

Analysis of the Impact of Supi Beach Seasonal Tourism on the Socio-Economics of Local Communities in Sungai Pinang District

Puji Hervina Rahayu, Mirna Taufik, Nina Damayati
mirna.taufik91@gmail.com
University of PGRI Palembang

Abstract

Supi Beach in Sungai Pinang District is a seasonal tourism destination that offers tropical natural beauty, making it an attractive tourism destination. With the charm of its beaches and outdoor activities that visitors can enjoy, Supi Beach is the only beach on Earth. The aim of this research is to analyze the impact of seasonal Supi beach tourism on the socio-economics of local communities in Sungai Pinang sub-district. This research uses a qualitative method, the data collection technique uses purposive sampling where the data collection process is carried out by observation, interviews and documentation. Meanwhile, data analysis techniques use several stages, namely data reduction, data presentation and drawing conclusions. The research results show that seasonal tourism has a positive impact in the form of increased income and employment opportunities for local communities, but there are also negative impacts such as environmental damage due to excessive tourism activities, to minimize negative impacts and maximize economic benefits for the community, and the Sungai Pinang community is not disturbed by the existence of Supi Beach tourism, making Sungai Pinang Village better known to people and helping to improve the economy of the local community.

Keywords: Impact analysis, Social Economy, Supi Beach

INTRODUCTION

Tourism is the largest industry in the world and is growing rapidly, Indonesia is a tourism center with extraordinary culture, nature and customs. Indonesia has placed tourism as an important part of its economic development. (Maulana & Koesfardani, 2021). Sedangkan menurut (Mularsari & Farika, 2022). Tourism is also defined as mobile travel, namely a journey undertaken by someone at a certain time from one place to another with the aim of seeking pleasure.

In addition, it has been proven that improving the Indonesian economy can be achieved through tourism. The tourism industry has many types. Over the years, it has been proven that regions have the ability to significantly influence economic growth, including creating new jobs, creating new business opportunities, and increasing local income (Hamzah & Hermawan, 2018).

Seasonal tourism is a type of tourism that can be experienced by the global market and is characterized by imbalances in the form of the number of tourist arrivals, the amount of tourist expenditure, the state and condition of infrastructure and road facilities, the cost of entrance tickets to attractions if the tourist attraction has entry access limits, and the energy factor. Work. In terms of the economy, winter causes a slowdown in the economic cycle, insufficient wages for employees, and financial losses. As a result, action and support from governments, organizations and certain parties is needed to (Sitanggang & Ginting, 2022).

The seasonality of tourism is measured using the coefficient of variation and this

index is compiled based on weather. Supi beach seasonal tourism attracts attention because it is one of the seasonal tourism in Ogan Ilir Regency (Boto-García & Pérez, 2023).

One way to study the socio-economic impact of tourism, such as income distribution, is that tourism growth shows an insignificant impact, there is a reduction in the poverty gap or income gap. (Kronenberg & Fuchs, 2021). According to Article 1 paragraph (3) of Law no. 10 of 2009 (hereinafter abbreviated as the Tourism Law), tourism is a variety of tourist activities and is supported by various facilities and services provided by communities, communities, entrepreneurs and local governments (Viera Valencia & Garcia Giraldo, 2019).

A type of tourism that involves socio-economic aspects in the context of beaches during the dry season, this type of tourism only focuses on recreation and entertainment aspects but pays attention to the impact on local communities and empowering local communities involving local residents in the tourism industry, through job creation, or support for actors local businesses thus tourism can become a significant source of income for local communities.

Supi Beach in Sungai Pinang District offers tropical natural beauty, making it an attractive tourism destination with the charm of its beaches and outdoor activities that can be enjoyed by visitors. Supi Beach is the only beach on Earth. Caram Seguguk and the name Supi Beach is taken from The name is Dusun Sungai Pinang and is shortened to Supi (Sungai Pinang), this beach is different from beaches in general, Supi Beach, namely black sand that appears when the flow of the Ogan River recedes in the dry season every year and white and brown sand appears, the river water is relatively clean and Supi Ogan Ilir Beach is very anti-mainstream and tends to be unique (Ambarwati et al., 2022).

