

## Analysis of the potential and development of the Gondang Dam tourism object and the economic impact on the surrounding community

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### ABSTRACT

This study aims to see: Determine the tourism potential of the Gondang Dam. knowing the direction of the development of the Gondang Dam tourism object, knowing the impact of the Gondang Dam on the economic conditions of the surrounding community. This study uses a qualitative descriptive method. The data technique used is through field observations, interviews and documentation. The data analysis techniques were scoring and descriptive. The results of this study are: Gondang Dam is a very potential tourism object as well as the most potential reservoir tourism object of the existing reservoirs in Karanganyar Regency. The Gondang Dam still needs further development directions, including the following aspects: recreation / attractions, accessibility, infrastructure, superior products / distinctive products, and promotional efforts. The economic impact felt by the community after the Gondang dam tends to be positive. Positive impacts: Increasing community income, creating job opportunities, encouraging community creativity. While the negative impacts: Some of the community no longer have land to work on, there are more competitors to open businesses, processed traditional products will be left behind by modern processing, because there are more people

### KEYWORDS

Potential  
Development  
Impact  
Tourism  
Economic

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### 1. Introduction

Tourism is one of the development sectors that can spur economic growth. In economic terms, the tourism sector contributes to foreign tourism visits (the *wisman*) and the gross regional domestic product and the growing industries closely associated with tourism. In social terms, tourism plays a role in absorbing labor, national traditions and cultures, and in improving national identity. In terms of the environment, it can lift products and services such as the wealth and uniqueness of nature or the sea, and an effective tool for the preservation of natural environment and cultural arts. The Karanganyar district has both an object and a tourist attraction, including natural attractions, cultural tourist attractions, and artificial tourist attractions. In addition, it is one of the areas with natural travel that is needed because it has natural resources that are still native. The tourist attraction of artificial tourism is no less interesting than natural tourist attraction. One is the Gondang Dam located in the Kerjo district.

Kerjo district is one of the district in the Karanganyar region, which has a total area of 48.82 km<sup>2</sup>. It is currently built in the dam's infrastructure to meet its needs for water and is also planned to become a new tourist attraction to Karanganyar known as the Gondang Dam located between Gempolan Village and Ganten Village. The dam is located in the middle of a plantation and a country is built on an area of 96.23 Ha by dampening the Garuda River and several other streams. Some land was affected by the construction of such dam as rubber plantations, tombs, and other villages that had been forced to relocate, leaving some communities without gardens or settlements.

The change in land that once inhabited land and farmland has now become such a scenic dam that many communities from within or outside the city continue to take trips. Local communities have

therefore had to adapt to the changes in line with the attraction of the Gondang Dam. Visitors to such facilities as restaurants, parking lots, and bathrooms are limited because of local initiative, which means that the government or the dam have not provided. With the changing environment and circumstances, affecting communities in particular economically. Based on the above information, the Gondang Dam can be optimized as a superior tourist attraction for Karanganyar district and also have an economic impact on village communities around the Gondang Dam.

## 2. Method

The study is conducted at the Gondang Dam, Gempolan Village, the district district of Karanganyar, central Java province. The study USES qualitative descriptive methods using technical techniques for collecting interviews, observation and documentation (combined). The object of this study is a government, community or business around the Gondang Dam, a sampling used is a sampling. The technique of observation in the study is carried directly to the research site at the Gondang Dam. The documentation in the study is shown pictures, taken with mobile phones and cameras. While to determine the course of development using SWOT analysis.

Data analysis techniques for assessing potential of sightseeing objects are done by scoring or valuing. The parameters using the research criteria based on a guided assessment of potential tourism from the 2003 director general PHKA 2003's forest department that has been modified to fit the conditions of the research area. Using the formula:

$$Formula \ I = \frac{R}{N} \tag{1}$$

I is the Class interval, R is the highest number of scores-lowest score, and n is the number of classes. To count R is by observing the weight on each variable. The weight for attraction is 0.4, accessibility is 0.3, and the means and infrastructure are 0.3.

## 3. Results and Discussion

The result was to know the potential for the travel of the Gondang Dam. How the development is going, as well as the economic impact people feel about the Gondang Dam, which is intended to provide a new tourist attraction in Karanganyar.

### 3.1. Identifying Potential

Defines the potential to calculate the potential for tourism analyzed by score on each object. As for the score results from the observations of the three objects as Table 1.

