

# The Process of Socio-Economic Structure Changes of Community in Talang Indah and Bukit Pangonan Tourist Attraction, Pajaresuk Village

Nungky Kurnia Putri<sup>1\*</sup> Sudjarwo<sup>2</sup> Trisnaningsih<sup>2</sup>

1.Master Course of Social Sciences Education, University of Lampung, Prof. Dr. Sumantri Brojonegoro Street, No. 1 Bandar Lampung, 35145, Indonesia

2.Lecturer of Master Social Sciences Education, University of Lampung, Prof. Dr. Sumantri Brojonegoro Street, No. 1 Bandar Lampung, 35145, Indonesia

## Abstract

The existence of tourism object Talang Indah and Bukit Pangonan located in Pajaresuk village caused a change in the socio-economic structure of local communities. This study aims to describe the process of socio-economic structure changes in the location of Tourism Object Talang Indah and Bukit Pangonan. The research approach used in this research is qualitative approach. Subjects in this research are Pajaresuk Village people who are involved in tourism sector of Talang Indah and Bukit Pangonan. Data collection technique in this research is triangulation that is researcher use participative observation, depth interview and documentation. Test the validity of data in this study using data credibility test. Data analysis techniques in this study using descriptive qualitative data analysis of interactive models Miles and Hubberman. The results showed that the process of social economic structure changes in the community of Pajaresuk Village after the establishment of tourism object Talang Indah and Bukit Pangonan, it is seen with the changes in terms of social structure that is changing the structure of agrarian society proceed to industrial society. So that the effect on the changes in economic terms is seen with the change of economic orientation of society caused by the emergence of new livelihoods in the tourism sector, previously people working only rely on the agricultural sector, is currently starting to establish businesses in the tourism sector.

**Keywords:** Socio-Economic Structure Changes, Community, Tourist Attraction.

## 1. Introduction

Pringsewu is an area that has potential attraction in terms of tourism. Exotic natural and historical remains that still thick and leave a trail, a special attraction for the global community. In Pringsewu has found many places that have the potential to be enjoyed by the natural beauty and heritage. One of them is Talang Indah and Bukit Pangonan which is currently widely discussed by the public at the same time become a recommendation of tourist destinations of interest to tourists. Talang Indah and Bukit Pangonan is located on Jl. Raya Danau, Pajaresuk, Pringsewu District, Pringsewu District.

The development of the current era of globalization began to affect the social processes that exist in community life. It is interesting that it is well known that the presence of the tourism industry in the life of rural communities brings some changes to aspects of life. To promote economic development with a balanced growth of tourism can be expected to play a decisive role and serve as a catalyst to develop the development of other sectors in stages (Spillane 1982: 54).

The beauty of nature has become a strong capital to continue to develop these attractions, then some community groups began to take into account the opportunities in developing the potential community in the Village Pajaresuk. Formerly people only relying on the current agricultural economy has emerged several jobs that have been utilized by local people such as opening a culinary business, business services such as opening spot photos, flying fox and so forth. The attractions of Talang Indah and Bukit Pangonan in the middle of community life in Pajaresuk Village bring significant social changes in terms of improving the welfare of the local community.

The many changes in Pajaresuk village community due to the emergence of Talang Indah Tourism Object and Bukit Pangonan bring a positive impact for the community if it can compensate for changes by adjusting the mindset so that they can see the opportunities and opportunities that are utilized. Changes that occur in Pajaresuk Village due to the development of Talang Indah Tourism Object and Bukit Pangonan is part of the process of development towards the welfare of the community.

## 2. Research Methodology

The research approach used in this research is qualitative approach. Qualitative research according to Bodgan and Taylor (1992) in Sujarweni (2014: 19) is one of the research procedures that produce descriptive data in the form of speech or writing and the behavior of the people observed.

This research was conducted at the location of Tourism Object of Talang Indah and Bukit Pangonan

precisely at Jl. Raya Danau, Pajaresuk Village, Pringsewu District, Pringsewu District. Pajaresuk village can be plated with a distance of 7 km from the center of Pringsewu District. (BAPEDA document of Pringsewu District, 2013).

The subject of this research is Pajaresuk village people who dabbled in Talang Indah and Bukit Pongan. Objek object in this research is to analyze the process of change of socioeconomic structure at society in location of tourism object of Talang Indah and Bukit Pongan.

Data collection techniques used to obtain data in research is triangulation, researchers use different data collection techniques to obtain data from the same source. Researchers use participatory observation, in-depth interviews and documentation.

