

# ANALYSIS OF ENTREPRENEUR OPPORTUNITIES IN TOURIST POTENTIAL AND MANAGEMENT ENVIRONMENT OF THE SIANG MOUNTAIN SEKINYAK HAMLET

**Veneranda Rini Hapsari**

*STIM Shanti Bhuana, Bengkayang*  
rini@shantibhuana.ac.id

**Usman**

*STIM Shanti Bhuana, Bengkayang*  
[yohanes.usman@shantibhuana.ac.id](mailto:yohanes.usman@shantibhuana.ac.id)

**Dokman Marulitua Sitomorang**

*STIM Shanti Bhuana, Bengkayang*  
[dokman@shantibhuana.ac.id](mailto:dokman@shantibhuana.ac.id)

## ***Abstract***

*This study aims to find out entrepreneurial opportunities in the Sekinyak Hamlet aimed at improving the economy. This research method is qualitative, with case studies. The research location is in Lumar sub-district, Sekinyak Hamlet, Bengkayang Regency. The object of this research is the people in Sekinyak Hamlet. Information obtained through observation, interviews and documentation. The results of this study indicate that the Belimbing Village, Dusun Sekinyak fosters business opportunities for the local community, such as the sale of agricultural produce, culinary businesses and souvenirs.*

***Keywords: entrepreneurial opportunities, tourism potential, environmental management***

## **Abstrak**

Penelitian ini bertujuan untuk mengetahui mengetahui peluang wirausaha yang ada di Dusun Sekinyak yang bertujuan dalam meningkatkan perekonomian. Metode penelitian ini merupakan kualitatif, dengan studi kasus. Lokasi penelitian berada di kecamatan Lumar, Dusun Sekinyak, Kabupaten Bengkayang. Objek dari penelitian ini adalah masyarakat di Dusun Sekinyak. Informasi yang diperoleh melalui observasi, wawancara dan dokumentasi. Hasil dari penelitian ini ini menunjukkan bahwa Desa Belimbing, Dusun Sekinyak menumbuhkan peluang usaha bagi masyarakat setempat, seperti usaha penjualan hasil bumi, usaha kuliner maupun souvenir.

**Kata kunci: peluang wirausaha, potensi wisata, pengelolaan lingkungan**

## **INTRODUCTION**

Tourism is quite interesting and is considered as one of the important factors and is expected to be the main foreign exchange earner. In the tourism sector besides being an

economic driver, it is also an interesting vehicle to reduce unemployment and poverty in rural areas. The tourism village is a vehicle and tourist attraction based on local wisdom and the potential of natural resources in the rural environment. Gunung Siang which is located at Sekinyak Hamlet, Belimbing Village, Lumar District, Bengkayang Regency is one of the locations that have the potential in tourism. Previously, Lumar District had five villages, namely Belimbing Village, Lamonda Village, Magmagan Karya Village, Seren Selimbau Village and Tiga Berkat Village. And the location of Gunung Siang is in the Belimbing Village. Belimbing Village itself has five hamlets namely Sempayuk Hamlet, Sansak Hamlet, Silap Hamlet, Sekinyak Hamlet and Sei Sibu Hamlet.

Gunung Siang, right in the Belimbing Village of Sekinyak Hamlet, a tour in Gunung Siang features a still beautiful and green mountain, where there is clear water with lots of fish in it, and there is also a historical place in the form of a cave where the G30S / PKI members hid.

The existence of the village fund business motivated the development of the area in the Sekinyak hamlet, the community enthusiastically supported the development of the area into a tourist spot. Although in Sekinyak Hamlet the majority of the population has a livelihood as farmers, but with the support of the village and the government, one of them is the existence of village funds allocated for the development of this tourism village, making the residents more excited. Because if the development of tourism goes as expected, it will be able to increase the amount of income for the surrounding population, increase regional income and in the future the area will become more famous. In addition, it can also reduce unemployment, especially in the area. The unemployment data are as follows:

## OPEN UNEMPLOYMENT DATA ACCORDING TO DISTRICT / CITY

Districts	2012	2013	2014	2015
Bengkayang	3,30	2,30	3,74	3,15

*Source: Central Bureau of Statistics 2017*

From the open unemployment rate data in Bengkayang Regency from 2012 amounted to 3.30%, in 2013 amounted to 2.30%, in 2014 amounted to 3.74% and in 2015 amounted to 3.15%, so based on the open unemployment data is related to welfare society, if the unemployment rate is less then the welfare of the community can tend to increase. And improving welfare can be encouraged by the existence of this tourism potential as one of the opening business opportunities and employment opportunities for people who do not have jobs.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1 Entrepreneurial Opportunities

According to Daryanto (2012: 3) in the strict sense, business is any activity that generates money. In a broad sense, business is an idea that is realized in a plan and implemented in an activity. Entrepreneurship is different from entrepreneurship, which is meant by entrepreneurship according to Mulyani, Nurseto & Widiastuti (2015: 14) that entrepreneurship is a mental and mental attitude that is always active or creative, empowered, creative, creative, modest, and strives in order to increase income in its business activities or its work. For jobs that can be created, such as tour guides, other entrepreneurs such as trading agricultural products such

as agricultural and agricultural products, trading food and soft drinks, food stalls that provide local specialties, and selling souvenirs or souvenirs of the area .

