



LAKE LETANG TOURISM DEVELOPMENT IN IMPROVING THE COMMUNITY ECONOMY IN BATANGHARI REGENCY

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Abstract: *Batanghari Regency has quite a lot of tourism potential that can be developed, such as an exotic urban forest atmosphere, a lake surrounded by bushes and a cool and comfortable atmosphere, making it a special attraction for visitors. The plan to develop tourism potential in Batanghari Regency has been ongoing for a long time. However, this arrangement has only been implemented since 2021. The Batanghari Regency Government is committed to making tourism in Batanghari Regency a combination of beautiful and unique nature with local cultural wisdom to improve the economy of the community. This research describe the development of tourism potential in improving the community economy in Batanghari Regency and identify the obstacles faced. This research takes a qualitative approach. Data collecting methods included observation, interviews, and documentation. The data obtained in this research were analyzed using the interactive model proposed by Miles also Huberman, This comprises data reduction, presentation, and making conclusions.*

Kata Kunci:
Pengembangan
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Abstrak: Kabupaten Batanghari mempunyai cukup banyak peluang wisata yang dapat dinaikan, seperti suasana hutan kota yang eksotis, danau yang dikelilingi semak belukar dengan suasananya sejuk serta memberikan kenyamanan sehingga menjadi ketertarikan tersendiri bagi wisatawan untuk datang ke Kabupaten Batanghari. Rencana pengembangan potensi wisata di Kabupaten Batanghari sudah tercetus sejak lama. Namun penataannya baru dimulai sejak tahun 2021. Dimana Pemerintah Kabupaten Batanghari berkomitmen menjadikan potensi wisata yang ada di Kabupaten Batanghari sebagai perpaduan antara alam yang indah serta khas berpadu dengan kearifan budaya lokal sehingga dapat meningkatkan perekonomian warga masyarakat. Penelitian ini bertujuan untuk mendeskripsikan pengembangan potensi wisata dalam meningkatkan ekonomi masyarakat di Kabupaten Batanghari serta mengidentifikasi hambatan yang dihadapi. Penelitian ini memakai metode kualitatif dengan pendekatan deskriptif. Data dikumpulkan dengan observasi, wawancara, dan dokumentasi. Data yang dikumpulkan untuk penelitian ini dianalisis dengan menggunakan pendekatan interaktif Miles serta Huberman, yang meliputi reduksi data, display data, serta penarikan kesimpulan.

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INTRODUCTION

Development is all efforts made in a planned manner to achieve changes in all aspects of life, where the main goal is to improve and increase the standard of living in the community. As a planned, gradual and sustainable process, development must be implemented effectively, efficiently and on target. The new development paradigm emphasizes the importance of economic development for making people prosperous. Todaro (2006) stated that development is an improvement in living conditions and an increase in the need to recognize self-esteem, freedom, and justice in society. If these three things have declined, then there is no doubt that development in that country has shown signs of success. (Elina, 2023).

The tourism sector is a strategic pillar of development. The main reason for the importance of the tourism sector, among others, is that it is a service sector that is related to the standard of living of the surrounding people and has the power of synergy because it is connected with various fields and other sectors that have a direct and indirect impact on the development of the economy of the community, as well as the focus of tourism because the competitiveness of the region lies on well-managed resources.. (Sutiarso et al., 2018).

Tourism is an important economic sector because of its contribution to employment, economic growth, and income. (Sutardi, 2016). Tarigan (2007) defined economic growth as an increase in the total income of a population within a region. (Mangiri et al., 2020). Thus, the development of tourism (sustainable) should be encouraged by mature management and should consider three areas of interest: the travel sector, environmental support (natural resources), and the local population, for the purpose of economic growth, qualitative enhancement, and the well-being of citizens. (S. N. Sari & Fretes, 2021).

Development in the tourism sector is largely determined by tourist attractiveness. Rogerr and Slinn (1998) defined attractiveness as everything that is present in a tourist destination that attracts people to it. Suwanto (2000) explained that the attractiveness of tourism is inherent in the beauty and uniqueness of nature of the creator, which consists of the beauty of nature (natural amenities), climate, landscape, unusual plants and animals, woodlands (also known as the sylvan elements), and resources for wellness. (Rakib et al., 2017).

