

Development of the Tirta Sumber Jaya Cipangalun Tourism Object in Increasing Village Community Income: A Study of Islamic Economic Perspectives

Ai Nurlativah

Institut Agama Islam Darussalam (IAID) Ciamis Jawa Barat
e-mail: ai.nurlativah99@gmail.com

Sumarni

Institut Agama Islam Darussalam (IAID) Ciamis Jawa Barat
e-mail: Sumarni.esy@iaid.ac.id

Ahmad Agung

Institut Agama Islam Darussalam (IAID) Ciamis Jawa Barat
e-mail: akubisakuhebatambah@gmail.com

Rifqi Arief Aminullah

Institut Agama Islam Darussalam (IAID) Ciamis Jawa Barat
e-mail: ayirifqi23@gmail.com

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Abstract

This study aims to analyze the contribution of the development of Tirta Sumber Jaya tourist attraction in increasing the income of the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency, especially from the perspective of Islamic economics. The results showed that the tourism activities carried out in the Tirta Sumber Jaya Cipangalun Tourist Attraction in Jalatrang Village, Cipaku Subdistrict, Ciamis Regency, both service activities to visitors, management activities and relationship activities with the surrounding community are in accordance with the principles of Islamic economics. The existence of the construction of Tirta Sumber Jaya Cipangalun Tourist Attraction provides a positive change (increase) in the income of the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency. The contribution of the development of Tirta Sumber Jaya Cipangalun Tourist Attraction in increasing the income of the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency occurs through the opening of employment opportunities both as employees of the tourist attraction and as traders in the tourist attraction area and the growth of community business centers along the road to Tirta Sumber Jaya Cipangalun Tourist Attraction.

Abstrak

Penelitian ini bertujuan untuk menganalisis kontribusi pengembangan objek wisata Tirta Sumber Jaya dalam meningkatkan pendapatan masyarakat Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis, terutama jika dilihat dari perspektif ekonomi Islam. Hasil penelitian menunjukkan bahwa aktivitas kepariwisataan yang berjalan di objek wisata Tirta Sumber Jaya Cipangalun Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis, baik aktivitas pelayanan kepada pengunjung, aktivitas pengelolaan, dan aktivitas hubungan dengan masyarakat sekitar sudah sesuai dengan prinsip-prinsip ekonomi Islam. Adanya pembangunan objek wisata Tirta Sumber Jaya Cipangalun memberikan perubahan positif (peningkatan) terhadap pendapatan masyarakat Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis. Kontribusi pembangunan objek wisata Tirta Sumber Jaya Cipangalun dalam meningkatkan pendapatan masyarakat desa Jalatrang kecamatan Cipaku kabupaten Ciamis terjadi melalui terbukanya lapangan pekerjaan baik sebagai karyawan objek wisata maupun sebagai pedagang di kawasan objek wisata dan tumbuhnya sentra-sentra usaha masyarakat disepanjang jalan menuju objek wisata Tirta Sumber Jaya Cipangalun.

Keywords: Community Income, Increase, Sharia Economic Perspective

Introduction

Governments in various countries, including Indonesia, are implementing the Sustainable Development Goals (SDGs) agenda under the theme "No One Left Behind". The agenda was endorsed by 193 countries at the UN headquarters on September 25, 2015, and is a 15-year global action plan for development. Indonesia's then Vice President Jusuf Kalla represented the country in endorsing the agenda, which aims to create sustainable development based on human rights and equality.

The SDGs have 17 main goals and 169 targets to promote sustainable social, economic and environmental development. Some of the key goals include ending poverty, ending hunger, ensuring healthy and prosperous lives, providing quality education, achieving gender equality, and providing clean water and adequate sanitation. These goals are designed to achieve more inclusive and equitable global prosperity.

One of the goals that the Indonesian government is focusing on is Goal 8: Decent work and economic growth. Through Presidential Regulation No. 59 of 2017 and Presidential Regulation No. 111 of 2022, the Indonesian government aims to increase per capita economic growth, economic productivity, the creation of decent jobs, and the development of micro, small, and medium enterprises (MSMEs). It also aims to reduce the proportion of young people who are not working or in education and to promote sustainable tourism.