The jobs and income of the local community are mostly engaged in agriculture, animal husbandry, fisheries and handicrafts. The workers' income usually comes from the sale of agricultural products such as rice, rubber, palm oil, fish and handicraft products such as woven bamboo. Apart from that, there are also who work as farm laborers or daily laborers around the area.

The importance of this research is that it can provide an in-depth understanding of how seasonal Supi Beach tourism impacts the socio-economic aspects of local communities in Sungai Pinang District. By analyzing the impact we can identify opportunities and challenges that may arise, as well as design sustainable policies to increase positive benefits for local communities while mitigating negative impacts that may arise.

The problems in this research include environmental pollution around Supi beach tourism which can cause an increase in rubbish, environmental damage and lots of rubbish floating in the river, such as the presence of used coconuts scattered on Supi beach and not cleaned, making the river dirty. Increased disruption of fishermen's activities during the tourist season such as fishing or boat operations and disrupting their main livelihoods as well as competition for local resources which increases the price of goods and traffic congestion.

The urgency of this research is to understand how seasonal tourism on Supi Beach affects the social and economic life of local communities, including environmental degradation such as river water pollution, economic disparities between tourism entrepreneurs and local communities and the uneven distribution of economic benefits of tourism and the negative impacts of increasing tourism. the number of tourists such as traffic density and increased waste.

Based on the background discussion to the problem formulation, the aim of this research is to analyze the impact of seasonal Supi beach tourism on the socio-economics of local

communities in Sungai Pinang District.

RESEARCH METHODS

This study used qualitative research methods. Consisting of two research informants, namely general informants and key informants, the technique for determining informants uses purposive sampling based on certain criteria. There are two data sources used, namely primary data and secondary data in order to get maximum results. Data collection techniques use observation, interviews and documentation techniques. Meanwhile, data analysis techniques use several stages, namely data reduction, data presentation and drawing conclusions.

RESULTS AND DISCUSSION

1. Supi beach tourism facilities

Tourism facilities are all types that are shown to support comfort, safety, and create convenience for tourists when visiting. This tourism facility does not have souvenir figures and there are no ticket counters to enter this tourist location, and it has a parking area with public toilet facilities available for the convenience of visitors. And recreational facilities such as volleyball courts, children's play areas or photo and swimming spots as well as these tourist attractions do not have special security officers but the surrounding environment can maintain the comfort of tourists. This was obtained from the results of interviews with informants.

The facilities at Supi Beach have public toilets, parking lots and seating areas to relax as well as photo spots, but there is still a lack of facilities such as rubbish bins (YF Mei 2024).

The same thing that the GE informant said is that the Supi Beach facility has a photo spot for visiting and there is a large parking area, prayer area, public toilets and a ball pool for small children (GE Mei 2024).

Supi Beach is a tourist destination that attracts the attention of many visitors with its natural beauty. The description of the results of several informant interviews is that there are clean and well-maintained public toilets, strategic parking close to the main area of Supi Beach and there is a ball pit for small children to play in, there is a lack of facilities such as rubbish bins.

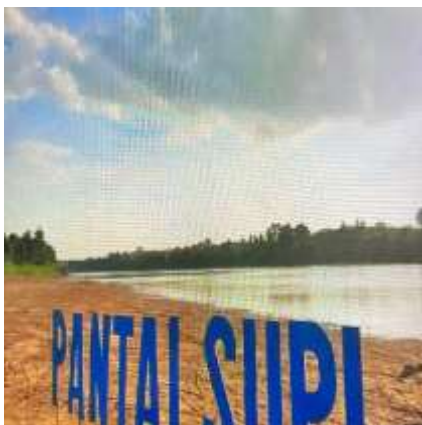


Figure 2.3 Supi beach



Figure 2.4 Toilet

The picture above shows the condition of Supi Beach. Supi Beach is a charming beach surrounded by clear water that gives a natural impression. There is also a toilet at Supi Beach, a small building located not far from the beach.

