

The Tourism Contribution Of Istana Siak Sri Indrapura To The Community Economy Of Siak District In Siak Regency, Riau Province, Indonesia

Winda Ningsih^{1*}, Myrza Rahmanita²

^{1,2}Sekolah Tinggi Pariwisata Trisakti

Article Info	ABSTRACT
Keywords: Contribution, Tourism, Economy	Istana Siak is an heritage site of the Sultan Syarif Eunuch's official residence which is used as a historical tourism destination in Siak District, Siak Regency, Riau Province. This research is motivated by an increase in the number of tourist visits but the impact on the community's economy This research aims to explore the contribution of tourism to the community's economy. This research method is quantitative descriptive. Respondents in this study were 100 tourists, 24 businessman and 15 workers. Data collected were analyzed by using multiplier effects through the calculation of calcultae the ratio of Keynesian multiplier effects and income ratio multiplier types I & II. The results showed that the contribution of tourism in the Siak palace has low contribution known from the local income multiplier value of 0.84, which means an increase in tourist spending by 100,000.- will have an impact on increasing the income of local people by Rp.84,000. It is recommended that all stakeholders synergize in their role in developing Siak tourism in a more integrated and integrated manner to increase the contribution of the Siak Palace to the community's economy.
This is an open access article under the CC BY-NC license	Corresponding Author: Winda Ningsih Sekolah Tinggi Pariwisata Trisakti ningsihwinda1986@gmail.com



INTRODUCTION

The existence of tourism activities that occur in Indonesia in an area can be seen from all activities that involve traveling both individuals and groups from their residence to tourist objects that are considered attractive. The contribution of the tourism sector to Gross Domestic Product (GDP) in 2019 was 4.80% (BPS, 2019). GDP is one indicator of the Indonesian economy. The increase in the contribution of tourism to GDP is driven by the increase in the number of foreign tourists, domestic tourists, and investment (Sujai, 2016).

Riau Province has a well-known tourist destination is Siak Regency. Siak Regency has tourist destinations that are easily accessible with a distance of two hours by road from the provincial capital. The tourism sector provides benefits to the community's economy, such as by opening up employment opportunities, opportunities to open businesses so that they can increase income for the surrounding community (Elsa, 2017).

Siak Regency has a historical tourist destination, namely the Siak Indra Pura Palace which was previously a legacy of the residence of Sultan Syarif Kasim. The Siak Palace is

used as a tourist destination as an opportunity that the Riau Government sees so that it will attract visitors and tourists to come to Riau. Siak Palace has a building architecture from a combination of European, Arabic and Chinese, besides that there are historical objects. In recent years, the number of tourist visits to the Siak Sri Indrapura Palace tourist attraction has fluctuated, this can be seen from the data on visits from 2016 to 2017 (BPS Siak, 2018).

The number of tourist visits to the Siak Palace is quite busy. Generally, tourists who visit come from local residents and outside the island or abroad. There was a significant increase in this case, which was 6.5 times greater in 2016, namely 32,952 visitors to 214,937 visitors in 2017. This indicates the tourist interest in the Siak Sri Indrapura Palace.

Data on the percentage of non-food household consumption for 2012 - 2017. It is known that the percentage of non-food household consumption in 2012-2017 tends to decline. The decline occurred in 2014, 2016 and 2017. The most significant decrease was in 2017 with a ratio of 5.11. The decrease in the percentage of non-food household consumption was due to the weakening economy of the people in Siak Regency. Meanwhile, from the data, it is known that there has been an increase in the number of tourist visits, but in fact the people's economy has declined.

The Siak Sri Indrapura Palace is also known as the Asserayah Hasuimiah Palace or the East Sun Palace which is a legacy of the Siak sultan which was built in 1889. Siak Palace is included in the administration of the Siak Regency government. Siak Palace has a Malay, Arabic and European style architecture consisting of two floors. Each floor has several rooms. Siak Sri Indrapura Palace is used as a tourist attraction during the operational hours Monday - Thursday and Saturday from 09.00 - 16.00, Friday 13.45 - 16.00. The price of admission to the Siak Palace starts from IDR 10,000.

The average expenses by trip. Trips are divided into two types, namely one-day trips and one-night trips. The total minimum cost of the two trips is different, visitors who stay will spend more than visitors who only one night. The observation results show that the average visitor comes from outside the Siak district. One of the cities from which many visitors come is Pekanbaru. The distance between Pekanbaru and Siak is 51.6 km. The average expenditure for visitors outside Siak Regency is IDR 825,000.

This research will provide information about the contribution of Siak to the economy in Siak Regency so that it can be used as a recommendation to local governments in increasing tourism. Based on the above background, the writer is interested in raising the title "The Contribution of Tourism in the Siak Palace to the Economy in Siak Regency".

Literature Review

Economic Tourism Theory

The socioeconomic conditions experienced by the community are different and have different levels, starting from the low, medium and high socioeconomic conditions. This can be proven by Abdulsyani's (1994: 45) theory which argues that the position of an individual in a human group is determined by income, education level, position, and type of residence.

