



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 4 Tahun 2023 Page 3569-3577

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

Creative Economic Development As An Attraction Of The Natar Hot Springs

Seli Agustiara^{1✉}, Ulil Albab², Mawardi³

Student Sharia Economics Study Program, Faculty of Islamic Religion,

Muhammadiyah University of Lampung

Email: seliagustiara@gmail.com^{1✉}

Abstract

The creative economy is a part of the service sector experiencing rapid development, marked by the emergence of numerous new forms of creativity. This research aims to understand the development and community participation in the creative economy in Natar tourism. The research was conducted using a qualitative descriptive research method. The population consists of the community in the village of Natar. Data was collected through observation, interviews and documentation. The research findings indicate that the development of hot spring tourism to the creative economy has yet to be effective due to the poor organization of vending locations and the lack of enhancement in the quality of the creative economy community. This situation reduced the attraction and interest of visitors, decreasing community participation in vending activities at the Natar Hot Spring tourist attraction. Additionally, there is a need for professional empowerment initiated by the government to amplify the existing potential, such as creating a unique brand for the Natar hot springs and marketing the outcomes of the creative economy beyond the region so that the income of participating community members is not solely dependent on the number of visitors.

Keyword: *Development, Creative Economy, Natar Hot Springs.*

INTRODUCTION

One of the tourism areas in Indonesia that is most visited by local and foreign people, namely the Island of the Gods in Denpasar, Bali and Java Island. These two places can be very popular in foreign countries because of the awareness of the people and the government to develop tourism potential, even though the geographical conditions there are not much different from the geographical conditions in Lampung and even Java Island does not have a marine tourism area because the area is mountainous but they can

develop their potential. so that it is famous for its mountain natural tourism potential so that it can be known abroad.

As is known geographical conditions in Lampung, apart from having a long stretch of coastline it also has several areas in the mountains that have great potential for developing mountainous natural tourism areas, namely South Lampung district, including tree houses, bathing tours in Natar, mountain tourism, Sakura Hill Park, and the newest one which is very step and very interesting to develop is a natural hot spring bath located in Natar sub-district, South Lampung.

The word *an-nāsy'ah* is taken from the word *an-nasy'*, which means incident. The patron used in this verse refers to the occurrence of one incident. On that basis, while scholars understand it as appointing the head of an event that occurs all at once, not repeatedly or gradually, in this case, it is the event of the resurrection of all humans in the afterlife. Based on this quote, it is clear that in Islam it is also permissible to travel with certain intentions and goals and remember His greatness.

According to Soekadijo quoted by I Ketut Suwena and I Gusti Nugrah Widyatmaja, tourism is a complex phenomenon that exists in society, wherein there are hotels, tour guides, travel agencies, tourist attractions, souvenirs, restaurants, tourist transportation, and so on. Meanwhile, according to E. Guyer Freuler, interpreting it in a modern sense, tourism is a phenomenon of today which is based on the need for a change of weather and health, a conscious assessment that fosters love because of the association of various classes of society and nations.(Suwena & Widyatmaja, 2017).

Departing from this theory, the authors assume that tourism is an activity to visit an area that has natural beauty accompanied by the availability of services by managers to fulfill inner satisfaction and for health which is supported by the availability of facilities that can pamper visitors or tourists. The development of tourism object facilities also plays a role as regional economic development. Communities can manage all available resources and establish cooperation with the local government and the private sector, in order to create jobs and stimulate activities that can create regional economic development.

The formation of new industries is an effort in regional economic development including the development of various alternative industries, increasing the capacity of the workforce in order to create better products and services, identify new markets, increase knowledge and technology, and develop new businesses. The most important goal of economic development is to increase the type and number of community employment opportunities in the area. For this reason, the government and the community must jointly take the initiative to see, design and assist by utilizing all the resources available in the area

and their potential to develop the regional economy.(Subandi, 2012).

The South Lampung Regency Government as the executor of regional autonomy requires it to be able to manage and develop its diverse natural potential to become an attractive tourist object to visit. The South Lampung Regency Government formulated one of the Missions that would "realize economic independence, climate, investment and tourism attractiveness". The tourism attraction that is served by South Lampung Regency which can be visited starts from tours that are educational, religious, culinary, cultural, to natural attractions that can attract tourists to visit(Official Portal of South Lampung Regency, 2019).

