

## The Role of Baturraden Lokawisata Destination in Increasing Income and SocioEconomic Welfare of the Baturraden Community

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran Lokawisata Baturraden terhadap peningkatan pendapatan dan kesejahteraan sosial ekonomi bagi masyarakat sekitar. Menggunakan pendekatan kualitatif. Hasil penelitian menunjukkan bahwa Lokawisata Baturraden menjadi sumber pendapatan utama bagi masyarakat setempat. Pendapatan yang diperoleh digunakan untuk memenuhi kebutuhan sehari-hari, membiayai pendidikan anak, dan keperluan rumah tangga lainnya. Selain dampak ekonomi, ditemukan pula hubungan sosial yang harmonis antar pengelola lokawisata. Namun demikian, sebagian responden mengeluhkan turunnya pendapatan dan berharap adanya inovasi dari pengelola wisata. Lokawisata Baturraden terbukti memberikan kontribusi nyata terhadap kesejahteraan ekonomi dan sosial masyarakat, namun masih membutuhkan adanya pengembangan agar manfaatnya lebih optimal.

**Kata kunci :** *Lokawisata Baturraden, pendapatan masyarakat, kesejahteraan sosial ekonomi, destinasi wisata, masyarakat sekitar*

### ABSTRACT

*This study aims to determine the effect of Baturraden Lokawisata on increasing income and socio-economic welfare for the surrounding community. Using a qualitative approach. The results showed that Baturraden Lokawisata became the main source of income for the local community. The income earned is used to fulfill daily needs, finance children's education, and other household needs. In addition to the economic impact, there is also a harmonious social relationship between locawisata managers. However, some respondents complained about the decline in income and hoped for innovation from tourism managers. Baturraden Tourism is proven to make a real contribution to the economic and social welfare of the community, but still requires development so that the benefits are more optimal.*

**Keyword :** *Baturraden tourism site, community income, socio-economic welfare, tourism destination, surrounding community.*

## 1. INTRODUCTION

Welfare is a benchmark in determining whether an individual or community group is in a prosperous condition (Sultan et al., 2023). Social welfare is a state or condition of human

life that is created when various social problems can be managed properly, when human needs can be met and when social opportunities can be maximized. This view emphasizes social welfare which is characterized by good problem management, fulfillment of human needs

and utilization of social opportunities (Prasetyo, 2023). The welfare of the Indonesian people is still uneven in terms of the economy and its economic growth, which always shows fluctuations every year and even experiences a drastic decline in certain years (Sultan et al., 2023). This can be seen from the indicators of the level of community welfare which includes several aspects, namely health, education, income, and employment. The development of a country can be seen in terms of income, welfare, and health in a country. Welfare in a country is very important to provide (Hutagalung & Batubara., 2021). If a country is in a healthy and prosperous condition, its income will increase. This increase in income is accompanied by changes and developments that will ultimately have an impact on increasing community welfare. The level of community welfare is measured by how much income is obtained (Ramadhany & Ridlwan, 2018). The existence of the tourism sector around the community is expected to have implications for increasing income and community welfare. Based on research according to (Scientific et al., 2025) states that by setting up businesses around tourist attractions, income will increase, economic welfare will be better, and tourists can fulfill their needs while in tourist attractions, in addition to opening up jobs for people who previously did not have jobs. Other research results (Shiddiqy, 2024) state that the local community of Baturraden is also an important component for tourism development, in order to improve the economy of the community around Baturraden tourism and the welfare of the local community of Baturraden. The results of this study are supported by (Nasution et al., 2022) the development of tourism in an area will bring many benefits to society, namely economically, socially and culturally. Meanwhile, according to (Yusra et al., 2023) states

