

ABSTRAK

IDENTIFIKASI DAMPAK EKONOMI, SOSIAL BUDAYA, DAN LINGKUNGAN AKIBAT AKTIVITAS WISATA DI KAWASAN WAY TEBING CEPPA, DESA TAMAN BARU, KECAMATAN PENENGAHAN, KABUPATEN LAMPUNG SELATAN

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Perkembangan sektor pariwisata di tingkat lokal mendorong terjadinya perubahan pada dimensi ekonomi, sosial budaya, dan lingkungan masyarakat. Kawasan Wisata Way Tebing Ceppa di Desa Taman Baru, Kecamatan Penengahan, Kabupaten Lampung Selatan merupakan salah satu destinasi yang mengalami perkembangan tersebut. Penelitian ini bertujuan untuk mengidentifikasi dampak ekonomi, sosial budaya, dan lingkungan dari aktivitas wisata di kawasan tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan jenis deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, dengan analisis data melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa aktivitas wisata memberikan dampak ekonomi berupa peningkatan lapangan pekerjaan dengan terserapnya 70 tenaga kerja lokal serta munculnya 24 unit usaha mikro. Pendapatan masyarakat mengalami peningkatan, meskipun bersifat fluktuatif dan belum merata. Selain itu, aktivitas wisata juga berkontribusi terhadap Pendapatan Asli Desa (PADes). Pada dimensi sosial budaya, aktivitas wisata meningkatkan partisipasi masyarakat, memperkuat interaksi sosial, serta mendorong perubahan perilaku yang lebih terbuka terhadap wisatawan, meskipun promosi budaya masih bersifat situasional. Pada dimensi lingkungan, terjadi peningkatan volume sampah, namun masih dapat dikendalikan melalui pengelolaan berbasis partisipasi masyarakat. Berdasarkan hasil tersebut, disimpulkan bahwa aktivitas wisata memberikan dampak positif dan telah mengarah pada pariwisata berkelanjutan, namun belum sepenuhnya optimal. Oleh karena itu, diperlukan penguatan tata kelola melalui sistem yang terstruktur, transparan, dan akuntabel, peningkatan pengawasan, serta pengelolaan lingkungan dan pelestarian budaya secara berkelanjutan.

Kata Kunci: dampak pariwisata, ekonomi, sosial budaya, lingkungan, Way Tebing Ceppa.

ABSTRACT

IDENTIFICATION OF ECONOMIC, SOCIO-CULTURAL, AND ENVIRONMENTAL IMPACTS DUE TO TOURISM ACTIVITIES IN THE WAY TEBING CEPPA AREA, TAMAN BARU VILLAGE, PENENGAHAN DISTRICT, SOUTH LAMPUNG REGENCY

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The development of the tourism sector at the local level has driven changes in the economic, socio-cultural, and environmental dimensions of the community. The Way Tebing Ceppa Tourism Area in Taman Baru Village, Penengahan District, South Lampung Regency is one destination experiencing this development. This study aims to identify the economic, socio-cultural, and environmental impacts of tourism activities in the area. This study uses a qualitative, descriptive approach. Data collection was conducted through interviews, observation, and documentation, with data analysis through the stages of data reduction, data presentation, and drawing conclusions. The results show that tourism activities have an economic impact in the form of increased employment opportunities with the absorption of 70 local workers and the emergence of 24 micro-business units. Community income has increased, although it is fluctuating and uneven. In addition, tourism activities also contribute to Village Original Income (PADes). In the socio-cultural dimension, tourism activities increase community participation, strengthen social interactions, and encourage behavioral changes that are more open to tourists, although cultural promotion is still situational. In the environmental dimension, there has been an increase in waste volume, but it can still be controlled through participatory management. Based on these results, it was concluded that tourism activities have had a positive impact and have led to sustainable tourism, but this is not yet fully optimal. Therefore, strengthening governance through a structured, transparent, and accountable system, increased oversight, and sustainable environmental management and cultural preservation is necessary.

Keywords: tourism impact, economy, socio-culture, environment, Way Tebing Ceppa.