Test the validity of data in this study using data credibility test. To achieve the credibility of this research data, researchers made several efforts, among others, by doing triangulation. Sugiyono (2013: 370) argues that triangulation in testing this credibility can be interpreted as checking data from various sources in various ways and at various times. Data analysis techniques in this study using descriptive qualitative data analysis of interactive models Miles and Hubberman.

### 3. Discussion

#### 3.1. Socio-Economic Structure of Pajaresuk Village Community Before Talang Indah and Bukit Pongan Arranged as Tourism Object

Pajaresuk Village community before the attraction Talang Indah and Bukit Pongan is a village whose average society depends on nature. Because in Pajaresuk Village, the largest land is land for agriculture. According to the data of the allocation on the profile of Desa Pajaresuk Year 2014, the location used as agricultural land area of 220 Ha. Below is a diagram showing the land allocation in Pajaresuk Village:

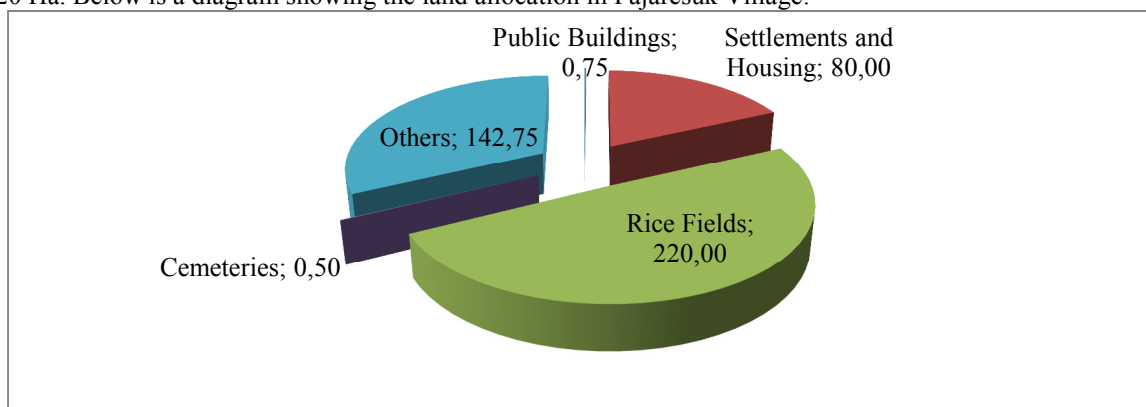


Figure 1. Diagram of land allocation in Pajaresuk Village. (village profile of Pajaresuk, 2014).

With an area of 220 ha of agricultural land, making the village community Pajaresuk menggantungkan on the agricultural sector, it is since long before the object attractions Talang Indah and Bukit Pongan, Pajaresuk village people rely on the economy in agriculture.

According to the monographic data of Pajaresuk Village in 2014, it is clear that prior to the existence of Talang Indah and Bukit Pongan tourism objects still rely on agricultural sector. Almost half of the villagers are daily farmers. Where here is said bermahdayan farmers are those who have rice fields or farm laborers, where those who only work on the place people to work on rice fields. This is similar to that told by Mrs. Tariyem (53) below: "..... from the first indeed this village already rely on nature. Lah was proved by the fact most of the people here become farmers or farm laborers. The main agricultural products to be the economic support for some residents here". (interview dated March 14, 2018).

In line with Ibu Tariyem's statement, Mr. Agung (44) also delivered the following: "..... formerly, before there is this gutters, many people who work as agricultural laborers, because the fields are many, so people are more dependent on the agricultural sector" (interview dated February 3, 2018).

Mr. Bambang Sutrisno as Village Head Pajaresuk also explained as follows: "..... Pajaresuk residents used to work mostly as farmers. The potential of nature in Pajaresuk is very prominent. Wide rice paddies in the region. So the people used to rely heavily on the agricultural sector. Yes want to work let alone, people education is still relatively low "(interview on February 7, 2018).

Beratha (1982: 98), argues that villagers in their daily lives depend on nature. Nature is everything to the villagers, because nature provides what humans need for their lives. They cultivate nature with simple tools to pick the results to meet their daily needs. As is known to the rural community is often identified as an agrarian society, the community whose economic activities focused on agriculture. According to Paul H. Landis in Darsono (2005: 20) based on the economy, the countryside is the main area of community life derived from agriculture.

Just like in Pajaresuk Village, Pringsewu Sub-district, Pringsewu District, most of its citizens work as farmers. Indeed, before the existence of attractions Talang Indah and Bukit Pangonan, they depend on agriculture. Because it is supported by the condition of fertile soil and also the smooth irrigation. So it is not surprising if people use natural fertility to support their daily lives.

