . Data sources used ie primary data sources and secondary data sources .

Technique data collection used that is observation , interviews , and documentation .

Internal instruments study This is researcher That himself who plunged langsung in data collection .

Technique analysis of the data used that is data reduction , data presentation , and verification / withdrawal conclusion .

D. RESULTS AND DISCUSSION

1. Research Results

1. Overview General Location Study

Village Lenju originate from Language kaili which means One estuary that is injected by four river . The name was taken Because flowing river _ split Village Lenju .

In the past colonialism region Village Lenju is part from Regency Tolitoli , p This can be seen from exists proof history that is Island The current fangs be in position region Lenju which at that time was controlled by two Kings, Raja Bantilan deliver area Lenju to the King of Donggala as dowry on wedding his son , then from that's region lenju become part from Regency Donggala .

By Geographical And in a way administrative Village Village lenju is Wrong One from 166 villages in the Regency _ Donggala And own area 7,047 Km. in a way topographic located on height 500 meters (satellite data source) above surface sea .

Position Village Lenju located on part north Regency Donggala border lasung with , next to north Makassar Strait , next door east Village ogoamas II, next door south Village mountain Sojol , next door west Village peach . And jumbalh hamlet as many as 3 hamlets , land Village lenju part big is land dry 70% and land sawajh by 30%.

Resident Village Lenju based on the latest data from census show that there are 1,753 people , where amount resident men 957 people , and Woman numbering 805 people , with amount head family as many as 327, (RPJMDes Lenju 2022).

2. Potential Object Tour Sand White Village Lenju

Potency Tour is something that can developed become Power pull A object Tourism , potential tourist shared become three kind , ie potency nature , potential culture And potency human . Researcher analyze existing potential _ on area object Tour Sand White Village that is as following :

1) Potency Natural

Sand White is still ocean _ experience with area 10 ha (interview , May 2023). This thing confirm Wrong One strength Owned tourism _ by Village Lenju is own beautiful beach _ as well as growing still coral _ experience Where during This Lots Tourism is coming For do snorkeling .

2) Potency Human / HR

Whereas potency man possible potential _ used as Power pull Tour through management And Also past party fishermen . Sand puti Also own potency man or good human resources , with participation public in manage with establish stalls For follow as well as in industry Tourist as merchant , build inside facilities _ area Object Tour And follow do surrounding guard _ area object Tour Sand white

3) Potency Culture

Potency culture is all results create , taste and intention man Good form custom customs , crafts tagan , legacy historic grandma ancestors form Bigfoot scar (Bate Kaje) . Sand White Alone done own potency culture that can become Power pull Traveler form attractions racing regular ketinting _ done every years in Tourism Sand white.

3. Impact On Economy Public

Impact is all something arises _ consequence exists something incident or existing development _ in the public And produce influential changes _ positive or negative to continuity live . Influence positive means show change towards more _ well , meanwhile influence negative means show change towards more _ bad from before exists development carried out .

Based on the data received , the community around Village Lenju , get influence positive with exists object Tour Sand White . With exists Sand White public around have opportunity business new , old public around only depend on income from open land For gardening , fishing And farming , now Can trade in the area Sand White . Start from selling food until rental vehicle like Tires and tool snorkeling And public around obtain income new > Rp . 1,000,000 each month . Impact positive thing that happened with Sand White This The same case with the resulting impact by Tour nautical cluster island in the Village Pomolulu speed reply cape regency Donggala , inside research conducted _ by Moh Indar Ardiansyah on in 2021 with his research .

The one entitled potency object Tour nautical cluster island in the Village Pomolulu speed reply cape regency donggala , management object Tour nautical cluster island give impact positive to activity economy society . Before development Tour Sand White , some big public Work as farmer And fishermen , however after development object Tour beach activity economy increases . Public get work addition as trader food And drink as well as provider service form facilities for rent For Traveler such as gazebo, space rinse , float tube , banana boat and tool snorkeling . Development object Tour beach Sand White Also impact on income society .

That thing showing enhancement economy society , which was only Can earn 650,000/ month Now get income 1,500,000/ month .

4. Obstacles faced and solutions implemented _ _

Many countries are developing throughout world put attention to development And development tourism with hope can increase growth country's economy . With various how to get it increase amount visit Traveler abroad And with level stay stay longer for expenditure _ foreign exchange received by more countries many too. However matter This No as easy as it gets that , because Still must face obstacles or perceived problems _ classic . Obstacles or problem facing tourism _ in developing countries .

From the results research conducted _ the obstacles faced in management Tour Sand White are :

- a) Lack of facility general , not yet exists place parking specific cause _ No orderly And neat vehicle Parked tourists _ anywhere place , not yet availability lodging so that Travelers who want stay the night in area Sand White only sleep in a tent And only gezebo does n't _ all Traveler want .
- b) Not yet There is cooperation with public around And government local Source person to two Sine's mother stated that For moment This management Sand White Still fully managed by public Village That himself (Interview , May 2023). Management place Tour unilateral or individual just can give rise to gap so that later cause level comfort And security visitors reduced .
- c) Signs, only there is One signs that become instruction going to Sand White matter This cause visitors or Traveler get difficulty when will visit to Village Lenju . Weakness furthermore is lack of sign existing warnings _ Sand White . Sign is sign

warning for visitors to __ obeyed so as not to happen matter things that don't desired like dream rubbish haphazard so that view disturbed with exists rubbish that .

- d) Lack of promotion , Background education society still _ low so that cause management Tour Still Not yet maximum , besides That effort promote or introduce Village Lenju Still very less .

From the obstacles faced manager has operate solutions solutions will but No everything can resolved or part Still in the completion period .

- a) Open opportunity Work same .

For realize potential - potential Existing tourism _ so needed involvement public surroundings , then cooperation with several travel agencies in promote Sand White . This thing Also can increase district PAD Donggala .

- b) Packaging Product And Making package Tour

Packaging product And making package Tour Also become possible opportunities _ done like provide facility accommodation at home citizens . Can Also make race Sampang , Ship fast , swing And others .

- c) Enhancement Infrastructure .

Opportunity furthermore is development infrastructure specifically road And access to place Tour Sand White will more improved For support development Village Lenju as Village objective Tourism .

E. CONCLUSIONS AND SUGGESTIONS

1. Conclusion

Based on results study And discussion that has been done , then conclusions can be drawn as following :

1. Power pull Tour Sand White Village lenju , have potency natural form _ view lower still sea _ natural , mountains as well as cliff And calm waves _ with clear water , and sandy beach _ Added white _ two islands lined up in front Tour Sand White Village lenju . Throughout _ road going to Tour Sand White seen Susana still rice fields natural . Beside _ That public local Also add mark will potency object Tour This with openness them as well as life public as farmer And fishermen .
2. Potency from Tour Sand White Village lenju , give impact positive to income public local , because can increase income public from activity Tourists who visit Tourism _ Sand White , where exists field Work And business new , so with rising income increase economy public Village lenju .
3. From the results interview Also obtained that existence object Tour open opportunity business new for public around And income they from trade around _ area object Tour can generate < Rp . 1,500,000 in a month . Besides That For enter to area Tour also , manager get income addition And used For development facility new to the front

2. Suggestions

Researcher give some suggestions based on findings the following :

Provide facility supportive tourism _ development Tour beach Sand White Village lenju as object Tour nautical . Structuring provision snorkel gear and tires need to be inlaid back so as not to visible seedy And dirty .

Trash originating plastic _ from End should collected And thrown away on the place , and Don't until thrown away to beach or planted in sand . This thing will make pollution beach .

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