



# *Analysis of Buntu Burake Tourism Object Management and Its Impact on Community Welfare In Tana Toraja*

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**Abstract-** Tana Toraja Regency, a prominent Indonesian tourist destination, witnesses a notably low tourism sector contribution to the local regional revenue (PAD). The decline in annual tourist visits, including the iconic Jesus Statue attraction in Buntu Burake, exacerbates the situation. This research aims to address three key objectives: 1) scrutinizing the management of the Buntu Burake tourist attraction, 2) evaluating its socio-economic influence on the adjacent community's welfare, and 3) analyzing its contribution to regional revenue (PAD). Efficient management of tourist attractions, particularly the Jesus Statue in Buntu Burake, is essential to enhance the community's well-being and elevate PAD. The research employs a descriptive qualitative approach, analyzed using Miles and Huberman's method, encompassing data collection, reduction, presentation, and conclusion. In-depth interviews will involve stakeholders, including officials from the Tourism, Youth, and Sports Department, attraction staff, traders, and tourists. Findings indicate that the Tourism, Youth, and Sports Department is responsible for Buntu Burake's management, with daily income deposits. The attraction positively impacts the community's income and well-being, contributing to increased local revenue in Tana Toraja Regency.

**Keywords**—management, tourist attraction, welfare, PAD, Buntu Burake

## I. INTRODUCTION

Tana Toraja Regency in South Sulawesi Province is an area that holds a variety of riches, both natural and cultural and customary [1]–[3]. Tana Toraja Regency is also one of the well-known tourist destinations in Indonesia which, if managed and developed well and appropriately, will become an attractive tourist destination for tourists to visit many times.

One of the mainstay tourist attractions in Tana Toraja is the Jesus Statue in Makale District, Tana Toraja Regency, built in 2013 and started operating in 2015 [4]–[6]. This tourist attraction has tourism potential, such as the natural beauty of the city of Makale seen from the top of the mountain and bridge. glass. Physically, this area has quite good tourist assets that can meet tourism needs. If these assets can be utilized optimally, this will have an impact on local government foreign exchange receipts.

This tourist attraction has experienced many developments starting from when it was first established or

developed until now. Initially, the road to this tourist attraction was still rocky, but now the layout is getting better. Currently, apart from the statue of Jesus on the mountain, it is also equipped with a glass bridge, and road access to this tourist attraction is very good and the location is only about 15 minutes from the city of Makale. This of course attracts tourists to visit Buntu Burake Tana Toraja.

In general, tourists visiting Tana Toraja Regency are decreasing each year, while data on the number of foreign tourists will increase slightly in 2022. Starting from 2018–2019, tourist visits to the Buntu Burake tourist attraction, both domestic and foreign tourists, have decreased. Consecutively, the number of visitors from 2018–2021 was 1,045,997 people, 787,835 people, 54,354 people, and in 2021 41,723 people. There will be zero foreign tourists in 2020 and 2021 because of the Covid pandemic that has hit the world. The number of domestic tourist visits increased again in 2022, namely 174.637 people.

This needs to be taken into account because the number of tourist visits of course has a very close impact on the level of community welfare. The impact of tourism on the economy can be positive or negative. In general, these impacts are grouped by Cohen [7] as follows: impact on foreign exchange receipts, impact on people's income, impact on opportunities, impact on prices and tariffs, impact on the distribution of benefits and profits, impact on ownership and control, impact on development, and impact on government revenue.

The impact of the Jesus Statue Tourist Attraction in Buntu Burake is of course to create jobs for the community around the tourist attraction, therefore the existence of the Buntu Burake tourist attraction provides many benefits for the survival of residents [4], [5], [8], [9]. The Jesus Statue tourist attraction has absorbed a lot of workers from various villages in Makale District who work as tourist attraction managers, levy collection officers, parking attendants, and food and beverage trading businesses.

