

Contribution of BALKONDES "Saka Pitu" As A Supporter of Borobudur KSPN in Increasing Economy of Tegalarum

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ABSTRACT

Kata Kunci:

*Balkondes;
Balkondes Saka
Pitu; KSPN;*

This research is motivated by the existence of the establishment of the Village Economic Center (BALKONDES) which was initiated by the Ministry of SOEs in 2016 to overcome economic development in Borobudur District. The "Saka Pitu" Balkondes located in Tegalarum Village is the 18th Balkondes out of a total of 19 Balkondes. Balkondes "Saka Pitu" as a supporter of the Borobudur National Tourism Strategic Area (KSPN) and to support the campaign to support Balkondes "Saka Pitu" to promote the Tegalarum community. The sample of this study was 20 informants from Tegalarum residents who were taken based on the Convenience Sampling method. The results of the study announced the contribution of Balkondes "Saka Pitu" as a supporter of the Borobudur National Tourism Strategic Area (KSPN), starting Tegalarum Village to become a tourism village and opening up employment opportunities for the surrounding community. While the influence of Balkondes "Saka Pitu" on improving Tegalarum community in general has not yet had an optimal effect.

ABSTRAK

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Penelitian ini dilatarbelakangi dari keberadaan pembentukan Balai Ekonomi Desa (Balkondes) yang digagas oleh Kementerian BUMN pada tahun 2016 lalu untuk mengatasi perkembangan ekonomi di Kecamatan Borobudur. Balkondes "Saka Pitu" yang terletak di Desa Tegalarum merupakan Balkondes ke-18 dari total 19 Balkondes yang ada. Balkondes "Saka Pitu" sebagai pendukung Kawasan Strategis Pariwisata Nasional (KSPN) Borobudur dan untuk mendukung kampanye mendukung Balkondes "Saka Pitu" untuk mempromosikan masyarakat Tegalarum. Sampel penelitian ini adalah 20 orang informan warga Tegalarum yang diambil berdasarkan metode Convenience Sampling. Hasil penelitian mengumumkan kontribusi Balkondes "Saka Pitu" sebagai pendukung Kawasan Strategis Pariwisata Nasional (KSPN) Borobudur memulai Desa Tegalarum menjadi desa wisata dan membuka lapangan kerja bagi masyarakat sekitar. Sementara pengaruh Balkondes "Saka Pitu" terhadap

peningkatan masyarakat Tegalarum secara umum belum memberikan pengaruh yang optimal.

INTRODUCTION

Indonesia is the largest archipelago country in the world, has amazing natural resources, and diverse and unique demographics. This makes Indonesia has a large tourism potential. In addition to natural wealth, the diversity of existing cultures and their customs can be learned and enjoyed as tourist attractions. One of the famous tourism objects in Indonesia is the tourist attraction of Borobudur Temple, located in Borobudur District, Magelang Regency, Central Java Province. Located at an altitude of 230-240 m above sea level with an area of 54.55 Km², Borobudur District consists of 20 villages, one of which is Tegalarum Village.

In addition, since 2016, ministry of BUMN established Balkondes (Village Economy Center) to help improving the economy of the community in Borobudur District. Until now, there have been 19 Balkondes operating and becoming part of tourism objects in Borobudur. One of the Village Economy Centers that has just been operated and attracts many visitors is Balkondes "Saka Pitu" Tegalarum which is the 18th Village Economic Center. Please note, that the development of Balkondes is part of the development of the Borobudur National Tourism Strategic Area (KSPN).

The existence of Balkondes in each village in Borobudur District cannot be denied to increase tourist visits in the Borobudur area, one of them is in Tegalarum Village. Given that the Borobudur tourism area is one of the potential mainstay tourism areas of Magelang Regency. An increase in the number of visitors will directly have an impact on increasing the revenue of tourist attraction fees which will also affect the increase in Regional Original Revenue (PAD) (Sani, 2017).

In the view of ordinary people, the successful development of a tourism village is the extent to which the tourism village activities are able to increase the economic welfare of the local community. Tourism will be deemed a failure if the economic benefits of tourism activities are actually enjoyed by outsiders, big investors, while the local people are economically marginalized. Research on the impact of tourism development on the economy of local communities is needed to be done as an effort to control economic development based on tourism (Hary, 2016). Therefore, this study raises the title "Contribution of Balkondes" Saka Pitu "as a Supporter of Borobudur KSPN on the Economy of the Tegalarum Community".

METHOD

The approach used in this study is a qualitative research method, which is a research method that produces descriptive data about spoken and written words, and observable behavior of the people studied (Taylor and Bogdan, 1984: 5). Data collection techniques used in this study are secondary data collection techniques and primary data. Secondary data collection techniques are done by agency surveys,

literature review and documentation. While the primary data collection techniques used in this study are observation and interviews.