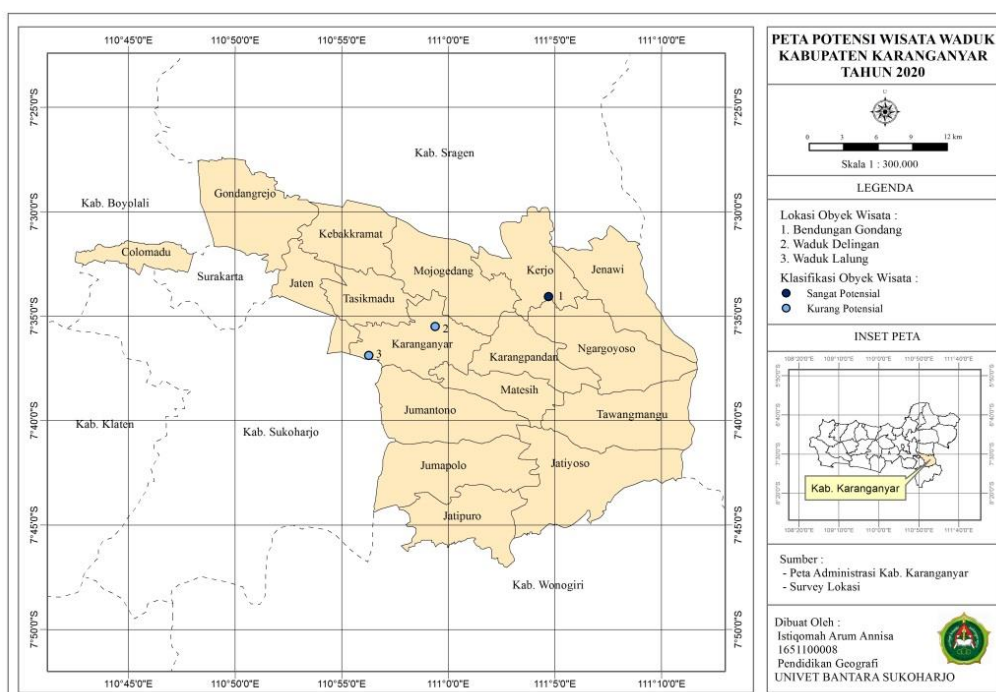
**Table 1.** The score of observation object

<i>Location</i>	<i>Variable</i>	<i>Result</i>	<i>Total</i>
Gondang Dam	Attraction	17,2	5
	Accessibility	5,7	
	Infrastructure tool	4,2	
Tirtomarto Dam	Attraction	9,6	17
	Accessibility	3	
	Infrastructure tool	4,5	
Lalung Dam	Attraction	9,6	18
	Accessibility	4,2	
	Infrastructure tool	4,2	

**Table 2.** Class classified tourist potential

<i>Interval</i>	<i>Potential category</i>	<i>Potential information</i>
17 - 21	Low Potential	Characteristics of less attractive or less management of sightseeing, less accessibility, and inadequate sarpras facilities
22 - 26	Potential	Tourist characteristics that are attractive in both beauty and hygiene, accessibility that is reasonably accessibility by transportation, and adequate sarpras facilities.
27 - 31	High Potential	Characteristics of attractive tourist attractions in terms of beauty, cleanliness, and tourist value. Unaccessibility and accessibility are unaffordable, and adequate and well-kept sarpras facilities

The result of the calculation is that the object of the Gondang Dam has a total I value of 27 to a high potential category. The object of the Tirtomarto reservoir has a total value of 17. At 17, it falls into the low potential category. The object of the Lalung reservoir has a total value of 18. 18 counts as low potential, see Fig. 1.



**Fig. 1.** Map of potential dams

### 3.2. Analysis of SWOT Dam Gondang Potential and Affiliations

#### 1) Strength

- Sightseeing objects has a natural value of unique and beauty, as well as many of the surrounding green vegetation.
- There was room for recreation around the dam at various spots
- The variety of views toward an object of variety and beauty.
- Is the largest dam tourist attraction in Karanganyar county.
- Access to nonaccessible tourist objects from city center
- Is accessible in four wheel drive vehicles.
- Access to the Gondang Dam is a road to Ngrgoyoso-Tawangmangu