Batanghari district is a district of Jambi Province. To increase people's level of living and well-being, the Batanghari district government has developed various development programs in accordance with the conditions and potential of the region. Batanghari has many beautiful locations; just mention Talang Bukit Park Flowers, Umbrella Park, Puri Rimbo Bulian, Tapa Malenggang Park, and Letang Lake. With the diversity of this tourism potential, the efforts and determination of the local government are to be able to develop it optimally.

As contained in the Law Number 10 of 2009 on Tourism states that national tourism has great potential, which, when exploited optimally and managed professionally, will support the success of national development. Therefore, the development of tourist attractiveness must be carried out with constant attention to the ability to promote and enhance the economic and social cultural life, religious values, customs and views and values that live in society, the sustainability of culture and the quality of the living environment as well as the survival of the tourist activity it self (Sutiarso et al., 2018). In addition, tourism development is an effort to develop and exploit the attractions of tourism, which is embodied, among other things, in the form of riches

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of natural beauty, diversity of flora and fauna, discovery of traditions and arts, cultural heritage, and historical and ancient.. (Surahman et al., 2020).

Of the many tourist attractions in the Batanghari district, Letang Lake is one of them. Located in the middle of the city is exactly on the pramuka road ex MTQ Perumnas Muara Bulian. With its strategic location in the heart of the district capital, the lake has an extraordinary natural charm with all its authenticity, making it a unique attraction for visitors to Lake Letang because of its cool and comfortable atmosphere.

In addition, in the middle of the lake, there are several buildings in the form of saws and racks made for visitors to rest while viewing the lake. Visitors can surround the lake by wearing a bucket or traditional boat and can see the ducks in the lake. For a resting place, there are also bamboo saws floating on the outskirts of the lake. .



Figure 1. Location Lake Letang in Batanghari Regency (Tribun.com)

The development plan for Lake Letang was realized thanks to the hard work of young perumnas. The lake, once visited only by a group of fishermen, is now receiving a great number of visitors. The lake, which is in the low plains and naturally formed as a water reservoir, has been filled with waste and garbage, but since last year it has begun to be cleaned and organized by citizens independently through a tourist-conscious group to become an alternative tourist destination in the area. It started in 2021. Young residents are committed to exploring Lake Letang as a blend of beautiful and unique nature with the local wisdom of Batanghari culture so that it can become a magnet for improving the economies of local citizens.

The results of Moh. Hasan Basri's research on tourism development in improving the economy of the Sumenep district stated that the development of the tourism sector and the well-being of the population around the tourist location are two interrelated factors. More and more tourists visit tourist destinations that clearly benefit and support the development of the efforts of local people, including the improvement of the well-being of locals. On the contrary, the presence of locals is also a special attraction for tourists. (Basri, 2019).

The development of Lake Letang as an economic resource will drive the development of the economy of the people around the lake through creative industries in the digital field, including the management of lake products, exploitation of unique lakes, promotion, and marketing of lake produce. With the use of digital technology, new business opportunities are emerging. The entire business climate can be developed effectively and efficiently by using information technology to open up a wider social network.

In essence, Peruvian youth groups' creative economic development efforts can have an impact on their social and economic consequences. Creative economics is an initiative aiming at achieving sustainable economic growth through creativity. Exploiting resources that are both reusable and unlimited, such as ideas, abilities, and creativity. The

economic worth of a product or service in the creative age is defined by the commercialization of creativity and the creation of innovation through progressively advanced technical breakthroughs, as opposed to raw materials or manufacturing processes in the industrial era. Business cannot compete in worldwide markets just on price or product quality; instead, it must compete on the basis of creativity, innovation, and inspiration (A. P. Sari et al., 2020).

In line with the results of my research, Aria Auliandari concluded that the concept of strategic management accommodates tourism activities, including government regulations, location setting, and promoting tourism to tourists. Technology plays an important role in assisting the tourist business in entering the digital era, where all professionals may be integrated into the network. Choosing the proper strategy may help develop the tourist business in a region and offer value to its stakeholders (Hasdiana, 2018).

