

Development Of Lake Shuji Tourism Potential On Socio-Economic Community In Lembak Village

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ABSTRACT

The development of tourism potential is currently one of the factors in increasing people's income. The purpose of this study was to determine the development of the tourism potential of Lake Shuji on the socio-economic community in Lembak Village. Qualitative descriptive method, with data collection techniques using observation, interviews, and documentation. Involving eleven informants, general informants namely traders and visitors to Lake Shuji tourism and special informants namely village heads, managers and employees of Lake Shuji tourism were determined using purposive sampling technique. Data analysis carried out in this study is SWOT analysis with data reduction, data display, and conclusion drawing/verification. The criteria for the validity of the data use (credibility) trust, in addition, checking the validity of the data used there are three, extension of observation, increasing persistence, and triangulation. The results of this study indicate that the potential development carried out in Shuji Lake tourism can increase people's income, absorb labor and create new business opportunities for people who switch professions from rubber farmers as traders in Shuji Lake tourism. Shuji Lake Tourism in Lembak Village is equipped with accessibility in the form of good road conditions, the distance from the highway to the destination is easy to reach, and adequate infrastructure facilities. The views of the local community are quite positive and support the existence of Lake Shuji tourism in Lembak Village.

KEYWORDS

Potential
Potential development
socio-economic

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1. Introduction

Indonesia as a developing country where most of the people rely on natural products, work as farmer laborers and grow crops, thus Indonesia is dubbed an agrarian country. With the wealth of natural resources, it becomes a great opportunity that offers natural beauty by utilizing the potential of natural resources and the surrounding environment which is an attraction for tourists to visit (Eman, Sagay, & Jocom, 2018). Nature tourism is tourism and tourism activities carried out by humans by utilizing the potential of nature both from the ecosystem and the environment, and from human intervention or formed naturally. According to (Lerian & Oktavia, 2018) tourism is currently a central point that is visited and favored in addition to tourism recreation, it is also a supporter of the economy in increasing the country's foreign exchange income and for the welfare of the community.

Tourism is an embodiment of human intervention with natural creations, cultural arrangements, and the history of a nation that has been formed and has natural conditions that become an attraction for tourists to visit (Aryunda, 2011). potential from nature both from the ecosystem and the environment, and from human intervention or formed naturally. (Oktavia &



Heldayani, 2019) argues that tourism potentials or tourist attractions usually in a certain area have not been utilized properly, both in terms of the natural potential is also the cultural potential in the area, where the potential in the area can generate profits for the local community. Lake Shuji, a new tourist spot, was originally a small river that flows and is used as a place for storing clean water during the dry season, however, there was an idea for the youth of Lembak Village to manage by widening the river so that it became a lake. With clear water colors that offer beauty for tourism, the lake was once the residence of a general from Japan named Shuji. With the development of the tourism potential of Shuji Lake, which will be seen from the socio-economic conditions of the community, the initial income of the people in Lembak Village on average comes from rubber plantations. After becoming a tourist spot, some people choose to rent out their land to be used as a tourist spot and switch professions as traders at the Shuji Lake tourist spot. The community plantation land that is rented out is not cut down, it's just not harvested to maintain the feel of the natural beauty of the Shuji Lake tourist area.

According to (Komariah, Saepudin, & Yusup, 2018) the development of tourism in the village based on the potential of nature, agriculture, social as well as local culture will be the development of community potential in the tourism sector. Development is a process that aims to increase development gradually, structured, and directed in accordance with the expected goals. The existence of potential development carried out will be an attraction for visitors, the number of visitors who do tourism will affect the socio-economic conditions of the community. According to (Juariyah & Basrowi, 2010) socio-economic is a position seen from a social point of view to place a person in a certain position in society, this position is given based on the rights and obligations that must be carried out by that person. The indicators that can be used to measure socio-economic conditions are; 1) education level, 2) income level, 3) employment level (Ramadhanti, Mulyadi, & Razati, 2017). The new activity in the industrial sector is called tourism, which presents rapid economic growth in creating jobs, income, living standards and improving other sectors in tourist receiving countries. It is necessary to know the development of the Shuji Lake tourism potential, to see the socio-economic conditions of the community around the Lake Shuji tourist attraction in Lembak Village.

