



Socio-Economic Impact Of Agritourism For The People Of Tegalrejo Village Tugumulyo Sub-District, Musirawas District, South Sumatra Indonesia

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Abstract. The Nawa Cita program aims to develop Indonesia, starting from villages, with agritourism as a key economic driver to improve community welfare. This study examines the social impact of agritourism in Tegalrejo Village, Tugumulyo District, Musirawas Regency, South Sumatra. Tegalrejo was chosen due to its growing and visually appealing agritourism sector. This qualitative research gathered data through interviews with agritourism managers and local residents. The analysis focused on the socio-economic impacts, both positive and negative. The findings reveal that agritourism benefits the local community by providing affordable tourism, enhancing social interaction, and improving social status through job creation. It also empowers the community by integrating multiple economic sectors, offering new business opportunities, and increasing village income from taxes and levies. However, negative social impacts include land eviction and pressure on locals from incoming migrants. Economically, the presence of outside investors can lead to competition that may disadvantage local businesses. Despite these challenges, agritourism in Tegalrejo Village remains a crucial factor in fostering economic growth and community development.

Keywords: Social, economic, agrotourism

1 Introduction

Visiting a pleasant place is a natural human desire, one of which is tourism. Tourist attractions also in addition to providing entertainment for visitors make interest for some people to make tourist attractions as economic potential. Yoeti (2008) says that tourism is one of the basic needs of human activity. These needs involve the need to communicate with other people through visits to various places. Thus they can get to know the character of the population and the condition of the region in various other parts of the world.

The development of the tourism sector must be able to provide positive activities that aim to benefit the community around the tourist sites socio-economically. As an example of the positive benefits of tourism from an economic perspective is the rapid progress of tourism itself

due to the increasing possibility of a person or community to develop entrepreneurial activities related to tourism. Entrepreneurship development can be an economic support option in addition to other existing activities.

According to Pendif (1990), various kinds of tourism activities are carried out starting from natural tourism in the form of natural beauty, such as beaches, mountains, plantations, and so on. There are also shopping tours that have developed in countries that have developed economically, such as Singapore, Hong Kong, and so on. Educational tourism, such as the Jogja Museum, Sangiran Museum, Monas, Borobudur and so on. Culinary tourism is a tour that introduces regional specialties that are trending among the public.

In Indonesia itself, which has a lot of potential natural resources and beautiful natural scenery, tends to develop tourism in the field of nature tourism, one of which is agro-tourism which is currently in demand by many local, national and foreign tourists. This has an impact on other entrepreneurial sectors such as culinary businesses, hotels, souvenirs, service bureaus and so on. Tegalrejo Village, which is located in Tugumulyo District, Musirawas Regency, South Sumatra Province, is developing agritourism which is called local people *mepet sawah* agritourism. Agritourism *mepet sawah* is agritourism that presents a beautiful natural scenery. The fresh air of rice fields that also shows a cluster of hill rows, fish farming centers around rice fields and has a distinctive local culture inspired several entrepreneurs to start venturing into the agro-tourism business. *Bisnis agrowisata Desa Tegalrejo membawa dampak positif terhadap pendapatan desa dari terlihat dari pendapatan pajak dari bagi hasil pajak dan retribusi yang mengalami peningkatan dimana pada tahun 2022 sebesar 76.484.286 dibandingkan tahun 2021 sebesar 54.104.359* (<https://tegalrejo-musirawas.desa.id/artikel/2022/1/1/laporan-apbdes-2021>). Dapat dimaknai bahwa sektor agrowisata memberikan sumbangan terhadap retribusi pajak.

