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Contribution To Empowerment Of Tourism Industry To Community Welfare

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ABSTRACT

This study aims to examine the effect of empowerment on welfare. Empowerment here is proxied by empowering, fostering, supporting, and protecting. Welfare is meant as a maqoshid sharia as measured by *hifdz addin, an nafs, al nasl, al aql, and al mal*. This study proposes a hypothesis of empowering, fostering, supporting, and protecting a positive effect on welfare. This research was conducted in 2019-2020 which took place at Ngebel Lake with 50 respondents in the tourism sector. This type of research is quantitative with questionnaire data collection that can be measured by a Likert scale. Data analysis through classical assumption test and multiple linear regression. The results of the analysis show that empowering, supporting, and protection have a significant positive effect on welfare. Fostering has no significant effect on welfare. Adjusted R-square value, 0.798119 which states that the four independent variables contributed 79% to the dependent variable. This research is limited to the place, time and samples. Future research is expected to be more comprehensive.

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh pemberdayaan terhadap kesejahteraan. Pemberdayaan di sini diproksikan dengan memberdayakan, membina, mendukung, dan melindungi. Kesejahteraan dimaksudkan sebagai maqoshid syariah yang diukur dengan *hifdz addin, an nafs, al nasl, al aql, dan al mal*. Penelitian ini mengajukan hipotesis pemberdayaan, pembinaan, pendampingan, dan perlindungan berpengaruh positif terhadap kesejahteraan. Penelitian ini dilakukan pada tahun 2019-2020 yang bertempat di Danau Ngebel dengan jumlah responden sebanyak 50 orang di bidang pariwisata. Jenis penelitian ini adalah kuantitatif dengan pengumpulan data kuesioner yang dapat diukur dengan skala likert. Analisis data melalui uji asumsi klasik dan regresi linier berganda. Hasil analisis menunjukkan bahwa pemberdayaan, pendampingan, dan perlindungan berpengaruh positif signifikan terhadap kesejahteraan. Pembinaan tidak berpengaruh signifikan terhadap kesejahteraan. Nilai Adjusted R-square sebesar 0,798119 yang menyatakan bahwa keempat variabel bebas memberikan kontribusi sebesar 79% terhadap variabel terikat. Penelitian ini terbatas pada tempat, waktu dan sampel. Penelitian selanjutnya diharapkan lebih komprehensif.

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1. INTRODUCTION

In improving the quality of human life in society, one important aspect that must be developed is welfare, both groups and individuals (Kusdiana & Gunardi, 2014). Local governments empower micro, Small and Medium Enterprises (MSMEs) to realize the acceleration of economic development and increase community welfare. Empowerment of MSMEs has a major influence in the recovery of the national economy and has a role in the level of welfare. Based on data from the Office of Cooperatives and MSMEs in 2015, the total value of Indonesia's GDP reached Rp. 10.14 trillion. UMKM contributed Rp. 6.22 trillion or 61.41% of Indonesia's total GDP. The total population of Indonesian MSMEs in 2015 reached 59.26 million business units or 99.99% of the total business units in Indonesia, while the total workforce reached 123.22 million people or 96.71% of all Indonesian workers (Dep.kop.nas, 2019). These data indicate that the role of MSMEs in the Indonesian economy is very important in providing employment and producing output that is beneficial to the standard of living of the community.

Ponorogo Regency has one of the mainstay natural attractions, namely Ngebel Lake. The Ngebel Lake tourism object has proven to have a positive impact on the efforts of the surrounding community, especially on MSMEs around the Ngebel Lake tourist attraction. Based on the data listed in the Central Statistics Agency (BPS), from 2014 to 2018 Ngebel Village can continue to exist in maintaining the number of businesses (MSMEs) compared to other villages, namely 31 types of businesses

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(Kab.Ponorogo, 2019). Seeing the potential provided by Ngebel Lake tourism object, it can be concluded that the Telaga Ngebel UMKM will be able to affect the welfare of the Ngebel community.

Measures of community welfare according to the MDGs (Millennium Development Goals) internationally, it can be seen if every proportion of the population or the ability of the population has a purchasing power above USD 1.25 or IDR 17,000.00. Per day, because low purchasing power results from the inability of the community to meet basic needs (BPS, 2016). Meanwhile, the HDI (Human Development Index) measures the welfare of the community in meeting basic needs and improving the quality of education, health and eligibility. Basically, poverty is related to a person's lack of access to education, health, and infrastructure facilities. Poverty has become a classic problem experienced by every region, this problem must be seen from various aspects because poverty is a multidimensional problem that is not only related to economic conditions, but also socio-cultural conditions (BPS, 2018).