Population and sample

The population in this study were all people of Tegalarum Village, Borobudur District, Magelang Regency. The sampling technique used is the Convenience Sampling method. The samples obtained are the people of Tegalarum Village who are located and working in the Balkondes tourism area "Saka Pitu", including: Tegalarum Village apparatus, tourist attraction management, Balkondes staff and employees, BUMDes, internal traders, local traders and visitors.

Data Analysis

Teknik analisis data yang digunakan adalah teknik analisis data di lapangan model Miles dan Huberman, meliputi empat aktivitas yaitu sebagai berikut:

1. Pengumpulan Data

Data yang muncul dalam wujud kata-kata dan bukan angka, dikumpulkan melalui berbagai cara seperti observasi, wawancara, intisari dokumen, pita, rekaman biasanya diproses melalui pencatatan, pengetikan, penyuntingan, atau alih-tulis (Miles dan Huberman, 1992:15).

2. Reduksi Data (*Data Reduction*)

Mereduksi data berarti merangkum, memilih hal-hal yang pokok, memfokuskan pada hal-hal yang penting, dan dicari tema dan polanya, sebab data yang diperoleh dari lapangan jumlahnya cukup banyak dan perlu dicatat secara teliti dan rinci (Sugiyono, 2016:247).

3. Penyajian Data (*Data Display*)

Dalam penelitian kualitatif, penyajian data bisa dilakukan dalam bentuk uraian singkat, bagan, hubungan antar kategori, *flowchart*, dan sejenisnya. Yang paling sering digunakan untuk menyajikan data dalam penelitian kualitatif adalah dengan teks yang bersifat naratif (Sugiyono, 2016:249).

4. Penarikan Kesimpulan/Verifikasi (*Conclusion Drawing*)

Penarikan kesimpulan dilakukan dengan menemukan makna data yang telah disajikan. Dari data-data yang telah terkumpul selanjutnya dilakukan penarikan kesimpulan dan kemudian kesimpulan tersebut diverifikasi serta diuji validitasnya.

The data analysis technique used is the data analysis technique in the Miles and Huberman model field, covering four activities, as follows:

1. Data Collection

Data that appears in the form of words and not numbers, collected through various means such as observation, interviews, digest of documents, ribbons, records are usually processed through recording, typing, editing, or transcription (Miles and Huberman, 1992: 15).

2. Data Reduction

Reducing data means summarizing, choosing the main points, focusing on important matters, and looking for themes and patterns, because the data obtained from the field are quite a lot and need to be recorded carefully and in detail (Sugiyono, 2016: 247).

3. Data Presentation (Data Display)

In qualitative research, the presentation of data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. The most frequently used to present data in qualitative research is the narrative text (Sugiyono, 2016: 249).

4. Conclusion Drawing / Verification (Conclusion Drawing)

Conclusions are drawn by finding the meaning of the data that has been presented. From the collected data, conclusions are drawn and then the conclusions are verified and tested for validity.

RESULT AND DISCUSSION

Data Collection

Primary data collection was carried out through observation and interview techniques carried out from April 16, 2019 to May 20, 2019. Observations were made based on observational data tables containing aspects of facilities and infrastructure, as well as Balkondes "Saka Pitu" tourism facilities. While the interviews were conducted in depth based on a list of interview questions that contained the main topics of Tegalarum Village tourism, Balkondes tourism "Saka Pitu", economic impact, and efforts to develop Balkondes. The answers from the informants are then summarized in the interview data recap. The interviews were conducted with 20 informants consisting of:

Tabel 4.1 Research Sample Data

Research Sample	Total
Village Official	2 people
Balkondes Chief	1 person
BUMDes	2 people (1 Balkondes chief and 1 staff)
Staff	4 people
Traders	4 people
Local communities	5 people
Visitors	4 people
Total	20 people

Secondary data collection is done by studying literature and documentation, which is looking for information related to data analysis methods and the concept of tourism, the concept of a tourism village, the National Tourism Strategic Area (KSPN), the Village Economic Center (BALKONDES), the economic impact of tourism, the income of the village, the general picture Tegalarum Village, and "Saka Pitu"

Balkondes. These concepts are used as indicators in the list of interview questions related to primary data collection. In addition, in the secondary data collection the organizational structure of Balkondes "Saka Pitu", Balkondes employee list "Saka Pitu", Balkondes "Saka Pitu" financial report and menu list in Balkondes "Saka Pitu" were obtained from documentation techniques.