2. Method

This research was conducted at Lake Shuji tourism located in Lembak Village, Lembak District, Muara Enim Regency. The method used in this study was qualitative descriptive. Qualitative research researchers focus on social situations which include three aspects, namely place, actor, and activity that interact synergistically (Sugiyono, 2013). Data collection techniques using observation, interviews, and documentation. Interviews involving eleven informants, general informants are traders and visitors to Lake Shuji tourism, with the following criteria: 1) Traders and visitors to Lake Shuji tourism. 2) Can communicate well. 3) Knowing and having an understanding of the relationship of the object under study with other things. And special informants, namely village heads, managers and employees of Lake Shuji tourism, which were determined using purposive sampling technique. Data analysis was carried out in this study using SWOT analysis with data reduction, data display, and conclusion drawing/verification. The criteria for the validity of the researcher's data are using credibility, and checking the validity of the data used are three, extending observations, increasing persistence, and triangulation (source and time).

3. Results and Discussion

3.1. Lake Shuji tourism potential

The tourism potential of Lake Shuji which is now a tourist attraction and interest is the lake water which is very clear, and the atmosphere is still natural, although there is human intervention, the natural nuance is still maintained. According to (Pardede & Suryawan, 2016) the potential of the island of Samosir is very diverse in destinations and besides that it is also categorized into two potentials, the natural potential developed to attract tourists are beaches, lakes, natural beauty and environmental conditions. The Lake Shuji tourist attraction was made

because of the support from the people of Lembak Village, who realized that in the middle of the rubber farming land there was a lake that had the potential to be seen from the very clear water, and it was not far from the countryside. Thus the youth organizations and the community took the initiative to manage it to become a lake tourist spot. In addition to clear water, it is also not far from the village and houses of the people of Lembak Village. Access to the lake location is also easy to reach, the distance between the highway to the lake location is ± 1 KM. Following are the narratives of several management informants on Shuji Lake tourism.

"The color of the water of this lake has always been clear, so we as young people as well as people in Lembak Village took the initiative to manage it into a tourist spot, because we saw the potential of the lake. And the opening of this tour has the full support of the community and the owner of this land" (I_01-Ds).

"In addition to lake water, the place is also spacious so it is possible to add more rides, and the distance from the highway is close to ± 1 KM so visitors will not get lost to tourist attractions." (I_02-Lo).

Seeing the potential for clear lake water strongly supports this place as a tourist spot, apart from the clear water, it is also supported by the depth of the water that can be used as a diving spot for visitors. In addition, access is also easy to reach, the distance from the highway to tourist sites is also not far. Of course, the strategic location is also a benchmark for tourists to go to Shuji Lake tourism.

3.2. Shuji Lake tourism potential development

The development carried out in this case is seen from the uniqueness, beauty and value of diversity, such as natural wealth, culture and the results of human intervention that are used as tourist attractions. According to Law No. 10 of 2009 which includes tourism, the attraction of a tour is everything that is owned into a uniqueness, beauty, and value in the form of diversity such as natural, cultural and man-made wealth that is used for the purpose of tourist visits (Winarto, 2009). Niswaty, & Jamaluddin, 2015). Developments carried out in Shuji Lake tourism, from the development of facilities and infrastructure, accessibility, rides and also government policies.

3.2.1 Infrastructure

Lake Shuji Tourism is currently in the development of its facilities and infrastructure, which are still in stages, as for the existing facilities such as parking lots, places of worship, public toilets, canteens/stalls and stage performances. As well as the results of interviews conducted with tourism managers, namely:

"Initially, the parking lot for motorized vehicles and cars was in the same place, after the expansion of the current parking lot between motorbikes and cars in different places. In addition to parking, public toilets are currently sufficient, initially only one local 4 doors, but now there are two local and 9 doors. In the past, there was no mukenah in the mosque, but now it is provided. At this time, the symbol of the statue of General Shuji has also been made as an icon on Shuji Lake tourism" (I_02-Lo).

"We have provided all the facilities needed by visitors, such as in the mosque, initially visitors bring their own mukenah, but now we have prepared mukenah and prayer mats for visitors, there used to be only 3 public toilets, now there are 9 doors, between men and women. separated. And now there is also a stage and additional food stalls, initially there were only 4 traders, now there are 9 traders" (I_03-Sv).