The welfare indicators through education can be seen from the aspects of the level of illiteracy, the average length of schooling, the level of education of a region, the level of participation for compulsory school children, the quality of education services and the number of repeating schools, some of these things are the pioneers of forming a reliable resource (Syamsuri, 2018). When viewed from the number of increases in graduation in the Ngebel area, the Ngebel village community has experienced an increase in the number of graduations each year (BPS, 2018).

The level of health which includes the degree and status of health is also a symbol of a prosperous society (Syamsuri, 2018). These programs include the provision of various infrastructure, health, health personnel and medicines for all levels of the population. Based on BPS, data on health facilities in terms of development is not good, namely from 2013 to 2015 there were no public facilities in the form of a hospital in Ngebel (Kab.Ponorogo, 2019).

The majority of the population is Muslim with a total of 3,423 people (Kab.Ponorogo, 2019). Of course, ngebel has an influence in the welfare of society through the empowerment of sharia-based MSMEs and sharia-based maqasid which are the benchmarks of sharia-based MSMEs. Maqashid syari'ah is the highest goal of sharia imposed by Allah Almighty and outlined for the main purposes of sharia as: maintenance of religion, maintenance of life, maintenance of descent, maintenance of reason and preservation of property (Karim, 2014). The purpose of maqashid sharia can be used in the concept of welfare which is influenced by the ngebel lake tourism umkm, and becomes an integral part of the Islamic perspective of umkm which is managed by the community based on sharia. The maqashid syari'ah indicator on the welfare of the Ngebel Lake tourism community lies in the extent to which the influence of MSMEs on the welfare of the Ngebel Lake tourism community. Public welfare policy is a form of social responsibility for every entity, whether engaged in the manufacturing or industrial sector, as well as in the trade sector, as well as business and service units, to the environment.

Based on some of the explanations above, the writer considers the importance of carrying out research related to "The influence of empowering MSMEs in Ngebel tourism objects on the welfare of the Ngebel community with the Maqashid Syari'ah approach". This research was conducted to determine how the influence of the empowerment of MSMEs at Telaga Ngebel tourism objects on the welfare of the Ngebel community based on Maqashid Syari'ah.

Objective

This study aims to examine the effect of empowerment on welfare.

2. LITERATURE REVIEW

Empowerment

Wuradji said that empowerment is a process of community awareness that is carried out in a transformative, participatory and sustainable manner through increasing the ability to handle various basic problems faced and improving living conditions according to expectations (Muslim, 2009).

The same thing was stated by Suharto, the implementation of achieving empowerment goals can be applied through five approaches (Edi, 2010), namely:

1. Enabling, creating an atmosphere that allows the potential of the community to be able to develop optimally.
2. Strengthening, strengthening knowledge and abilities as well as fostering community confidence in order to support independence.
3. Protection, protecting the weak community from unfair competition and strong groups trying to exploit.
4. Support, provide guidance and support to the community so that they are able to carry out their duties in life and support so they do not fall into an adverse situation.
5. Maintenance, maintaining the balance of the distribution of power to ensure everyone has the opportunity to do business.

Whereas the empowerment of UMKM according to Law Number 20 of 2008 concerning UMKM is an effort made by the

Government, Regional Government, the Business World, and the community in synergy in the form of climate growth and business development for Micro, Small and Medium Enterprises so that they are able to grow and develop into businesses tough and independent.

Empowerment in Islamic Perspective

Empowerment (tamkin) of a place According to Faridah Ahmad in Mafhum At-Tamkin fi Al-Qur'an Al-Karim that the purpose is to strengthen or strengthen something in that place. It is found in the Qur'an with the form of fi'il (verb) which is based on Allah. Because only Allah is able to strengthen human beings against something He wants and strengthen something that is desired for human beings. Thus, human beings on this earth will gain tamkin (power) if it fulfills the following two elements (Edi, 2010), namely:

1. Material: humans can be empowered or empowered to be able to manage the contents of the earth and make a living in it. Thus, there is a mention of the word "source of livelihood" along with tamkin on the face of the earth.
2. Non-material: religious affirmation and security for humans are things that are obtained from non-material.