Data Reduction

Tabel 4.2 Data Reduction Table

RESEARCH FOCUS	SUMMARY
<p>Tourism Potential in Tegalarum Village. Five groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities)</p>	<p>Tegalarum village does not have tourism potential in the form of nature tourism, but has the potential in the form of creative processed products from each village. The existence of "Saka Pitu" Balkondes provides an icon for Tegalarum Village and adds to the tourism potential of the village.</p>
<p>Tourism Potential in "Saka Pitu" Balkondes. Six groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities and visitors)</p>	<p>Restaurants, pavilion, homestay, Borobudur travel packages and servicing for events. In addition, there are a variety of snacks and playgrounds for children who are sold and rented by traders.</p>
<p>Contribution of Balkondes "Saka Pitu" as a Supporter of Borobudur KSPN. Five groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities)</p>	<p>Balkondes "Saka Pitu" has become an icon for Tegalarum Village, making it a tourist village that attracts tourists. Tegalarum residents contribute to increase employment and increase village income.</p>
<p>The Influence of "Saka Pitu" Balkondes on the Economy of the Tegalarum Community. Five groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities.</p>	<p>In general, Balkondes "Saka Pitu" has an effect on the economy of the Tegalarum community, but it is not yet optimal. The existence of Balkondes "Saka Pitu" contributes to opening up employment opportunities for some surrounding communities. However, Balkondes retribution income is not optimal to increase village income.</p>
<p>Level of Tourist Visits in Balkondes "Saka Pitu". Five groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities)</p>	<p>The level of tourist visits tends to fluctuate. However, usually on holidays tourists visit increases. Tourists are still dominated from the surrounding Magelang area and several times visitors from outside the area.</p>
RESEARCH FOCUS	SUMMARY
<p>"Saka Pitu" Parking Fee Retribution.</p>	<p>Revenue from parking fees and toilets tends to</p>

Three groups of informants (village officials; managers, staff & employees; BUMDes)	fluctuate depending on the level of visitors. In general, income from user fees has not yet played a maximal role in increasing village income.
"Saka Pitu" Balkondes Income. Three groups of informants (village officials; managers, staff & employees; BUMDes)	Net income from Balkondes "Saka Pitu" tends to fluctuate for seven months. In general, the nominal obtained is still very small and does not play a maximum role for the welfare of the wider community and is still used for the development of Balkondes itself.
Financial Management of "Saka Pitu" Balkondes. Three groups of informants (village officials; managers, staff & employees; BUMDes)	Balkondes income "Saka Pitu" is divided according to agreed proportions. The financial management was initially received by the admin and head of parking, then handed over to the manager, after being checked it was handed over to the BUMDes and after that it was handed over to the PEMDES.
Trader Income in "Saka Pitu" Balkondes. One group of informants (traders in)	The income earned by traders in the "Saka Pitu" Balkondes area tends to fluctuate depending on the level of tourist arrivals.
Strategy to Increase Revenue. Five groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities)	Low-cost promotions (parking only) and promotions through social media, as well as food at Balkondes restaurants, are made in various varieties at affordable prices.
Development of Balkondes Tourism "Saka Pitu". Six groups of informants (village officials; managers, staff & employees; BUMDes; traders in; surrounding communities, visitors)	Adding other tourist attractions beside Balkondes are outbound areas, rest areas, gazebos, soccer fields and souvenirs that can be used to sell processed products from the public.

Data Display

Tegalarum Village is one of the villages in Borobudur District which is divided into four hamlets namely Prembulan, Susukan, Kedungrengit and Kedungwangi. The total population of 2,300 inhabitants is dominated by farmers. Tegalarum village does not have natural resource, however, it has the potential of village produce in the form of Garbage and Plastic Bottle creations (BOSTIK), snack products, ornamental plants and crafts from wood and bamboo.

Balkondes "Saka Pitu" as a Corporate Social Responsibility (CSR) program from Angkasa Pura II provided an icon for Tegalarum Village. The philosophy "Saka Pitu" itself is a philosophy for human life consisting of two words, namely "Saka" and "Pitu". "Saka" means a pillar that symbolizes a firm stand for the people of Java in running life. Whereas "Pitu" means seven which implies seven guidelines and advice for the Javanese people (Pitutor, Pituwas, Pituhu, Pituduh, Pituna, Pitulungan).

The "Saka Pitu" Balkondes is one of the most recent Balkondes because it only began operating in October 2018. Compared to other Balkondes, the "Saka Pitu" Balkondes has several advantages seen in its unique building architecture, the number of buildings which are often used as spot as seven spots photo, high viewer, six-person homestay, VVIP bathroom, WIFI, offering travel packages for Borobudur area tours and proximity to mosques and highways that add a plus to the "Saka Pitu" Balkondes. This certainly attracts many visitors from both inside and outside the region. There have been recorded visits from Cilacap, Wonosobo, Purwokerto, Pati, Jepara, and so on.