1. Development of local community participation levels

In recent years, the level of community participation in the management of Supi Beach has increased significantly, the community is increasingly aware of maintaining cleanliness, and is directly involved in supporting and happy because the Supi Beach tourism in Sungai Pinang village has become known to the outside community and has helped the economy improve further. This was obtained from the results of interviews with informants at Supi Beach

The local community plays an active role in the management of Supi Beach, being aware of the environment, maintaining cleanliness and making Supi Beach much better. And local communities often collaborate in repairing and maintaining Supi Beach (PI Mei 2024).

From the results of interviews with informants, the community in Sungai Pinang really participates in Supi Beach, making the community help improve the economy more than before (AY Mei 2024).

Description of interview results: Supi Beach community is aware of the environment and maintains cleanliness and involves the active participation of the local community and participates in keeping Supi Beach clean.

1. Tourist satisfaction at Supi beach

People who visit Supi Beach feel very satisfied because it meets expectations, Supi Beach is attractive, of course the costs are cheap and has beautiful views that are no less good than beaches in general. The proof is that every time Supi Beach appears, I always visit Supi Beach. This is obtained. from the results of interviews with informants.

Here, I personally am very satisfied with visiting Supi Beach because I can enjoy the beach at a low cost without having to go far, it has a beautiful and comfortable view (AM Mei 2024).

In this description, tourists are very satisfied with visiting Supi Beach because the views make it comfortable and seeing the sunset in the afternoon, the natural beauty of Supi Beach, many visitors feel satisfied because Supi Beach is beautiful and provides comfort and there are some visitors who feel that access to Supi Beach needs to be improved, such as the condition. Roads and directions to Supi Beach are proposed to make it easier for visitors to find the location of Supi Beach.

1. Social Impact

The social impact of tourism is a change that occurs in the lives of local communities, this impact is positive and negative and can influence various social aspects of friendship participation and a cheerful atmosphere.

a. Positive impact

The positive impact is a beneficial impact for the community. From the results of the interview, it was said that it was helped socially. The Sungai Pinang community was not disturbed at all because the presence of Supi Beach made Sungai Pinang Village better known to people and helped improve the economy, and Supi Beach became famous among people from various regions. , This was obtained from the results of interviews with informants.

The people of Sungai Pinang 1 Village feel that we are not disturbed by the existence of Supi Beach tourism because this beach can make Sungai Pinang Village better known to people and improve the economy (AY Mei 2024).

The informant further said that yes, it is not disturbed by the Supi Beach tourism, which makes Sungai Pinang Village busy and known to many people because every year this beach appears once a year around September and

October(RL Mei 2024).

The description of the interview results shows that the surrounding community is not disturbed by the existence of Supi Beach, this beach has a positive impact by making Sungai Pinang Village better known to people and improving the economy, new job opportunities for the local community can become a source of income.

b. Negative impact

Negative impacts of lack of awareness of cleanliness include scattered coconut trash and sharp sausage sticks that can cause wounds. This was obtained from the results of interviews with informants.

Negatively, there was a lot of rubbish on the beach that we saw (PI Mei 2024).

The same thing was stated by (AM May 2024), negative lack of self-awareness, such as water pollution.

Overall, Supi Beach has many positive impacts on Sungai Pinang Village, such as improving the economy, employment opportunities, challenges that must be faced and managed well without damaging the environment.

c. The community helps develop Supi Beach

The community is very helpful in developing Supi Beach and making bridges for photo spots, helping to promote Supi Beach via social media such as Facebook and IG. This was obtained from the results of interviews with informants.

The community helps to promote and develop Supi Beach because it can make the name Sungai Pinang known to many people (GE Mei 2024).

The community here certainly helps to develop this Supi beach (YF May 2024).

The Sungai Pinang Village community has really helped develop Supi Beach and is better known to people. The local community has a role in developing Supi Beach to become an attractive tourist destination.

1. Economic Impact

Economic impacts are economic changes that occur as a result of tourism activities or developments.

a. Economic activities on Supi Beach

Supi Beach has become a tourist destination, although the exact date may be difficult to determine, buying and selling or trading activities around Supi Beach have developed and increased, the types of merchandise sold include coconut dogan, various sausages, meatball models and so on and there are also rentals. equipment such as boats, bicycles, children's ball pool play areas. This was obtained from the results of interviews with informants.