The construction of existing facilities in Shuji Lake tourism is clearly visible, from the large vehicle parking area, between the parking lots for motorized vehicles and cars are distinguished. The place of worship is now also equipped with mukenah and prayer rugs. Separate public toilets for men and women, currently have nine public toilet doors for visitors. The increasing number of stalls/canteens and equipped with various sales, at economical prices can be reached by every visitor. The stage is a place for entertainment and singing for visitors who want to karaoke, apart from being a place of entertainment, it is also used as a place for notification of information to visitors to Lake Shuji tourism.

3.2.2 Accessibility

The road access is currently still rocky, but it does not become a barrier for visitors to come to Lake Shuji tours. Before the development was carried out, initially the road to the tourist site was still red soil, but with support from the government and proposal funds, it began to be built in stages, starting with road access and then the rides on Lake Shuji tourism. In addition to the unpaved road, there is also no welcome gate to enter the Shuji Lake tourist site. And for the next addition of facilities is in the budget. This is based on the results of interviews with informants, namely:

"The change in road access from the past to the current one is already visible, starting from the road that was originally red soil but now it is rocky, initially there was no gate but currently it is in the budget" (I_01-Ds).

"The addition of facilities for now is sufficient, at first the roads were still red soil and now they are rocky. In the next budget, we propose to pave roads, welcome gates and children's reading parks." (I_02-Lo).

The accessibility in Lake Shuji tourism can be seen from the road construction which is currently stoned and the addition of more rides. In addition, there are several budgets that have not been realized, the reason being the lack of budget for the development that will be carried out. The large number of tourists visiting will also have an impact on the economic growth of the community in addition to the economy, of course, very influential in optimizing development. Likewise with the results of interviews conducted with visitors, such as the following interviews:

"From the road it has undergone changes, at first it was still ground, now it is rocky, and the building for the rides has also been increased. Before, there was no waterfall, now there is. In the past, the parking lot was combined with motorbikes and cars, but now it is in a different place, and in the mosque there is also a prayer rug, if it used to be just a carpet. Now there are a lot of public toilets, if in the past there were only 3" (I_01-Zk).

The second time visitors who came to the Lake Shuji tour saw a change made by the tour. From the beginning, the road that is now in stone and the addition of rides at the Shuji Lake tourist attraction. In addition, the prayer room is equipped with prayer rugs and mukenah which at first were only floor carpets, and the toilets also had nine doors.

3.2.3 Environmental Hygiene

According to (Suprayitna & M. Baiquni, 2020) Cleanliness of the environment around tourist sites is an important aspect, taking care of the environment because it is related to the comfort of tourists in enjoying travel, so that every tourist hopes to feel comfortable visiting the tour. Some visitors certainly see cleanliness from various points of view, in this case cleanliness also affects the interest of visitors to go to tourist attractions. The following are the results of interviews on Lake Shuji tours:

"The area around Lake Shuji is quite clean, there is no trash scattered about. At first there were several boxes of trash bins, but now almost every corner of the ride has trash boxes. The cleaners currently carry out inspections every three hours, in the past it was only in the morning before visitors came and in the afternoon before the employees left" (I_03-Sv).

"For environmental cleanliness, there are already employees each, so now the control is carried out every three hours, in the past it was only in the morning and evening. And currently around the tourist area there are also some kind of quotes, which remind about environmental cleanliness" (I_01-Ds).

Based on the results of the interview above, that around the Lake Shuji tourist area is quite clean, there is no garbage outside or scattered, there are only a few fallen leaves because the lake is in the middle of a rubber field. And for the current cleaning staff, they control every three hours, which was originally done in the morning before visitors came and in the afternoon before the manager left. To ensure comfort and cleanliness for visitors, Shuji Lake tourism managers make quotes (words) whose contents are to remind visitors to keep the environment clean

around the Shuji Lake tourist area. Furthermore, the following excerpts from interviews with visitors to Lake Shuji tourism:

"For the first time, cleanliness has increased, from the motorbike parking lot until I got on the boat the place is clean, and now there are a lot of trash boxes, in the past there seemed to be only 4 litter boxes but now there are trash boxes in every corner. It's just that there are some fallen leaves that have not been burned/discarded by the officers" (I_02-Ap).

The cleanliness around the Shuji Lake tourist area has improved, starting from controlling every three hours, until the number of litter boxes has increased, initially in the parking area a lot of garbage is now clean, and around the rides are also clean, but there is some leaf litter that have not been burned or thrown away so that it looks a little scattered around the corner of the lake.