that the existence of tourism has good implications for increasing community income, community income and expenses are above average and it can be said that the community is prosperous because people are able to meet their needs, especially the community around tourist sites. And the results of other studies according to (Sudiarta et al., 2021) argue that the increase in community and government income comes from spending and costs incurred by tourists during their trips and stopovers such as for hotels, food and drink, souvenirs, transportation and so on. One of the provinces in Central Java that has a leading tourist destination is Banyumas Regency which is famous for its natural beauty that spoils the eyes such as mountain views, waterfalls, and pine forests that attract tourists to come visit. A leading tourist destination that is still a tourist destination is Baturraden, especially the Baturraden Lokawisata area. This destination not only presents an alluring natural panorama such as the slopes of Mount Slamet and the cool mountain air, but also makes a significant contribution to increasing the number of tourist visits and the socio-economic welfare of the surrounding community. Direct community involvement in the process of planning, managing, and promoting local tourism creates an integration between economic development, environmental preservation, and tourism development. This research aims to describe how the Baturraden Lokawisata destination plays a role in increasing the income and socio-economic welfare of the Baturraden community. This research reveals the socio-economic dynamics that occur as a result of tourism activities, as well as the form of community participation in supporting and benefiting from the tourism sector in the area.

## 2. LITERATURE REVIEW

### Social Welfare

Social welfare is a condition of fulfilling the material, spiritual and social needs of citizens in order to live properly and be able to develop themselves, so that they can carry out their social functions. Social Welfare has objectives, namely: (1) To achieve a prosperous life in the sense of achieving basic living standards such as clothing, housing, food, health, and harmonious social relations with the environment. (2) To achieve good self-adjustment, especially with the community in their environment, for example by exploring sources, improving, and developing a satisfactory standard of living. The three main objectives of the social welfare system, which are to some extent reflected in all social welfare programs, are system maintenance, system supervision, and system change. Social welfare functions aim to eliminate or reduce pressures caused by socio-economic changes, avoid negative social consequences due to development and create conditions that can encourage the improvement of community welfare (Harahap, 2018). Meanwhile, Law of the Republic of Indonesia Number 13 of 1998 states that social welfare is a system of social life and livelihood, both material and spiritual, which is covered by a sense of safety, decency, physical and mental tranquility that makes it possible for every citizen to fulfill their physical, spiritual, and social needs as well as possible for themselves, families, and communities by upholding human rights and obligations in accordance with Pancasila (Husna, 2014).

### Income Increase

Community income as thought is the flow of money that flows from the business world to the community in the form of wages and salaries, interest, rent and profit (Londa, 2014). The level of community welfare is measured by the level of income earned. One source of

regional income is from the tourism sector. The increase in tourist visits to the area will play a positive role in community income, because of the higher demand for goods and services so as to create jobs for the community. Increased income will contribute to the welfare of the community. The importance of fostering a good relationship between tourists and the local community. The more tourists who visit, the more community income will increase. community welfare is seen from the income earned. community welfare is seen from the income earned (Ramadhany & Ridlwan, 2018). Income is all revenue, whether cash or non-cash, which is the result and sale of goods or services within a certain period of time. According to income, namely compensation for providing services to others, everyone gets income for helping others. Meanwhile, personal income is all kinds of income, one of which is income earned without doing anything received by residents of a country. Personal income includes all community income regardless of whether the income is obtained from providing factors of production or not (Ramadhan et al., 2023).

### Travel Destinations

Indonesia is a country that has several regions or areas where each region in Indonesia has its own charm and beauty and uniqueness to be visited by foreign tourists and local tourists who make Indonesia a tourist destination in the world. The tourist destinations visited are often chosen based on fantasy or fantasy because of the image or image of the destination that is interrelated (Rika Widianita, 2023). Destinations are places visited with significant time during a person's trip compared to other places traveled during the trip (Hermawan, 2017). According to the Law of the Republic of Indonesia Number 90 of 1990 which contains the meaning of tourism, which can be interpreted that tourism is a



type of travel where the activities carried out are voluntary and temporary in visiting tourist destinations, and tourists can be interpreted as people who will travel to tourist destinations. Tourism is something that is closely related to tourism activities, which includes a business on a tourist attraction as well as a business arising from the tourist destination and tourism is something that is closely related to tourism organizing activities. Tourism business is a type of activity that has the aim of organizing tourist attractions and business tourist facilities in tourist destinations, as well as tourist targets to become objects and tourist attractions, while the tourism area is an area with a large area intended to meet tourism needs (Syaiful Ade Septemuryantoro, 2021).