Tourism is a very important sector in the Indonesian economy, with a significant contribution to national GDP and employment. In 2020, the tourism sector will employ approximately 12.7 million people or 10% of the total workforce in Indonesia. This tourism growth not only supports the national economy, but also plays a role in preserving national culture and identity. Sustainable tourism development can promote economic growth and the well-being of local communities.

At the local level, Ciamis Regency in West Java Province is an example of successful tourism development. The Tirta Sumber Jaya Cipangalun Tourist Attraction in Jalatrang Village is one of the fastest-growing destinations, attracting thousands of visitors every year. With complete facilities and affordable ticket prices, this tourist attraction has contributed to the economic improvement of the local community. In addition to creating jobs, this tourist attraction also promotes the development of local businesses, making Jalatrang Village one of the best tourist villages in Ciamis Regency.

Theoretical review

Tourism Objects

For most people the term tourism is not a foreign word, generally the term tourism is considered as a synonym for traveling or traveling for sightseeing or recreation. Etymologically, the term tourism comes from the Sanskrit language, which consists of 2 words, namely pari and wisata. The word pari means "many" or "around" while the word wisata means "going" or "traveling". Therefore, the word tourism should be interpreted as a trip that is done many times or circling, coming from one place to another, which in English is called the word "tour", while for the plural sense, the term "tourism" can be used the term "tourisme" or "tourism" (Suwena & Widyatmaja, 2010).

According to Suwanto (Destriana & Harahap, 2020), a tourist attraction is the potential that drives the presence of tourists or visitors to an area, while according to Fendeli (Asriandy, 2016), a tourist attraction means everything that has uniqueness, aesthetics, and value

in the form of diversity of natural, cultural, and man-made wealth that is the target or destination of tourist visits.

Community Income

In general, income can be interpreted as the result of sales in the form of money or goods received and is a reward for the factors of production. Efforts to increase this income are pursued through the productivity efforts of all human resources. The income received is usually in the form of money, where money is a means of payment or exchange (Nasution, 2007).

According to Samuelson and Nordhaus (Bagiana & Yasa, 2017), income is the amount of money received by a household within a certain period of time. Meanwhile, according to (Winardi, 2002), income is a channel of receipt in the form of money or goods either from other parties or from one's own results, which starts with a sum of money or services based on the prices prevailing at that time.

Sharia Economics

The word economy comes from the Latin: Oikonomia, which is composed of the word oikos, which means household, and nomos, which means to organize. So in the literature, oikonomia, which is Indonesianized into economics, means managing households. (Rahardja & Manurung, 2008). From some of the above definitions, it can be concluded that in general, economics is the study of how individuals and communities and even countries produce limited resources to meet unlimited needs.

The impact of tourism on community income

The impact of tourism is the changes that occur to the community as a component in the environment before or after there is tourism activity. This indication can be interpreted as a process of determining the effect of socio-economic, cultural and behavioral changes to improve the quality of life. (Chafid, 2001)

According to (Yakup & Haryanto, 2019), tourism in general affects economic growth through several channels:

- a. Tourism sector as a foreign exchange earner to obtain capital goods used in the production process,
- b. Tourism development stimulates investment in infrastructure,
- c. Tourism development stimulates the development of other economic sectors through direct, indirect and induced effects,
- d. tourism contributes to employment opportunities and income generation
- e. Tourism generates positive economies of scale

- f. Tourism is also an important factor in the diffusion of technical knowledge, promoting research and development and capital accumulation.

Method

The research method used in this research is field research, which is research conducted to investigate an event that has actually happened. According to Damanuri (2010), field research is a method to find out specifically and realistically what is happening at a time in the community.

The type of research used in this research is qualitative research. According to Sugiyono (2022), qualitative research methods are research methods used to study natural object conditions (as opposed to experiments), where the researcher is the main instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research findings emphasize meaning rather than generalization. The basis for choosing qualitative research is that this research is more able to bring the researcher closer to the object of study because the researcher directly observes the object of study, in other words, the researcher acts as the main research tool (human instrument).

The technique of checking data validity in this study is the use of triangulation techniques. According to William Wiersma (1986) cited by (Sugiyono, 2022), triangulation in credibility testing can be interpreted as checking data from different sources in different ways and at different times. Thus, triangulation consists of triangulation of sources, triangulation of data collection techniques, and triangulation of time.