3.2.4 Vehicle

The facilities for rides on Lake Shuji tourism, of course, now have many additions such as ducks, which initially only had boats, gazebos and rest areas that previously sat around the parking lot, now there are several seats. And there is also a new ride, namely a waterfall that did not exist before, now there are many interesting spots to take pictures for tourists and others. This is based on the results of interviews with informants, namely:

"For the development of the rides, we are doing it in stages, starting from a waterfall that didn't exist before, initially there were only boats, the number of boats was increasing, there were 8 resting places for visitors, now there are 13" (I_01-Is).

"There are now many additional facilities for rides, at first there are only boats and a few spots to take pictures, now there are ducks, gazebos/saungs that initially only had 8, now have 13, now there is also a manual waterfall that assisted with electricity and other unique photo spots" (I_1-Ri).

The construction of rides facilities at Lake Shuji tourism has now added many new rides, which initially did not have a waterfall, now there are already thirteen gazebos or huts to relax, so visitors can rest and eat with their families there. . The following are excerpts from interviews with visitors to Lake Shuji tours:

"The first time I came here there were not many rides, different from now, there was only a boat and a few photo spots. if now there is a waterfall, there used to be a few boats now there are many and the colors are beautiful. So I am interested in coming here again, besides that the price is affordable" (I_01-Zk).

The increasing facilities for rides that are of interest to visitors to come again to Lake Shuji tourism are waterfalls, traveling around the lake using boats and ducks. Each ride on Lake Shuji tourism has a different rate, and is very affordable for visitors, the price offered is also in accordance with the convenience of the existing facilities.

3.2.5 Policy and Natural Resources Protection

Shuji Lake Tourism is a new tour but has been included in regional protection regulations regarding the opening of destinations as local (private) tourism, regulations for protecting natural resources without damaging the existing environment. According to (Sagala, 2017) the existence of tourism development is currently one of several superior programs in every regional development, in this development it is expected to be able to contribute to the receipt of Regional Original Income (ROI) so as to create employment in various regions. So Lake Shuji tourism has been included in the private local destination of the Muara Enim area, which was initially only managed by the community but currently the role of the local government is very supportive in the development of Lake Shuji tourism. This can be seen from the results of the interview:

"Initially only the community managed but now the local government is collaborating with Pertamina, companies or PT, to invest capital to help develop Shuji Lake tourism" (I_01-Frd). In addition to the people of Lembak Village, the local government is currently also taking part in the development carried out for the future. In this case, community participation in the form

of gotong royong starts from helping widen roads to tourist sites, until now preserving the environment around Lake Shuji tourism" (I_01-Jm).

Government relations with the community are well established, cooperation in advancing the region and participation in the development of Shuji Lake attractions. The role of the government can also be seen from the relief efforts, which are carried out in submitting proposals and in collaboration with PT parties, in order to invest capital which will later be used for the construction of additional facilities at Shuji Lake tourism. In addition to developing, of course, the community also maintains the Natural Resources (NA) that are already available and which are potential in Shuji Lake tourism.

3.3. Socio-Economic

Based on the results of research conducted in the field through interviews with several trader informants, regarding the socio-economic conditions of the community, socio-economic data were obtained which were classified into several indicators, namely the level of employment and income level. The socio-economic status of the community is seen from the point of view, namely placing a person in a certain position in society, with material ownership gradually starting from middle to lower, moderate and upper middle. Socio-economic in this case can be seen from work and income.

3.3.1 Work

People who live in an area both in cities and remote villages, of course there are needs that must be met, such as the need for clothing, food and shelter in daily life (Ante, Benu, & Moniaga, 2016). To meet every need of course do work that can produce results. Currently working not only as employees in offices, can work as rubber farmers, construction workers, traders, teachers and others. In an effort to meet every need, it will certainly have an impact on the competition to find jobs.

Most of the people in Lembak Village have switched professions from working as rubber farmers to being traders in Shuji Lake tourism. Currently, trading is a daily job that some people do, in order to meet their needs and other expenses. As with the results of interviews conducted with informants:

"Nowadays trading is my daily job. I used to work as a rubber farmer, but after the Lake Shuji tour was opened, my land was leased and turned into this tourist spot" (I_01-Ra).