The tourism industry has become a vital need for a country's economy [10]. The tourism potential in Tana Toraja Regency should be a very large income sector in the Tana Toraja region, but unfortunately, the contribution of the tourism sector to Regional Original Income from year to year

is very small and the growth ratio is very low. It can be seen that the tourism sector's contribution to *Pendapatan Asli Daerah* (PAD) or the local original income did not reach the target except in 2019 the growth ratio was 101.90%. The growth ratio in 2020-2021 is getting smaller, and in 2022 there will be an increase but not according to expectations. Therefore, the Buntu Burake tourist attraction as one of the spearheads of tourism in Tana Toraja also plays an active role in improving the quality of tourist attractions through good management which has an impact on increasing the number of tourist visits and has a direct impact on improving community welfare [11].

Based on the background above, researchers are interested in conducting research regarding the management of the Buntu Burake tourist attraction and its impact on community welfare in Tana Toraja Regency.

The objectives of this research are as follows: 1. To analyze the management of the Buntu Burake tourist attraction in Tana Toraja. 2. To analyze the contribution of the Buntu Burake tourist attraction to PAD. 3. To analyze the socio-economic impact/community income on the welfare of the surrounding community.

The expected research contribution are: 1. Theoretical Benefits, It is hoped that this research can provide additional knowledge about the relationship between the theories obtained regarding the potential of tourist attractions. 2. Practical benefits, This research can provide input to the Regional Government regarding the management of tourist attractions, especially Buntu Burake, and its impact on community welfare and the local original income (PAD) in Tana Toraja Regency and as an evaluation report to see the condition of receiving levies for the tourism sector in Tana Toraja.

## II. LITERATURE REVIEW

### A. Development of Tourism Potential

Development is a strategy used to promote, improve, and enhance the tourism conditions of an object and tourist attraction so that it can be visited by tourists and can provide benefits to the community around the object and tourist attraction as well as to the government. In addition, tourism development aims to provide benefits for tourists and the community. Therefore, Choe & Lagosi [12], stated that tourism development efforts involve planning, implementing development, and developing including 5 elements: 1). Tourist objects and attractions; 2) Tourist infrastructure, 3) Tourist facilities; 4) Infrastructure; 5) Society/environment.

Then Chris et al [13], explained that there are three important factors in tourism development, namely: 1) Infrastructure Improvement; 2) Increased Promotion, and 3) Increased Security.

### B. The Impact Of Tourism On Community Income And Welfare

Impact is an influence that can arise due to a result (either positive or negative). Economically, it has meaning, namely the influence of an implementation on economic conditions in a country. Impacts are changes that occur in the environment due to human activities [14]–[17]. The impact of a development project in developing countries is mainly on the social aspect which has components as socio-economic

indicators including: 1) Increase in community income. 2) public health. 3) Population growth, 4) Absorption of labor. 5) Development of the economic structure which is characterized by economic activity resulting from projects carried out such as stalls, restaurants, transportation, shops, and so on.

Changes that occur in humans and society as a result of development activities are referred to as social impacts [18]–[21].

### C. Potential for Increasing PAD in Tourism

In general, The Local Original Income or PAD comes from two sources of revenue, namely from levy income, in this case, tourism levies which are managed directly by the tourism office, and sources originating from tax revenues which are managed by the regional revenue office.

Many benefits can be obtained if tourism development is well directed and can attract tourists' interest in visiting. Some of the benefits of tourism development include: economic benefits, socio-cultural benefits, being a nation and state benefits, and the Environment benefits [22]–[25].

The targets to be achieved in the context of regional autonomy as stated in Law Number 32 of 2004, regional governments in implementing development to improve people's welfare must be able to explore the potential that exists in the region. In this case, the potential that exists in the region is related to tourism which aims to increase PAD.

## III. METHODS

This research uses a descriptive method with a qualitative approach. The descriptive method states that the descriptive method is a method used to describe or analyze research results but is not used to make broad conclusions [26]–[29]. This research uses a qualitative approach because the data that will be obtained in the field will be mostly information and information, not in the form of symbols or numbers. A qualitative approach is a research approach that produces qualitative data because the researcher does not compile the data or draw conclusions.

The research was conducted in Makale, Tana Toraja Regency at the Jesus. Statue Tourist Attraction in Buntu Burake.

