

THE IMPACT OF TOURISM OBJECTS ON BUSINESS OPPORTUNITIES AND INCOME OF LOCAL TRADERS IN TAMAN RINJANI SELONG

Laela Patmawati¹, Muhamad Yusup²

Magister Ekonomi Syariah Universitas Islam Negeri Mataram, Universitas Islam Negeri Mataram^{1,2}

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ABSTRACT

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The impact of tourism objects on business opportunities and income of local traders in Rinjani Selong Park is considered necessary to be researched. This is related to the impact in improving the economy of local traders in Rinjani Selong Park which was felt after the existence of a tourist attraction when there was no tourist attraction. So in this study the researcher tried to collect data regarding matters relating to the impact of tourism objects on business opportunities and income of local traders around the Rinjani Selong park. The method used in this research is the filed research method (field research) using field methods of interviews, observation, and documentation as data collection instruments, as well as using interactive analysis by reducing data, presenting data, and drawing conclusions to analyze the data that has been obtained. from the results of research in the field. Meanwhile, the results of the research conducted by researchers are that the impact or influence of tourism in creating business opportunities and improving the economy of local traders in Rinjani Selong Park has had a significant impact both in improving the economy of traders and in creating business opportunities there. This can be seen from the number of businesses run by local communities and the fulfillment of the basic needs of traders and also some traders have been able to buy more than basic needs, such as buying motorbikes and even cars and so on obtained from the results of businesses run at tourist attractions.

E-mail:

220404010mhs@uinmataram.ac.id
muhamadyusup@uinmataram.ac.id

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1. INTRODUCTION

Tourism is one of the sectors that can encourage the economic growth of a country, through obtaining foreign exchange income, business opportunities and employment opportunities so that its development needs to be carried out more optimally so that it can provide benefits for the welfare of society. This is because tourism is an activity that is multi-dimensional and multi-dimensional. discipline has become a basic need for every human being (M. Gazali, 2019). Tourism is a sector that can be developed as a source of regional income in general and local community income in particular (Alim Irahmana, 2018). Construction of the park rehabilitation was stopped during the leadership of Regent Ali Bin Dahlan due to various reasons and factors. then rebuilt in 2019 after the change of the new Regent, namely during the time of Sukiman Azmi and his deputy H.Rumaksi. "The East Lombok District Government has again started construction of Rinjani Selong Park after the construction of the city park rehabilitation project failed in the hands of former East Lombok Regent H.M Ali Bin Dahlan. The principle of implementing good tourism governance is essentially the coordination and synchronization of programs between existing stakeholders as well as the involvement of synergistic (integrated and mutually reinforcing) active participation between the Government, the private sector/tourism industry and the relevant local communities, (Bambang Sunaryo, 2013)

Based on the information that the author obtained, it was declared that Rinjani Selong Park had failed to be rehabilitated during the previous leadership period. This made many parties disappointed and regretted this failure. This can be seen from the statement of the Chairman of Commission IV DPRD Lotim, H. Lalu Hasan Rahman. He deeply regrets the failure of a number of projects during the previous government. Including the Rinjani Selong Park structuring project, the Government is an organization that has the power to create and implement laws and regulations in certain areas.

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After work on the arrangement of Rinjani Selong Park was canceled in 2017, the condition of this park in the center of Selong city was very worrying. The shape is no longer as beautiful as before, which was neatly arranged and filled with flowers and shady trees. The failure of the Rinjani Selong Park arrangement project disappointed the Lotim Regional People's Representative Council (DPRD), especially Commission IV. Moreover, after budgeting funds with a work value of around Rp. 4.9 billion. Due to the failure of this project, the council summoned the Lotim Environment and Hygiene Service (DLHK), to ask for an explanation regarding the failure of the work (Mastur, 2021).