To create a different atmosphere in the rice fields of Tegalrejo Village, in addition to the activities of farmers in the fields, around the rice fields began to stand several business opportunities such as fish farms where people can directly fish and see the process of breeding to harvest fish, family parks and children's playgrounds, hangouts for young people and places to eat that are better known by the surrounding community as *mepet sawah*. Eating while looking at the beautiful nature of the rice fields and bald hills that are included in the Bukit Rowan cluster, seeing the activities of farmers and fish breeders and educational rides make this place a new tourist option. Some instagramable agro-tourism business activities in Tegalrejo Village include *mepet sawah Remis* which serves a food menu by selling *remis* food which is varied with food and beverage offerings. Then there is also *Angkringan Kampung Belimbing* which serves star fruit food directly picked from the star fruit trees and varied with other foods. *Kaka Food and Drinks* which focuses more on young people's hangout. *Pondok MW (Mepet Sawah)* and several other places owned by local people.

The development of agritourism in Tegalrejo Village, Tugumulyo District, Musirawas Regency must certainly pay attention to the socio-cultural values of the local area. According to Maruti (2009), concretely the growth of tourism businesses affects the socio-economic empowerment of the surrounding community. One of the new paradigms used to revive the tourism sector is community-based tourism development that directly involves community opportunities.

However, the reality that is often seen in the field, the development of the tourism sector is sometimes still only concerned with economic benefits as much as possible. Especially for

those who have large capital (investors) in this tourism business. People who have a big role in the success of a tourist spot, tend to be neglected and do not get serious attention from the owner of the tourist spot. This can be seen by the number of people who live around tourist attractions, their socio-economic conditions are alarming.

The purpose of this study was to determine the socio-economic impact of agritourism for the people of Tegalrejo Village, Tugumulyo District, Musirawas Regency, South Sumatra.

2 Literature Review and Conceptual Framework

2.1 Literature Review

2.1.1 Socio-Economic Impact

Socio-economic conditions are a state or position that is socially regulated and is a person in a certain position in the social structure of society, giving this position is accompanied by a certain position in the social structure of society, giving this position is accompanied by a set of rights and obligations that must be fulfilled by the status bearer. Socio-economics is cposition or position of a person in a community group determined by the type of economic activity, education and income (Anggraini, 2014).

Social change is a change in balanced social relations including social values, social norms, social behavior patterns, the composition of social institutions, layers in society, power and authority, and social interactions. These changes can be positive or negative.

Positive social changes such as with the existence of cellphones people can interact with people who are far away, but the negative impact is that people no longer stay in touch and meet face to face.

Economic changes here can occur if a person's life economically changes. For example, those who used to be unemployed become employed, salary increases, increased needs, increased welfare, and others. This economic change is not only a positive change (increase), but can also be a negative change (decrease) in economic life.

2.1.2 Agrotourism

Agritourism is a series of tourism business activities that utilize the potential of agriculture as a tourist attraction, both potential in the form of natural scenery of the agricultural area as well as the uniqueness and diversity of production activities and agricultural technology and culture of the farming community (Budiansa, 2011). Agritourism activities aim to broaden the horizons of knowledge, recreational experiences and business relationships in agriculture which include food crops, horticulture, plantations, fisheries and animal husbandry. In addition, included in agritourism are forestry and agricultural resources. The combination of natural beauty, rural community life and agricultural potential if managed properly can develop tourist attraction. With the development of agritourism in one tourist

destination, it will provide benefits for increasing the income of the community and government in other words that the tourism function can be carried out with the function of agricultural cultivation and rural settlement and at the same time the conservation function (Lobo & Goldman, 1999).

The National Development Planning Agency (2024) categorizes agritourism into ecological tourism (ecotourism), which is a tourist travel activity that does not damage or pollute nature with the aim of admiring and enjoying the beauty of nature, wild animals or plants in their natural environment and as a means of education.

2.1.3 Socio-Economic Impact of Tourism

Socio-economic impact can be defined as the effect of changes in socio-economic conditions in society. This usually brings up two conflicting situations in the form of positive and negative impacts. The impact will continue to increase along with the increase in the number of tourism.