The selection of informants took certain considerations into account, where the informants in this study were people who knew about the tourist attraction. The informants consisted of Disarpora employees, tourist attraction managers, traders, the public, and visitors.

Data collection was carried out using observation, interview, and documentation techniques. The selection of informants was carried out using purposive sampling, namely a technique for determining informants with certain considerations.

The data sources used are primary data sources and secondary data sources. Primary data was obtained from interviews and observations, while secondary data was data obtained from agencies managing the Buntu Burake Jesus Statue tourist attraction. The data analysis technique used the Miles and Huberman analysis method [30], [31], namely data collection, data reduction, data presentation, and conclusion.

#### IV. RESULT AND DISCUSSION

##### A. General description of Makale city, Tana Toraja

Buntu Burake in Tana Toraja district is an area of karst (limestone) hills that has been used as a religious tourism area for the statue of the Lord Jesus. The area of Buntu Burake is around 152.36 Ha. The Jesus Statue tourist attraction is located about 5 km from the city of Makale. The travel time from the city of Makale to this tourist attraction is around 15 minutes. This tour shows the form of Toraja society which is dominated by Christians but still maintains tolerance between religious communities. This tourist attraction is even more interesting and is now an object that is visited every day by tourists because of the icon of the statue of the Lord Jesus blessing whose height beats the statue of the Lord Jesus in Brazil. This area is also a favorite because it is located on a hill with very interesting karst rocks which add to this tourist attraction and we can see the small town of Makale from this hill. Apart from the statue of the Lord Jesus, there is also a cave of the Virgin Mary in this area.

This tourist attraction has a statue of the Lord Jesus which is 45 meters high and overlooks the city of Makale. This tourist attraction is also a favorite destination for local and foreign tourists and is claimed to be the tallest statue of Jesus in the world. The statue of the Lord Jesus in Tana Toraja beats the height of the Crist The Protector statue, the new statue in Encantando, Brazil, which is 43.5 m high, and the Christ The Redeemer statue in Rio de Janeiro, Brazil, which is 30 meters high.

The existence of the Buntu Burake Jesus Statue tourist attraction increases income for the community around the tourist attraction and also increases regional income. It could be said that this tourist attraction is a place that is visited by many local and foreign tourists.

##### B. Research Informants

The informants for this research are people who know about the history and management of this tourist attraction. Therefore, researchers interviewed informants from the local government, traders, local communities, and visitors to tourist attractions.

##### C. The History of Jesus Statue in Buntu Burake

According to one of Mr. Yohanis' informants, the person who initiated the establishment of the Jesus Statue tourist attraction in Buntu Burake was Mr. Syahrul Yasin Limpo a Governor of South Sulawesi Province at that time. In Torut there are many tourist attractions, while in Tana Toraja there are still fewer. At that time, Mr. Theophilus, as the Regent of Tana Toraja, carried out the construction.

Initially, several places were surveyed before deciding on Buntu Burake as the location for the Jesus statue, including the Getengan area and the Sangalla area. After that, it was decided to build it in Buntu Burake taking into account the distance that was easy for the public to reach.



FIGURE 1. STATUE OF JESUS BUNTU BURAKE

##### D. Facilities and Infrastructure

The facilities and infrastructure at the Buntu Burake tourist attraction are quite complete. However, cleanliness, especially in the toilets, is inadequate. The parking area is also not given enough attention. The roads in the Buntu Burake area are still rocky and dusty. This contrasts with the entrance to Buntu Burake which is very nice and smooth.

This was also conveyed by Mrs. Sandra:

"It's difficult to park a car here, especially during the holiday season. Sometimes we park at the bottom post, then walk all the way here. The government should pay attention to this."

Furthermore, Mrs. Santi, a visitor, said:

"There are not enough toilets, and the toilets that exist are not clean. Even though visitors don't mind having to pay to enter the toilet as long as it's clean. "

##### E. Management of Buntu Burake Tourist Attraction

The overall management of the Buntu Burake tourist attraction is managed by the Tana Toraja Regional Government in synergy/collaboration with OPD related to its main duties, under the coordination of Disparpora because tourism is multi-functional/multi-sectoral so that its management can run well. Management also collaborates with other agencies. The government continues to encourage optimizing the development of accessibility, amenities, and attractions.