The existence of tourism will also grow economic businesses around tourist areas and support their activities so that they can increase people's income. Apart from that, tourism also has a very important role in development, namely encouraging regional development, increasing national income in order to improve the welfare and prosperity of the people as well as fostering a sense of love for the country, enriching national culture and strengthening its development in order to strengthen national identity and strengthen friendship between nations. (Josephine et al., 2015). According to the information provided by the author, the problems faced in the rehabilitation of the Rinjani Selong park are the lack of thorough planning and the small budget obtained because the development should be adjusted to the conditions and budget capabilities and carried out in stages, but the government has already made the park level with the ground and it is difficult. received so much funding that rehabilitation had to be stopped. Another problem at Rinjani Selong Park is that park management is still not satisfactory.

The creation of new jobs created by the tourism industry can increase the individual skills of the community around the tourist area in how to think hard about utilizing new jobs created through the development of tourist attractions to support income regional economy, (Galvin, 2022). According to information from a trader at Rinjani Park, the delay in the construction of the park has had a negative impact on the traders' income because only a few visitors come there. Previously, their daily income reached 1 million, sometimes 2 million, now it is only Rp. 700,000-800,000. This also has an impact on the small number of business opportunities for the community so that many people do not have jobs.

However, after many obstacles were faced in the construction of the rehabilitation of Rinjani Selong Park, now Rinjani Selong Park is present with its beautiful charm with the presence of a beautiful fountain in the middle of the park and beautiful and neat arrangements so that it looks even more elegant and attractive. With such beautiful and comfortable tourist attractions, Rinjani Selong Park is now a place that is always busy with people visiting every day, both local people and people from outside who want to enjoy the beautiful atmosphere in the park.

Based on observations that the author has made, Rinjani Park is busy every day from morning to evening so this can be profitable for local traders around the park. Moreover, on Sunday nights, Rinjani Park is filled with people ranging from teenagers to even mothers and fathers who come to spend the weekend with their families. Of course, this makes the traders very happy because the higher the level of visitors who come to visit, the higher their opinion will automatically be, be it mixed ice, coconut ice, cilok traders, toy traders, grilled sausages, meatballs and so on, they will all feel the impact. the existence of this tourism. In line with the increase in tourist visits, business opportunities will automatically be created for the community, because with the increasing number of visitors, the demand and production required by visitors will also increase, thus opening up opportunities for business and work. Especially business opportunities for street vendors and traders who have small capital. because street vendors are a potential business opportunity that is quite promising and has been proven to be able to move the real economy of society amidst conditions of difficulty in finding work opportunities and termination of employment (PHK) with the hope and aim of changing their lifestyle and improving their family's economy, as is the nation's ideals. to create a just, democratic and progressive society

2. METHOD

Research is a process or activity that is carried out systematically and logically, and plans to collect data, process, analyze and conclude using certain methods or techniques to find answers or problems that arise, (Cholid Narbuko. at all, 2007). The type of research used in this research is descriptive analysis where the researcher analyzes the data according to what is obtained in the field. Descriptive analysis is a method used in this research is a filed research method (field research) using field methods of interviews, observation, and documentation as data collection instruments, as well as using interactive

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analysis by reducing data, presenting data, and drawing conclusions to analyze the data. which has been obtained from research results in the field of research procedures that use a descriptive qualitative approach, namely a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior. This activity will be carried out in May 2023, located at Taman Rinjani Selong, East Lombok Regency. Participants in this research are partners who are traders in the park.

3. RESULTS AND DISCUSSION

Information was collected by interviewing ten traders, three managers of Rinjani Selong Park who came from the Environmental Service, consisting of six men and seven women. The six informants ranged in age from 18-40 years and several informants were students. one university in Lombok

Rinjani Selong Park Tourism Object Management System

The system is a relationship that is related to one another, while the manager manages the process, in this case a good tourism management system is very necessary to increase the development and progress of tourism, without a good management system an organization's goals may not be achieved, there is a need for a strategy in managing The tourist area in the Rinjani Selong Park management system is divided into two, namely as follows:

1. Sistem Pengelolaan Pemerintahan

Rinjani Selong Park is managed directly by the Environment and Hygiene Service, which in this case has an interest in the management and utilization of tourism services in the Rinjani Selong Park area. Specifically for Rinjani Selong Park, the DLHK Environmental Management Department, as stated by Mr. Syaifuddin as the CO managing Rinjani Park, said: "The management system here is still structurally linked to the Regency government and is managed directly by the East Lombok Environment and Hygiene Service, (Syaifuddin, 2021)"