### 3. RESEARCH METHODS

The method used in this research is qualitative with the data collection method through interviews. Qualitative research collects written or oral data to understand the phenomena experienced by research subjects. The research was conducted at Lokawisata Baturaden which is located in Karangmangu village, Kec. Baturaden, Banyumas Regency, Central Java 53151. Primary and secondary data sources are the types and sources of data used in this research. This method collects primary data from interviews with selected research informants. With the seven informants we have selected, this research focuses on the manager of Baturaden Lokawisata, the surrounding community, and some micro, small and medium enterprises (MSMEs) located in the location. Data collected from other sources, such as the internet and related journals, is called secondary data. To collect data, samples or informants were interviewed according to the research topic, secondly, data editing: sorting and selecting data in accordance with the

formulation of the problem, compiling and displaying the data that has been collected, and finally, analyzing and interpreting the data so that readers can understand it.

### 4. RESULTS AND DISCUSSION

The Baturaden Lokawisata destination for the surrounding community is not only a tourist attraction that can be visited but a source of income that can meet family needs. The number of traders who have worked for a long time in the tourism site shows that the tourist area can be the main income for them for their daily needs and even their income can even send their children to school, said several sources from the interviews we have conducted. Many traders have worked there for a decade and some have even continued the inheritance from their mothers. From the sources we have interviewed, all of them argue that the existence of tourism is very helpful for their needs, but it is also undeniable that some argue that their income has recently decreased. With this, they want new innovations for the tourism site so that it is crowded again like before and the purchasing power of visitors is high. All tourist destinations are able to provide jobs for them, this shows that tourist destinations can be the foundation of their economy in making a living for the local community. In this case it can be seen that the existence of tourist attractions not only provides benefits as a means of recreation, but also plays a major role in supporting the economic life of the surrounding community who depend on activities in the tourism area.

#### **Main Source of Community Income in Baturaden Tourism Site**

Based on the results of interviews that have been conducted at Lokawisata, it can be concluded that selling at lokawisata is the main source for them and can meet

their daily needs such as clothing, food and shelter. The sources we chose from parking attendants, counter staff, and several food sellers, they said the existence of lokawisata had a positive impact on their daily income. Mrs. Nurul is a food trader who has been selling at the tourism site in 2008 who continues the legacy of her parents and believes that the existence of this tourism site has a positive impact on the income earned *"Yes, a positive impact. Because it increases income"* she explained. She even mentioned that the existence of the tourism site really supports their basic needs *"Yes, it supports basic needs"* she said. Not only Mrs. Nurul, Mrs. Sumiati and Mrs. Darinah as sellers of food and souvenirs mentioned that their opinions at the tourism site were sufficient to meet their daily needs. Even Mrs. Darinah revealed that there was cooking training provided by the tourism site *"there is training for cooking such as delicious pecel at the Purwokerto hotel"* she said but the training was carried out for many years, for now the Lokawisata manager only provides halal certification, for training in making handicrafts managed directly by the field of culture according to Mrs. Fitri as the manager of the tourism site *"For MSME training only on crafts in BUMDes which are managed by the field of culture, from the manager himself there is only the provision of halal certification."* she said. As for the obstacles faced in selling at the location, namely income that is not the same every day *"It always changes, sometimes up sometimes down. Because it depends on the condition of Lokawisata whether it is crowded or not. Usually it is crowded on holidays and red dates, if the weekdays are rather quiet and income decreases"* he explained. With the statements given by several traders who sell at Lokawisata that small traders contribute greatly to their economic conditions in supporting their daily needs, but they also want new innovations for lokawisata so that their