Although it is still in development, Letang Lake could become a natural tourist destination. The beautiful location of the lake is very easy to access. Support facilities, such as mosques, cafes, electricity sources and clean water, are also available. For this purpose, local governments and communities must work together to attract investors and increase the attractiveness of the region, particularly with the presence of Lake Letang as an icon with their local wisdom of Batanghari culture so that it can stimulate and enhance development by opening opportunities for new jobs and new enterprises, as well as play a crucial role in enhancing their community's revenue.

Based on exhibition, it is very interesting to study how the development of the tourist potential of Lake Letang can improve the economy of the people in the Batanghari regency and the obstacles faced. In addition, this article indirectly contributes to the promotion and marketing of Lake Letang tourism. Another expected benefit is to increase community participation in the development of Lake Letang tourism in a sustainable manner, as well as the participation of the government in planning and managing tourist destinations, especially to improve the economy of people around the tourist sites.

RESEARCH METHOD

This research takes a naturalistic approach. Naturalistic research is frequently associated with qualitative methodologies. The qualitative research approach is the one utilized to investigate the status of natural items (Rifa'i & A., 2021). To offer a systematic, factual, and accurate image or description of the growth of tourism potential in the Batanghari district, as well as to identify impediments to developing tourist potential and improving the people's economy. In this study, the researcher is the primary instrument. In addition obtaining research informants can be done with preliminary interviews conducted by researcher.

The research was carried out in the Lake Letang region, Pramuka Street, Muara Bulian District, Batanghari. Regarding the agencies involved in this research, the Youth, Sports, and Tourism Services of Batanghari and the Perumnas Youth Group are part of the Tourism Awareness Group. (pokdarwis).

While data is acquired from a data source, it can be collected via both primary and secondary sources. Primary sources are persons who contribute data directly to the data collector, where secondary sources do it indirectly, for as through other people or documents. Data gathering procedures might include interviews, surveys, observations, or a combination of the three. (Sugiyono, 2014)

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Data analysis on qualitative research is carried out continuously from the researchers carrying out data collection to the writing of the report. The data from this investigation was examined using the approach described by Miles and Huberman (Tawakkal & Subekti, 2023):

1. Data reduction
Activity summarizes, chooses the substantive things, focuses on the important things, gives a clearer picture, and makes it easier for researchers to carry out further data collection.
2. Data presentation
Using matrices and diagrams to present research results.
3. Conclusion/Verification.
It is part of an integral configuration activity. Conclusions and verification were carried out during the study.

RESULT AND DISCUSSION

The concept of development is a must to be applied in life. When the word development is applied to the economy, any idea, idea, or plan that has been considered perfect can improve the well-being of the people as the process of development continues. In connection with the development of the tourist potential of lake letang in improving the economy of the people in particular in Batanghari district is oner of the activities that supports the program of hard days, one of which is the development and development of tourism potential that exists in the village or the village. In the development of the lake, It is projected to have an influence on the economy, particularly on the villages surrounding the lake.

According to the results of this research, tourist development has a major economic impact. This is due to the emergence of tourist-related communities that take advantage of the opportunities provided by tourism to sell their products in the surrounding area. Income in the community is fairly significant, ranging from Rp. 1,000,000 to Rp.4,000,000 each month. Of course, the existence of tourism is very profitable for the surrounding community (Saputra et al., 2022). These results support the statement of Oka A. Yoerti, (1997) Tourism is an essential aspect in the economic growth of a country, as it drivers serveral sectors of the national economy, among the menhancing economic activity as a result of the development of facilities for the development of tourism. It was also experience by communities that have been residents of Soahuku Village and Amahai Village, which have conducted sales activities on Kuako Beach. They also acknowledged that the establishment of such tourist spots might have an economic benefit.