Results and Discussion

Tirta Sumber Jaya Cipangalun Tourism Activities According to Sharia Economic Perspective

a. The Principle of Tawhid

According to Shihab (2002), Tawhid leads people in economic activities to believe that whatever wealth a person has belongs to Allah. Such a belief leads a Muslim to say: "Truly, my adoration, my worship, my life, and my death are only for Allah, the Lord of the Universe." Such a belief will cause a businessman not to pursue material gain alone and to control himself to avoid all forms of exploitation of fellow human beings.

The principle of Tawhid is clearly shown by the owner of Tirta Sumber Jaya Cipangalun tourist attraction through its management to always share with the surrounding community (Jalatrang Village) as stated by the management who stated "...with the community, maybe if the community has a little need or submits a proposal or whatever, thank God they will get a good response". This is reinforced by the statement of the head of Jalatrang Village who stated that "... even CSR is not written CSR, the Muharaman model he gives to orphans directly to the community, Eid he gives directly...".

b. The Principle of Permissibility

In contrast to the issue of worship, which is the prohibition of worship without any proof in the Qur'an or Hadith that follows it. In the issue of muamalah, there is no prohibition in doing without any evidence in the Qur'an or Hadith that prohibits it, so tourism activities including tourism activities at Tirta Sumber Jaya Cipangalun tourist attraction as part of muammalah are in principle permissible as long as the implementation does not come out of the rules set by Allah SWT.

In Al-Quran, there are many explanations of the purpose of traveling, including to obtain peace of mind and cleanliness of heart by recommending to explore the verses of kauniyyah (Arifin, 2015), including as Allah says in Q.S. Al Ghashiyah (18-21): "And the heavens, how are they exalted? (19) And the mountains, how are they set up? (20) And the earth, how is it spread out? (21) So warn, for indeed you are but a warner." (Q.S. Al Ghashiyah (88): 18-21) (Kementerian Agama, 2020)

Water tourism and natural beauty presented at Tirta Sumber Jaya Cipangalun tourist attraction are intended to provide peace of mind (which is certainly expected to be followed by cleanliness of heart) for each visitor after the heavy burden of both body and soul that afflicts visitors as a result of their routine lives. Therefore, as a complement to the various tourist attractions at Tirta Sumber Jaya Cipangalun, there is a mosque that is quite representative as a means for visitors to be closer to their Creator even in a recreational atmosphere.

c. Amanah Principle

In the business world, trust plays an important role in the development of various business sectors. Welfare in the form of balance (profit and loss, plus and minus, expectations and risks, obligations and rights, etc.) in social life is realized when muamalah (interactions and transactions) between business actors are conducted with full trust and mutual confidence. The word of Allah in Q.S. Al Baqarah (3): 283 reveals the importance of the nature of trust in social interactions and financial transactions. Allah accompanies the word trustworthy with the

command to fear Him. This clearly shows that trustworthiness is an integral part of piety. "If ye are on a journey, and have no scribe, then let there be a bond held by the creditor. But if some of you trust others, then let the trustee fulfill his trust, and let him fear Allah his Lord; and do not hide the testimony. And if any one conceals it, he is indeed a sinner in his heart, and Allah knows best what you do. (Q.S. Al Baqarah (3):283). (Kementerian Agama, 2020)

In relation to the activities of Tirta Sumber Jaya Cipangalun tourist attraction, the principle of trust is illustrated in the lease transaction between the management of Tirta Sumber Jaya Cipangalun tourist attraction and the traders who rent kiosks in the tourist attraction area, since the beginning of operations until 2023 there have been no incidents of wanpretasi in this lease agreement, as the management stated regarding this lease that:

"Alhamdulillah, since the beginning of operations until now there has been no incident of termination of the kiosk contract agreement, in fact there are those who over-contract because those who contracted moved to live and stopped selling, but this problem has been agreed upon by both parties beforehand, so there is no termination of the agreement between Sumber Jaya and the contractor".