## 2.2 Tourism Potential

In Lumar sub-district, there are several tourism potentials, one of which is Gunung Siang which has an attractive tourism potential and potential, because it has pristine natural surroundings, exquisite mountains, clear river water and cave historical sites as a hiding place for G30S members / PKI So from this natural potential, it can form interesting things, so that encourage visitors to travel in this place. Tourism potential is a variety of resources found in a particular area that can be developed into a tourist attraction. In other words, tourism potential is a variety of resources that are owned by a place and can be developed into a tourist attraction that is utilized for economic purposes while taking into account other aspects (Pendit, 2003).

Tourism potential in Sekinyak Hamlet, Lumar Subdistrict, displays tourist attraction from unspoiled nature so that it displays tourist attractions that can be enjoyed by visitors in this case are tourists. A promising opportunity for improving welfare with the tourism potential, because if in its implementation the development of this tourism potential goes according to the planned local government, it will have a positive impact on employment opportunities and increase income, especially for the area.

## 2.3 Environmental Management

Gunung Siang in Sekinyak Hamlet needs to conduct an environmental management program. Hardjosoemantri (2012: 62) states that there are two programs that must be carried out for environmental management, namely the quality improvement

program and access to information on natural resources and the environment. The program aims to improve the quality and access to information on natural resources and the environment in order to support planning for the use of natural resources and the environment. Some environmental management that can be developed at the Gunung Siang location such as:

- 1) 1) Management of the location under the mountain there is land that can be used as a place of recreation or a place for playing (Outbound),
- 2) Cave Management, which is still part of the Gunung Siang site, there is a cave where the former G30S / PKI hiding place and this historic place can be empowered to attract visitors.
- 3) River management, which is under the foot of Gunung Siang there is a clear river, which has a lot of fish in it. So that if the river water is dammed and can be used as a fish pond so that it can be exploited as a fishing pond.

The management of the environment is inseparable from community participation in the area, because with the role and participation of citizens can create a sense of awareness to develop the environment that can be enjoyed by the community and the results of good environmental development will create a healthy environment, so that it can contribute to the background of progress the environment that will be developed for tourism

## **RESEARCH METHOD**

### **A. Types of research**

This research is a qualitative descriptive study, describing the atmosphere and beauty and uniqueness of Gunung Siang tourism. According to Moleong (2001: 112), recording data

sources through interviews or observations is a combined result of seeing, hearing and asking questions. According to Zuriah (2009: 179), an interview is an information gathering tool by asking a number of questions verbally to be answered verbally as well.

## **B. Research Focus**

In this study focuses on the communities around the Gunung Siang tourist attractions, with the aim of these communities have the opportunity to do entrepreneurship, thereby increasing and increasing the income and standard of living of the community.

## **C. Data Sources**

The data source used is primary data and secondary data, primary data source is the first source of the data generated which can be directly obtained by researchers while secondary data sources are data that can be obtained by researchers in the form of notes, archives and documents. According to Sutopo (2006: 56-57) the source of the data is where the data is obtained using certain methods in the form of humans, artifacts, or documents.

## **D. Data Collection Techniques and Data Analysis**

Data collection techniques using interviews with several sources such as Lumar sub-district head, Belimbing village head, Sekinyak hamlet head and the community around the Gung Siang tourist spot According to Sugiyono (2005: 62), "Data collection techniques are the most strategic step in research, because the objectives the main thing of research is getting data".

According to Maryadi et al (2010: 14), data collection techniques used in qualitative research are techniques that enable detailed data to be obtained in a relatively long time. According to Sugiyono (2005: 62), "Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data". This data analysis technique uses a qualitative approach. According to Bogdan and Tailor (in Moleong, 2000: 3), defining

qualitative methodology as a research procedure that produces descriptive data in the form of words or writings about people and observed behavior.

In this study refers to data analysis techniques in the field such as the model of Miles and Hubberman (2014: 17) states that data analysis techniques in qualitative research include: data collection, data reduction, data presentation, and withdrawal

## **RESULT AND ANALYSIS**

To be able to realize the plans of the previous local government and the village apparatus in Sekinyak Hamlet to make the area a tourism potential, it is necessary to require involvement from both the hamlet community itself, the local government and the role of universities in supporting the tourism sector.