The informant Mrs. Adelheid said:

"The Buntu Burake Tourist Attraction is managed by the Regional Government of Tana Toraja Regency under the coordination of the Tourism, Youth and Sports Department but still in collaboration with the Satpol PP Service"

Meanwhile, all levy proceeds go to the Regional Government. As stated by Mr. Hasyul:

"The distribution of Retribution proceeds follows Regent Regulation No. 17 of 2014 with the division that Buntu Burake belongs to the Regional Government so that all PAD goes to the Regional Government. There are four people on duty at the post every day. Two people from the Regional Government and 2 people from other agencies. Retribution funds that go to the post are immediately deposited at the office that day. So the report is every day."

Several potentials have been developed as the main capital in encouraging the acceleration of tourism marketing, including the potential for foreign tourists and foreign tourists who continue to grow and marketing partnerships that are increasingly being built among tourism actors.

#### *F. Contribution of The Buntu Burake Tourist Attraction to The Local Original Income (PAD)*

The Buntu Burake tourist attraction makes a huge contribution to the PAD of Tana Toraja Regency. Judging from the increase in tourist visits. It is the biggest income compared to other tourist attractions in Tana Toraja Regency.

The direct impact of the Jesus Statue tourist attraction on government revenues is through levies. Since the Tana Toraja Regency Regent's Regulation came into force, the levy funds have been distributed to several posts and reported in the counter officer's daily report book. The daily report book is filled in by counter officers from the Tana Toraja Regency (BKPD) and the Satpol PP Service.

From 2018 to 2019 levy receipts at the Buntu Burake tourist attraction in 2018 amounted to IDR 3,061,884,000 and in 2019 amounted to IDR 4,099,438,500. However, when the Covid pandemic hit the world and social distancing was implemented, visitors decreased significantly, namely in 2020 levy receipts amounted to IDR 959,391,500 and in 2021 it will be IDR 746,812,500. In 2022, visitors will increase again, with levy receipts at Buntu Burake amounting to IDR 1,844,135,000.

#### *G. Conditions of Traders at Tourist Attractions*

Based on the results of observations, interviews, and documentation, it is known that the people around the tourist attraction still have family relationships or are still related to each other so that community interaction is very close, they are still building relationships of cooperation and cooperation.

One of the informants, Mr. Anis, a resident of Burake who also sells there, revealed:

"I've been selling here for about 7 years, everyone who sells here is my family, so it's not just the Buntu Burake people. The people selling here are the people who own the land, we are all first cousins. Because my grandmother, Grandma Lomo, owned the land here, all of Grandma Lomo's descendants. "So residents in Burake, if they don't have land, can't sell or open stalls."

This was revealed by Mr. Anis that the only people who could sell and open stalls in that place were the descendants of Nek Lomo, the owner of the land in that place. Furthermore, according to Mr Anis;

"We built the stall ourselves, it cost around 10 million. There are currently around 30 stalls in Burake. So we don't pay rent. And if people want to take part in selling stalls, only people who feel they have the right. So he talked to the family so he could sell here."

There are residents selling cassava crackers, umbrella services, parking attendants, and also serving as janitors. This cleaning officer immediately receives an honorarium from the Regional Government, namely Rp 1,200,000 per month. But sometimes they receive it every 2 or 3 months.

Mr Anis, who is also a janitor, revealed:

"There are 24 of us working as cleaning staff here. We divided the tasks because Burake is very large.

Usually, I start work at 7 in the morning after cleaning and then I open the shop to sell. We are paid IDR 1,200,000 per month."

The Buntu Burake Statue of Jesus Tourist Attraction provided huge changes to the level of welfare of the surrounding community after it was operated, such as opening up job opportunities, increasing people's income, increasing regional income, and improving road infrastructure leading to the area where this tourist attraction is located. The existence of the Buntu Burake Statue of Jesus Tourist Attraction opens up jobs for people such as parking attendants and traders, thanks to the new jobs it automatically increases people's income and also increases regional income. The road infrastructure leading to the area where this tourist attraction is located is also very good, where previously the road was still rocky and narrow but now it is good and has been asphalted.