d. The Principle of Willingness

The principle of willingness is one of the pillars of Islamic economics. When discussing the issue of buying and selling, the Quran mentions willingness as a condition for economic activity, as Allah SWT says in Surah an-Nisa' verse 29: "O you who believe! do not eat of each other's wealth by unlawful means, except by mutual barter between you. And do not kill yourselves, for Allah is Most Merciful to you"(Kementerian Agama, 2020)

The implementation of this principle in the activities of Tirta Sumber Jaya Cipangalun tourist attraction is reflected in the service of providing food and beverage stalls and other needs that visitors can voluntarily choose. At Tirta Sumber Jaya Cipangalun Tourist Attraction, there is no obligation not to bring their own food and beverages or to buy food and beverages outside the tourist attraction area, so that the willingness of visitors in conducting transactions to buy and sell food and beverages and other needs in the Tirta Sumber Jaya Cipangalun Tourist Attraction area can be guaranteed.

e. The Principle of Mashlahat

Mashlahat can be interpreted as taking advantage and rejecting misfortune, or it can be interpreted as something that brings goodness,

security, benefit, or use. When it is associated with economic activity, providing various needs of the community is not only for profit, but there are demands for idealism to serve and help others get their needs. This idealism is in line with the idealism possessed by the owner of Tirta Sumber Jaya Cipangalun Tourist Attraction as expressed by the management in his interview regarding the chronology of the construction of Tirta Sumber Jaya Cipangalun Tourist Attraction, which states that

"Seeing the condition of the situation in Ciamis at that time, which was booming the boom of water tourism especially. Eh, finally the owner made a vehicle, namely a swimming pool, eh, then on the other hand, the Hajj has a previous goal to advance the regional economy as well".

Mashlahat from the existence of Tirta Sumber Jaya Cipangalun tourist attraction has been widely felt, since the construction phase of its construction, which uses the craftsmen of Jalatrang villagers, until its operation is handled by employees who are almost entirely residents of Jalatrang village in other words, opening employment opportunities for Jalatrang villagers. And of course, the purpose of building Tirta Sumber Jaya Cipangalun as a tourist attraction to provide entertainment for its visitors is something very useful.

f. The principle of justice

According to the Indonesian dictionary, fair means equal, not one-sided, impartial, in favor of what is right and proper. The word fair itself comes from the Arabic word 'Adl, which literally means "equal. Thus, a person is called fair when he does not judge something one-sidedly, does not take sides, except for his partiality to whoever is right, so that he does not act arbitrarily. Fair means to put something in its place; to put in proportion; to treat equally or in balance. In the Qur'an, the word fair is often contrasted with the meaning of *zulm* (wrong) and *itsm* (sin). The meaning of justice, on the other hand, is often interpreted as an attitude that always uses the same measure, not multiple measures.

The implementation of this principle in the activities at the Tirta Sumber Jaya Cipangalun tourist attraction is seen in the absence of elements that are prohibited in *muamalah* (interactions and transactions), namely elements of *gharar*, *maysir*, *haram* and *zalim*. *Maysir* means gambling, which is any form of speculative behavior or profit. Islam forbids all forms of gambling. *Gharar* means deception, which is thought to negate willingness and is also part of eating human wealth in an unlawful way. Meanwhile, *haram* is a legal status that exists

in an activity or the condition of an object (such as food). Zalim is an act that symbolizes cruelty, ruthlessness, inhumanity, and likes to see people in suffering and misery.

Changes in Community Income of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency with the Development of Tirta Sumber Jaya Cipangalun Tourism Objects

Based on the results of interviews with the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency who became informants, it is known that there has been a positive development of their income after the development and / or joining the Tirta Sumber Jaya Cipangalun tourist attraction. The development of the income of the Jalatrang village residents due to the development and joining was quite different.

This positive (increasing) change in the income of the people of Jalatrang Village was reinforced by the headman of Jalatrang Village who stated in his interview that "If you look at the stretch, it seems that with the growth of some of the community with the establishment of the Hungry Clinic, there are growing community economic centers where the community is doing business, there are stalls on the side of the road, this way it indicates that the community's economy has increased compared to the past, Sumber Jaya is a forest, so there is no purpose, it is also quiet ... so whether the community realizes it or not, it has a great influence on economic improvement". (Dadi Haryadi, August 2023)

This positive change or increase is a direct impact of the tourist activities of Tirta Sumber Jaya Cipangalun tourist attraction and actually the increase that occurs not only occurs in the community directly involved with activities at Tirta Sumber Jaya Cipangalun tourist attraction or who are trying along the way to the tourist attraction but also occurs in communities that supply various needs such as farmers who produce raw materials for food sold at Tirta Sumber Jaya Cipangalun tourist attraction.

