

# Impact Of Tourism Visits On Increasing Income Of UMKM Actors In Attraction Objects Tourism (ODTW) Hunimua-Liang Beach Central Maluku District.

Muddin Wael S. S<sup>1</sup>, A. L. O. Kakisina<sup>1</sup>, A. E. Pattiselanno<sup>1</sup>

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## Abstract

The research aims to determine the impact of tourist visits on increasing the income of business actors at the Hunimua-Liang Beach tourist attraction (ODTW), Central Maluku Regency. Respondent sampling was carried out using the purposive sampling method using qualitative analysis. These results indicate that the level of tourist visits at Hunimua-Liang Beach on weekdays and long holidays is not too busy. In contrast to the level of tourist visits on weekends, there are always lots of tourists who usually visit, usually mostly local tourists, there are also domestic and foreign tourists but not too many. The income of traders at Hunimua-Liang Beach on weekdays and long holidays is not very large because there are not too many tourists who come to visit so they don't sell much. In contrast to the income obtained on weekends, the income obtained is greater because many tourists come to visit and many people buy what they sell.

**Keyword:** Impact, Tourist Visits, Income, Business Actors.

## Introduction

The tourism sector is increasingly in demand by local, national and even international business people. Business people's interest in the tourism sector is influenced by the income they earn. Nurlina et al., (2021) explained that economic growth is influenced by the tourism sector. This has resulted in more and more interesting new tourist attractions emerging day by day. In other words, there is a tendency for business people to choose to build and develop the tourism sector because the income they earn contributes to economic improvement. Clearing land for the construction and development of tourist attractions takes into account environmental aspects. This means that business actors in the tourism sector are opening new tourist attractions or developing environmentally based tourist attractions. Tenriwaru et al., (2022) said that the development of the tourism industry needs to pay attention to environmental sustainability. The importance of environmental preservation is an important aspect that every business person in the tourism sector needs to pay attention to.

The interest of domestic and foreign tourists really depends on the uniqueness and beauty of the tourist attractions being developed. Apart from that, the strategic location and position of tourist attractions with unspoiled natural beauty has its own attraction for domestic and foreign tourists. In line with that, Ngajow et al., (2021) so that tourist attractions can attract visitors, the quality of the object is needed to attract tourists. In other words, the attraction of domestic and foreign tourists depends on the beauty and uniqueness that differentiates the tourist attraction from other tourist attractions.

The decline in the number of tourist visits in Maluku has an impact on MSMEs (Micro, Small and Medium Enterprises) located around tourist attraction areas, such as what happened at the Hunimua beach tourist attraction, Salahutu District, Central Maluku Regency. The results of interviews with MSMEs around the Hunimua beach tourist attraction showed that during the Covid-19 pandemic there was a lack of visitors which resulted in daily income experiencing a significant decline. MSME actors around the Hunimua beach tourist attraction admitted that the sharp decline in income resulted in them having to look for other side businesses. Decreasing income has resulted in MSMEs having difficulty paying taxes. Difficulty paying business taxes contributes to local original income (PAD).

The Hunimua beach tourist attraction is one of the tourist attractions in Liang Village. This tourist attraction began operating in 1980 until now. The management of this tourist attraction is controlled directly by the Regional Tourism Agency with an area of 89,500 m<sup>2</sup>. There are 90 MSMEs operating since its inception until now which are under the authority of the Tourism Office.

This tourist attraction provides quite good service, namely by providing credible information and being responsible for aspects of security, hospitality and insurance protection for every tourist who visits. Apart from that, at the Hunimua beach tourist attraction there are typical sales available, namely rujak and young coconut ice with various flavors such as original flavors and other processed coconut ice. There are interesting things on offer besides typical snacks, namely local wisdom in the form of crazy bamboo dances which are performed at certain times. Managers promote tourist attractions by utilizing various digital platforms.

Febrianti (2023), emphasized the importance of the ability of MSMEs to search for and find capital service providers, both private and government, to utilize, as well as attending seminars related to improving MSMEs. The results of previous research studies show that the income of MSMEs operating at tourist attractions and around tourist attractions is influenced by the availability of facilities that are easy to access and enjoy. Meanwhile, based on the results of a preliminary study, it shows

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Agribusiness Study Program, Postgraduate Program,  
Pattimura University .

*\*) corresponding author*

Muddin Wael S.S

Email: [muddinwael4@gmail.com](mailto:muddinwael4@gmail.com)

that MSME income contributed to regional original income in 2019 to 2022 amounting to 1,907,008,000. This shows that there is a gap in further research, namely the income of MSMEs which depend on tourist visits with the attractiveness aspect of the Hunimua beach tourist attraction. Therefore, this research aims to describe the income of MSMEs around Hunimua beach tourism as seen based on tourist visits.

Based on the explanation above, the aim to be achieved in this research is to analyze the impact of tourist visits on the income of MSMEs around the Hunimua-Liang beach tourist attraction, Central Maluku Regency.