#### *H. Impact On Community Welfare*

The economic condition of the community before the existence of the Buntu Burake Jesus Statue Tourist Attraction generally did not have permanent employment. People work as construction workers, and farmers and some are even unemployed. The work they do is not able to meet their needs. Conditions changed after the existence of the Buntu Burake Statue of the Lord Jesus tourist attraction. People living around tourist attractions try to take advantage of the opportunity to enter the tourism sector by changing professions as traders, parking attendants, and others related to tourist needs. The existence of this tourist attraction brings people to experience its increased welfare. They work as traders selling clothes, bags, Toraja souvenirs as well as food and drinks. The souvenirs they sell range from IDR 5,000 - to IDR 600,000, the types of souvenirs they sell are miniature Toraja houses, clothes with Toraja nuances, Toraja carvings, key chains, hats, sandals, and various other accessories. The most expensive souvenirs are miniature Toraja houses which range from IDR 100,000 to IDR 600,000 per piece.

Community income during the existence of the Buntu Burake Jesus Statue Tourist Attraction has increased. Their income increases if more visitors come to tourist attractions such as weekends and holidays compared to normal days. Traders' income reaches IDR 600,000-IDR. 1,000,000 per day if this tourist attraction is busy with visitors, but if the tourist attraction is empty of visitors then this will affect their income. People's income when there are few visitors only ranges from IDR 100,000- to IDR 300,000. However, the people around the Buntu Burake Statue of Jesus Statue are still grateful for this condition, because according to them, thanks to this tourist attraction, they have a livelihood and have increased their family's income. Traders also hope that tourists will increase in the coming days.

Mrs. Sandra said:

"Thank God since the Statue of the Lord Jesus tourist attraction was opened. We can get additional income for our children's school fees and daily living expenses. In the past it was difficult. Hopefully, in the future, more and more tourists will come here"

### I. Supporting and Inhibiting Factors at The Buntu Burake Tourist Attraction

Based on interviews with informants, the supporting factors for the Buntu Burake tourist attraction are the forward-thinking community around the object who supports the Tana Toraja Regency Regional Government's development plan for this tourist attraction. Another factor is that this tourist attraction is very strategically located because it is close to the city.

The inhibiting factor is that the community itself feels that they own the land in that place so that the community acts in their own interests. On the other hand, the land and land around the tourist attraction does not yet have a certificate and the government is currently still lobbying the local community. Therefore, the government has not been able to improve the parking area.

### V. CONCLUSION

Based on the results of the research and discussion, the impact of the Buntu Burake Jesus Statue Tourist Attraction, Makale District, Tana Toraja Regency on community welfare can be drawn as follows: 1) With the presence of the Lord Jesus Statue Tourist Attraction, the Socio-Economic Conditions of the people around the Tourist Attraction have changed, previously they only worked as Housewives, Porters, and Farmers and some even had no work or were unemployed, but with the existence of this Tourist Attraction it provides The new jobs include those working as tourist attraction managers (retribution collection point officers), traders and also parking attendants. Automatically, with work, there will also be income, if this tourist attraction is empty of visitors then their income is around IDR 100,000-IDR 300,000 per day, but if there are lots of visitors then the traders' income is around IDR 600,000-IDR 1,000,000 per day, some can even reach sales up to IDR 2,000,000 per day. 2) The supporting factors for the Buntu Burake tourist attraction are that the community around the object is forward-thinking and supports the Tana Toraja Regency Regional Government's development plan for this tourist attraction. Apart from that, the location of the tourist attraction is very strategic. 3) The inhibiting factor is that the community itself feels that they own the land in that place so the community acts in their own interests. On the other hand, the land and land around the tourist attraction does not yet have a certificate and the government is currently still lobbying the local community. Therefore, the government has not been able to improve the parking area.

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