The opening of the Shuji Lake tourist attraction has become a new field of work for the people of Lembak Village, which was originally a rubber farmer's land, turning its function into a tourist spot. (Fauziah, Kurniati, & Imamulhadi, 2018) The conversion of agricultural land that occurs in the tourist area of Garut Regency has an effect on the economy and improves the living standards of the surrounding community, because the community deliberately rents it out to be used as a tourist attraction. The transfer of function that occurred in Lembak Village occurred because the land owner realized the potential of the lake water and the water was very clear, which was on his land, and with the support of the surrounding community, so that they jointly managed to make it a tourist spot, namely Shuji Lake. There are also those who argue that the people who switch professions from farmers to traders are caused by the condition of the old rubber trees, so that only a small amount of sap is obtained for harvesting. this can be seen from the following interview results:

"My first job was a rubber farmer, but the rubber fields I own are old. I intend not to be harvested again. A few days later I received information that between my land and my neighbors would be used as a tourist spot, so I chose to rent out the rubber land to be used as a tourist spot." (I_02-Um).

The land of rubber farmers who changed their profession from a rubber farmer to a trader was left unused, not harvested, but rented out to be used as a tourist spot for Lake Shuji. Traders also get income from renting rubber land for a year, with terms that have been agreed with the local government, besides that, they also get results from trading every day. This work is carried out every day by traders, both when there are many visitors and few visitors. The ups and downs of

visitors who go on tours in Shuji Lake, of course affect the community's decision to carry out or extend agricultural land contracts. However, most of the people prefer to rent out their land. This can be seen from the following interviews:

"If you prefer to be a farmer or a trader, of course you have advantages and disadvantages of each profession, but judging by the rubber farmers now, many are complaining because there is only a small amount of rubber sap, many leaves fall, and rubber prices are unstable. If from trading, of course, you have to prepare capital, but the work is more relaxed and can be done while resting. So I prefer/comfortable being a trader" (I_02-Um).

"So in my opinion, judging from the current situation, it is better to be a trader. After I rent out the land, I also get income from rent and from trading, although sometimes there are few buyers, because there are very few visitors who go on tours. (I_01-Ra).

Most of the people in Lake Shuji tourism who switch professions from farmers to traders have been running for about a year. Based on the results of the interview above, some people like their new profession as traders, because judging from the condition of the old agricultural land, the leaves have fallen a lot, the rubber sap comes out little. This is what makes people choose to rent out their rubber land to be used as a tourist spot for Lake Shuji. In this case, the people who rent out their land also get the rental income for the year, and of course also get the results from trading.

3.3.2 Income

The people in Lembak Village, especially those living near the Lake Shuji tourist spot, who experienced a change in income status from initially income from farming, turning to trading income, of course experienced differences in income. According to (Nugraha, Budimansyah, & A, 2015) the community around the tourist area agrees that tourism can create new jobs, so that this can increase the rate of population economic growth. Most of the people of Lembak Village experienced an increase in income and also experienced a decrease in income. After some people rent out their agricultural land to be used as tourist attractions, the community gets two incomes, the first from the results of daily trading and the second from the results of renting out the agricultural land. This can be seen from the following interview results:

"Before I rented out my agricultural land, my income as a rubber farmer for a week was Rp. 400,000" (I_02-Um).

"I used to earn as a farmer before the land was rented out for Rp 500,000 a week" (I_03-Ra).

Some of the people of Lembak Village before changing professions became traders, and before their agricultural land was rented out, initially they were rubber farmers, usually the income earned by farmers in a week is Rp. 400,000, there are also some people whose income is Rp. 500,000, of course, each community has a different income. The existence of people who change professions from the beginning as rubber farmers to become traders, of course, experience changes in income. This can be seen from the following interviews:

"After I switched professions to become a trader, my daily income was IDR 250,000 per day, but on national holidays and weekends I earned IDR 700,000 per day. And I also get from the rental of rubber land Rp. 700.000 per hectare per year" (I_02-Ra).

"Currently, my daily trading income is IDR 300,000 per day, on national holidays my income also increases, usually IDR 800,000 per day. Besides that, I also get the result of land rent which is calculated per hectare per year. I get IDR 700.000" (I_02-Um).

