

Multiplier Effect Development of Culinary Tourism Processed Coastal Communities in Sei. Enam, Bintan Regency

Bunga Paramita, Fradya Randa, Abdul Jalal, Catri Jintar, Kiki Wulandari, Firmansyah Kusasi and
Roni Kurniawan

Faculty of Economics and Business Maritime, Raja Ali Haji Maritime University, Tanjungpinang, Indonesia

Keywords: Strategy, Promotion, E-Commerce Trends.

Abstract: With the rapid advances in technology such as the internet, it has become increasingly sophisticated and the growing ease of access has increasingly attracted the public's attention. This research aims to produce a systematic, factorial, and accurate analysis of the characteristics, facts, and relationships between the phenomena studied. The method used is a qualitative method. The research results illustrate that the internet is able to encourage increased sales of MSMEs today. With easy internet access and implemented promotional strategies, MSMEs have a strategy for utilizing marketplaces and social media to increase sales. Shopee is a forum that operates in the online market sector. The online market (Shopee) provides convenience and comfort for sellers and buyers. The strategy of utilizing the Shopee marketplace is currently able to increase sales for MSMEs in Indonesia. One example is the WomenWear store.

1 INTRODUCTION

The COVID-19 pandemic has become a turning point in the development of tourism in Bintan Regency. Restrictions that occurred during the COVID-19 pandemic meant that all tourism sectors in Bintan Regency could not operate. This results in a decline in the regional economy. Improvement and development of the tourism sector need to be carried out again in this new normal era so that the tourism sector can again contribute to increasing regional income and improving community welfare, especially in areas around tourist destinations (Wibawati, 2021).

The tourism sector is being developed by regional governments, and one of them is sei. enam culinary tourism. Tourism is a characteristic of culinary identity, as it utilizes local natural resources in Bintan Regency. The region's unique values and characteristics can make culinary tourism development a competitive advantage and attract tourists. The more interesting and unique the local food is, the more tourists will be interested in visiting the area (Palupi, 2019).

Culinary tourism has become part of the tourism development structure, which is developed by history, culture, economy, and local knowledge. Culinary skills are a characteristic that enhance the tourist

experience when visiting tourist areas. Currently, food and tourism have a growing relationship, not only as a primary product needed by tourists but also as a differentiator and uniqueness of a tourist destination, which creates an impressive atmosphere (Kusyanda, 2021).

Culinary tourism is not only an effort to introduce local culinary delights to tourists but also an effort to obtain a multiplier effect from increasing tourist consumption of local culinary delights, which will have an impact on improving the economy of the surrounding community (Kessy *et al.*, 2018). The multiplier effect of the tourism sector is very pronounced, where local communities directly and indirectly benefit from tourism activities (Nuryadin, 2023).

Tourism development will have a multiplier effect on increasing people's income and the amount of labor absorption in the area around tourist destinations. Apart from that, the tourism sector also has the potential to become a generator that drives the economy of a region because it has the opportunity to provide and expand employment opportunities, encourage community involvement in it, and become a marketing medium for a region (Kapantaw, 2017).

Paradigm changes and rules have taken place in tourism development post-pandemic. Requires the government to renew facilities and infrastructure,

accessibility, cleanliness, and promotion strategies in efforts to develop tourism. Improvements to facilities and infrastructure that have been carried out by the Bintan Regency Regional Government so far must continue to be carried out to adapt to the needs required in developing sei. Enam culinary tourism in this new normal period (Kapantaw, 2017).

For this reason, a study analysis is needed to identify and describe the extent to which the public and tourists perceive the development of Sei. enam culinary tourism has been carried out by the regional government and measures how much the multiplier effect is caused by the development of Sei. Enam culinary tourism on the economy of the people around tourist destinations. So that it can formulate effective and efficient planning directions in the development of sei. Enam culinary tourism is part of the integrated development of the tourism sector in Bintan district.

2 RESEARCH METHODOLOGY

2.1 Population and Sample

The population in this study is 24 workers, 30 business actors, and uncertain tourists. Samples of labor and business actors were obtained using random sampling techniques using a formula (Sugiyono, 2016).

$$n = \frac{N}{1 + Ne^2}$$

n = Total respondents

N= Total population

e = Acceptable error (20%)

The number of respondents for the workforce was 14, 16 business actors, and 20 tourists were taken using an incidental sampling technique.