Selling at Supi Beach has been around for a long time, even before I was born, Supi Beach already existed and lots of people were selling, the types of merchandise include sausages, ice dogan and on this beach there are also many places to rent equipment such as mats, boats and tires for swimming (AY May 2024).

The informant further said that selling at Supi Beach has been around for a long time, but it only recently went viral in 2019 and there are more and more people selling, now the types being sold include dogan, sausage meatballs and transportation services such as boats to take tourists to other places (PI May 2024).

Supi beach tourism has an economic impact on the local population and the people there have been selling many types of merchandise there for a long time. The income from

Supi beach helps improve their family's economy, creates jobs and is also a place to rent equipment for the beach such as barges. or tires for swimming.



Figure 2.5 Supi beach

Supi Beach is a beautiful beach and on this beach there are a number of local sellers selling various kinds of merchandise, the picture above is part of a place where people trade.

b. The economic situation before the existence of tourist attractions

Supi Beach tourism helps the community's economy. Before Supi Beach existed, the economy was indeed poor, but after it started to increase, and before this tourism, most of the people in Sungai Pinang were farming, so this tourism had a positive impact on communities that were failing, such as drought. This was obtained from the results of interviews with informant.

The economy in this village was indeed declining before the existence of Supi Beach (RL May 2024).

The economic impact is the same as before and after Supi Beach, only slightly increased (GE May 2024).

In the interview description, the economy in this village decreased more and after the presence of Supi Beach it increased slightly. Before the existence of Supi Beach, the local community experienced economic limitations with opportunities to improve their welfare, when tourism began to develop and had a positive impact on the economy of the local community.

4.1.2.4 Tourism Management

Tourism management is an activity carried out in planning, organizing, developing tourism in order to provide benefits to the community, to ensure that tourism develops responsibly to pay attention to the needs and interests, including tourists.

a. Community contribution to maintaining Supi Beach

The community can voluntarily join in the Supi beach clean-up activity together to clean up rubbish and plastic waste stranded on Supi beach, activities can be scheduled regularly and assisted by youth organizations. This was obtained from the results of interviews with informants.

The contribution of the community here is that every time Supi Beach is busy, people work together to clean Supi Beach so that those who visit feel comfortable (AY May 2024).

There are also those who state that there is a regular schedule for cleaning Supi

Beach and is being assisted by the Sungai Pinang Village Youth Organization (PI May 2024).

From the results of interviews, the Sungai Pinang community held mutual cooperation to clean Supi beach from rubbish and dirt. This was carried out periodically to ensure that Supi beach remained clean to maintain the comfort of tourists and several communities formed waste management teams to collect rubbish in a more organized manner.



Figure 2.6 Mutual cooperation

Source: Latest Ogan Ilir

The Sungai Pinang community is involved in mutual cooperation activities showing togetherness and cooperation, mutual cooperation activities are carried out such as cleaning the environment.

b. Supi beach promotion and marketing

Promotion of Supi Beach used to promote this can include social media such as Facebook, Instagram and promotional trips through travel agents and collaborations. This was obtained from the results of interviews with informants.

Here we promote Supi Beach via Instagram and Facebook in posts by people who visit (RL May 2024).

And promote it through social media or by word of mouth because those who have been to Supi beach will definitely tell other people so it makes people curious (GE May 2024).

Description of the results of this interview. Promotion of Supi Beach through social media such as Instagram, Facebook and campaigns on social media. The local community and government actively utilize social media and promote the beauty of Supi Beach, photos and videos showing beautiful beach views.



Figure 2.7 Social media

Promotion of Supi Beach is via social media and the promotion is very effective and connected to the audience provided by Instagram and Facebook.

Supi Beach is a tourist spot that is visited by many tourists, tourists who come not only from the Ogan Ilir Regency area but also from other districts such as Ogan Komering Ilir, this tourist spot was visited a lot when Supi Beach was there because Supi Beach seasonal, not only come with family, many tourists visit with girlfriends, friends, at Supi beach there are no ticket counters, just pay for motorbike parking, tourists can enjoy the beauty of Supi beach. And there are also activities of the Sungai Pinang community where traditions are still carried out, traditional ceremonies for celebrating the holy month and culture are carried out on Supi beach (Ambarwati et al., 2022).