According to experts according to Santosa (2011) the economic contribution arising from tourism consists of direct effects, indirect effects and induced effects. Where the

indirect effect and induction effect are secondary effects, while the indirect effect is the primary effect. The total contribution to the tourism economy is the sum total of the effects that occur directly or indirectly, and can be measured as gross expenditure or sales, income, employment and value added.

According to Dixon et al (2013) explaining in the concept of economic contribution, local people can benefit if expenditures from non-local residents are included as an addition to the local economy. Whereas in theory Brandano (2013) explains that there is a positive relationship between tourism and economic growth in a country, both in the short and long term. So, it can be concluded that the international economy can advance if tourism is developed. Whereas in his theory, Astuti (2010) regarding the contribution of the international economy to relations with the tourism sector is divided into two core contributions, namely the first one discusses trade which is very possible for export-import transactions, the second is a redistribution effect which discusses the tendency of foreign tourists from the country. developed and high-income earners spend their money on tourist destinations aimed at low-income developing countries.

Tourism Contribution

Tourism is a potential that is very much developed by regions in every country. Tourism itself is not only about tourist areas in the area, but tourism can also improve and develop the creative industry and service provision in the country. In this case, tourism is also influential in increasing social and economic activities in the regions (Risman et al, 2016).

The contribution of tourism according to Darmayanti (2013) is the acceleration of economic growth and the provision of jobs, increasing income, living standards and stimulating other productive sectors. Furthermore, as a complex sector, it also realized classical industries such as the handicrafts and souvenirs industry. According to Widyastuti (2013) tourism has a direct and indirect effect on people's economic activities. Furthermore, Suci (2015); Yoga (2015); Wulandari (2014); Widodo (2011) found that tourism activities have an effect on micro, meso and macro economic activities.

Economic contributions related to changes in marketing, income, employment and others, which come from tourism activities. In general, tourism aims to obtain economic benefits, both benefits for the tourism industry, jobs for local communities, and revenue for tourist areas. Tourism has an important role because this activity creates jobs in remote areas that initially only feel the benefits of low economic development compared to other more developed areas (Putra, Wijayanti & Prasetyo, 2017).

Contribution from tourism is an important source of government revenue, furthermore, tourist spending will have an impact on income for local businesses through a multiplier effect (Sharpley, 2006). The economic contribution that comes from the contribution of the tourism sector is called the concept of income generation.

Multiplier Effect

The calculation of the National Tourism Balance consists of several subsectors in the economy (trade, hotels, restaurants, transportation and services), income factors (wages, profits, and interest) and the composition of expenditures (consumption, government,

investment, export and import). The three components are counted together as foreign exchange from the tourism sector. Nesparnas describes the amount of foreign exchange flowing in and flowing out of the tourism sector.

Multiplier analysis is used to estimate what tourist spending will result in the economy. Such as where the initial outlay of tourists will have the effect of increasing imports to meet the needs of tourists, and most of the transactions will be filtered through the economy to stimulate further indirect expenditure and the expenditure resulting from the initial outlay. These three phases reflect the fact that there is indeed a multiplier effect on tourism activities. The Keynesian value of local income multiplier, type I income multiplier ratio, type II income multiplier ratio have the following criteria:

1. If these values are less than or equal to zero (≤ 0), then the tourist location has not been able to make an economic contribution to the tourism activities,
2. If the values are between zero and one ($0 < x < 1$), then the tourist location still has a low economic contribution value, and
3. If these values are greater than or equal to one (≥ 1), then the tourist location has been able to make an economic contribution to the tourism activities.

Research Methodology

This research uses quantitative methods. This research was conducted in Siak Regency, Riau Province, to be precise at the Siak Sri Indrapura Palace. The primary sources in this study were obtained from research by distributing questionnaires directly to the visitors of the Siak Palace, surrounding communities, business actors and workers (radius 3 kilometers) at the Siak Sri Indrapura Palace object in Siak district, Riau Province. Secondary sources in this study are the Tourism Office of Siak Regency, the Tourism Office of Riau Province, the Office of the Head of Siak Regency and the Central Statistics Agency of Riau Province.

The sample in this study was taken using a nonprobability sampling technique, namely the accidental sampling method or the sampling technique used to take samples accidentally when meeting respondents visiting around the tourist attraction of Siak, Siak district. The sample in this study was withdrawn using the Slovin formula at an error rate of 10%, so that the sample in this study was 100 respondents. The sampling technique for business owners is taken using non-probability sampling, namely by meeting the business owner according to the criteria and assigning them a sample. The sample of business owners in this study were 24 business owners. The sampling technique for business owners is taken using non-probability sampling, namely by meeting workers according to the criteria and assigning them as samples. The sample of labor in this study was 15 people, this is because many business actors do not have employees at their stores.