Related to the development of the Borobudur National Tourism Strategic Area (KSPN), the "Saka Pitu" Balkondes provides tourism potential for Tegalarum Village and makes it a tourist village. In addition, its existence for nearly ten months has contributed to increasing employment for the surrounding community. This is evidenced by the existence of 10 staff and permanent employees who work in Balkondes, 32 people in the community and park as non-permanent employees and traders in the Balkondes area, amounting to approximately 10 people.

The contribution of Balkondes "Saka Pitu" to the economy of the community reaps diverse opinions. The opinions of each group of informants are as follows:

Tabel 4.3 Pengaruh Balkondes "Saka Pitu" Impact to Local Economy

Research Sample	Effect	Less Effect	No Effect
Perangkat Desa			√
Pengelola, Staff dan Karyawan	√		
Bumdes			√
Pedagang Dalam Masyarakat Sekitar	√		√

Based on table 4.3, it can be generally analyzed that Balkondes "Saka Pitu" has not had a maximum effect on the community's economy. From the point of view of the informant group, the village apparatus and BUMDes state that Balkondes should be a forum for icons (village products), but in fact Balkondes is the icon. The income of Balkondes both from parking fees, restaurants, homestays and events that go into village income is still very small in nominal terms, which does not provide a maximum economic contribution to the community's economy. Therefore, the results obtained are reused for the development of Balkondes. That is because the income obtained must be further divided according to proportions.

Net income obtained by Balkondes "Saka Pitu" tends to fluctuate in proportion to the level of tourist visits which also tends to fluctuate. The net profit of Balkondes "Saka Pitu" for seven months and the distribution of the proportion of profits are as follows:

Tabel 4.4 Balkondes Nett Income

Month	Nett Income
October 2018	Rp 7.422.700,00
November 2018	Rp 7.950.430,00
December 2018	Rp 3.433.766,00
January 2019	Rp 352.193,00
February 2019	Rp 1.974.969,00
March 2019	Rp 1.812.059,00
April 2019	Rp 1.415.683,00

Tabel 4.5 Income Proporsion

Object	Proportion
Staff	45%
Bumdes	33%
Karang taruna	12%
Mosque	5%
Linmas	5%

Even though they have not yet played a role in optimally increasing village income, some people feel that they are benefited by the presence of Balkondes, especially for staff & employees and internal traders. Because, with the Balkondes "Saka Pitu" opening new jobs so as to increase the family economy. It is different from the opinion of some neighboring communities who trade outside the Balkondes area which openly states the Balkondes "Saka Pitu" is not sufficiently influential on the community's economy. Because, most buyers do not come from Balkondes visitors, even if the percentage is only about 20% of Balkondes visitors who buy from outside stalls. In addition, the absence of empowerment of village products in Balkondes is also one of the reasons why Balkondes does not have enough influence on the community's economy.

The development plan for "Saka Pitu" Balkondes is focused on marketing village products by making stalls inside Balkondes. Coupled with plans to build a flying fox, tower house, rest area, gazebo, soccer field, and souvenirs next to Balkondes. The success of the plan is marked by the number of proposals submitted to several parties (investors). For development in the Balkondes area itself, a theater area will be built in front of the "Saka Pitu" Balkondes and fountains as planned from the start.

Conclusion Drawing

The contribution of Balkondes "Saka Pitu" as a supporter of the Borobudur National Tourism Strategic Area (KSPN) provides tourism potential and turns Tegalarum Village into a tourist village, thus attracting many visitors from both inside and outside the region. In addition, contributing to open employment for the surrounding community. However, on the other hand the existence of Balkondes "Saka Pitu" has not yet played a maximum role as the Village Economic Center, because there is no empowerment of village products in Balkondes. So far, its existence has been limited to being a village icon.

While the influence of Balkondes "Saka Pitu" on the economy of the Tegalarum community in general has not yet provided an optimal and maximum economic influence. That is because Balkondes "Saka Pitu" has not been operating for a long time so that the accumulated revenue gained is not too large. As a result, Balkondes income that goes into village income is still very small, and the income is still being used again as an effort to develop Balkondes, so it has not yet played a role in improving the welfare of the wider community. In addition, the existence of the "Saka Pitu" Balkondes does not necessarily have a positive impact in the form of increased sales for the trading activities of residents around the Balkondes area.

CONCLUSION

The contribution of Balkondes "Saka Pitu" as a supporter of the Borobudur National Tourism Strategic Area (KSPN) provides tourism potential and turns Tegalarum Village into a tourist village. In addition, contributing to open employment for the surrounding community. While the influence of Balkondes "Saka Pitu" on the economy of the Tegalarum community in general has not yet provided an optimal and maximum economic influence.

Some recommendations are recommended for further research, namely 1) Further research can expand the object of research by adding other Balkondes, and 2) Further research is expected to expand the area of the research sample, not only 20 informants from Tegalarum residents.

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