2.2 Method of Collecting Data

The data used in this research was obtained from primary data, which was collected through questionnaires, including closed and open questionnaires. The research method used is descriptive qualitative analysis and multiplier effect by applying the Keynesian Income Multiplier model.

2.1.1 Perception Analysis

In discussing the perceptions of researchers using a qualitative descriptive method. Perception is carried out to assess tourist objects, facilities and

infrastructure, accessibility, and community attitudes so that they know whether the condition of tourist objects is good or bad. Assessment uses a Likert scale with a score range of 1 to 4, where 1 = bad, 2 = enough, 3 = good, and 4 = very good.

2.1.2 Multiplier Effect Analysis

In measuring the Multiplier Effect on the economy of tourism activities at the local level, two types of multipliers are used, namely; Keynesian Local Income Multiplier, and Income Multiplier Ratio. Mathematically it can be formulated as follows:

$$\text{Keynesian Income Multiplier} = \frac{D+N+U}{D}$$

$$\text{Ratio Income Multiplier type I} = \frac{E}{D+N}$$

$$\text{Ratio Income Multiplier type II} = \frac{D+N+U}{D}$$

Where:

E: Amount of tourist visitor expenditure (rupiah)

D: Business owner's income directly obtained from E (rupiah)

N: Labor income indirectly obtained from E (rupiah)

U: Expenditures of manpower which are subsequently obtained from E (rupiah)

Criteria:

1. If the value is less than or equal to zero (≤ 0), then the tourist object has not been able to provide an economic impact on its tourism activities.
2. If the value is between zero and one ($0 < x < 1$), then the tourist location still has a low economic impact value.
3. If the value is greater than or equal to one (≥ 1), then the tourist location has been able to provide an economic impact on tourism activities.

3 RESULTS AND DISCUSSION

3.1 Labor Perceptions

Labor perceptions regarding the conditions of culinary tourism sei. Enam regarding accessibility, management, cleanliness, security, parking lots, community attitudes, places of worship, hand washing places, toilets, and trash cans vary greatly. Very good ratings for community attitudes and places of worship were received by 39 percent of workforce respondents. The highest percentage reached 100% with good ratings for cleanliness and availability of hand washing facilities from all labor respondents.

The perception of labor provides an adequate assessment with a fairly large percentage of the availability of parking spaces. This is due to the

unavailability of adequate parking lots at sei. enam culinary tourism spots, and often use the shoulder of the road for parking lots.

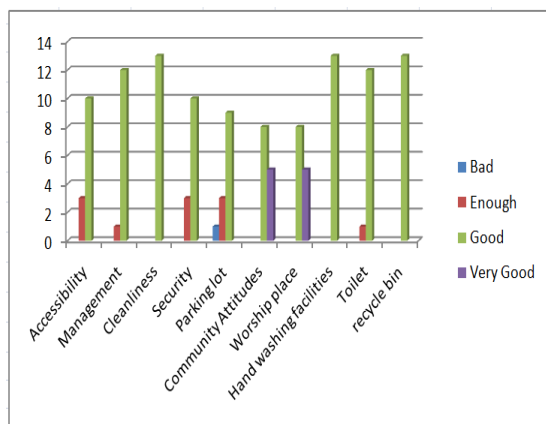


Figure 1: Labor Perceptions.

3.2 Business Actors' Perceptions

Business actors' perceptions of the condition of sei culinary tourism. The six concerns of accessibility, management, cleanliness, security, parking lots, community attitudes, places of worship, places for washing hands, toilets, and trash cans are very diverse. Very good ratings for the attitude of the community and places of worship were 22 percent of business respondents. The highest percentage reaches 100 percent with a good assessment of cleanliness and the availability of trash cans from all business actors' respondents. The perception of business actors who provide adequate assessments with a fairly large percentage is also based on the availability of parking lots and accessibility. This is because there is no adequate parking space at the sei. enam culinary tourist spot and the roadside is often used for parking. Accessibility for public transportation to sei. enam culinary tourism locations are still quite limited, so transportation accessibility often relies on private vehicles and online transportation.

3.3 Tourists' Perceptions

Tourists' perceptions of the conditions of culinary tourism Sei. Enam regarding accessibility, management, cleanliness, security, parking lots, community attitudes, places of worship, hand washing places, toilets, and trash cans vary greatly. Very good rating for Community attitudes by 13 percent of tourist respondents. All tourist respondents gave a good assessment of community attitudes,

which resulted in the highest percentage reaching 87 percent.