UMKM

There are several criteria that must be described about UMKM according to the UMKM Law No. 20 of 2008 :

1. Have a net worth of at most Rp. 50,000,000, - (fifty million rupiah) excluding land and buildings for business premises or having annual sales of at most Rp. 300,000,000, - (three hundred million rupiah)
2. Have a net worth of more than 50,000,000, - (fifty million rupiah), excluding land and buildings for business premises or have annual sales of more than Rp. 300,000,000, - (three hundred million rupiah) Up to a maximum of Rp. 2,500,000,000, - (two billion five hundred million rupiah).
3. Has a net worth of more than Rp. 500,000,000 up to a maximum of 10,000,000,000, - (ten billion)

Besides that, UMKM have their own characteristics, namely low formal education, small business capital, being poor, having low wages, and having activities on a scale (Martin, 2000). The principles of UMKM business are contained in Law number 20 of 2008 on Micro, Small and Medium Enterprises Chapter 2 Principles and Objectives of Article 2. The principles are the principles of family hood, economic democracy, togetherness, efficiency, justice, sustainability, environmental insight, independence, balance, progress and national economic unity.

The concept of Prosperity and Prosperity according to Maqashid Syari'ah

The Law of the Republic of Indonesia Number 13 of 1998 states that social welfare is an order of life and social life, both material and spiritual, which is covered by a sense of safety, decency, physical and mental peace which enables every citizen to fulfill his physical, spiritual, and spiritual needs and social as best as possible for self, family and society by upholding human rights and obligations in accordance with Pancasila (Undang-Undang Republik Indonesia No. 13 Tahun 1998, Tentang Kesejahteraan Lansia Bab I Pasal 1., n.d.). Meanwhile, according to BPS (2012) there are eight approaches to welfare indicators which include family income, consumption or expenditure, housing conditions, housing facilities, health of family members, health services that are easy to obtain, and ease of enrolling children into education and easy access to facilities transportation.

According to (Syamsuri, 2018), quoted from Pusparini, welfare in the view of Islam is when a person can carry out his life in accordance with the nature given by the creator God, namely Allah SWT. This form of welfare can be called falah which means sa'adah fi daerani, namely (goodness in this world and goodness in the hereafter). The indicators that are obtained in the world are not only material but also good spiritual existence as possessed by the Prophet's saifat, namely siddik, tablig, amanah, fatonah, proven before Allah SWT, or in front of his creation And this concept has the same opinion as a Muslim economist, Al Ghozali, which explains the meaning that a wealth is achieving the success of eternal life by manifesting it through the concept of tawhid, the hereafter, a treatise that is proven by pious work or practice.

According to Al Imam Al syatibi in the jurisdiction of Islam does not display any definition of maqasid al syariah, but there are two scholars who came after him, one of them is ibn ashur. Ibn Ashur defines the maqasid al sharia which is based on two aspects, namely the general aspect, namely the purpose and wisdom behind the application of all or most of the sharia rules. This definition is more related to the general purpose of sharia and the general principles that guide the application of Islamic law as a whole. Specific aspects are related to specific goals, with goals designed to achieve specific benefits for people in their daily activities. According to the term al-syatibi states "indeed sharia aims to realize the welfare of human beings in this world and in the hereafter." (الشاطبي, n.d.).

The benefits that are meant according to syatibi in the form of human rizki, the fulfillment of human life, and anything that is required to obtain its emotional and intellectual qualities in the absolute sense. Therefore, the obligation and obligation in the

syariah is concerned with the protection of the maqasid syariah which in turn aims to protect the welfare of human beings. In essence, the syariah has a connection to the protection of mashalih according to the exposure of al syatibi, sharia takes various actions to support the foundation - the foundation of masahalih, as well as preventive means, as sharia performs various actions to eliminate any element that could potentially damage mashalih in any form.

As for the division of maqasid syariah according to al syatibi is when a benefit of each person can be met and realized by the five basic elements of life created by each person and preserved, namely religion, soul, intellect, lineage, and property. In the above framework, al syatibi divides the maqashid into three levels, namely Dharuriyat, hajjat, tahsiniyat (الشاطبي, n.d.).

3. METHODOLOGY

The type of research that will be used in this research is field research with a quantitative approach. Field research is research in which the researcher must go directly to the field, namely the Ngebel tourism object UMKM. Meanwhile, quantitative is an objective research approach that includes the collection and analysis of quantitative data and uses statistical testing methods. In obtaining data information, researchers used survey research techniques. Surveys are a way of gathering information from a large number of individuals using a questionnaire. The main objective of survey research is to describe the characteristics of the population. The data sources used in this research are primary data and secondary data. The population used in this study were all MSME actors who were in the Ngebel tourism object, while the sample in this study amounted to 32 people. The data collection technique in this study was by distributing questioners on a Likert scale and conducting interviews with the intended object. (Soeratno & Arsyad, 2008).