There are at least five most obvious impacts of tourism according to Mazilu & Iancu (2006):

1. The most notable economic benefit of tourism is employment. Tourism provides jobs for workers such as hotel employees, taxi drivers, tour guides, part-time workers, entertainers, restaurant employees, and transportation workers. Besides employment, tourism also generates income that benefits local communities with increased economic activity. The money spent by visitors in hotels or restaurants helps pay employees' salaries and supports other businesses, or is used to buy food, clothing, and other products or services, which in turn are more economically beneficial.

2. Cross-cultural awareness and understanding development for people from countries with different cultures. In addition, there are more opportunities to exchange knowledge, ideas, and traditions more completely and efficiently than in the past. However, there are also negative impacts in the form of suspicion and fear that with the exchange, the authenticity of a culture can be faded or even lost.

3. Tourism development definitely has both positive and negative things, especially in developing countries. Tourism affects not only the people who live and work, but also how they think, dress and act. Unfortunately, the impact of tourism development is not always positive. Some projects are never completed, and massive corruption is practiced by unscrupulous contractors. Even more concerning, the development of tourism has caused the once beautiful environment to be destroyed, leaving only the ruins of unfinished hotels.

4. In developing nations, it often creates various social problems. The introduction of tourism to a new region often changes people's daily lives. In some cases, tourism development increases crime and gambling, materialism, and greed. Sometimes local people get angry with visitors because of the attitude of visitors who are not pleasing to the community. Developing country governments must be careful about the impact of tourism on the character of local communities. Often tourism makes migrants more profitable than poor and marginalized local people, in the end tourism spurs social unrest due to displeasure from local people.

5. The impact of the social environment also needs to be considered, because often the preservation of the social environment is neglected and even damaged by the

development of tourism itself. Therefore, it is necessary to promote efforts to minimize damage, by controlling development, and stop destroying the natural environment and conducting counseling on environmental issues.

While the negative impacts of the establishment of tourist attractions are described as follows (Mazilu & Iancu, 2006)::

1. Loss of comfort for the community with the crowd.
2. Reducing cultural characteristics due to over-commercialization.
3. Social problems (influx of negative cultures, disagreement between the owner and the community)
4. Unhealthy economic competition.
5. The tendency of managers to take maximum profits.
6. Displacement of the indigenous population to the periphery.
7. The development of a tourist area not only opens up new jobs for local residents, but also invites newcomers from outside the area because they are interested in jobs. As a result, natives who are unable to compete with migrants are eliminated and pushed to the periphery.

2.2 Conceptual Framework

Tourism is a sociological study of consumption related to the purchase, use and meaning of material object symbols. Tourism in this study is focused on the consumption of tourism and entertainment services. Service consumption cannot be separated from economic activities and social relations. That is, service consumption as an economic activity because this consumption has the activity of buying and selling services. The buyer spends money to get satisfying tourism services, while the seller provides services in order to make a profit. In relation to social relations, the provision of services must have cooperation between the tourism manager and other parties such as service users, investors, or the surrounding community.

The number of tourists can lead to competitive competition of traders, eviction of residences or destruction of historical places for profit-seeking reasons. Weak parties tend to be disadvantaged by the authorities. A case that is often highlighted is that government policies are too concerned with profits without thinking about the social and natural environmental impacts. Often the social and natural environment is neglected along with the development of tourism itself. The development of tourism will basically damage the place visited, unless there is an agreement on the preservation of the environment and historical heritage.

In the development of tourism, it must also pay attention to the impact on the social and natural environment around it, not just concerned with profit. In relation to this research, researchers want to know the socio-economic impact caused by the establishment of several Tegalrejo Village Agrotourism, Tugumulyo District, Musirawas Regency for local people who live around agrotourism.

In essence, to understand the relationship between society and tourism that centers on how community members communicate and interrelate with managers (cooperation or mutual relations between the two parties), how they are influenced by

their opinions (perceptions of managers and the community towards the existence of agritourism for the socio-economic life of local communities) and how this dynamic community participation can succeed in the development of tourism companies.