The data analysis method using multiplier effect. This economic contribution can be measured by using the multiplier effect of the money flows that occur. Nyoman (2003) argues that to measure the economic contribution of tourism activities at the local level there are two types of multipliers, namely:

1. Keynesian Local Income Multiplier, which is a value that shows how much tourist expenditure contributes to increasing local people's income in the form of business owners and workers (Ikhsan, 2017).
2. Income Multiplier Ratio, a value that shows how much direct contribution that is felt from tourist expenditure contributes to the overall. Local income (in the form of business owner's income, labor income, and consumption expenditure at the local level).

Systematically formulated:

$$\text{Keynesian income multiplier} = \frac{D+N+U}{D}$$

$$\text{Type I income multiplier ratio} = \frac{D+N}{D}$$

$$\text{Ratio income multiplier type II} = \frac{D+N+U}{D}$$

Information:

E: Total expenditure of visitors (rupiah)

D: Business owner's income that is obtained directly from E.

N: Labor income obtained indirectly from E (rupiah)

U: Labor expenditure in the form of food (rupiah)

The keynesian value of local income multiplier, ratio income multiplier type I, ratio income multiplier type II has the following criteria:

1. If these values are less than or equal to zero (≤ 0), then the tourist location has not been able to make an economic contribution to the tourism activities,
2. If the values are between zero and one ($0 < x < 1$), then the tourist location still has a low economic contribution value, and
3. If these values are greater than or equal to one (≥ 1), then the tourist location has been able to make an economic contribution to the tourism activities.

RESULT

Description of the Siak Sri Indrapura Palace

The kingdom of Siak Sri Indrapura was established in 1723 AD by the Little King who was named Sultan Abdul Jalil Rahmat Syah son of the King of Johor (Sultan Mahmud Syah) with his wife Encik Pong, with the government center in Buntan. It is said that the name Siak comes from the name of a kind of plant that is siak-siak that is abundant there.

Geographically Siak District is located at coordinates 10 16 '30 " - 00 20' 49" South Latitude and 100 54 '21 " 102 ° 10' 59" East Longitude. Physically geographically have coastal areas close to a number of neighboring countries and enter the area of the growth triangle (growth triangle) Indonesia - Malaysia - Singapore.



Figure 4.1 Map of Siak District

Respondent Characteristics

The following are the descriptions of the respondents in this study. Respondents in this study consisted of three groups, namely the tourist group, the business unit group and the labor group.

a. Characteristics of tourist respondents

Tourists who come to Siak Palace come from inside and outside Riau Province, and sometimes there are foreign tourists who come to visit tourist sites. Tourists who come to visit tourist sites tend to be crowded on Saturdays, Sundays or national holidays, while on Monday to Friday the Siak Palace is quite quiet. Tourists are dominated by families. The number of respondents selected for tourists to the Siak Palace is 100 people, which is explained as follows:

Table: 1 Characteristics of respondents based on age

Category	Frequency	Percent	Cumulative
20 – 35 years	38	38,0	38,0
36 – 45 years	54	54,0	92,0
46 – 55 years	6	6,0	98,0
> 55 years	2	2,0	100,0
Total	100	100	

Table 1 showed the most age categories of respondents in this study were 36 - 45 years, this is because the large number of tourists in that age range generally have families and bring their families along for tours. The minimum age is > 55 years, this is because according to Rusli in an interview on January 13, 2020, the trip to Siak Palace is relatively far and tiring.

Table: 2 Characteristics of respondents based on gender

Category	Frequency	Percent	Cumulative
Male	44	44,0	44,0
Female	56	56,0	100,0
Total	100	100	

Table 2 showed that there are more female respondents than male respondents, but the difference between the two is not so significant.

Table: 3 Characteristics of respondents based on education

Category	Frequency	Percent	Cumulative
Tamat SD	0	0,0	0,0
Tamat SMP	9	9,0	9,0

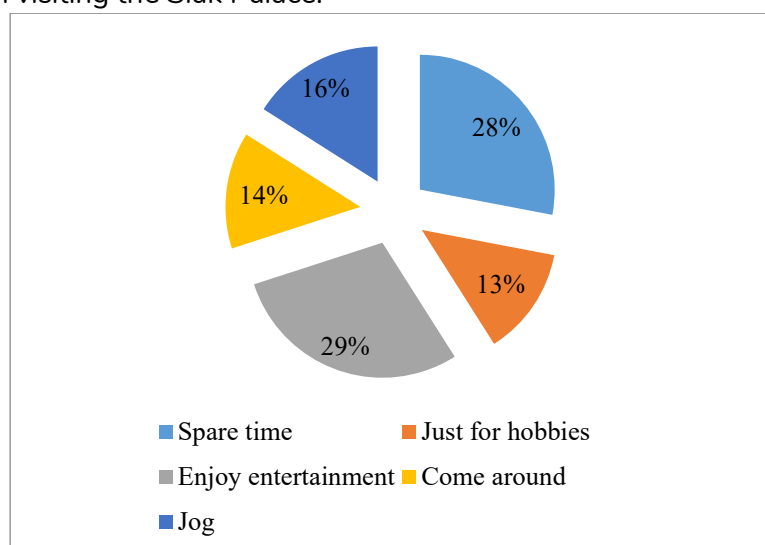
Category	Frequency	Percent	Cumulative
Tamat SMA	26	26,0	35,0
D3/S1	57	57,0	92,0
S2/S3	8	8,0	100,0
Total	100	100	