The Supi beach tourism object offers natural beauties that tourists can enjoy. The beauty that Supi beach offers is soft white sand and clear sea water, apart from that, the sunset view on this beach is also very stunning. The results of research conducted by researchers regarding the analysis of the impact of seasonal tourism at Supi Beach on the socio-economic conditions of local communities in Sungai Pinang sub-district.

Community participation in Sungai Pinang Village in recent years, the level of community participation in managing Supi Beach has increased significantly, the community is increasingly aware of maintaining cleanliness, and is directly involved in supporting and happy because the Supi Beach tourism in Sungai Pinang Village has become known to the outside community and has helped the economy improve further.

The social impacts of tourism are changes that occur in the lives of local communities, directly or indirectly having positive and negative impacts on local communities as tourism objects and actors. Social impacts also occur in Sungai Pinang Village, tourism enters and develops in this village. Tourism has an influence on changes in people's behavior. The social impacts that arise in Sungai Pinang Village and the Sunagi Pinang community are not at all disturbed by the seasonal tourism of Supi Beach (Rohani & Yitno, 2020). This social impact refers to the object, namely society, and refers to actions taken to overcome problems faced by society in the welfare sector, which includes social and occupational welfare (Herlianti & Sanjaya, 2022).

Economic impacts are economic changes that occur as a result of tourism activities or developments on the economy, including the following: generating income for the community; creating jobs; improving the economic structure that improves the economic structure of the community. Supi beach tourism has an economic impact on the

local population and the people there have been selling many types of trade on Supi Beach for a long time, the income from Supi Beach helps improve their family's economy (Aryunda, 2011). Tourism has an impact on the community's economy, this impact is in the form of positive impacts and also negative impacts. There are 5 impacts that occur as a result of tourism development on the economic aspect, including: (1) Opening new job opportunities, (2) Reducing the unemployment rate, (3) Increasing people's income and purchasing power, (4) Helping to bear the burden of developing local facilities and infrastructure, (5) a very high increase in income but only seasonally (Sandra Woro Aryani et al., 2017).

a). Positive impact

Analysis of the impact of seasonal tourism at Supi Beach on the socio-economic conditions of local communities in Sungai Pinang sub-district is as follows:

- 1) Supi beach tourism helps the community's economy before Supi beach provides a new economy for the local community through increasing income from sellers of goods and services. The Sungai Pinang community is not at all disturbed because the existence of Supi Beach makes Sungai Pinang Village more known to people and helps improve the economy.
- 2) The local community's businesses are increasingly developing due to Supi Beach tourism and causing more and more people to visit Supi Beach tourism and can develop the businesses of local community traders.
- 3) Sungai Pinang Village, with its Supi beach tourism, can help the income of the community around the tourist attraction and open new job opportunities for the local community of Sungai Pinang Village
- 4) Business opportunities around Supi Beach by taking advantage of the situation by trading and being able to increase visitors so that visitors who have already come want to visit Supi Beach again because this beach is a seasonal beach, therefore the presence of this Supi Beach tourist attraction can improve the economy of the surrounding community.

b) Negative Impact

CONCLUSIONS

Based on the research report and analysis of research results in the previous chapter, this chapter will conclude the research results that the impact of seasonal Supi beach tourism on the socio-economic of local communities in Sungai Pinang sub-district has had a positive socio-economic impact on local communities through increasing income. Supi beach tourism has increased compared to previous years, apart from that, tourism also increases environmental awareness. And the facilities available include a parking area, public toilets available for the convenience of visitors, and Supi Beach has beauty such as clear water, white and brown sand, there are people who come together to provide food so that tourists who visit who don't bring provisions don't worry, conditions The road from the main road to Supi Beach is very good even though there are a few potholes, to make it easier for tourists to get to Supi Beach easily and comfortably. a significant impact on the Human Development Index in North Sumatra Province.

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