3 Research Methodology

The focus of this research is the positive and negative socio-economic impacts of agritourism for the people of Tegalrejo Village, Tugumulyo District, Musirawas Regency, South Sumatra. The analysis in this study used qualitative analysis. The data in the study were obtained by interviewing the manager, Tegalrejo Village community, tourists and the Village Head. Interviews were conducted by referring to interview guidelines made for managers, local communities, tourists and village heads according to the need to conduct analysis. Interview guidelines were developed from literature review and previous research related to the socio-economic impact of agritourism. Furthermore, the data were analyzed using the positive impact approach and the negative impact of the existence of agritourism in Tegalrejo Village, Tugumulyo District, Musi Banyuasin Regency, South Sumatra.

4 Result and Discussion

4.1 Result

The results of this study can be divided into two main parts, namely the social impact and economic impact of agritourism in Tegalrejo Village, Tugu Mulyo District, Musirawas Regency, South Sumatra.

4.1.1 Social Impact of Agritourism

Positive Impact

What is meant by the positive impact here is that the existence of Tegalrejo Village Agrotourism can cause the social life of the local community to show changes for the better. These impacts include:

1) As cheap tourism and entertainment.

Agritourism is a tourist attraction that offers historical tourism with the concept of returning to nature, also equipped with various rides that can be enjoyed by both adults and children. For local communities, agritourism provides free travel and entertainment. They do not need to spend money to travel. People can just relax and enjoy live music entertainment, or invite their children to play all the rides there. Usually children like to play children's game rides, while educating children related to nature and cultivation of plantations, agriculture and fish livestock. While adults prefer to eat while taking a walk of reflection.

The community needs this entertainment since Tegalrejo rice field agro-tourism began to exist. They no longer need to go to Lubuklinggau City for "Kebun Kito" agro-tourism which is about 1 hour away or to Curup which is the border with Bengkulu Province which is 2 hours away. With the existence of tourist attractions close to home, people can save money that is usually spent on traveling.

2) A place to interact and socialize.

In addition to providing cheap entertainment, the existence of Tegalrejo Village Agrotourism is also a place for people to interact and socialize with various kinds of people, such as families who come from outside Musirawas Regency during holidays. With the wifi in the agro-tourism area, it can be a free internet browsing facility for students and other tourists when doing college assignments or just opening social networking accounts.

For people who become employees at agro-tourism sites, they make new friends where they work, be it fellow employees or visitors from other regions. Apart from fellow employees, they can also get to know various kinds of visitors, ranging from friendly, impatient to nosy. All can only be obtained by people who really work in the service sector, if they work in a factory they can only get to know fellow employees, but here they get to know more and more characters of the people they meet.

Interaction and socialization are not only carried out by visitors or agritourism employees, people who open informal businesses around agritourism also interact with each other. This can be seen from the existence of stalls and souvenir sales around the agro-tourism road which sell in an orderly and organized manner so as not to disturb the beauty of the agro-tourism.

3) Increased social status

For people who work as agritourism employees feel that their social status is raised. This is because they used to have no job and now they have become employees who have a fixed salary every month. People who used to see them as unemployed, now they can dismiss this assumption. Although their salaries are not yet included in the regional minimum wage of Musirawas Regency, the income they get can be used to fulfill their daily needs such as food, clothing and even now they can buy motorbikes on credit. They can show the community that they now have their own income that is not inferior to other communities.

Negative Impact

1) Land displacement

The existence of Tegalrejo Agrotourism did have a positive impact on the socio-economic life of the community, but on the other hand it also had a negative impact. Tourism objects that tend to be new and still require a lot of development through the construction of rides and even the expansion of tourist areas. In the process of development, there were development plans that disturbed the local community, including the issue of land eviction plans. One example is the issue of land eviction for road widening and expanding parking lots. This had become a commotion between residents, managers and the local government which was finally canceled because it almost caused clashes between residents and the authorities.

2) Problems after the eviction plan.

Problems between the Tegalrejo Village community and agro-tourism managers did not only arise during the eviction plan, but after the plan failed to be implemented, it caused a few new problems. The problems that arose were not so visible, namely the emergence of unfavorable relations between the Tegalrejo villagers and agro-tourism managers as a result of the eviction issue.