Thus, the social structure of Pajaresuk village community includes agrarian society. Agrarian societies are the people who depend on their livelihoods by farming in the fields and in the plantation, the life of this society is still far from modernization in other words they are simple to live traditionally. Prior to the existence of tourism objects Talang Indah and Bukit Pangonan, most people of Pajaresuk village livelihood as a farmer, this is related to the social structure of society Pajaresuk village is a social structure that according to the identity of community membership is a homogeneous social structure. Homogem social structure is a social structure that members of the community have diversity of backgrounds of identity similarities such as race, ethnicity and religion as well as in political, economic and socio-cultural.

Working on the agricultural sector is as a farm worker helping the community to sustain its economy. The income earned by the people working in the agricultural sector is varied. The income of the farm workers is usually paid daily with money on average every day to get Rp. 30.000 or later when the harvest arrives, the owner of the paddy field will be paid with the harvest.

The average community of Desa Pajaresuk who works as a farmer income level Rp 30.000 /day, meaning for one month income of Rp 900,000. As Mr. Purnomo said (44): *"... before any tourist attractions, I am a farm laborer, working on the rice fields of others. If I own a daily fee, about Rp 30,000. But there are also the baby at once during the harvest. Depending on the agreement with the owner of the rice field. But the average is daily if here"*(interview dated March 14, 2018).

Similarly, Mr. Samijan (49) said about the revenues earned: *"before there was a gutters, me as a farm laborer, until now also still. It used to be paid daily with the amount of Rp 25.000, if during harvest, my boss gave me more, he said bonus, especially if the harvest is good, the term I get more sustenance"* (interview dated March 14, 2018).

Mrs. Jama'ah (51) also gave the following statement: *"....before there is a gutters I work as a farm worker, if my husband works as a construction worker. My daily income is Rp 30,000. If you say that is not enough, but it can still eat and finance the children's school...."* (interview dated March 15, 2018).

From the above statement, the wage issue received depends on mutual agreement between the landowner and the farm laborer. In Desa Pajaresuk use a system of mutual agreement in determining the wages of farmers (interview with Mr. Sumarno, 2017). The income generated from the agricultural sector can be regarded as the economic support of Pajaresuk villagers, because they have always been very dependent on the natural sector. Agricultural products are reliable because it is supported by fertile soil and irrigation enough from the existing gutters in District Pringsewu.

Some people rely on farming jobs. Of course, the income earned is quite low. Moreover, they try to support their families from daily needs to send their children to school. This is in line with Mrs. Napsiani's statement (53) as follows: *"....I used to farm on the place of people, my income is not how much my husband is also too odd, it is enough if to eat it. I have 6 children but can only pay for school until graduate junior high school and even the high school was only one of my children who graduated high school. What is clear to rely on employment as a farmer is lacking"* (interview on February 3, 2018).

Before the existence of attractions Talang Indah and Bukit Pangonan, Pajaresuk Village is still less attention to the importance of education. Most of them are educated only to elementary school (SD). This lack of knowledge of the importance of education makes it difficult for them to find new jobs that can be said more than their daily work that most of them become farmers. Because out there they can not compete with those who are better educated.

### **3.2. Socio-Economic Structure of Pajaresuk Village Community After Talang Indah and Bukit Pangonan Arranged as Tourism Object**

The establishment of tourism objects Talang Indah and Bukit Pangonan that has been running almost 3 year 2015-2018 years of experiencing changes related to the social and economic structure of community Pajaresuk Village. The social structure of the people of Pajaresuk village because of the tourism object of Talang Indah and Bukit Pangonan has been in the process of changing. The change is toward the social structure of industrial society. It is seen from the economic point of view that the presence of tourism industry in Pajaresuk Village brings impacts reflected in the presence of tourism industry, in the middle of village community life, especially the people of Pajaresuk Village bring the impact of the emergence of new livelihoods in the tourism sector. In accordance with the understanding that tourism is an activity that involves humans and revive various fields of existing business. The number of visitors who visited the attractions Talang Indah and Bukit Pangonan, making the surrounding community began to establish businesses related to tourism business in order to meet the needs of visitors.