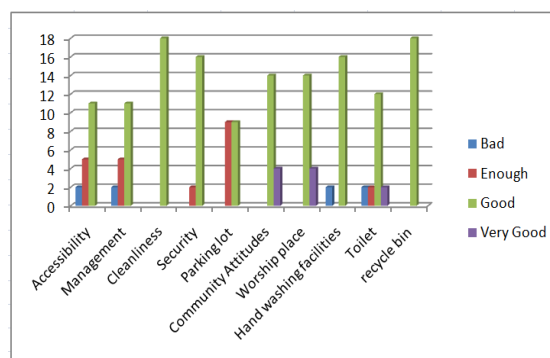


Figure 2: Perceptions of Business Actors.

The perception of tourists who give an adequate rating with a fairly large percentage is also influenced by the availability of parking spaces. This is due to the unavailability of adequate parking spaces at Sei culinary attractions. Six, and often use the shoulder of the road for parking.

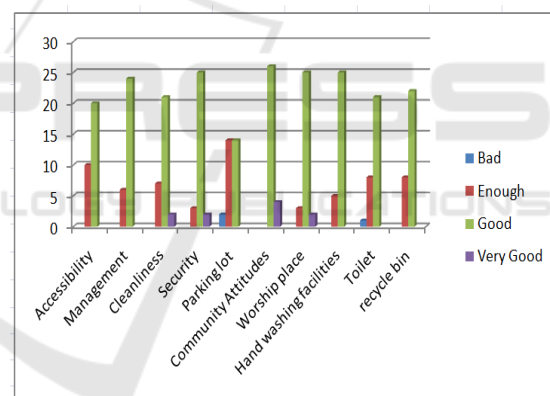


Figure 3: Tourist Perceptions.

3.4 Multiplier Effect

The sei. Enam culinary tourism area has had a real economic impact on the local community. The economic impact of tourism activities is a direct impact, which means that tourist expenditure is received directly by the business unit in the form of tourist expenditure for the purchase of various kinds of processed culinary foods sei. Enam. The business unit earns a total revenue of IDR 201,600,000 per month from 18 business units located in the culinary tourism area sei. Enam.

The indirect impact comes from the income earned by the business unit, part of which is used

again by the business unit to purchase raw materials for the business from local fishermen and local communities (Simatupang, 2021).

The number of field workers in the sei. enam Serang culinary tourism area is 13 people. The income of local workers in this tourist area is IDR 24,492,000,- with an average income of IDR 1,884,000,- per month.

Subsequent impacts in the form of labor expenditure to purchase consumption in business units located in tourist sites. The labor incurs a total cost of consumption and other costs of IDR 5,330,000 per month with an average expenditure of IDR 410,000 per month.

The calculation result of the Keynesian Income Multiplier value is 1.15, meaning that an increase in tourist expenditure per visit of IDR 100,000 will increase labor income and business units by IDR 115,000.

The Type I income multiplier ratio is obtained with a value of 1.12, which means that business unit income increases by IDR 100,000,- from tourist expenditure which will result in an increase of IDR 112,000,- in total community income which includes direct and indirect impacts (the income of business unit owners and local labor) and the Type II income multiplier ratio obtained a value of 1.15 where an increase of Rp. 100,000, - in tourist spending will result in an increase of Rp. 115,000, - in the total income of the community which includes direct, indirect, and continuing impacts. (in the form of income of business unit owners, income of local workers, and spending for consumption at the local level).

Table 1: Multiplier Effect Results.

No	Criteria	Value	Information
1	Keynesian Income Multiplier	1,15	The economic impact that occurs has a large economic impact on tourism activities because of the Keynesian Income Multiplier value obtained greater than 1 (≥ 1).
2	Ratio Income Multiplier Type 1	1,12	The economic impact is said to have had a big impact because the value of the Type I Income Multiplier Ratio and Type II Income Multiplier Ratio is greater than or equal to one (≥ 1).
3	Ratio Income Multiplier Type 2	1,15	

Source: Primary Data, 2023

3.5 Research Discussion

Culinary tour sei. Enam in Bintan Regency eats delicious specialties, so they have become one of the culinary destinations for tourists from various regions. The uniqueness of the typical otak-otak food in sei. Enam village is one of the selling points for the development of sei. enam culinary tourism (Marine Ecotourism for Atlantic Area, 2001).