income increases and is more stable. The same thing said by Mr. Eko as the staff manager of the tourism site who has worked from 1994 and started his first job at the tourism site until now he mentioned the same thing as Nurul's mother that the existence of tourism has a very positive impact on family income *"Yes, a positive impact, especially the salary because the entry of civil servants is above 4 million"* he said, as it is known that the manager of the tourism site is a civil servant. Mr. Eko said his salary at lokawisata really met his basic needs *"yes, it meets"* he explained, meanwhile Mr. Warsum, a parking attendant who has worked at Lokawisata for 20 years, also mentioned that with the existence of lokawisata, Mr. Warsum's family's economy has increased according to their daily needs *"it increases depending on the economy, you can say it has increased or is enough for family needs"* he explained. However, Mr. Warsum also complained about the same thing that income always rises and falls according to tourists visiting the tourism site *"enough for basic needs depending on whether the tour is crowded or not but you can say it is enough"* he said. Thus, the existence of Baturraden Tourism helps the economic conditions for the surrounding community in fulfilling the economic stability of their families and helping their daily needs.

### **The Impact of Social Welfare with the existence of Lokawisata**

The existence of Lokawisata Baturraden is very helpful in terms of basic family needs with income, they can send their children to school until adulthood. Based on the interview data that we obtained, it can be seen that the informants made Lokawisata as their life support in making a living. The income obtained from the Lokawisata area allows people to meet family needs, children's needs, and emergency needs. Mrs. Sumiati said that there are many emergency needs that must be collected,



such as money to visit sick people or for condangans *"not bad for other needs such as emergency needs and children's school needs, sufficient for daily needs"* she said. Interviewee Mr. Eko mentioned that the existence of tourism has a good impact on his family, Mr. Eko said *"it is quite sufficient for daily needs until the needs of school children until high school"* he said, Mr. Eko also mentioned that there is a sense of family in the tourism site *"good, here is famous for family and provides benefits for tourists"* he said with that Mr. Eko felt that the income and good work environment he got from Baturraden Tourism not only met his family's economic needs, but also contributed to improving the social welfare he got. Mrs. Darinah also mentioned the same thing that income from tourism can help send her children to school *"yes, it is enough for daily meals and schooling for children"* she explained. The location manager also responded to social problems between traders by rotating the traders in every corner of the location that had been determined *"By rotating the traders to minimize social problems between traders."* he said. It can be concluded that the existence of Baturraden Lokawisata not only supports their economy but also helps them in improving the social welfare of the surrounding community, harmonious relationships between traders and between tourism workers can be a driving force in sustainable social life.

#### **Data on Revenue from Lokawisata**

Based on data obtained from the Regional Public Service Agency (BLUD) UPT Lokawisata Baturraden, this Baturraden tourism destination makes a significant contribution to increasing the income and economic welfare of the surrounding community. As a technical unit under the Department of Youth, Sports, Culture and Tourism (DINPORABUDPAR) of Banyumas Regency, BLUD UPT is responsible for managing and developing the Baturraden

tourism area with the principles of public service and financial independence. This good management is reflected in the financial data that shows a steady increase in revenue from the tourism sector in the last five years, including from the sale of entrance tickets, parking, facility rental, and other tourism activities. One of the informants Mrs. Fitriani as the manager stated that, *"Lokawisata is able to bring in approximately 5000 tourists which affects the income of the surrounding community who sell around the lokawisata."* he said. The economic impact of the existence of this tourism site is also felt directly by the surrounding community, especially through employment and business opportunities. In an interview, Mrs. Fitriani stated *"There are around 60 employees who work here who are local people and local residents. MSMEs or traders who sell are also from the surrounding community, both inside and outside the tourism site,"* she said. The manager explained that there is a fair distribution of economic benefits for the surrounding community by providing convenience in the form of fee relief, such as no land rent, and only a cleaning fee of IDR 3,000 per day. *"The traders already have their own blocks to sell. They do not pay rent, only cleaning fees. Their income can be around 100 to 300 thousand rupiah per day,"* said Ms. Fitriani. With this income, the traders can fulfill their daily needs for the next week. One of the indicators used by managers to assess the impact on the socio-economic welfare of the community is the number of tourists who come. The more tourists, the greater the impact on the community. Therefore, in the long-term plan, the manager targets an increase in visits every year with various development strategies. Thus, BLUD UPT Lokawisata Baturraden not only acts as a technical manager of the tourist area, but also as an important actor in encouraging the improvement of the economic welfare of the community. Through the provision of employment, the