3) The pressure on local people by migrants.

Agro-tourism in Tegalrejo Village, which is increasingly recognized and visited by tourists, makes migrants also glance at existing business opportunities. It turns out that the crowds of visitors are not only used by local people to open businesses, migrants are also interested in opening businesses in this place. This can be seen from the increasing number of migrants from outside the area such as from Muara Beliti Subdistrict and Lubuklinggau City which are the closest areas by arriving every day to just sell and open a business. Most of them have large capital, so they can rent a business place in the agro-tourism area.

The cost incurred to rent a business place inside agritourism is 10% of the profit from selling for a month. Local people who only have small capital are reluctant to rent a place inside because the rent is considered too expensive, this is because their income is uncertain and only enough for their daily needs. If they have to spend more money to rent a place, their income will be reduced. These migrants with large capital have pushed the local community to the margins. They can only sell outside the agro-tourism area which does not need to pay rent. In terms of income, traders who sell outside the agritourism area certainly earn less when compared to inside the agritourism. Visitors who want to snack definitely prefer to buy inside, because it is more comfortable and has an attractive appearance. Traders who sell inside the agritourism area get tent or kiosk facilities, so that buyers feel comfortable there. While traders outside the agro-tourism area do not get any facilities, they do not have a roof cover such as a tent, buyers also feel reluctant because the place is uncomfortable.

4.1.2 Economic Impact of Agritourism

Positive Impact

1) The opening of job opportunities

After being increasingly recognized by many people, several agro-tourism businesses in Tegalrejo Village began to open vacancies to find employees who specifically worked in agro-tourism not part-time. Agrotourism in Tegalrejo Village has recruited 40 employees. Acceptance of agritourism employees prioritizes local people who are interested in working in that place. This is intended so that the existence of agritourism can provide jobs and improve the standard of living for people who do live around. Indeed, there are some employees who are not local people, this is because local people are not all interested in working in agritourism. The range of salaries received by employees is not yet UMR, which ranges from Rp 1,000,000- to Rp 1,300,000,. However, the manager still pays attention to the welfare of employees where during the holiday season and busy visitors employees are given a bonus for their hard work of IDR 50,000 to IDR 100,000.

2) Growing business opportunities

Many of the local people try to make a fortune around the agro-tourism location, including as parking, some people collect used goods to be resold to waste recycling businesses, some local people also sell on the outskirts selling snacks, corn and so on and motorcycle or car repair businesses. The number of these traders is increasing. They earn around Rp 250,000 per day and up to Rp 1,000,000 on weekends. When

the holidays arrive, their income can increase by 2 to 3 times the income of ordinary days. Their income can help the family economy, especially for families who have been living simply. The income can be used for daily food needs and school fees. Their economic life has also improved compared to their previous life. In addition to the sellers, there are also people who take advantage of the opportunity of agro-tourism by establishing a vehicle parking business. This business is carried out by young people. This parking activity has received permission and support from the agro-tourism manager who feels helped in managing visitors' vehicles. The income earned from this business is between IDR 100,000 and up to IDR 300,000 on weekends. The proceeds from parking are collected for the youth treasury for youth activities and parking labor services. The existence of agro-tourism is also utilized by the community tooulesher by establishing a motorcycle and car repair business. Although the workshop is not directly affected by the existence of agro-tourism, this business arises because it is inspired by the crowds of visitors.

Negative Impact

The more crowded agritourism in Tegalrejo Village visited by tourists, the more migrants are tempted to open a business around the agritourism location. These migrants usually have large capital by providing comfortable facilities for visitors compared to local agro-tourism managers. This is economically of course very detrimental to local communities where their income is less when compared to migrants because visitors prefer to visit places that are more comfortable and provide additional facilities such as free wi-fi.