The income generated by the community in trading has certainly changed, from the initial job as a farmer to being a trader. The difference in the income of people who switch professions from farmers to traders, can be seen from the large number of tourists who visit Shuji Lake tourism, the number of tourists doing destinations on national holidays, weekends and weekdays, namely Monday, Tuesday, Wednesday, Thursday and Friday. In a day of trading the average income of the community starts from IDR 250,000-300,000 per day. Meanwhile, for national holidays and weekends, the community's income increases from the usual number of days, which is Rp. 700,000-800,000 per day. Apart from the results of daily trading, the community also gets results

from renting out agricultural land. The results obtained from leasing agricultural land are calculated per hectare per year, for a year they get IDR 7,000,000. The payment system is not given at once, but once every six months, namely, Rp. 3,500,000 and the rest for the next six months. The income of traders in Lake Shuji tourism is influenced by the large number of tourists who go to Lake Shuji tourism on certain days. With a reduced number of visitors, it will result in a decrease in the amount of traders generated, but it will also have an impact on less than optimal development, which will be carried out in tourism. Shuji Lake

Based on the SWOT analysis, the potential development that can be carried out is starting from the gradual development to the cooperation that must be carried out between the government and the community. Promotional activities are also very much needed to attract visitors, besides promotion, the addition of the construction of tourist facilities is also one of the attractions for visitors, for example the addition of unique and useful tourist objects for visitors (Suarto, 2017). Based on the SWOT analysis in the development of Shuji Lake's tourism potential, there are several weaknesses that will pose a threat, to overcome this, it is necessary to develop a different type of tourism facility, therefore training for managers and employees is needed to create creative and innovative development and development to attract interest. traveler.

Tourism potential is something that stands out or an advantage that becomes an attraction so that tourists want to visit the place. In general, things that make a place an attraction for visitors, including the area has a unique appearance, around the area there are beautiful views such as lake water, waterfalls, rivers and others (Beljai, 2017). Shuji Lake tourism was well received by the local community, and received full support from the local government. According to (Kurniawan, 2015) The development carried out in this case will provide positive changes for the surrounding community, namely the creation of new business opportunities, employment, and increased income. The development of Shuji Lake tourism can increase people's income, but other than that, of course, tourism itself has made a lot of progress after the development.

With the facilities that are currently owned, it will become an attraction for visitors to visit Shuji Lake tourism, the high number of visitors visiting a place will affect optimal development, but it also affects the socio-economic conditions of a community. This researcher is in line with research conducted by (Gunawan, Hamid, & Np, 2016) who argues that tourism development affects the creation of new jobs such as opportunities in business, becoming employees, increasing regional foreign exchange and helping people's income. From the results of the SWOT analysis, To be used in developing the tourism potential of Lake Shuji, there are four alternative SWOT strategies, namely: 1. Strategy (SO) creates a strategy by using strengths to take advantage of opportunities, namely (1) Adding facilities and infrastructure in Shuji Lake tourism, and (2) Cooperation between the community and managers in maintaining tourist attraction facilities. 2. Strategy (WO) creates strategies that minimize weaknesses to take advantage of opportunities, namely (1) Increase promotion by utilizing current social media. (2) Adding facilities needed by visitors, such as chargers, rest areas and trash bins. (3) Provide training to managers and employees. 3. Strategy (ST) creates strength to overcome threats, namely (1) Providing a difference in the price of admission to tourist attractions. (2) Optimizing tourism potential which will become the main attraction in Shuji Lake tourism. (3) Make a difference in the facilities of the rides with other tours which are the main attraction. 4. Strategy (WT) creates a strategy that minimizes weaknesses and avoids threats, namely (1) Increasing the government's role in developing tourism potential. (2) maintenance of existing facilities at the Shuji Lake tourist site. (3) Improving the quality of professional manpower, in the management and maintenance of tourism objects, so as to reduce environmental damage due to arbitrary development.

4. Conclusion

The development of Shuji Lake's tourism potential for the socio-economic community of Lembak Village, Muara Enim Regency, it can be concluded that the development of Shuji Lake's tourism potential for socio-economic views of work and income. The existence of development carried out has an impact on increasing people's income, and optimal tourism development.

Changes in the income of people who change professions who initially worked as rubber farmers and now become traders must experience differences in income.

From the development of the potential of the Shuji Lake tourist attraction, it is proven by the results of the SWOT analysis, through in-depth interviews about the development of Shuji Lake's tourism potential for the socio-economic community of Lembak Village, thus creating new business opportunities for people who switch professions as traders. The development carried out in the construction of new vehicle facilities provided for visitors is able to absorb labor, as employees or tourleader services, this will reduce unemployment in the region. The increasing number of new rides certainly attracts visitors to come to tourist sites, this will have an effect on increasing people's income. In addition to income, the large number of visitors who travel to a tourist attraction will affect the optimal development of the tourist attraction.

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