The scope of this research is taken from the results of interviews with the tourism, youth and sports offices as follows:

Table 1.0

The scope of research taken from the results of interviews with the tourism, youth and sports offices

	Variable	Indicator	Technique	Scale
1	The Effect of Empowerment (UMKM) X 1. Impowering 2. Protecting 3. Supporting 4. Fostering	X1 a. Fund b. Media c. Soft loan from Sharia Bank/ BMT d. Tourist exhibition X2 a. Protection of business rights b. Business license c. Natural protection d. Creating a clean environment X3 a. There are health facilities in the Ngebel Lake b. Market at Telaga Ngebel can help strengthen UMKM c. Government information media can increase the income of MSMEs X4 a. The training that is held by the government for MSMEs can have a positive influence on MSMEs b. Entrepreneurship education is important to encourage the development of MSMEs	Questioner	Likert Scale
2	Prosperity with the maqashid syariah Y approach	a. Maintaining Religion b. Keeping the Mind c. Take care of the soul d. Caring for offspring e. Caring for property	Questioner	Likert Scale

The data analysis technique used in this study uses multiple regression analysis techniques. Hypothesis testing is done using a partial test. To avoid deviations, the researcher conducted a classical assumption test consisting of the normality test, multicollinearity test and heteroscedasticity test. To determine the influence between independent and independent variables can be seen from the coefficient of determination. If the coefficient of determination is closer to number 1, the greater the influence of the independent variable on the dependent variable.

4. RESULTS AND ANALYSIS

From the results of distributing questionnaires conducted to 35 respondents, it was found that the respondents consisted of 53% men, namely 17 people and 47% women consisting of 15 people. The characteristics of respondents based on income are found that respondents who have an income of 800-4.5 million / month can be a percentage of 34% and an income of 5-9 million / month is a percentage of 28% and a percentage of 10-50 million / month is a percentage of 38 %, then after calculating that the owners of micro, small and medium enterprises (MSMEs) in the Ngebel Lake tourism object, the majority / average income is 10-50 million / month with a percentage of 38%.

The results of the data validity test show that each question for the variable of UMKM empowerment and welfare is greater than r table. So it can be concluded that the questionnaire used is valid. In accordance with the classic assumption test, it was found that the data processed in this study were stated to have been normally distributed and free from multicollinearity and heteroscedasticity. The test results show that the data used as the independent variable has met the requirements to predict the dependent variable.

To determine the effect between variables, it can be seen from the regression results below:

Dependent Variable: KESEJAHTERAAN
 Method: Least Squares
 Date: 11/16/20 Time: 09:14
 Sample: 1 45
 Included observations: 45

Variable	Coefficient	Std. Error	t-Statistic	Prob.
FOSTERING	0.024581	0.048348	0.508412	0.6140
EMPOWERING	0.383524	0.075770	5.061665	0.0000
PROTECTING	0.922452	0.075100	12.28294	0.0000
SUPPORTING	-0.646508	0.100242	-6.449473	0.0000
C	1.625836	0.333925	4.868870	0.0000

R-squared	0.816472	Mean dependent var	4.200000
Adjusted R-squared	0.798119	S.D. dependent var	0.404520
S.E. of regression	0.181756	Akaike info criterion	-0.467869
Sum squared resid	1.321403	Schwarz criterion	-0.267129
Log likelihood	15.52706	Hannan-Quinn criter.	-0.393035
F-statistic	44.48755	Durbin-Watson stat	1.538793
Prob(F-statistic)	0.000000		

From the multiple linear regression test table above, the regression equation in this study can be arranged as follows:

$$\text{KES} = 1.625836 + 0.383524 \text{ Emp} + 0.922452 \text{ Prot} - 0.646508 \text{ Sup} + 0.024581 \text{ Fost} + e$$

Based on the regression results above, it can be concluded that in the first output is known that the constant variable value is a probability of 0,000 and this value is smaller than the error rate of 5% or 0.05. In the second output, it is known that the independent variable is Empowering, the probability value is 0.0000 and this value is smaller than the error rate of 5% or 0.05. In the third output, it is known that the independent variable is protecting with a probability value of 0.0000 and this value is smaller than the error rate of 5% or 0.05. In the fourth output, it is known that the independent variable is supporting with a probability value of 0,000 and this value is smaller than the problem level of 5% or 0.05. In the fifth output, it is known that the independent variable is fostering with a probability value of 0.6140 and this value is greater than the error rate of 5% or 0.05.