Information shows that the management at the Rinjani Selong Park location is managed directly by the Environment and Hygiene Service, the environmental management section, which has several sections that have their respective duties in managing and developing the park, so an organizational structure is formed which in this case aims to to create good and structured governance. Organizing is the process of preparing organizational structures in accordance with the objectives and composition of components (work units) in the organization. The organizational structure shows that the management of Rinjani Selong Park has carried out various forms of change through optimizing the implementation of tasks and functions to support the effectiveness of the management.

2. Sistem Pengelolaan Kolaboratif

Collaborative management in the Rinjani Selong Park area is intended to reduce the impact of damage to the ecosystem and existing facilities, involving local communities in improving their welfare on the other hand. With collaborative management, the use of Rinjani Park as a tourist attraction as well as the economic resources within it can run simultaneously, but with due consideration.

With collaborative management provided to the local community, there are no longer only good things about the benefits of Rinjani Selong Park if it is well maintained, by inviting the community to maintain the beauty of the Park, the goal will be realized if they feel they have not lost the social and economic rights obtained from the area. which was later designated as a tourist attraction

Management carried out collaboratively by the Environmental Service is a bridge to answer the needs of local communities, so that Rinjani Park becomes a form of socio-economic life for some of the surrounding communities. As stated by Syaifuddin, Environmental Management Coordinator at Taman Rinjani Selong that:

"We are also implementing collaborative management on how the community around the Park area can maintain this tourist area. The management involves the community in managing tourism, such as the traders who sell in the Park area always maintain cleanliness, so after they sell, we involve them to clean up the rubbish they sell."

The information above shows that in terms of management, it is not only the management who carries out the management but there is also cooperation between the local government and the

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community because without good cooperation, beautiful and comfortable conditions will not be created.

Supporting and Inhibiting Factors for Management of Rinjani Selong Park

1. Government and Community Contribution

Contribution cannot be interpreted simply as the formal participation of a person or an institution, but there must be real evidence or real action that the person or group has helped and intervened in making a particular activity a success. The form of contribution provided by the government and society must be in accordance with their respective capacities. Individuals or groups and even governments can contribute their thoughts, energy and materials to make planned activities a success in order to achieve common goals. One of the keys to tourism development is government involvement because funds for park development come from the government as stated by the head of the management of Rinjani Park, Mr. Hanafi, that: "We got all the funds for the development and management of this park from the Regional Government which were disbursed in stages, especially yesterday during the rehabilitation and construction we received IDR 5 billion, (Hanafi, 2021)"

Information shows that the government's role in developing the park is very large, because Rinjani Park is also under the auspices of the Regency Government which is managed by a government agency, namely the Environmental Service. This cannot be separated from the role of the community, which always provides support and appreciation for development carried out by the government, because if there is no support from the community, whatever form of development takes place. Moreover, people who are traders in the park really support the construction of the Rinjani Selong park because it can create opportunities for business. As stated by one of the cilok traders:

"I really support the construction of this park, especially as those of us who are looking for sustenance here are very grateful and really appreciate the construction of this park because this is where we look for sustenance to help our family's economy, especially our lower middle class economy, (Nurul, 2021).

2. Factors Inhibiting Management of Rinjani Selong Park

a. Public awareness

Human life itself cannot be separated from both the natural environment and the social environment, so as individuals all aspects of society must be able to maintain a clean environment. Public awareness is something that can support the process of developing tourism management. Cleanliness is a reflection for every individual in maintaining health which is very important in everyday life, as we know that cleanliness is a condition that is free from all dirt, disease and so on, which can be detrimental to all aspects related to every activity and behavior. community environment, one of the main causes that can cause environmental cleanliness problems is the lack of awareness of the community itself towards its environment, even though the community should be aware and care about the environment around them because the condition of the environment also affects the lives of the community itself, the lack of public awareness to participate in maintaining and caring for the environment, especially in the Taman Rinjani Selong tourist attraction as stated by Syaifuddin, the manager of Taman Rinjani