provision of fair business space, and the development of sustainable facilities, this tourism site has become a major driver in the local economy of Baturraden. Baturraden Lokawisata is still the most visited tourist destination compared to other tourist attractions in Banyumas Regency. This tourist attraction still dominates as the main destination for tourists. The following is data on the number of tourist visits to Banyumas Regency in the last five years to support this statement. *"Revenue can be said to be dynamic, especially during the pandemic it decreased dramatically, but after the pandemic revenue increased gradually."* Said Mr. Trian as the promotion staff at Lokawisata Baturraden. Based on data obtained from Mr. Trian as the promotion staff, the income of Lokawisata Baturraden for the last five years (2020-2024), it was noted that this destination made a significant contribution to regional income from the tourism sector. The recorded data shows that Lokawisata Baturraden was able to generate revenue of IDR 3,670,378,980.00 in 2020, then increased to IDR 4,144,490,000.00 in 2021. A very significant increase occurred in 2022, with total revenue reaching IDR 10,392,097,000.00. This shows a strong recovery after the COVID-19 pandemic and the increasing public interest in outdoor tourism activities. However, in 2023 and 2024, revenues decreased to Rp8,036,753,500 and Rp6,894,562,500, respectively. The decline can be attributed to various factors, including the economic condition of the community, changes in tourist visit patterns, and the possibility of competition from other tourist destinations that are starting to develop. This data shows that Baturraden Lokawisata remains one of the leading destinations with high attractiveness, which is able to make a significant contribution to regional income.

## Innovation and Development

### Strategies for Lokawisata

To maintain sustainability and increase tourist attractiveness, various innovations and developments continue to be carried out by tourism managers and local governments. In Lokawisata Baturraden, this innovation is carried out to encourage an increase in the number of visitors while strengthening the economic impact felt by the surrounding community. The more developed the facilities and rides available, the greater the potential for regional income and business opportunities for local residents. Based on the interview results, the manager said that currently there is no form of physical development carried out directly, such as changes to the entrance or the addition of new rides. However, they have developed a number of strategic plans for the future, although they cannot be publicized openly to the public. One of the plans that can already be conveyed is to collaborate with investors from outside the region to support the renewal of rides. *"We will attract investors from outside the region such as Jakarta, Bandung. For renewal of rides that can increase lokawisata income and increase attractiveness for visitors."* said Mrs. Fitriani. This development plan is expected to encourage the formation of a more open and competitive tourism environment, the community is not only a beneficiary, but also actively involved as the main actor in managing and utilizing existing tourism potential. Therefore, the innovations and developments carried out are not only aimed at increasing the income of lokawisata as a tourist destination, but also to support the increase in income and socioeconomic welfare of the Baturraden community as a whole and on an ongoing basis.

## 5. CONCLUSIONS

Based on the results of the study, it can be concluded that the existence of

Baturraden Lokawisata destinations has a significant role in increasing the income of the community around the tourist sites. Tourism activities that develop in Baturraden are able to open new business opportunities, increase economic activity, and create jobs for local communities. In addition, the socio-economic welfare of the community has also increased, which is characterized by improved quality of life, better access to education and health, and increased family economic capacity. Thus, the Baturraden Lokawisata destination not only acts as a source of income, but also as the main driver of improving the socio-economic welfare of the surrounding community.

## 6. ADVICE

Local governments are expected to optimize the development of sustainable and environmentally friendly tourism infrastructure and supporting facilities. In addition, training programs are needed to empower the community to have entrepreneurial skills and abilities in the tourism sector. Business actors are expected to continue to innovate by creating attractive tourism products that are in line with market developments, while maintaining local wisdom. Cooperation with various parties such as BUMdes is also important to strengthen sustainability in tourism management. For future research, it is recommended to focus on studies of the sociocultural and environmental impacts of tourism, as well as expanding research towards sustainability and the use of digital technology in the development of Baturraden tourist destinations. Berisi ucapan terima kasih terutama kepada pihak yang telah memberi pendanaan penelitian atau pengabdian Masyarakat.

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