The outcome of a conversation between the Director of Tourism, Youth and Sports Department of the district of Batanghari revealed that tourism development is directed at increasing the role of tourism in economic activities, as more visitors visit, the greater the opportunity to open a business. To that end, the efforts made by the local government to promote tourist potential in Batanghari district are by promoting tourist attractions in Batanghari regency through bazaar activities, exhibitions, printing leaflets, making tourist calendars, and disseminating brochure of tourist objects that exist in Batanghari. (4 Desember 2023).

Lake Letang's development system is being implemented gradually because it is the responsibility of the local community. Construction of facilities, continues to facilitate access to Lake Letang. The development of Lake Letang is a cooperation between the Batanghari District Government and the Perumnas Youth who are part of the tourism conscious group (pokdarwis). Pokdarwis has designed holistically and comprehensively

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the development of lake tourism by maximizing the use of the existing power in accelerating the potential in the area of lake Letang.

As Mr. Isnun Hadi explained, before improvements were made to Letang Lake, it had been a dense swamp with many weeds on its surface. The permanent visitors to this lake are fishermen. There are absolutely no facilities that support tourist activities. A lake of ±3 hectares preserves the beauty of nature. The greenery of clusters and the bushes of the thorns. Thus, an initiative by young people around the location to make this lake a tourist destination in the Batanghari district (6 Januari 2023).

Based on observations of the condition of Lake Letang, showing that the lake looks clean with its clear water, there are garbage disposal sites in some places. It is supported by the care and maintenance activities of the facilities carried out by the tour operators.



Figure 2. Lake Letang

The development of Lake Letang began in 2021 with the formation of the Indah Letang Makmur Sadar Tourism Group based on the Kemenkumham RI decision number AHU.00136251AH.01.07. After two years, visitors no longer have to worry about visiting Lake Letang. Pokdarwis has provided various facilities for visitors to wander around while enjoying the beauty, coolness, and clarity of their lake water. Visitors can travel around the lake by traditional boat or using ducks.



Figure 3. Traditional Boat and Ducks

Besides, there's a big anchor in the middle of the lake, bamboo saung, and a multi-functional floating bridge to add to the charm of the lake. During the day, the floating pond can be used for water-riding games and for floating cafe.

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Figure 4. Floating Bridge

As a water tourist location, Lake Letang also preserves an extraordinary wealth of flora and fauna. This potential is a complementary driving factor as a tourist destination location. Not only is it believed to boost regional and local economic growth for improving the well-being of communities, but also the sustainability of natural resources and biodiversity as objects and attractions of tourism.

Table 1. Diversity of Flora Lake Letang

No	Jenis Flora	Nama Ilmiah
1	Ketapang	<i>Terminalia Cattapa</i>
2	Pulai	<i>Alstonia Scholaris</i>
3	Mahoni	<i>Swietenia Macrophylla</i>
4	Tembesu	<i>Fragrea Fragrans</i>

Source : Result Observation, 2024.

Table 2. Diversity of Fauna Lake Letang

No	Jenis Flora	Nama Ilmiah
1	Ikan Tebakang	<i>Helostoma Temmincki</i>
2	Ikan Toman	<i>Channidae</i>
3	Ikan Nila	<i>Oreochromis Niloticus</i>
4	Monyet	<i>Macaca Fascicularis</i>

Source : Result Observation, 2024.

However, the development of tourism in the lake, which is found in the Batanghari district, it is not free from the various challenges and problems. The commitment and cooperation between the community and the youth involved in the pokdarwis have been able to minimize the problems they face. More over, this tourist attraction has had a significant impact on the economy of the surrounding communities. Pokdarwis’s expectations to the local government are great for the continuation of tourism in this lake, especially support for the development and availability of infrastructure.

The research by Sefira Ryalita Primadany, dkk, states that each object has its own attraction. However, the lack of efforts by the local government in promoting such tourism still leads to the potential of the tourist attractions that it has cannot develop optimally. This emphasises the need of legislation and local government understanding in executing tourism development initiatives. To fully realize its potential, the tourist industry necessitates an approach that relies on a planned or organized tourism growth pattern. (Kebudayaan et al., n.d.). Other research states that the opportunities of beach tourist attractions can be a better and more advanced tourist potential if from the beginning are built and managed well and will grow and attract more visitors from a variety of places of residence, becoming a good alternative place for tourists to engage in

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activities such as family recreation for local communities or in the country and abroad (Laming et al., 2023).