## Method

This research was conducted from May – June 2024 and was located at Hunimua-Liang Beach Tourism. The research location was selected taking into account Hunimua-Liang Beach, which is a village that has a beautiful tourist attraction and can improve the economy of the local community.

In this research, sample determination was carried out using a purposive sampling technique. Purposive Sampling technique is a sample determination method by selecting certain samples that are considered appropriate to the research objectives or problems in a population (Sugiyono, 2018).

The data collected in this research consists of primary data and secondary data. Primary data was obtained from the results of direct interviews with respondents in the research area using a list of questions (questionnaire) that had been prepared in advance, while secondary data was complementary data obtained from institutions or agencies and services related to this research as well as literature related to this research. this research.

This research is a qualitative descriptive research. According to (Sugiyono, 2018) states that "qualitative research is a means of exploring and understanding the meaning of individuals or groups that are ascribed to social or human problems. The data analysis steps in this research use the data analysis model of Miles and Huberman (2007), there are three steps, namely: data reduction, data presentation and drawing conclusions.

### 1) Data Reduction

Miles and Huberman (2007) stated that data reduction is defined as the process of selecting, focusing, paying attention to and simplifying, abstracting, changing raw data that emerges from field notes. Data reduction was carried out continuously throughout the research. Data reduction in research

This starts from reducing primary data and secondary data.

### 2) Data Presentation

Miles and Huberman (2007) stated that what is meant by data presentation is the presentation of an organized collection of information, as well as providing the possibility of drawing data conclusions and taking action.

### 3) Draw conclusions

The next most important activity is drawing conclusions, actually only part of an activity from a complete configuration.

## Results and Discussion

### *Hunimua Beach Tourist Destination*

Hunimua Beach is located in a coastal area within the Salahutu District. This beach is located in Liang land, 40 km from the center of Ambon city. In 1990, UNDP - PBB was named one of the most beautiful beaches in Indonesia. The stretch of white sand along this beach is truly beautiful. The gradation of the sun refracting into the blue sea makes the sea a turquoise color between beautiful turquoise blue. Hunimua Beach does not have sharp rocks and sea sand dominates this area. Swimming, snorkeling and diving are quite promising. This beach is directly opposite Seram Island, Pombo Island and Haruku Island, and hidden in the distance is Saparua Island. Another unique sight is the KMP FERRY return sea route crossing from ASDP Harbor in Liang to ASDP Harbor in Kairatu, Seram Island. Why is it said to be unique because the distance between the ferry sailing and the shoreline is very close so there is waving communication between those traveling and passengers on the ferry even

though they don't know each other. This shows that the beach is quite deep so you have to be extra careful when swimming.

### *Hunimua-Liang Beach Tourist Attraction*

Based on direct observations made in the field, the motivation of tourists who come to visit the Hunimua-Liang Beach area is mostly for the purpose of tourism. Those who come to the Hunimua-Liang Beach tourist location usually use the tourist attraction for swimming, consisting of children, teenagers and adults. Apart from that, for recreation and relaxation while enjoying the beach atmosphere, or just to gather and chat for teenagers or with family. Children can also play on the beach with its white sand. Visitors can also rent a boat for those who want to tour the sea area of Hunimua-Liang Beach. Besides enjoying the beauty of the beach, visitors can also enjoy rujak Liang. This rujak is typical of the Hunimua-Liang Beach area, which is why it is known as rujak Liang. Apart from that, visitors can also enjoy young coconut ice and warm fried bananas.

The condition of the road facilities and infrastructure is relatively good and has been hardened with asphalt. This road can be used by two-wheeled and four-wheeled vehicles. The potential for reaching the object is relatively easy, and there are already directional signs, although the number is still limited. The general Ang Liang route passes through the Ambon to Tulehu road network with a length of  $\pm 25$  km, which is a provincial road. There is also a fairly large parking area at the Liang tourist attraction, for both two-wheeled and four-wheeled vehicles. The location of the Hunimua-Liang Beach tourist attraction has several tourist support facilities. Ticket sales point for visitors is located at the east entrance. There is a large enough parking area for visitors bringing two-wheeled, four-wheeled vehicles or buses. Each is located to the west and east. There are toilets located at tourist locations, which are located close to the beach and the entrance. The building is unique in the shape of a pentagon. There are several food stalls at tourist locations that provide food and drinks for visitors.

### *The Impact of Tourist Visits on Traders' Income at Hunimua-Liang Beach*

Based on direct observations made in the field, the market segment in the form of tourists visiting the Hunimua-Liang Beach tourist location is mostly dominated by domestic tourists or local tourists. Viewed from a regional perspective, the origin of tourists who are local and regional tourists on average comes from the Ambon City area. Apart from that, there are also foreign tourists, most of whom come from Europe. Judging from the age category, based on observations that have been made, the tourists who come to visit Hunimua-Liang Beach are very diverse. From the age groups of children, teenagers, adults, to the elderly. However, the most dominant ones are tourists from the young age group or teenagers. Thus, the Hunimua-Liang Beach area is a tourist attraction that can be enjoyed by all groups/age groups.