The inhibiting factors are still some people who are less aware of the cleanliness and beauty of the environment, for example when visitors do not throw away rubbish in the right place, visitors who damage the beauty of the park by uprooting flowers and stepping on the park grass, traders who throw water used from their merchandise in the park environment and not cleaning the sales area and there are too many trees, which creates a lot of rubbish, (Syaifuddin, 2021)

The information provided by the management regarding obstacles is a lack of public awareness, although only a part of the community is an obstacle for management in terms of maintaining and maintaining cleanliness around the park. In this case there is still a lack of public awareness in protecting the environment where public awareness is needed in maintaining it. environment, every community must be able to maintain the beauty and cleanliness of the environment. Even though the government has made various efforts, the government's efforts will not be implemented and realized well if they are not supported by the awareness of the

surrounding community and the community should participate and provide support for the government's efforts to create a clean and healthy environment.

b. Lack of labor

Labor are people who are tasked with carrying out a job, so if in a business or management there is a lack of labor it will result in unsatisfactory results.

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Based on the research results that the researcher obtained both from data from interviews with research subjects and from observations that the researcher made as well as from documentation data that the researcher obtained, the researcher will discuss the impact of tourism objects on business opportunities and income of local traders in Rinjani Park, Selong, East Lombok. . The discussion is based on questions from the problem formulation that has been determined.

According to the Big Indonesian Dictionary, impact is a collision that has both positive and negative consequences. Influence is the power generated by something (person, object) which helps shape a person's character, beliefs or actions. Influence is a condition where there is a reciprocal relationship or cause and effect relationship between what influences and what is influenced.

Based on the description above, the author concludes that impact is the influence resulting from the presence of an object or action carried out by humans. According to the results of interviews that researchers obtained in the field with traders in Taman Rinjani Selong, the impact of the Taman Rinjani Selong tourist attraction has an impact on business opportunities and income of local traders.

1. Business opportunities being undertaken

Business opportunities for traders around the Taman Rinjani tourist attraction can vary, starting from selling snacks, cilok, batagor, sweet rujak, fruit juice, young coconut ice, mixed ice, instant noodles, grilled corn, Ambon chips, grilled sosis and grilled meatballs, meatballs, chicken noodle soup, selling toys, selling balloons, food stalls, fried food, etc. The table below shows the distribution of business opportunities run by informants around the Taman Rinjani Selong tourist attraction, East Lombok.

Table 13 Business Opportunities to Run in Taman Rinjani Selong

Business opportunities	Respondents (People)
Ee Young Coconut and Mixed Ice	1
Instant noodles	1
Fruit juice	1
Grilled meatballs and sausages	1
Cilok	1
Batagor	1
Food stalls	1
Soto and meatballs	1
Street vendor	1
Children toys	1
Instant noodles	10

Apart from the businesses listed in the table above, it is known that there are other business opportunities such as selling chicken noodles, rujak, roasted corn, cassava chips, fried foods, coffee, cold drinks, fruit. Based on data obtained from the management, there are 64 business stalls in Rinjani Selong Park. Based on interviews conducted by researchers and concluded by researchers with several traders, the most profitable business opportunities are traders of grilled sausages and grilled bowls and food stalls because these foods are very much sought after by visitors, as Hasanudin said that "A business opportunity that is quite profitable is selling grilled sausages and food stalls because this business is much sought after and in demand by visitors. Thank God, my sales are never too quiet like those of my friends around me. (Hasanuddin, 2021)"

a. Selling time period

The period of time for traders selling around tourist attractions can vary depending on the traders themselves and considerations regarding the number of visitors who come to religious tourist attractions.