Tourist areas located on the coast and many people who work as fishermen are potential in the development of sei. enam culinary tourism. The raw materials for the typical sei. enam otak-otak culinary are very easy to obtain from local fishermen. The existence of sei. enam culinary will have an indirect economic impact on the surrounding community who work as fishermen (Kessy et al., 2018).

Culinary tourism sei. enam is one of the potential tourist areas to be developed by the local government. The uniqueness and distinctiveness of culinary sei. enam will be an attraction for tourist destinations and of course very profitable for the development of the tourism sector in Bintan Regency (Kapantow, 2017).

In general, the labor perception of the development of sei. enam culinary tourism from the various services and markets available such as accessibility, management, cleanliness, security, parking, community attitudes, places of worship, hand washing places, toilets, and trash cans, the majority gave good ratings, namely by 83 percent and business actors gave an assessment of 77 percent of all respondents in this study. Meanwhile, 74 percent of tourist from respondents gave good ratings. In general, it can be concluded that the development of culinary tourism sei. enam is categorized as good and has the potential to be developed as a tourist destination in the Bintan district.

Sei. enam culinary tourism has had a real economic impact on local communities. The economic impacts of tourism activities include direct, indirect, and secondary impacts. The results of this research obtained a Keynesian Income Multiplier value of 1.15 for Type I Income Multiplier Ratio with a value of 1.12 and a Type II Income Multiplier Ratio of 1.15, proving that the existence of culinary tourism has an economic impact on increasing the economic income of the community, especially communities around tourist locations.

4 CONCLUSIONS

The majority of workers, business people, and tourists have a good perception of the sei. Enam culinary

tourism facilities and infrastructure. However, the availability of parking spaces at tourist locations is the main problem at sei. Enam culinary tourism locations. Respondents from labor, business people, and tourists gave fair or even poor ratings for the infrastructure and availability of parking spaces. Narrow road access and the lack of sufficient parking space for every business in the sei. enam culinary tourism area is the main cause of the problem.

The Multiplier Effect results show that the Keynesian Income Multiplier, Ratio Income Multiplier type I, and Ratio Income Multiplier type II > 1 means that the sei. enam culinary tourism location is able to have a large economic impact on business actors, laborers, and the surrounding community from tourism activities.

The development of infrastructure and accessibility needs to be one of the local government work plans in developing culinary tourism sei. Enam. Especially in the construction of adequate parking lots and accessibility development. It is hoped that the development of accessibility will be able to connect with other tourist attractions as well so that it will add value to the tourist attraction in Bintan Regency. It is hoped that the development of the tourism sector will be able to increase the multiplier effect for the economic development of the people of Bintan Regency.

REFERENCES

- D. Kessy, O. Kiage, and N. Kipruto, "Multiplier effects of tourism in selected areas of Arusha, Tanzania," *African Journal of Hospitality, Tourism and Leisure*, vol. 7, no. 3, 2018.
- D. Nuryadin, "Multiplier Effects of Tourism Sector in Yogyakarta: Input-Output Analysis," *JEJAK*, vol. 16, no. 1, 2023, doi: 10.15294/jejak.v16i1.40054.
- Kusyanda, "Kajian Strategi Pengelolaan Daya Tarik Wisata Kuliner: Tinjauan Pada UMKM Berbasis Ekonomi Kreatif Pantai Penimbangan," *JMPP*, vol. 4, no. 2, pp. 90–99, 2021.
- Kapantow, G. H. M. Razak, "Strategi Pengembangan Wisata Bahari Pantai Malalayang, Kota Manado, Sulawesi Utara," *Agri-Sosioekonomi*, vol. 13, no. 1A, pp. 277–284, 2017.
- P. A. Wibawati, "Upaya Indonesia Dalam Mempromosikan Wisata Kuliner Sebagai Warisan Budaya Dunia. J," *Journal of Tourism and Creativity*, vol. 5, no. 1, pp. 36–44, 2021.
- Simatupang, "Analisis Kebijakan Pembangunan Pariwisata Berkelanjutan Di Kota Bandung Selama Pandemi Covid 19.," *Jurnal Binawakya*, vol. 15, no. 6, 2021.
- S. Palupi, "Pedoman Pengembangan Wisata Kuliner.," *Kementerian Pariwisata Republik Indonesia.*, 2019.

Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet, 2016.

Marine Ecotourism for Atlantic Area (META), "Planning for Marine Ecotourism in EU Atlantic Area," University of The West Of England, Bristol., 2001.