

ABSTRACT

THE ROLE OF KIMAL PARK TOURISM OBJECT TOWARDS THE ECONOMY CONDITION OF FAMILY IN WONOMARTO VILLAGE NORTH KOTABUMI DISTRICT NORTH LAMPUNG REGION YEARS 2017

**By
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The purpose of this research is to examine the role of Kimal Park Tourism Object towards the economy condition of family in Wonomarto Village North Kotabumi District North Lampung Region, with the emphasis study on workflow, business opportunity, income level, fulfillment of family basic needs.

This research uses descriptive method. The population of this research is 42 family as respondent. Data were collected through observation technique, interview, questionnaires and documentation. Analysis of data with table and percentage as the basis of interpretation and description to make the result of this research.

The result of this research indicate, that: (1) 2,65% of all household heads in Wonomarto Village are absorbed into labor at Kimal Park Tourism Object. (2) 1,06% of all household heads in Wonomarto Village are absorbed into entrepreneurs in Kimal Park Tourism Object. (3) The average income of household heads before working in Tourism Object is Rp. 11.213.714,-/KK/year, and the average of household heads after working in Tourism Object is Rp 19.998.000,-/KK/year. (4) 64,29% of household heads before working in Tourism Object can't fulfill their minimum basic needs, as much as 90,48% household heads after working in Tourism Object are able to fulfill their minimum basic needs.

Keywords: The role, tourism object, economy, family

ABSTRAK

PERANAN OBJEK WISATA KIMAL PARK TERHADAP KEADAAN EKONOMI KELUARGA DI DESA WONOMARTO KECAMATAN KOTABUMI UTARA KABUPATEN LAMPUNG UTARA TAHUN 2017

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Penelitian ini bertujuan untuk mengkaji peran Objek Wisata Kimal Park terhadap keadaan ekonomi keluarga di Desa Wonomarto Kecamatan Kotabumi Utara Kabupaten Lampung Utara, dengan titik tekan kajiannya pada serapan kerja, kesempatan berusaha, tingkat pendapatan, pemenuhan kebutuhan pokok keluarganya.

Penelitian ini menggunakan metode deskriptif. Populasi penelitian ini sebanyak 42 KK sebagai responden. Pengumpulan data dengan teknik observasi, wawancara, kuesioner dan dokumentasi. Analisis data dengan tabel dan persentase sebagai dasar interpretasi dan deskripsi untuk membuat laporan hasil penelitian ini.

Hasil penelitian ini menunjuk, bahwa: (1) Sebanyak 2,65% dari seluruh kepala keluarga di Desa Wonomarto terserap menjadi tenaga kerja di Objek Wisata Kimal Park (2) Sebanyak 1,06% dari seluruh kepala keluarga di Desa Wonomarto terserap menjadi wirausaha di Objek Wisata Kimal Park. (3) Rata-rata penghasilan kepala keluarga sebelum bekerja di Objek Wisata sebanyak Rp 11.213.714,-/KK/tahun, dan rata-rata pendapatan kepala keluarga setelah bekerja di Objek Wisata sebesar Rp 19.998.000,-/KK/tahun. (4) Sebanyak 64,29% KK sebelum bekerja di Objek Wisata kebutuhan pokok minimumnya tidak terpenuhi, sebanyak 90,48% KK setelah bekerja di Objek Wisata kebutuhan pokok minimumnya terpenuhi.

Kata Kunci: Peranan, objek wisata, ekonomi, keluarga