The large population and demand provide opportunities with great potential for market growth, which is one of the factors that can drive the growth of economic activity. When viewed from the supply side, a large population accompanied by good public health conditions, education, discipline along with a high work ethic are assets for production activities. The benefits that can be obtained from the development of the creative economy can build a regional economy that is managed directly by the South Lampung Regency government which can also add to the economy for the people who live in the area by utilizing the creative economy.

Developments in the service sector are quite rapid in the era of sophisticated science and technology and are increasing in number, triggering the birth of new business ideas supported by technological devices as a production base. The creative economy is part of the service sector which is experiencing rapid development marked by the emergence of many new creativities which are converted into commodities of high business value(Mustamiq, 2018).

One of the reasons the researchers chose the Natar hot spring tourism object as a research location is because it is the only nature tourism managed by the Tourism and Culture Office in South Lampung because it can attract tourists which the community believes have health benefits. Meanwhile, if observed carefully, this condition is a great opportunity for local people to earn additional income by developing a creative economy by utilizing existing natural wealth. However, based on the results of field observations, this condition is inversely proportional to the very small number of people who participate compared to the number of people who do not participate in the Natar hot springs. At that destination, the number of people selling is not limited but from time to time the number of people participating has decreased. Meanwhile, if the creative economy itself is developed, it can help the economy of families around the Natar hot springs and can become a special attraction that can spoil visitors. Based on the background description,

the researcher is interested in researching Creative Economy Development as an Attractive Natar Hot Spring

References to previous researchers by Ian Asriandy with the title "strategy for the development of bisapu waterfall tourism objects in Bantaeng Regency". The results of the study provide an overview of the development strategy and plans carried out by the Bantaeng Culture and Tourism Office by focusing on development at one point, involving all relevant elements, identifying all the objects to be developed, and conducting various trainings for both tour guides and visiting tourists.(Asriandy, 2016). The similarity of the research conducted by Ian Asriandi with this research is that both discuss the development of tourism objects. The difference in the research conducted by Ian Asriandi is the development of one point and training for tour guides, while the research that will be carried out focuses more on the involvement of the local community as creative economic actors in developing these attractions. One of the reasons for using this thesis as a reference material is its relevance which discusses the government's tourism object development strategy, factors that hinder the development of tourism objects, as well as the introduction of tourism potential using information technology to the wider community. This is done to attract tourists.

Trisna Putra in his journal entitled "Creative Economy and Tourist Attraction Attraction Case Study of Sikayan Balumuik Tourism Object, Pauh District, Padang City." The results of the study illustrate that the Sikayan Balumuik tourist attraction has natural potential, but if examined through the aspects of tourist attraction, namely activity, attraction, artwork, amenities and ancillary, this object does not meet the attractive criteria to visit(Son, 2017).

The research equation with the research conducted by the author is to discuss the creative economy. The difference between this research and the research conducted by the author is that this research focuses on the attractiveness of tourist objects, while the research that I will conduct discusses the development of the creative economy in tourist objects

RESEARCH METHODS

The type of research used is a type of qualitative descriptive research that describes information data based on facts obtained during research in the field to solve research problems(Usman & Akbar, 2009). The research sub-districts used in this research are surveys and case studies. Survey research was carried out using the discourse analysis method, and case studies were carried out using ethnographic techniques with in-depth interviews and observation as data collection techniques. This research involved

community informants who participated directly who had businesses in hot springs, besides that primary data was also obtained from tourism object managers and sub-district governments to obtain related information. secondary data in this study obtained related theories through journals, books, and archives related to the general description of the research location in the Natar sub-district. Data collection techniques were carried out through observation (observation), interviews and documentation.(Sugiyono, 2009). Miles & Huberman data analysis techniques consist of several process activities carried out simultaneously consisting of data reduction, data presentation, verification or drawing conclusions(Milles & Huberman, 2016)..

RESULTS AND DISCUSSION

a) Development of Natar Hot Springs.

Previously, the Natar hot springs were managed by the sub-district government, but the development of this tourist object was very minimal due to budget constraints, while if managed by the district government, it could be developed more. The Natar hot springs have been in the hands of the tourism agency for about 20 years, but the development has only progressed in recent years.