People who work as farmers and casual workers have been reduced, which is interesting here is the number of people who work as entrepreneurs or traders actually increased. Before the existence of tourism object Talang Indah and Bukit Pangonan people still rely on agriculture sector. Not only fixated on the sectors of interest alone, many people also work as casual laborers. But now, the number of job opportunities in terms of tourism that is perceived to generate profits in the economic sector so many people who try such efforts such as food traders, tour guides, spot photo services, swimming pool, flying fox, merchant accessories, tourist ojek, parking attendants and so forth.

In addition to opening a business, the changes that can be felt by the people of Pajaresuk which is close to the location of Talang Indah and Bukit Pangonan attractions is a group of tourism awareness known as POKDARWIS Talang Indah Bukit Pangonan. The presence of these groups affect the livelihood of the surrounding population, because in its implementation, the tourism conscious group requires employees to work on tourism services business in Talang Indah and Bukit Pangonan attractions. The tour conscious group then provides opportunities for local people to work as employees. This certainly has an impact on the emergence of new livelihoods for the people who live around the location of tourism attractions Talang Indah and Bukit Pangonan.

The existence of Talang Indah and Bukit Pangonan which used to be not so much functioned for the community, has now transformed into a crowded place for everyday visitors. A savvy society in reading opportunities, will take every opportunity to generate financial benefits through visitors who come.

Information about Talang Indah and Bukit Pangonan tourism objects that are new in Pringsewu Regency began to spread widely through social media, people's curiosity towards new innovations in terms of traveling make Talang Indah and Bukit Pangonan always enlivened by the arrival of visitors. The arrival of visitors to attractions Talang Indah and Bukit Pangonan is a fortune for people to open a tourism business there. The involvement of the tourism awareness group has had a lot of influence for the local community, one of which is increasing the income of the people working in the tourism business.

Talang Indah and Bukit Pangonan have a positive impact on the income level of the community. This is due to the arrival of tourists who can be a source of income to increase the income of local communities. So with the establishment of tourism object Talang Indah and Bukit Pangonan can be a new business area developing in rural communities.

This is in accordance with the statement said by Mrs. Nurhayati who works as a trader: *"..... here before most people work as farmers and laborers, the income is less. Alhamdulillah, now there are changes, previously unemployed and less income because the main job is not sufficient, the existence of this tour so there are more income, like me as a trader and my husband who joined to be a conscious group of tourism..."* (interview date February 6, 2018).

In line with the expression Mr. Sumarno as representative of the secretariat of Talang Indah and Bukit Pangonan: *".... before, many young people who are unemployed, have so like to get drunk, we invite here with the existence of this tourist attraction, Alhamdulillah those who previously deviated so willing to work as a guard post ticket or parking attendants. Then, the mothers who usually just carry a child while gossip we invite to help her husband to increase income..."* (interview dated February 3, 2018).

The existence of tourism awareness group Talang Indah Bukit Pangonan absorb much labor from Pajaresuk village. Because the main purpose is to improve the welfare of the people of Pajaresuk Village, for that from outside Pajaresuk village that will open a tourism business in Talang Indah and Bukit Pangonan not yet allowed. In this case the efforts of the tourism conscious group in implementing tourism development through community empowerment have been done well. As Mr. Alvin remarks as a representative of the tourism conscious group: *".....the empowered community is welcome. And indeed at this time that we allow for the community that is special around the past (Pajaresuk Village) for the outside community we have not allowed. Our original goal is to promote the surrounding community. There are many who want to open this license but later on, because we prioritize and important from the environment around first. Because without us knowing that there is no them we are nothing without the support of Human Resources community around..."* (interview dated February 3, 2018).

People who used to rely solely on the sectors of labor and casual workers in supporting the needs of perokoniman, currently get the opportunity to increase revenue by conducting business activities in the tourism sector. In addition, young children who were unproductive or unemployed after Talang Indah and Bukit Pangonan attractions became productive because some of them have joined the tourism conscious group Talang Indah Bukit Pangonan by working as guides or employees. With the attraction of Talang Indah and Bukit Pangonan in Pajaresuk Village as well as the formation of tourism awareness group as a provider of tourism service operator has gradually reduced unemployment in Pajaresuk Village.

The amount of income of Pajaresuk villagers involved in tourism object increases because of the existence of this tourism object and from the aspect of the work becomes varied, so if there is an increase in income otomntis welfare of society also increases. If viewed physically, the economic condition of the people of Pajaresuk Village, especially those in the location of the tourist attraction increases, this is because most people

take advantage of business opportunities caused by the existence of attractions Talang Indah and Bukit Pangonan. Physically, many changes have occurred in the life of the people of Pajaresuk Village. For example with the physical condition of building houses that are currently residents have changed compared to the previous building houses today are better than the first.