Some traders start selling from 9 am and there are also those who start selling from 4 pm depending on the stall they occupy. Traders who already have special stalls provided by the government start selling from 9 am and there are also some traders who sell on street sidewalks open their trade from 9 am and traders who sell in park parking lots start to open their sales from 4:00 pm. Overall trading timeframe is around 8 to 12 hours per day. The selling period will affect the income earned by traders, also the size of the business they run will greatly influence the income of traders around the tourist attraction. On certain days, traders around tourist attractions can trade up to 14 hours a day or even more, such as at the end of the year and also on Saturday nights, because on Sunday nights visitors will be very busy coming to the tourist attraction on weeknights, as said by one of them. one trader is Zuhraini's mother "I started opening my sales from 9 am to 10 pm or sometimes until 11 am while waiting for buyers who were sitting drinking ice to come home and then I closed it, Zuhraini, 2021)". And from the results of the author's research, all the informants interviewed, on average, traders open their sales starting between 9 and 11 in the morning.

b. Available business facilities

In general, around the Rinjani Selong Park tourist attraction, stalls have been provided for selling by the government and the management of the tourist attraction. This was conveyed by the chairman of the Rinjani Park management, Mr. Hanafi. "Here we have provided special stalls for traders to sell, where fees must be paid every day by traders and the amount of fees that must be paid depends on the size of the business being run. The fees paid are not tax money but cleaning and electricity money, for traders who Selling until the evening is also subject to electricity fees. For smaller traders, we usually charge only Rp. 3,000 per day and for larger traders we only charge 7 to 10 thousand, (Hanafi, 2021)". So the government has provided stalls so that traders do not sell in places that will spoil the view of the park and disturb the comfort of visitors who come to enjoy their relaxing day.

2. Influence on trader income

Income is a receipt for a person or group from the results of donations, both energy and thoughts devoted so that they will receive remuneration. Income is all the money or other material results achieved from the mountains of wealth or services received by a person or household during a certain period of time in an economic activity. So it can be concluded that income is the income earned by someone for their efforts and results of work.

Getting a high income is the hope of every trader who sells around the Rinjani Selong Park tourist attraction, especially when conditions are busy, such as on weekend nights, at the end and beginning of the year, on Eid and also when there are events held at the park held by the government. If on a normal day the average trader earns around Rp. 200,000 to Rp. 800,000 per day, then when the tourist attraction is busy they can earn an income of up to Rp. 1,000,000 to Rp. 2,000,000 two million per day. As expressed by one of the traders, Ms. Hikmah: "The income we get every day is uncertain depending on the number of visitors who come to visit. On normal days the income I get only reaches 200,000 and during busy times it can reach 600-800 thousand, (Hikmah, 2021)".

Based on the results of research conducted by researchers, the income earned by traders depends on the size of the business they run, the bigger the business they run, the greater the income they earn and vice versa, if the business or trade is small, the income will also be less. For example, the income earned by Batagor traders when there are few visitors only reaches Rp. Just look normally." From the statements of all informants who sell at Taman Rinjani Selong, they feel an increase in their income compared to their income before selling around the object This tour is in accordance with what was conveyed in an interview with a seller of Young Coconut Ice and Mixed Ice, where previously he only earned around 100-300 thousand per day, but after selling at Rinjani Park, he was able to earn up to 500-700 thousand per day. . Interview with Mrs. Fatmawati.

So this tourist attraction really has a very good impact on the income of local traders who sell around this tourist attraction. Increasing the income of traders will certainly also improve the economic level of the families of traders. The table below shows changes in income earned by traders around the Taman Rinjani Selong tourist attraction.

Table 14. Changes in local traders' income before and after selling at Taman Rinjani Selong, East Lombok

No	Informant's Name	Type of business		Income	
		Before	After	Before	After
1.	Liza Yulia Selfi	Housewife	hawkers	-	800.000
2.	Masjudin	Housewife	Children toys	-	400.000
3.	Zuhraini	Housewife	Batagor	-	300.000
4.	Fatmawati	Laborer	Coconut ice	100.000	400.000
5.	Hj. Nurul Hidayati	Groceries	Cilok	200.000	350.000
6.	Salmiah	Housewife	Soto and Instant Noodles	-	500.000
7.	Hasanudin	Housewife	Grilled Meatballs and Sausages	-	1.200.000
8.	Hikmah	Student	Fruit juice	-	400.000
	L.Muhdin	Unskilled laborers	Food stalls	100.000	1.200.000
9.					
10.	Husniati	Selling cilok	Meatball	300.000	970.000

The table above shows the change in income of traders from having little or no income to having a steady income every day.