Sekinyak Hamlet has such tourism potential:

1. The potential of nature tourism

According to the head of the Belimbing village during an interview, Sekinyak hamlet has beautiful nature, namely Gunung Siang, under the foot of the mountain there is a pond with lots of fish

2. Tourism potential of historic sites

The Belimbing village head added, in the Sekinyak hamlet there was a former cave of the G30 SPKI. From historical relics can be an attraction for tourists who will visit.

The tourism potential in the Sekinyak hamlet is related to the management of the surrounding natural environment. Because if the environment around the sights is well organized, then the attractions offered to tourists will be even more interesting.

So that in the management of tourist attractions and the environment required full support from various parties, including the local community. Because if from the role of the hamlet community itself, there will be a possibility of changes in attitudes and behavior of the

community. As we know the people in Sekinyak hamlet have a livelihood as farmers. With the plan to open a tourism area in that place, then indirectly, the people in that place will start thinking about tourism as well. Furthermore, with the involvement of local and village governments themselves, the government can make policies on tourism, so that the community can support these policies. The role of higher education also cannot be separated in the tourism plan, for example by holding a meeting between the university actors and the village community, in the meeting the villagers were given an enlightenment about the explanation of the importance of an area that would become a tourist attraction, as the area would be more widely known, not directly able to absorb labor and create or can open jobs, so as to reduce poverty levels. The existence of employment opportunities in question is an increase from:

1. Transportation sector:

that is, when it has been realized, then visitors who are difficult to come to the tourism area, can use transportation services to get to the area

2. The formation of tour guide services::

visitors who want to know more details about attractions, can use the services of these tour guides.

3. Food sector:

is a potential in creating jobs in the culinary field. Local people can provide food that is typical of the local area.

4. Souvenir sector:

Business opportunities for people in the souvenir sector are no less important, because these opportunities can foster activities that are of value to businesses. According to Alma (2013: 37-38), this form of entrepreneurship is Home based Entrepreneur, and Family Owned Business because it is run at home by a family, whereas according to the Ministry of UKM, this type of



entrepreneurship is included in the creative economy sector of the craft subsector and the fashion subsector,

The development of tourism with the participation of the community is expected to be able to tackle poverty levels and to realize the concept of a beautiful, well-organized and environmentally-friendly environment, so that visitors will later see the attractions with natural potentials that are well organized, will make visitors impressed and can deliver visitors to re-visit the tourist area.

Community participation in developing tourism areas is important. Because in this case, the community is most familiar with what is needed. Community participation in tourism planning and development can encourage the community to actively participate in the implementation and development of tourism areas.

a. Entrepreneurship Opportunities

Entrepreneurship according to Mulyani, Nurseto & Widiastuti (2015: 14) that entrepreneurship is a mental and mental attitude that is always active or creative, empowered, creative, creative, and trying in order to increase income in business activities or their work. The jobs that have arisen are due to the village tourism plan in this hamlet, such as the existence of a tour guide, culinary, souvenir sales or local specialties.

Entrepreneurial activities as food and beverage traders are classified as Women Entrepreneurs. Alma (2013: 37) Women entrepreneurs are entrepreneurial activities carried out by women. This activity can be created because of hobbies and fun in accordance with Alma's theory (2013: 37) which is including part-time entrepreneurs, working part time is a common thing in our lives, as well as in the world of entrepreneurship. Part time entrepreneurs are businesses that start in their free time, for example an office employee tries to develop his hobby of trading or

develop an interesting hobby. Incidentally the livelihood of the local community is farming, so that if farming activities have been completed, then they can use other time to trade.

b. Management of the environment

The existence of attractions requires environmental management, as according to Hardjosoemantri (2012: 62), states that there are two programs that must be carried out for environmental management, namely a program to improve quality and access to information on natural resources and the environment. The potential that can be managed by the surrounding community is:

1. River management

As already mentioned under the mountain Siang there is a river with fish in the river. Then the river must be managed properly, so that the river water is kept clean. For other attractions around the river can be built interesting playgrounds according to Hardjosoemantri's theory (2012: 62-63) about environmental management programs, namely improving the quality and access to information on natural resources and the environment. Land around the river can be used as an outbound place, and is usually the most attractive for tourists visiting.

2. Management of the parking environment

Environmental management that is no less important is in the management of parking lots. Good parking facilities will make it easier for vehicles to park. If managed properly the parking lot can also generate income for the local community.

## **CONCLUSION**

Entrepreneurship opportunities in the tourism potential in this area are quite large for the people especially in this area. The participation of the population in Lumar, the community, local government, universities and the private sector is involved in this activity. Various

opportunities for people in this area are wide open, to increase income apart from farming and farming such as: from the transportation sector, tour guides, culinary and souvenirs typical of the local area.

A clean and beautiful environment managed by the local community has a positive impact on visitors who want to travel in that place. So that in the planning of this tourism area, the role of the local community is very important, in addition to advancing the region can also increase revenue. And this clearly must be supported by the local government and the role of universities in opening insight into community thinking, to advance the tourism area.

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