Table 3 showed that the last education of the respondents in this study was that of higher education (D3/S1) and the least one who graduated from junior high school, so in this study it can be seen that there are no respondents who have low education. Furthermore, the average tourist expenditure is calculated, the researcher uses the technique of distributing questionnaires to tourists visiting the Siak Palace. The following is a descriptive description of visitor activities in visiting the Siak Palace:

Table: 4 The frequency of destinations of tourists visiting the Siak Sri Indrapura Palace

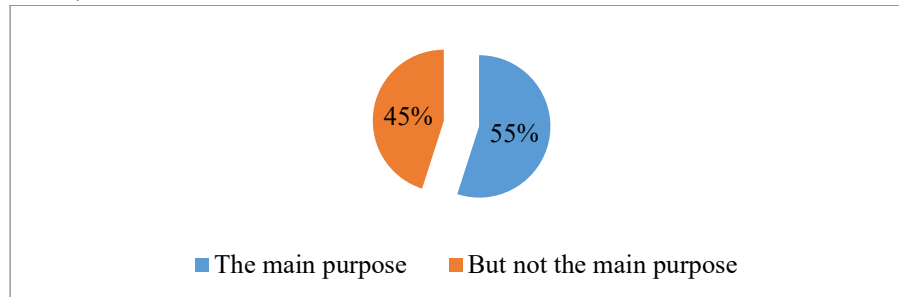
Criteria	Frequency	Percent	Cumulative
Jalan – jalan	16	16	16,0
Mengisi waktu luang	28	28	44,0
Berniaga	0	0	-
Tradisi tahunan	0	0	-
Kuliner	0	0	-
Belanja	0	0	-
Hobi	13	13	57,0
Menikmati hiburan/ <i>entertainmet</i>	29	29	86,0
Melakukan penelitian/ <i>research</i>	0	0	-
Mampir	14	14	100,0
Total	100	100	

Table 4 shows that the majority of tourists visit Siak Palace because they enjoy entertainment and fill their spare time. Based on the results of interviews with several tourists, it is known that the motivation of tourists to the Siak Palace generally makes the Siak Palace the main goal. The following is a bar chart of the distribution of tourist destinations in visiting the Siak Palace:



Picture 1. Distribution of tourist destinations to Siak Palace

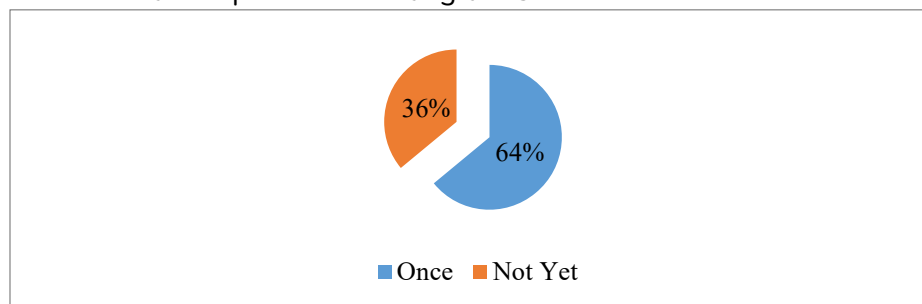
These varied tourist destinations are due to different motives for making Siak Palace as its main destination or not. The following is a diagram of the distribution of respondents to the Siak Sri Indrapura Palace:



Picture 2. Distribution diagram of respondents making the Siak Sri Indrapura Palace their main goal

Picture 2 showed that there are 55% of respondents who do not make Siak Palace their main goal. Respondents who made the Siak Palace as their main destination generally came from outside the Siak sub-district area such as Pekanbaru, Kampar, Kuantan Singingi, Rokan Hilir and other districts both within Riau province and outside of Riau province. One of the tourists who came from the city of Pekanbaru (about 112 km with a 3 hour road trip) noted that the purpose of visiting the Siak Palace was to spend spare time with family (interview Fahrozi, January 13, 2020).

In addition, researchers also received information from tourists to the Siak Palace who visited because of a hobby, namely visiting historical sites to fulfill their interests, as was done by (interview Tarno, January 13, 2020). This condition shows that the enthusiasm for Siak Palace is actually quite good because the average tourist response is positive, but there are indeed some tourists who visit because they just stop by. This is what makes tourists not really prepare for a lot of expenses in visiting the Siak Palace.



Picture 3. Distribution diagram whether or not you have visited the Siak Sri Indrapura Palace

The diagram above shows that the average tourist has previously visited the Siak Palace. The results of interviews with tourists, it is known that many tourists come to Siak more than 2 times. Visits that have been frequent or carried out more than once generally provide experiences to tourists about a tourist attraction, so that tourists already know the budget or expenditure that will be spent for each visit (interview with Lilianti, January 13, 2020).