Based on the results of the researcher's analysis through this research, it was found that the income earned by most traders stated that on weekends the income earned was large, starting from 400-500 thousand per day, this was due to the large number of tourists who came to visit and the location was in a strategic location. So a lot of sales are sold. After that, there were informants who said that the income they earned would not be very large, the income was the same as on normal days, starting from 15-100 thousand per day, this was because traders had just started selling and were not yet able to promote their sales so their income was not large. And there was also one trader who said that the income he earned on weekends was usually large, sometimes small, starting from 200-300 thousand, this was because the trader had just started selling and the location of his stall was in a corner that was rarely visited by tourists, so the income he earned was sometimes large. sometimes small. And finally, 1 person from a stall trader said that the income earned on weekends increased even many times the income on

weekdays ranging from 500-750 thousand per day, this was due to the large number of tourists who came to visit and had a strategic location and became traders. the old one at Hunimua-Liang Beach..

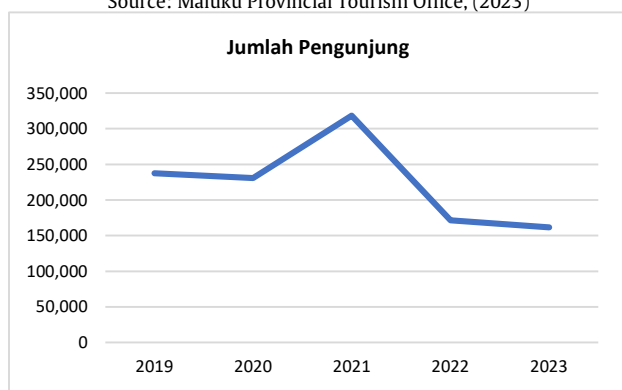
Based on the results of the researcher's analysis through this research, it was found that some traders said that the income earned during long holidays was not very large because of the habit of school children coming on holiday with their entourage, but they did not sell much because on average they brought provisions from their respective homes. And most traders stated that their income was small during long holidays because there were not many tourists coming.

This research is not in line with previous research conducted by Selly Ardianti 2022. The results of this research show that it can be seen that tourist visits have no effect on people's income. This is caused by the large number of people who do not participate directly in tourism activities.

**Table 1. Number of Tourist Visits to Maluku Province**

No	Year	Number of Tourist Visits
1	2019	237,429
2	2020	230,637
3	2021	318,349
4	2022	171,657
5	2023	161,529

Source: Maluku Provincial Tourism Office, (2023)



**Fig 1. Number of Tourist Visits to Maluku Province**

In the tourism industry sector in Maluku there has been a decline in visits. This can be seen at the Hunimua-Liang beach tourist attraction. Based on the Ambon City Tourism Sector report, it shows that there has been a decrease in tourist visits, namely 6,792 visits when compared between tourist visits in 2019, which was 237,429 visits and in 2020, which was 230,637 visits. Thus, it can be said that the decline in tourist visits was caused by the Covid-19 pandemic, which also had an impact on the economy of communities around tourist attractions.

From the results of the research that has been carried out, it can be seen that the number of visitors has an impact on the income of small traders. This shows that the number of visitors can have a direct impact on the income of small traders on Hunimua-Liang Beach. Because traders' income really depends on the number of visitors who visit Hunimua-Liang Beach. As the number of visitors visiting Hunimua-Liang Beach increases, traders' income also increases. Conversely, if the number of visitors at Hunimua-Liang Beach is small or not crowded, then the traders' income will also decrease or be smaller. This is because the consumers of the business they run are tourist visitors to Hunimua-Liang Beach.

At tourist attractions on Hunimua-Liang Beach, the arrival of tourists or visitors is unstable due to the need and availability of

time for traveling and different tourists can be seen in the number of visits. Most tourists visit on weekends, while on weekdays and long holidays the number of visitors who visit Hunimua-Liang Beach is relatively small or less crowded. The higher the number of visitors in a business, the greater the possibility of earning higher income.

## Conclusions and Recommendations

Based on the research results, the researcher can conclude that based on data in the field it can be explained that the level of tourist visits at Hunimua-Liang Beach on weekdays and long holidays does not have too many visitors. In contrast to the level of tourist visits on weekends, there are always lots of tourists who usually visit, usually mostly local tourists, there are also domestic and foreign tourists but not too many. The income of traders at Hunimua-Liang Beach on weekdays and long holidays is not very large because there are not too many tourists who come to visit so they don't sell much. In contrast to the income obtained on weekends, the income obtained is greater because many tourists come to visit and many people buy what they sell.

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