With the presence of tourist objects that are present in the midst of community life as well as the number of high tourist arrivals each year has brought its own blessings for most of the people who live near the location of the attraction. The people of Desa Pajaresuk who used to rely on jobs with little incomes, thanks to the attractions of Talang Indah and Bukit Pangonan they began to establish businesses related to the needs of tourists who visit. For now, because the number of visitors has increased, in line with the income of people working in the tourism sector also increased.

The existence of Talang Indah and Bukit Pangonan tourism objects has changed the thinking of the people related to the advancement of the mindset oriented to the economy to create the welfare of people's life. Related to this, the impact of the tourism industry does not necessarily change all forms of local people's livelihoods. The livelihoods that characterize Pajaresuk Village such as the agricultural sector and casual workers are still cultivated by local people. As disclosed by Mr. Agung as representative of POKDARWIS: "...*What is clear is that their current income increases, most of them farmers, trade and laborers, but they do not abandon the former job but with the existence of this attraction their income increases....*" (interview dated February 3, 2018).

The existence of attractions Talang Indah and Bukit Pangonan, can help improve the economy of the people of Pajaresuk Village. That is, the economic aspects of the people of Pajaresuk Village changed because of the attractions Talang Indah and Bukit Pangonan. These influences are characterized by changes and additions to people's livelihoods, increases in income and welfare are also increasing.

From the above explanation, it can be seen that before the existence of attractions Talang Indah and Bukit Pangonan, most of the people of Pajaresuk Village involved in the agricultural sector. They have a life-oriented dependence on nature. They bear the life of each family from the agricultural sector. After the attraction of Talang Indah and Bukit Pangonan, the mindset of the people of Pajaresuk Village began to change, some of them proceeded to rely on the tourism industry sector.

It can be said that the social structure of Pajaresuk Village before the existence of Talang Indah and Bukit Pangonan is an agrarian society, this is because the number of people in the village is majority of farmers. When the next few years of job change in the tourism industry sector dominate the background of local village work, then it can be said also, the social structure of society may turn into a service society because of its demographic structure based on the type of work changed.

#### 4. Conclusion

Before the existence of attractions Talang Indah and Bukit Pangonan, most people of Pajaresuk village engaged in the agricultural sector. They have a life-oriented dependence on nature. They bear the life of each family from the agricultural sector. After the attraction of Talang Indah and Bukit Pangonan, the mindset of the people of Pajaresuk Village began to change, some of them proceeded to rely on the tourism industry sector. It can be said that the social structure of Pajaresuk Village before the existence of Talang Indah and Bukit Pangonan is an agrarian society, this is because the number of people in the village is majority of farmers. When the next few years of job change in the tourism industry sector dominate the background of local village work, then it can be said also that the social structure of society may change as its demographic structure by type of work changes.

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**Note:**

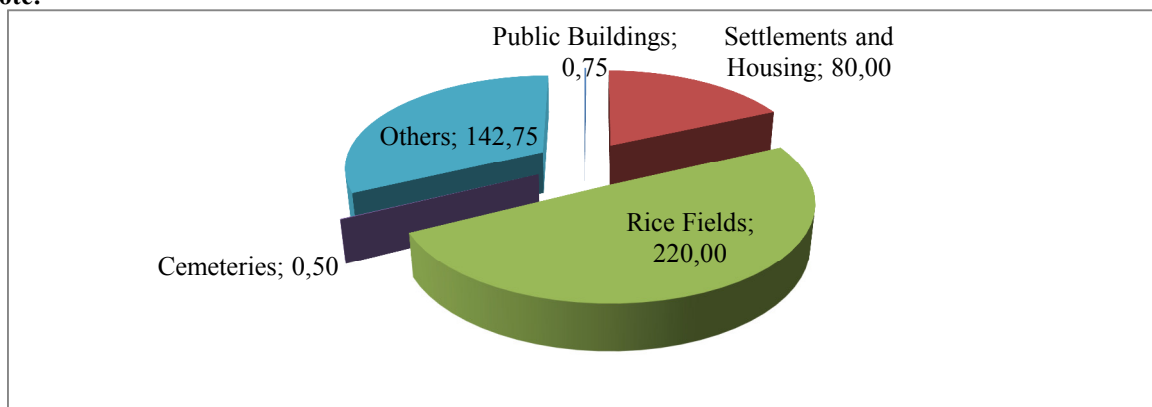


Figure 1. Diagram of land allocation in Pajaresuk Village. (village profile of Pajaresuk, 2014).