Meanwhile, according to Muris, the income earned does not get a distribution from the tourism office to the sub-district. Community land affected by the location of tourist objects is purchased or given compensation by the government. However, the sub-district also supports the development of the creative economy to be developed because the community is given space to carry out buying and selling activities in it. Like BUMDES which carry out several activities such as selling mixed goods. The tourism office also empowers the community by employing them, such as levy collectors, cleaners who are employed by the Natar sub-district community. The Natar sub-district government also supports it by holding recycling training activities managed by youth which in the future the creative economy will also be further supported especially for youth. The obstacle faced by the community is that almost every day they come to open stalls at the Natar hot springs, while they are only busy on certain days, such as holidays and major holidays. Comparison of the community is still a small part that is involved because the community tends to do farming and only as housewives.

According to Mrs. Haniah in her interview, the land was provided by the local government, which was the land of the residents that was purchased by the government, which was then used as land to sell. The community is not charged fees or fees for selling at the location of the hot springs.

According to Mr. Agung, who is part of the Human Resources Development and Tourism Partnership Section, in 2017 there were relocations of people who sell things due to several reasons, the first is that the sellers are considered to be less orderly and if people sell in the pool area it will disturb the cleanliness around the pool, then another reason it was argued that there was a better planned road or entrance to the Natar hot springs. Then in 2019 the hot springs were developed at a location that was quite close to the previous baths with a wider pool because the previous location was relatively narrow and there were fears of landslides but the pool at that location was still not functioning. According to him, at that location, people will also be given space to keep selling.

b) Society participation

Merut Pak Budi, who is a member of the Natar tourism management, Natar tourism is very helpful for his family's economy, moreover, all those employed are people from the Natar sub-district, besides that the community is given a special location to sell. The number of people who sell is not strictly limited, but to build a hut to sell, they are given a location of 2 x 2 meters per person, the location of which has been arranged. According to Mrs. Winarti, people who sell are facilitated with capital and are used for selling by the community.

Mrs. Winarti and Mrs. Haniah are sellers who open their stalls almost every day at the Natar hot springs, but it is not uncommon for their wares to not sell well if they are sold outside of holidays, but they still sell in the hope of helping the family's economy. According to Mrs. Winarti, there needs to be an effort to arrange better selling locations to support the creative economy and attract tourists. According to his statement, the temporary building they built as a shop where they sell goods will be replaced with a better permanent building, then they will pay rent for the building they are living in.

According to Fitri's mother, she also sells to pay for her child's school fees. According to him, his income has decreased greatly since being moved to a new location because, according to him, it is not visible to visitors. According to him, the selling location is quite good, but maybe it would be better if the selling location was moved forward a little so that visitors could see it. Mrs. Yati was the first seller to sell. According to him, hot springs are only busy on holidays, so he decided to participate in selling accessories on Saturdays and Sundays only. According to Mrs. Yati's statement, there will be redevelopment related to the location of the creative industries by establishing a better permanent building by the government where they will later pay the rent for the building to the manager.

c) Creative Economy Development

Development is one way to increase the existing potential so that it can become an attraction and provide higher value, including the development of tourist objects to make it better because development is a reaction to a continuous process. In development, it is necessary to pay attention to all aspects that support this, including the creative economy community that participates in it which will provide related services that visitors or tourists need.

In this case, something to do is included in the development of tourist objects in general such as adding facilities that can pamper visitors such as photo locations, barriers between men's and women's pools, providing information boards for seller locations, to facilities for people who have business units, and development of the creative economy, specifically in terms of something to buy by optimizing the creation of innovative products and culinary specialties of the region and creating something to share in the form of regional specialties in the form of culinary, handicrafts or souvenirs or the panoramic beauty of Natar tourism objects.

The development of the Natar hot springs after being built has taken place twice, where previously the creative economy community or the community that had a business unit at the baths initially operated around the hot spring pool, close to the river because the hot spring pool is adjacent to the river, there is also close to the stairs which is where tourists pass when visiting the baths making it easier for them to interact directly with visitors. This is what attracts tourists to shop and pamper visiting tourists who don't bring food or drinks or just want to enjoy snacks around Natar tourism that are sold.