3. Analysis of the Impact of the Rinjani Selong Park Tourism Object on Economic Income of Traders' Families

Based on the results of interviews conducted by researchers, researchers can describe that the existence of the Rinjani Selong Park tourist attraction has had a good impact on the income of local traders around the tourist attraction. Income is the amount of money received by an entity or individual from its activities such as selling goods or services to customers, while trader's income is the result or income received by traders from trading activities which is measured in rupiah units within a certain period.

Positive impact is the desire to persuade, convince, influence or give a good impression to other people. In line with this understanding, this happened to the local trading community in the Rinjani Selong park. Their economic level has gone from previously having no income at all or some having only a small income, changing to a better situation where they can earn income every day. This is in line with the statement of one of the informants, namely Mrs. Hj. Nurul, who said that " "This park has had a very good impact on my family's economy, from my income here I can help my family's economy, thank God I can send my child to school until graduation, pay for my child who is currently still in high school, even though my income is not much, God willing blessings for my family. (Hj. Nurul, 2021)"

The job of being a trader in this park has been carried out by Mrs. Hj. Nurul for 9 years. Previously he was a migrant worker in Saudi Arabia until he was able to carry out the Hajj and Umrah when he became a migrant worker until he returned to his hometown and got married. After getting married, his economy could be said to be insufficient because he was married to a person with a low economic background until he had the initiative to create a cilok business. sell it yourself in the park. After becoming a trader, he remained in Hj's mother's garden. Nurul, who previously had no income at all, can now earn between 200-500 thousand per day. Likewise with the statements of other traders who also really felt the impact or influence of the existence of the Rinjani Selong park tourist attraction, many traders have been able to repair houses, buy motorbikes, there is even one informant, namely a seller of grilled meatballs and grilled sausages who has been able to buy How could the car he sells in the park not earn every day reaching 900 to 2 million rupiah per day because the sales are very popular with visitors, not only the visitors who come to buy them but also the students and the community in the santri towns of Pancor and Selong, he said His income as a grilled meatball seller in the garden was greater than when he worked as a Telkomsel card distributor, so he decided to stop working and choose to run his business as optimally as possible.

4. CONCLUSION

From the results of this problem formulation, it can be concluded that the management system used in managing Rinjani Selong Park is as follows: The Government Management System of Rinjani Selong Park is managed directly by the Environment and Hygiene Service which in this case has an interest in the management and utilization of tourism services in the area. Rinjani Selong Park. Collaborative Management System. Collaborative management in the Rinjani Selong Park area is intended to reduce the impact of damage to the ecosystem and existing facilities, involving local communities in improving their welfare on the other hand. With collaborative management, the use of Rinjani Park as a tourist attraction as well as the economic resources within it can run simultaneously, but with consideration, Then from the formulation of problem two it can be concluded that Rinjani Park Selong has the potential to create business opportunities for local communities and has a very good impact or This has an effect on the income of local traders who sell at Rinjani Selong Park, because their average income has increased after the tourist attraction became available. Traders who initially had little income, some even no income, now have a steady income every day, not only has their income increased, but many of the traders have experienced real results from the existence of this tourist attraction, such as being able to buy cars and repair them. house, buy a laptop and so on. The author's suggestion is for managers to be stricter with visitors so as not to damage existing facilities and not damage the beauty of the park by uprooting the flowers that have been neatly arranged around the park. And also for the Environmental Service to immediately report problems with the existing management system at Rinjani Park so that students or other parties who need it can get it more easily. Then for traders not to throw waste water from their merchandise into the park area because it really spoils the view and looks dirty because it can reduce the comfort of visitors. These are the suggestions that the author can put forward, hopefully there will be benefits for myself and all of us.

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