Development of Tirta Sumber Jaya Cipangalun Tourism Objects in Increasing the Income of Jalatrang Village Community, Cipaku Subdistrict, Ciamis Regency According to the Sharia Economic Perspective

Based on the previous discussion, it is clear that the construction of Tirta Sumber Jaya Cipangalun tourist attraction has been able to increase the income of the people of Jalatrang Village as recognized by the head of Jalatrang Village through his interview (in the discussion of changes in the income of the people of Jalatrang Village, Cipaku

Subdistrict, Ciamis Regency with the construction of Tirta Sumber Jaya Cipangalun tourist attraction).

On the other hand, in the discussion of Tirta Sumber Jaya Cipangalun tourism activities according to the perspective of Islamic economics, it has been explained that all tourism activities carried out at Tirta Sumber Jaya Cipangalun tourist attraction in Jalatrang Village, Cipaku District, Ciamis Regency, both service activities to visitors, management activities, and relationship activities with the surrounding community are in accordance with the principles of Islamic economics. So in summary, it can be concluded that the contribution of the development of Tirta Sumber Jaya Cipangalun Tourist Attraction in increasing the income of the people of Jalatrang Village, Cipaku District, Ciamis Regency is in accordance with the principles of Islamic Economics.

The calcification of the contribution of the development of Tirta Sumber Jaya Cipangalun tourist attraction in increasing the income of the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency is concerned:

- a. The existence of the construction of Tirta Sumber Jaya Cipangalun tourist attraction has succeeded in opening up quite a lot of jobs for the people of Jalatrang village, Cipaku sub-district, Ciamis regency, who can work as employees of the tourist attraction and as traders in the tourist attraction area by renting the stalls provided, This is evidenced by the fact that almost all the employees of Tirta Sumber Jaya Cipangalun Tourist Attraction and traders in the tourist attraction area are the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency.
- b. The growth of community business centers such as the opening of Lapar Clinic, POM Mini and so on along the road to Tirta Sumber Jaya Cipangalun tourist attraction as stated by the village head of Jalatrang sub-district Cipaku Ciamis regency in his interview (which was presented in the previous discussion).

The results of the study that showed the contribution of tourist attractions to the income of the surrounding community were in line with the opinion of Warpani (2007), the money suggests that the direct impact of tourism can be seen from the income received by business actors obtained from visitor spending. While the indirect impact is the income received by businesses that meet the needs of businesses or parties that are suppliers to businesses directly involved in the tourism sector. These results are also very consistent with the results of previous

studies on the impact of tourist attractions on the income of the surrounding community.

Conclusion

The tourism activities carried out in Tirta Sumber Jaya Cipangalun Tourist Attraction, Jalatrang Village, Cipaku Subdistrict, Ciamis Regency, both service activities to visitors, management activities and relationship activities with the surrounding community, have been in accordance with the principles of Islamic economy, namely: the principle of Tawhid, the principle of trust, the principle of permissibility, the principle of willingness, the principle of Mashlahat and the principle of justice.

The existence of the construction of Tirta Sumber Jaya Cipangalun tourist attraction provides a positive change (increase) in the income of the people of Jalatrang village, Cipaku sub-district, Ciamis district. The contribution of the development of Tirta Sumber Jaya Cipangalun Tourist Attraction in increasing the income of the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency has been in accordance with the rules of Islamic Economics. The contribution itself occurs through: First, the opening of employment opportunities both as employees of tourist attractions and as traders in the tourist attraction area, this is evidenced by almost all employees of Tirta Sumber Jaya Cipangalun tourist attraction are the people of Jalatrang Village, Cipaku Subdistrict, Ciamis Regency; Second, the growth of community business centers such as the opening of Hungry Clinic, Mini POM and so on along the road to Tirta Sumber Jaya Cipangalun tourist attraction.

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