The number of previous visits will certainly affect the size of tourist expenditure because with previous experience tourists can consider every aspect of the needs they want to spend during a tour. Visitors who generally come from outside Siak District and do not make the Siak Palace their main destination can be seen in the frequency distribution in the table below:

Table 5 Frequency of respondents if not making the Siak Sri Indrapura Palace the main objective

Criteria	Frequency	Percent (%)	Cumulative
Holiday	32	32	32,0
Business	0	0	-
Visiting family / friends	25	25	57,0
Shopping	0	0	-
To a Heritage site (tombs, palace caves, etc.)	37	37	94,0
Enjoy the entertainment	5	5	99,0
Doing research	0	0	-
Hobbies	1	1	100,0
Total	100	100	

The majority of respondents who do not make Siak Palace their main destination in traveling are visiting tombs or heritage sites in Siak District, namely the tomb of Raja Kecik Buntan which is located about 16.2 km from Siak Palace or about 30 minutes by road. The existence of tourism other than the Siak Palace also makes tourists visit the Siak district. This is what makes visitor spending not only around the Siak Palace. From the results of the researcher interview with one of the tourists who did not make the Siak Palace their main purpose, it was known that there was a king kecik meal which was the main destination for tourists so that tourists stayed around the tomb of the king of the kecik (interview Rusli, January 14, 2020).

This indicates that tourists do not spend a lot of their expenses around the Siak Palace, but around the tomb of the king of kecik. In addition, there are also tourists who make their visit for a holiday and stop by the Siak Palace. Some of the interviews that have been presented, it is known that visitor spending is not only distributed around the Siak Palace, many tourists also take advantage of their vacation moments and visit other tourist objects and choose not to spend some expenses such as lodging and consumption around the Siak Palace. The information about tourism in the Siak Palace that visitors get will also contribute to the expenses spent by tourists.

Table 6 Frequency of respondents knowing about the Siak Sri Indrapura Palace

Criteria	Frequency	Percent (%)	Cumulative
Friend / family information	56	56	56,0
Travel agent	2	2	58,0
Website	29	29	87,0
Billboards / banners on site	0	0	-
Highway billboards / advertisements	0	0	-
Brochure	0	0	-
Tourism information center	13	13	100,0

Travel Guide	0	0
Newspaper	0	0
Radio	0	0
Television	0	0
Magazine Ads	0	0
Magazine Articles	0	0
Promotions at Hotels	0	0
Community	0	0
Total	100	100

The table above shows that the majority of respondents know the existence of the Siak Palace from friends / family. Based on the results of interviews with tourists, it is known that the location of the Siak Palace is actually widely known, but from the information of respondents from outside the Siak District, they admit that they do not know much about the Siak Palace in newspapers / magazines or billboards in their area of residence.

This is what causes Siak Palace to be visited more by local tourists around Riau province than foreigners. Based on the information of a tourist from the Batam area, Riau Islands, it is known that information obtained through the family helps tourists calculate expenses for visiting the Siak Palace from outside Siak sub-district (interview with Nur, January 13, 2020).

Meanwhile, tourists who come from outside Siak who know from the tourism information center tend to choose to spend their time visiting the Siak Palace, just the interview with Mr. Agus, it is known that information from the tourism center makes tourists visit the Siak Palace and choose to stay around the Siak Palace. Mr. Agus also mentioned the role of airport officials in recommending places to stay and travel to visit the Siak Palace (interview with Agus, January 13, 2020). Furthermore, in deciding accommodation, it is known that the majority of respondents in this study generally stay overnight during visits, here is the tourist frequency distribution:

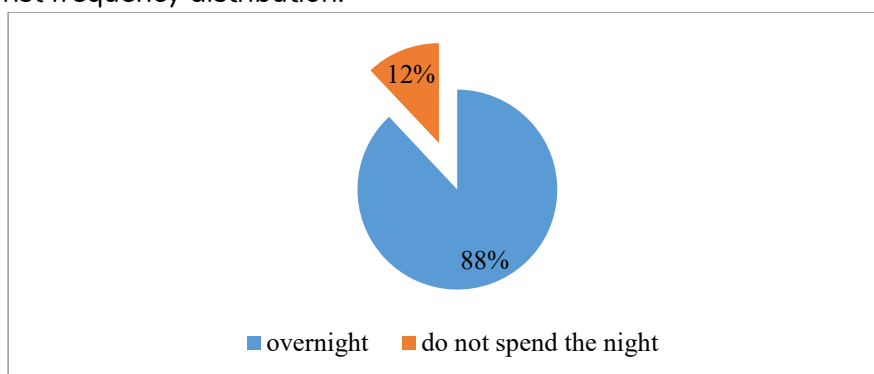


Figure 4 Diagram of the frequency of respondents leaving the house overnight or not
 Tourists who generally stay overnight are those from outside Siak District. Respondents who stay overnight are classified based on the number of nights as follows:

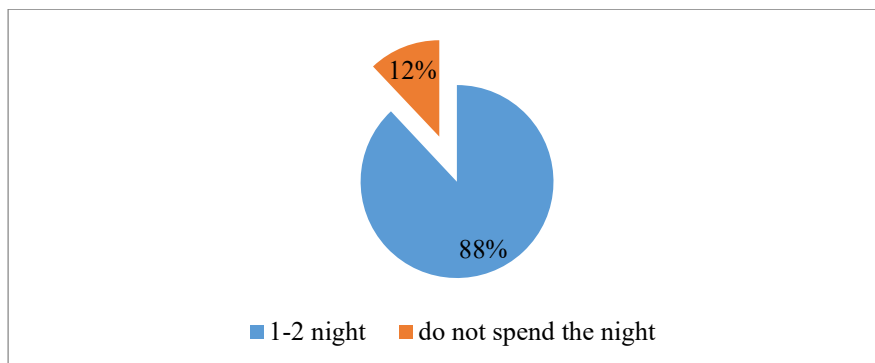


Figure 5 Frequency diagram of the number of respondents staying overnight

The number of nights spent by tourists will affect the amount spent in one visit to the Siak Palace. The majority of tourists spend 1-2 nights and spend IDR 150,000 to IDR 360,000. Expenditures vary depending on the room class being rented. In this study, the classification of accommodation chosen by tourists is categorized as follows:

Table 7 Tabulation of the frequency of the respondents staying overnight

Criteria	Frequency	Percent (%)	Cumulative
4-5 star hotel	0	0	0,0
2-3 star hotel	55	62,5	62,5
Budget hotel	24	27,3	89,8
Home of relatives / friends	9	10,2	100,0
My own house	0	0	
Guest hotel	0	0	
Homestay	0	0	
Resort	0	0	
Camping round	0	0	
Total	88	100	

Table 7 showed that the majority of respondents stay at 2 or 3 star hotels. From the researcher's findings, it is known that the hotels where tourists stay are not around the Siak Palace for various reasons, one of which is the hotel facilities around the Siak Palace which are less attractive due to competition in hotel prices outside. Siak Palace area which is cheaper but better facilities.

In addition, a similar sentiment was also conveyed by several tourists who chose lodging outside the Siak Palace area on the grounds that they did not find the desired hotel, that many respondents were not interested in lodging around the Siak Palace, so many tourists stayed overnight and chose hotels outside the area. Siak Palace. This is what supports tourist spending not so much spent around the Siak Palace (interview with Veronika, January 13, 2020). Expenditures for tourists to fulfill food and drink are generally categorized as follows:

Table 8 Frequency Respondents fulfill their food and drink needs while visiting the Siak Sri Indrapura Palace

Criteria	Frequency	Percent (%)	Cumulative
Hotel / accommodation occupied	28	28	28,0
Restaurant	13	13	4,0

Cafe	8	8	49,0
Cook by myself	5	5	54,0
Local snacks	46	46	100,0
Total	100	100	

The table above shows that respondents generally eat and drink with facilities in occupied hotels / accommodation, only 13 respondents in this study spent eating and drinking at restaurants. This is in accordance with the results of an interview with Mr. Wan, the owner of the Wan Syariah restaurant around the Siak Palace, who said that from the point of view of restaurant business owners there has been a decrease in the consumption pattern of tourists who come to Siak Palace from those who used to spend quite a lot around the Siak Palace (interview Wan, January 13, 2020).

Therefore, it can be seen that generally the expenditure of tourists in the category of eating and drinking during a visit to the Siak Palace is not spent around the Siak Palace but outside the tourism area. Furthermore, the modes of transportation used in visiting the Siak Palace are as follows:

Table 9 Frequency of transportation used by respondents during their visit to the Siak Sri Indrapura Palace

Criteria	Frequency	Percent (%)	Cumulative
Private vehicle	59	59	59,0
Rental vehicle	39	39	98,0
Public vehicle (conventional)	2	2	100,0
Online Transportation	0	0	
Total	100	100	

Based on the table above, it is known that the transportation used by tourists to visit the Siak Palace is private vehicles, this is known from the expenditures on private vehicle transportation ranging as follows:

Table 10 Distribution of transportation expenses incurred by tourists

No	Expense Category	Frequency	Percent (%)	Cumulative
1	Rp. 15.000 – Rp. 102.000	21	21	21,0
2	Rp. 103.000 – Rp. 189.000	24	24	45,0
3	Rp. 190.000 – Rp. 276.000	35	35	80,0
4	Rp. 278.000 – Rp.363.000	17	17	97,0
5	Rp. 364.000 – Rp.450.000	3	3	100,0
	Total	100	100	

The table above showed that the majority of tourists who spend transportation are Rp. 190,000 - Rp. 276,000, this indicates that many tourists use private modes of transportation by refilling fuel because many visitors come from Pekanbaru City, which is approximately 3 hours away and requires materials. burn approximately Rp. 200,000 for a round trip to the Siak Palace.