Currently, the land use of the Lake Letang tourist area belongs to the local government. In the framework of development, Lake Letang is planning to build high plains on the lake, as the site of a camping ground, as well as develop other riders. This development of the Pokdarwis very much needs the support and infrastructure support of the local government, which in terms of the construction of tough days also organizes the development of tourism potential in the region. Other problems that can be identified in this research activity include the issue of financing or funding for developing the tourist location of the lake. Although the financial management system is running smoothly due to the presence of transparency in accounting, pokdarwis still needs financial support for the operational financing of the lakers. Citing the Arifin statement (2017), social-based tourism is one of the concepts of development of a local tourist destination where the existing community participates in planning and management and also gives a voice in decision-making in its construction (Hendriyadi et al., 2022). The development of tourism potential and the empowerment of the community is based on the vast potential of natural, human, and cultural resources to be developed so that they can be used as tourist objects with high selling value, ultimately benefiting the local community. (Erida et al., 2022).

The Lake Letang tour is open daily from 8:00 to 15:00. The average income per working day rangers from Rp. 500,000.00 to Rp. 700,000.00,000. Rental saung and bamboo raft for viewing the lake are inexpensive. Visitors pay Rp. 10,000 perr person for 30 minutes, while traditional boat rental costs Rp. 10.000,00/person for one hour. There for, it can be said that the main indicators of the success of tourism development are the minimal negative impact of tourism on society and the environment and the maximum positive contribution of tourism to the local economy, the conservation of nature and cultural herritage, and the quality of life of local people and tourists. (Astutie, 2018).

Table 3. Total Visitors Lake Letang 2021 – 2023

Tahun	Jumlah Pengunjung	Keterangan
2021	± 20.000 orang/tahun	Jumlah pengunjung akan mengalami peningkatan di saat Ramadhan, Hari Raya serta Hari Besar lainnya.
2022	± 20.000 orang/tahun	
2023	± 18.500 orang/tahun	

Source : Pokdarwis, 2024

The decline in the number of visitors in 2023 was due to the existence of new tourist destinations located in the center of Muara Bulian City. It is located not far from Lake Letang, which is ± 1.5 km. Taman Tapa Malenggang is an artificial lake equipped with ducks, a children's playground, cafes, Aek Meliuk (artificial fountain), and Genah Ngelopok (a place to talk).

Table 4. Total Revenue from Lake Letang 2021 – 2023

Tahun	Sumber Pendapatan			
	Parkir	Sewa Perahu	Sewa Saung	Sewa Bebekan
2021	Rp.25.200.000	Rp. 16.200.000	Rp.27.000.000	Rp. 43.200.000
2022	Rp.25.200.000	Rp. 16.200.000	Rp.27.000.000	Rp. 43.200.000
2023	Rp.10.800.000	Rp. 9.000.000	Rp. 5.400.000	Rp. 7.200.000

Source : Pokdarwis, 2024.

In 2023, there was a significant decrease in revenue. This is because the Pokdarwis policy on parking feres is voluntary. Regarding boats and ducks, revenuer is also reduced

due to the reduced number of units. However, a positive aspect of the economy is the presence of new jobs that can increase the incomes of the people, give an increase in the exchange rate of currencies, improve facilities, and empower the people of the region. (Firdaus, 2022)

CONCLUSION

The conclusion that can be drawn from the description of the development of Lake Letang tourism in improving the economy of the people in Batanghari regency is that the development has been progressively shifted since 2021 precisely in September through the cooperation and commitment between the young people who are joined in the Sadar Tourism Group with the Governor of Batanghari regency. With the existence of the lake tourism has an impact on the economy especially in the community that exists around the lake.

Regarding the challenges faced in the development of Lake Letang tourism, pokdarwis still needs the support and infrastructure support of the local government with the existence of mutually beneficial legal cooperation between the Regional Government and the citizens around (perumnas), who are currently taking initiative to further enhance the development potential of lake Letang.

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