Subsequent development is still ongoing by re-establishing a park in a sparse location of approximately 100 meters from the previous hot spring location with larger pool facilities, 4 huts, small wooden houses, photo spots and a bridge under which natural hot water flows. but the location is not yet in operation.

According to information from people who participate in the creative economy, the reason they participate in opening a business in Natar tourism is to help the economy of families with husbands who work as farmers, but there are also those who take advantage of it because they have a house that is close enough to Natar tourism, but over time the number of people who participating began to decrease because the number of visitors was only busy on holidays, especially the location of the hot spring pool where visitors interacted a lot, had a considerable distance compared to before, the community could interact directly with visitors before being moved to a new location, which was approximately 200 meters from the water pool protected by a small pond that stands between the pond and the selling location.

According to the community, the separation of selling locations would be better if it was managed properly by moving the huts that were in the way between sellers and buyers and the community also hoped that a permanent building would soon be made with a location that was made a little closer to the hot springs so that they could be easily seen and attract tourists, so that they can sell a variety of traditional snacks or special foods that are suitable to be enjoyed after bathing, besides that the community also needs to improve their skills and creativity in creative industries such as or home industries by making crafts, art goods markets such as selling unique and original items , fashion related to fashion accessories, clothing, footwear, shawls and so on to be sold or marketed outside the region using local Natar brands.

Economic development can also be carried out by developing existing potential creatively by utilizing the advantages and uniqueness that exist around both in the form of pre-existing products and services. Then, such as the use of natural products, for example in the Natar District, the abundance of types of olive fruit and durian which are sold to destinations that only depend on the number of visitors, by conducting training these fruits can be made into preparations that are ready to eat and last longer and marketed to the city center. Districts, namely South Lampung or other areas outside which are managed professionally by BUMDes in collaboration with the community, besides that they also make various souvenirs such as key chains and so on by utilizing abundant wood, creating printed t-shirts with the characteristics of the Natar hot springs through online marketing so that the income of the people who participate in the Natar hot springs and society in general plays a role in developing the creative economy. With the existence of a home-based creative industry (one person on product) it is hoped that it can provide positive movement for surrounding households and increase employment opportunities for the surrounding community.

Apart from that, public awareness is also needed because this is the most important factor for creative economic growth with creative economic conditions in Natar tourism not having other innovations in arrangement because it is constrained by improvements and arrangements in addition to the Natar hot springs can also separate the pool used between men's and women's pools as a form of support for halal tourism. The need that is the main focus that must be done immediately is the improvement and arrangement of selling locations which is the main problem in the creative economy of Natar tourism. Places to sell that already exist still need to be given an attractive investment by improving it as a step to develop the potential that already existed.

CONCLUSION

Based on the discussion above, it can be concluded that the development of Natar tourist objects has taken place twice, the first being development at locations selling people who have business units at the tourist location in 2017. The selling locations are disciplined because they are considered to be disruptive to tourist activities and disrupt cleanliness. The location of the selling location is around 200 meters from the pond which is the center of tourist activity. Community participation in the creative economy is gradually decreasing. Based on the data obtained.

REFERENCES

- Asriandy, I. (2016). Bissapu Waterfall Tourism Object Development Strategy in Kab. Bantaeng. Hasanuddin University.
- Milles, & Huberman. (2016). Qualitative Data Analysis. University of Indonesia Press.
- Mustamiq, M. (2018). District Creative Economy Development (Study on Cengklik Ecotourism Development, Blora). *Perspective Journal*, 2(2).
- District Official Portal South Lampung. (2019). Vision and mission. [Http://Portal.Luwutarakab.Go.Id](http://Portal.Luwutarakab.Go.Id). <http://portal.luwuutarakab.go.id/blog/page/visi-misi>.
- Putra, T. (2017). Creative Economy and Attraction of Tourism Objects Case Study of Sikayan Balumuik Tourism Object, Pauh District, Padang City. *Journal of Education and Family*, 9(1).
- Subandi. (2012). Economic development. Alfabeta.
- Sugiyono. (2009). Understanding Qualitative Research. Alfabeta.
- Suwena, IK, & Widyatmaja, IGN (2017). Basic Knowledge of Tourism Science. Liraan Library.
- Usman, H., & Akbar, PS (2009). Social Research Methodology. PT Bumi Aksara.