Analysis of the total expenditure of tourists to the Siak Palace was carried out on six categories according to META in Ikhlas (2017), namely lodging, eating and drinking, transportation, entrance tickets, public facilities / thinking and souvenirs. The following is a

descriptive description of the total expenditure (Rp) of the costs incurred in visiting the Siak Palace:

Table 11. Total Visitor Expense

Cost	Expenditure (Rp)	Percent (%)	Cumulative
Lodging	Rp19.330.000	31,3	31,3
Eat and drink	Rp14.167.000	22,9	54,2
Transportation	Rp18.280.000	29,6	83,8
Entrance ticket	Rp2.138.000	3,5	87,3
Parking & other facilities	Rp6.193.000	10,0	97,3
Souvenirs	Rp1.713.000	2,8	100,0
Total	Rp61.821.000	100,0	

Table 11 showed that the total expenditure for visitors is Rp.61,821,000, and the highest percentage of visitor expenditure is on lodging at 31.3% of the total. This is because many visitors come from outside the Siak area and access to Siak requires a long journey. In addition, the lowest cost of lodging around the Siak Palace is IDR 150,000 per night and none is within a 3 KM radius of the Siak Palace.

Characteristics of tourist business owner

Respondents for business units in this research consisted of 24 people. Based on the results of interviews, all the owners of business units around the Siak Palace tour are indigenous people who have lived around the tourist sites for more than 10 years. These characteristics indicate that this tourism object has an important role for the economy of the community around the tourist attraction. Characteristics of business unit respondents can be seen in the following table:

Table 12. Characteristics of Business Owner Respondents

Category	Information	f	%	Cumulative
Ages	20 – 35 years	3	12,5	12,5
	36 – 45 years	17	70,8	83,3
	46 – 55 years	4	16,7	100,0
	> 55 years	0	0,0	
Education	Graduated from SD	0	0,0	0,0
	Graduated from SMP	4	16,7	16,7
	Graduated from SMA	11	45,8	62,5
	D3/S1	9	37,5	100,0
	S2/S3	0	0,0	
Long time opening a business	1 – 5 year (s)	3	12,5	12,5
	6 – 10 years	6	25,0	37,5
	> 10 years	15	62,5	100,0

The business units created around the Siak Palace include kiosks, restaurants or restaurants, cafes, souvenirs, grocery stores and children's playgrounds. Increasing the number of tourist visits will certainly increase economic activity triggered by tourist spending so that the flow of money from transactions is even higher. For business owners, the income from the business unit will be used again to run the business unit such as for

purchasing raw materials or operating costs to run a business. Provision of raw materials or operational costs related to costs incurred by the business owner. In addition, other expenses are employee wages. The following is an illustration of the total income of business owners on the proportion of business expenses around the Siak Palace:

Table 13 Proportion of Business Income and Business Expenditure

Components	Proportion to total revenue (%)
Owner's income	- 9,9%
Labor wages	12,12%
Purchase of raw materials / operational costs	97,84%

In general, the income of business owners from tourist visits is around Rp. 500,000 - Rp. 3,000,000, but the business operating costs based on the recognition of the business owner are an obstacle to running the business, this is because the average raw material capital is already expensive. For example, based on the results of a researcher interview with one of the food stall owners, the price of 1 kg of shrimp can reach Rp. 250,000 per kilogram so that if visitors are not busy eating at their place of business, in one day they will experience big losses.

Characteristics of labor respondents

The workforce respondents in this study consisted of 15 people. Continued income is obtained based on the expenses incurred by local workers around the Siak Palace. The types of expenditures incurred by local workers are used for daily meals, children's school fees, electricity costs, local transportation costs and tax / retribution costs. The average labor expenditure can be seen in the following table:

Table 14 Type of Expenditure

Types of Expenses	Total (Rp)
Daily food	Rp10.200.000
Children's school fees	Rp2.505.000
Electricity	Rp1.835.000
Tax / retribution	Rp0
Transportation	Rp462.000
amount	Rp15.002.000

Based on table 14, it is known that the highest average expenditure is for daily food, namely Rp.10,200,000 or 67.9% of the total labor expenditure around the Siak Palace.

Multiplier effect results

The multiplier value of income from tourist spending that occurs around the Siak Palace can be measured using the value of the multiplier effect of the money flow that occurs. There are two multiplier values based on Anggreini (2013) in measuring the income multiplier at the local level, namely: (1) Keynesian Local Income Multiplier which shows how much tourist expenditure contributes to increasing local people's income and (2) Income Multiplier ratio which shows how much contribution perceived direct contribution of tourist spending directly to the overall local economy. For more details, the Income Multiplier analysis can be seen below:

$$a. \text{ Keynesian income multiplier} = \frac{D+N+U}{E}$$

$$\begin{aligned}
 &= (33.500.000+8.530.000 + 10.200.000)/ \\
 &61.821.000 \\
 &= (52.230.000)/ 61.821.000 \\
 &= 0,84 \\
 \text{b. Ratio income mulplier tipe I} &= \frac{D+N}{D} \\
 &= (33.500.000+8.530.000)/ 33.500.000 \\
 &= (42.030.000)/ 33.500.000 \\
 &= 1,25 \\
 \text{c. Ratio income multiplier tipe II} &= \frac{D+N+U}{D} \\
 &= (33.500.000+8.530.000 + 10.200.000)/ \\
 &33.500.000 \\
 &= (52.230.000)/ 33.500.000 \\
 &= 1,56
 \end{aligned}$$

