

## **THE INFLUENCE OF THE HERFANI WATERBOOM TOURISM OBJECT ON THE SOCIO-ECONOMIC TRICKLE DOWN EFFECT OF THE LEOK II VILLAGE COMMUNITY, BUOL DISTRICT**

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### **Abstract**

The problem examined in this research is how much influence the Herfani Waterboom tourist attraction has on the socio-economic trickle down effect of the community in Leok II sub-district, Buol Regency. The analytical method used in this research is a quantitative method with an associative approach. The associative quantitative data in this research amounted to 30 people. The data collection techniques used are observation, interviews, questionnaires and documentation techniques. This research aims to determine the direction of water boom tourism on the trickle down effect in Leok II Village, Buol Regency. This research uses associative quantitative methods. The data source is primary data obtained through questionnaires and documentation related to this research. The data analysis technique uses statistical calculations using the SPSS 16 application. The results of the research show that Waterboom Tourism has a significant effect on Trickle Down Effect in Leok II Village, Buol Regency.

**Keywords:** *water boom tourism, trickle down effect.*

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## INTRODUCTION

Indonesia has natural beauty that is attractive and has the potential for natural resources to be developed into tourist attractions, one of which is local tourism in Buol Regency, namely the Herfani Waterboom tourist attraction. Hope is used as a tourism attraction and source of income. Each region needs tourist facilities that support carrying out tourism activities in Indonesia. Tourism in Indonesia generally has quite complex problems in efforts to meet human needs from tourism.

National tourism development is reflected in Law no. 10 of 2009, which states that tourism development is realized through the implementation of tourism development plans by maintaining the diversity, uniqueness and distinctiveness of culture and nature as well as the human need to travel (Pangestuti, 2018:2)

Herfani Waterboom is an interesting tourist attraction visited by many people and is located on a hill, so it is very good for traveling or relaxing with a cool atmosphere, so visitors can feel the cool and beautiful view from Herfani Waterboom Hill. Herfani Waterboom, which is located in Central Sulawesi in the city of Buol, can carry out activities such as holidays with family and with closest relatives so that the waterboom tourist attraction is busy with visitors.

However, the road access to the Herfani Waterboom tourist spot is not good, it is damaged uphill and has holes, because there is no assistance from the Government to repair the road, this will result in fewer tourist visitors going to this tourist spot. Apart from that, the price of entrance tickets to tourist attractions is not in accordance with the capabilities of other people, this can also cause a lack of visitors who will go to these tourist attractions.

Based on the background of the problem above, the author is interested in raising a title, namely "Analysis of the Influence of the Waterboom Tourist Attraction on the Socio-Economic Trikle Down Effect of the Community in Leok II Village, Biau District, Buol Regency". Based on the identification of the problem above, the formulation in this research can be, how big is the influence of the Herfani Waterboom tourist attraction on the socio-economic trickle down effect of the community in Leok II Village, Biau District, Buol Regency

## METHODOLOGY

This type of research is quantitative research with an associative approach. Associative research is research that is used to describe or analyze research results but does not use broader conclusions Sugiono (2014). In this research, researchers want to know the influence of tourist attractions on the Community's Socio-Economic Trickle Down Effect.

## RESULTS AND DISCUSSION

The correlation analysis results obtained were 0.695 or 69.5%. These results can be said to mean that there is a positive relationship between the water boom tourism variable and the trickle down effect in Leok II Village, Buol Regency. This means that if the implementation of waterboom tourism is increased, the trickle down effect will increase and conversely, if waterboom tourism is reduced, the trickle down effect will decrease.

## Citations and References

In previous research, this was one of the author's references in conducting research so that the author could enrich the theory used in reviewing the research carried out. The following is some previous research, including the results of previous research studies regarding the influence of the water bomb tourist attraction on the socio-economic trickle down effect of society as follows:

Ines Ganesti, (2018) with the title "Analysis of the influence of the water park tourist attraction on the socio-economic trickle down effect of the community in Muarokalaban Sawahlunto City". This research aims to determine the waterboom tourist attraction in terms of the socio-economic effects of the Muarokalaban community.

Nasrah, (2020) with the title "The socio-economic impact of the Lappa Laona tourist attraction in Barru Regency". This research aims to determine the process of forming a tourist attraction and the socio-economic impact of the Lappalaona tourist attraction. This thesis uses descriptive qualitative research with a phenomenological research approach which aims to determine the process of forming a tourist attraction and the socio-economic impact of the Lappalaona tourist attraction. The results of this research show that the existence of the Lappa tourist attraction opens small businesses to open a new chapter in increasing daily income. This research aims to determine the influence of social relations between the community and this tourist attraction which has very good interactions.

Dwi Larasati, (2007) with the title "Analysis of the trickle down effect of the tourism sector in Batu City. "This research is aimed at analyzing the trickle down effect of the tourism sector in Batu City 2017-2015." This research uses the path analysis method (pathanalysis) with the growth of the tourism sector as an exogenous variable, the unemployment rate, the open variable level as an intermediate, and the level of income inequality as an endogenous variable. The results of this research show that there was a trickle down effect in the tourism sector in Batu City in 2007-2015 through the tourism sector growth variable which influenced income inequality indirectly through the open unemployment rate variable.

In terms of etymology, the word tourism comes from Sanskrit which consists of two syllables, pari which means going around, going round and round and round and round and tourism means traveling and traveling. Thus, tourism is a trip around or a trip that is done many times, going round and round from one place to another for the perfect trip. In Republic of Indonesia Law Number 10 of 2009 and the 2010 Republic of Indonesia Government regulations concerning tourism, what is meant by:

1. Tourism is a trip carried out by a person or group of people by visiting a certain place for the purpose of recreation, personal development, or studying the uniqueness of the tourist attraction visited within a temporary period.
2. Tourists are people who travel.
3. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments.

The water park tourism indicators according to (Kabu 2019)

1. Facilities are all types of facilities that are specifically intended to support the creation of convenience, comfort and safety for tourists when visiting tourism destinations.

2. Infrastructure is a tourist destination, natural resources, man-made resources that are absolutely needed by tourists when traveling to a tourist destination, such as roads, electricity, water, telecommunications, bus stops, bridges and so on.

3. Accessibility, that is, everything can make it easier for tourists to come to visit a tourist destination.

### **Bibliography Writing**

Bibliography is a list of written works that the author reads in preparing his article and then used as a reference. Scientific articles, bibliography should exist as a complement to references and reference source instructions. Writing a bibliography follows the rules in these guidelines. Bibliography writing using auto-citation applications (mendeley, Zetoro, and the like)

## **CONCLUSION**

Based on the results of research on the influence of the Herfani Waterboom tourist attraction on the socio-economic trickle down effect of the community in Leok II Village, Buol Regency and various descriptions that have been explained on the previous page, the author can draw the conclusion that the Herfani Waterboom Tourism has a significant effect on the trickle down effect in Leok Village II Buol Regency, the magnitude of the influence of water boom tourism on the trickle down effect is 48.3% while the remaining 51.7% is influenced by other variables.

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