4.2 Discussion

Agritourism has recently become a cheap tourist trend that presents educational tours, natural scenery, plantations, livestock and so on. Agritourism which is widely found in Tegalrejo village, Tugumulyo District, Musirawas Regency presents a natural nuance in itself where this tour utilizes the location on the edge of rice fields. What is typical of farmers in Musirawas is that in addition to rice fields and gardening, the surrounding community utilizes the swift water flowing from the Bengkulu Curup mountains for tilapia cultivation. So that the combination of education and nature tourism is complete.

The positive social impact of agritourism from the results of this study is as a place of cheap entertainment, a place to interact and socialize the community, and the improved social status of the community. While the negative impact is the eviction of land and the impact after the eviction of land and the pressure on local communities by migrants must have their own solutions not to create serious social problems. While the positive economic impact of this mepet sawah agro-tourism is the availability of jobs and opportunities to open businesses, while the negative economic impact is the emergence of capitalists whose sole purpose is to seek maximum profit so that local people are only spectators in their own villages.

The results of this study are also supported by research conducted by Agustina and Hapsari (2018), Anggraini (2014), Astuti (2013), Safitri (2013), Harcombe (2013), Aryunda (2011), Budiasa (2011), Maruti (2009), Sudiarta (2005), Lobo & Goldman (1999) where the results showed a positive and negative socio-economic impact of the existence of agritourism. Meanwhile, research conducted by Aditya (2015) shows the effect of the Tourism Village Program on increasing the income of the BejiHarjo Village Community, Gunung Kidul Regency.

To reduce the negative socio-economic impact that can result in problems related to local communities, it is necessary to take concrete steps where it is necessary to create a positive perception of the existence of agritourism, the participation of managers to pay attention to the socio-economic life of local communities, and local government policies related to improving the socio-economic life of local communities.

5 Conclusions

The existence of Agrotourism mepet sawah Tegalrejo Village, Tugumuyo District, Musirawas Regency has the following impacts:

1. Positive social impact:

- Cheap tourism

For the local community, agritourism in Tegalrejo Village provides free tourism and entertainment. They do not need to pay to visit the agritourism area.

- A place to interact and socialize

With the existence of agro-tourism, people can get to know many people from various regions. Also the formation of community associations.

- Increased social status

Working in agritourism has changed the social status of the community from unemployment to having a job and income.

2. Negative social impacts

- Land eviction

In order to develop the agro-tourism area, issues of land eviction arose, but this was not implemented because of rejection from the community.

- Problems after the land eviction issue

After the land eviction plan raised problems in the form of poor relations between the manager and the community for some time. But now the problem is no longer developing.

-The squeezing of local people by newcomers

Local people who do not have large capital can only sell outside the agro-tourism area, while migrants who have large capital are able to rent or buy land with better facilities and infrastructure.

3. Positive economic impact

- Job openings

Since the existence of several agritourisms near rice fields, more and more jobs have opened up for local people.

- Development of business opportunities

In addition to employment, agritourism also provides opportunities for people to open businesses.

4. The negative social impact is that local people who can only sell on the outskirts of the agro-tourism area certainly cannot compete with migrants. Their income is also less.

In an effort to develop the tourism industry will always have an impact on the lives of the surrounding community. As is the case in agro-tourism mepet sawah Tegalrejo Village which of course has a socio-economic impact on the surrounding community. Further tourism development is expected to bring more positive impacts and reduce the negative impacts. The positive impact of tourism development can be increased through ways such as community involvement in the development of tourism itself directly such as the recruitment of employees prioritizing local communities and the provision of facilities for people who open informal businesses, or indirectly such as establishing good relations between managers, communities and visitors through attitudes, actions and deeds (friendly attitude and mutual respect). In order to reduce negative impacts, it can be done through problem solving between managers and the community in a family manner, so as not to cause conflict. As well as trying to become the community not only as an object of tourism development, but also as a subject that is actively involved. If this is realized, there will be a harmonious relationship between the manager and the community. In the end, tourism development can run well and the lives of the surrounding community also benefit from the development of tourism itself.

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