Discussion

The multiplier value of income from tourist spending that occurs in the Siak Palace area can be measured by using the value of the multiplier effect of the money flow that occurs. There are two multiplier values based on Anggreini (2013) in measuring the income multiplier at the local level, namely: (1) Keynesian Local Income Multiplier which shows how much tourist expenditure contributes to increasing local people's income and (2) Income Multiplier ratio which shows how much contribution perceived direct contribution of tourist spending to the overall local economy.

Analysis of the data in the previous presentation shows that the value of the Keynesian Local Income Multiplier around the tourist attraction is 0.84, which means that each tourist expense of Rp. 100,000 will contribute to the income of the local community of Rp. 84,000. From these results it can be said that the Siak Palace provides an economic contribution to the community in the low category because the multiplier value is smaller than 1 and greater than 0. This is also explained by Nyoman (2003) who explains that if the keynesian income multiplier value is <1, then tourism activities in the area have little economic contribution value for local communities.

The findings of this study show that the large number of visitor expenditures are not distributed around the Siak Palace. This is because tourists do not spend their consumption around the Siak Palace. For example, such as lodging and eating and drinking. Visitors prefer to stay at hotels that are not located in the Siak Palace area because the competition around the Siak Palace causes hotel prices to become expensive, but according to tourists' information the existing facilities are not comparable to the price offered. This causes tourists to stay at more affordable hotels with more attractive facilities.

This is in line with Christiono's (2012) opinion, that hotel occupancy rates play a major role in increasing income in the tourism sector. Apart from being a business arena, hotels can attract foreign tourists to visit so that the more tourists visit, the more tourism income will be earned. Room occupancy rate is a condition in which the number of rooms sold, when compared with the total number of rooms that can be sold. Barudin (2001) explains

that lodging facilities are a determining factor in tourist visits. Because, if the number of available hotel rooms is adequate, the number of tourists visiting will increase and there will be more demand for hotel rooms. When the hotel feels comfortable to stop by, it will be even more convenient for them to stay even longer. Thus, the tourism industry and activities related to lodging, namely hotels, will get higher tourism revenue if tourists stay longer so that it will increase regional revenue through hotel taxes. The trade, hotel and restaurant sector is one of the strategic sectors in economic growth in Indonesia. This can be seen from the development of the tourism industry, especially in several areas where there are many tourist attractions and make it a mainstay in generating regional income (Mudjahidin, 2008).

Furthermore, the Income Multiplier type I value in the Siak Palace area is 1.25, meaning Rp. 100,000, - for each business unit income from tourist expenses will result in an income of Rp. 125,000, - in total community income which includes direct and indirect contributions (in the form of income from business unit owners and local labor). This result can be said that the Siak Palace provides an economic contribution to the community in a good category because the multiplier value is > 1 . This is also explained by META (2001) which explains that if the keynesian income multiplier value is > 1 , then tourism activities in the area have a good economic contribution value for the income of business owners. This is in line with the income of Skufflic and Stokovic (2011) who argue that tourism activities create demand, both consumption and investment, which in turn will lead to production of goods and services. The tourism industry is also expected to be a driving force in improving economic conditions.

The Type II Multiplier Income Ratio value at the Siak Palace is 1.56, meaning that every Rp. 100,000 from tourist expenses will result in an income of Rp. 156.000, - in total community income which includes direct, indirect, and induced contributions (in the form of business unit owner's income, local labor income, and expenditure for local consumption).

Nyoman (2003) states that the keynesian multiplier is the best multiplier illustrates the overall contribution of increased tourist spending to the local economy. The income multiplier generally measures additional income (salary, wages, rent, interest and profit) in the economy as a result of increased tourist spending. Tourism activities at the Siak Palace cannot be underestimated because these activities contribute to the welfare of the local community which is shown by the value of the income multiplier. Therefore, the role of government is needed in the development of tourism facilities and infrastructure that can increase the economic contribution felt by local communities.

CONCLUSION

The results of the study conclude that the tourism contribution of the Siak Palace is low, this is because the keynesian value of the local income multiplier is 0.84 ($0 < x < 1$) which means that an increase in tourist expenditure of Rp. 100,000 will contribute to an increase in local people's income by Rp. 84,000, -. The income multiplier ratio value for type I in the Siak Palace area is 1.25, meaning an increase of Rp. 100,000, - from tourist expenses will result in an increase in business unit income of Rp. 125,000, - in total community income which includes direct and indirect contributions (in the form of income from business unit owners

and local labor). The type II income multiplier ratio value at the Siak Palace is 1.56, meaning an increase of Rp. 100,000 from tourist expenditure will result in an increase in income of Rp. 156,000, - in total community income which includes direct, indirect, and induced contributions.

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