- Free of adequate fresh water and sufficient.
  - Adequate food stalls for visitors/travelers
  - Provided adequate parking space.
- 2) Weaknesses
- Tourist attractions depend solely on natural uniqueness and beauty, yet there are no supporting attractions or activities to which visitors can engage.
  - Tourist attractions are not yet fully developed.
  - Visitors are barred from access to the dam area only allowed to see from afar
  - There is no such thing as dam or government management policies.
  - Road access when a car is traveling has to be cautious because of narrow walking.
  - Still a lack of signposts to the tourist object Bewildering
  - Visitors and narrow parking were not available.
  - The irregular setting of stalls and many of the stalls that have become obsolete have diminished beauty.
- 3) Opportunities
- Region conditions around the Gondang Dam can be developed as support tourism objects
  - Access not far from terminal and market, which can be a cooperative opportunity in the field of transportation or commerce.
  - It is not yet known as a product, a peculiar souvenir or souvenir sold on a tourist attraction for the Gondang Dam.
  - There is a sizable vacant lot lying next to the entrance of the dam.
- 4) Threats
- Threats not far from the objective of the Gondang Dam are the botok reservoir that makes it a potential rival tourist attraction.
  - Narrow road access if not careful with danger
  - Weak building blocks become vulnerable if the weather is not supporting them, such as wind showers and so forth.

### 3.3. The development of the Gondang Dam

#### 1) Attraction:

- Increased recreation or attractions such as water sports, playgrounds, or orchard Tours, so that the visitor sees not only beauty but also activities on the visitors' part
- Cooperation between governments, administrators, and local communities should be needed to promote dam development as to how accommodation, attractiveness should be optimized, the directorship of the bygone facilities and infrastructure for those tourism.
- The versatility and unique of the attractive and sufficient visceral attractions of the dam are only necessary for further development.
- The natural conditions around the Gondang Dam are rubber plantations, and many people grow fruit trees such as guava, durian, and so forth. The potential for such conditions has been one of the great attractions for the zeal of tourism in the gondang dam. For that reason people need to be trained for civilisations & empowered.

#### 2) Accessibility

- Access to the Gondang Dam is one of the menu points for the famous potyoso spot spot spot. From this the gondang dam has the potential to become an object of transit from the canyon goyoso or to come to the canyon goyoso. Because it needs work and narrow travel, which can make vehicles easier.
- The location of dams not too far from markets and terminals provides an opportunity for cooperation in tourism transport. Add to this the fact that rubber plantations have enabled people to enjoy the beauty of dams and rubber gardens to drive themselves.

### 3) Infrastructure tool

- Adding signs to the attraction of the Gondang Dam.
- It procuring a signature product/product or a special souvenir or souvenir souvenir of a long-dam tourist attraction.
- Making use of vacant lots near the entrance of the dam. From it it could be built kiosks, places of worship, and parking lots for the benefit of the Gondang Dam, in order to manage accommodations and sarpras centralized.

### 4) Development support

Needs a promotion in order to make sightseeing sightseeing sightseeing in the community. Whether it's promotion through social media, newspapers or electronic media.

## 3.4. The Economic Impact and Tables

The construction of the Gondang Dam is one of the most profound effects on the lives of the people around it. All their changes felt that of the environmental, social and economic aspects. As a society that resides around a dam, they have to accept a wide variety of conditions as likes and dislikes. For when a change comes to life, much less a big change in the place where they live will have both a positive and a negative side. But now people are feeling the positive side of that dam which is the economic aspect. In addition to the economic impact that people feel:

### 1) Positive impact

- An increase in the income of communities that open businesses around dam . People who start businesses around automatically earn more money from their businesses.
- Create job opportunities, with more and more work dam in the community opening up.
- Encourage people's creativity to process local plantation products into something that can be worth a lot of money, in an effort to promote tourism.
- People are coming to know and learn new things by entrepreneurship, by trade, and so forth about tourism.

### 2) Negative impact

- Some communities no longer have land to farm.
- More and more visitors make the belomba-races community to set up businesses to make competitors to open more.
- Processed products that are not modern (traditional) will be left behind by those that follow modern trends or developments, since modern foods are of greater interest to society.

## 4. Conclusion

Based on analysis of potential tourist attractions, the gondang dam isa very potential tourist attraction and is one of the most potential among the other reservoirs located in karanganyar county. According to development analysis, a field trip to the Gondang Dam still needs further development direction. The economic impact people experience after the dam is moving toward the positive. The

parties associated with the long dam either the government or the administrators cooperated with each other in the development effort. Be it in terms of attraction, accessibility and infrastructure. As well as government communities are expected to facilitate providing training space to community-related citizens so that communities can tap into local potential to boost domestic economies and for governments can generate native incomes.

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