From the regression results, the value of the coefficient of determination or Adjusted R² is 0.798119 or 79.8% which identifies that the independent variables used in this research model have the ability to explain the dependent variable by 78.9% while the remaining 21.1% is explained by variables outside the model.

Based on the T test or partially shows that first, the t statistical value of the Empowering variable shows the number $5.061665 > 2$ with a p-value of $0.0000 < 0.05$. So H_0 is accepted, this means empowering has a positive and significant effect on welfare with the maqashid sharia approach. Second, the t statistical value of the protecting variable shows the number $12.28294 > 2$ with a p-value of $0.0000 < 0.05$. So H_0 is accepted, this means protecting has a significant positive effect on welfare with the maqashid sharia approach. Third, the t statistical value of the supporting variables shows the number $-6.449473 > 2$ with a p-value of $0.00 < 0.05$. Then H_0 is accepted, this means that supporting has a negative and significant effect on welfare with the maqashid sharia approach. Fourth, the t statistical value of the fostering variable shows the number $0.508412 < 2$ with a p-value of $0.6140 > 0.05$. So H_0 is rejected, meaning that fostering does not have a positive and significant effect on welfare with the maqashid sharia approach.

The influence of Empowering on the Islamic welfare of UMKM in ngebel tourist objects

Empowerment can be seen from the first two sides: empowerment by creating an atmosphere or climate that allows the potential of the people to develop. Secondly, empowerment is carried out to strengthen economic potential, efforts are made to improve living standards, education, health, and access to sources of economic progress such as capital, information technology and employment. According to Pak Arif as the head of the SME empowerment sector, he stated that the implementation of important agendas or cultural arts around Ngebel Lake, stated that only two had an important role which was quite helpful and raised income, had a positive impact on worship, and the income from that income could be used to improve children's education and support the family's life is information media that is assisted by the local government to attract visitors to visit Ngebel Lake attractions, and important agendas held by the government such as cultural exhibitions to attract visitors to tourist sites. so that with these two factors, business actors are helped to get rizki, carry out worship, make a living, improve their offspring, and can also pay for their children's education.

The influence of protecting the Islamic welfare of UMKM is a tourist attraction of Ngebel

Empowerment through people's economic development means trying to protect or prevent unbalanced competition, as well as creating togetherness and partnerships between the advanced and the underdeveloped. The efforts of the local government to provide empowerment for the owners of micro, small and medium enterprises (UMKM) in Ngebel lake tourism are in the form of protection. According to Mr. Muharyadi as the head of the tourism facilities section of the tourism office, the tourism office provides recommendations in the form of a business license that is standardized according to local regulations as a form of business protection, besides that protection for MSMEs is not only through business licensing media but actualization from the security apparatus team. Who are always on standby in maintaining local security so that the UMKM community of Telaga Negebel tourism objects are maintained and protected.

The influence of supporting the Islamic welfare of UMKM in ngebel tourism objects

Empowerment in terms of health aspects, such as building a health center, is an empowerment that will strengthen economic progress. According to Arif Fudiono, the head of the community empowerment section, said that indeed the support given to the community is still not as influential as health facilities. It is said that Ngebel Lake does not have a hospital, only a health center with limited facilities. So it can be said that the limitations of health facilities are still not that great in a maqashid manner to help entrepreneurs who are owners of MSMEs as a tourist attraction in the lake to care for overall health. Therefore, the possibility of this variable is still many other factors that affect the level of other welfare

The influence of Fostering on the Islamic welfare of UMKM in ngebel tourist objects

The acceptance of this research hypothesis indicates that the greater the support, the greater the influence on the welfare of MSMEs in the Ngebel Lake tourism object and this means that fostering is a factor that affects the welfare of MSMEs. According to Muharyadi, the form of support given to MSMEs unfortunately has an impact so that entrepreneurs are always helped, especially new entrepreneurs.

5. CONCLUSION AND RECOMMENDATION

Based on the research and discussion that has been done regarding the effect of giving UMKM in Ngebel lake tourism objects on the welfare of the community with the maqashid sharia approach, it can be concluded that the effect of giving UMKM at Ngebel lake tourism objects on the welfare of the community with the maqashid sharia approach with four variables Empowering, Protecting, Supporting, , Fostering. The influence of the UMKM empowerment variable on the welfare of the Ngebel community is

79%. This means that the empowerment of MSMEs at the Ngebel Lake tourism object has a huge influence on the welfare of the Ngebel people.

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