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COMMUNITY PERCEPTION FROM TOURISM: EXAMPLE OF SAMARINDA CITY

Agnes Gering Belawing[1], Ariesta Heksarini[2*], Dio Caisar Darma[3]

Abstract
Objects and subjects of the world tourism sector need to be developed, so that not only improve the economy but also break down social values, cultural communities, to the symbol of the progress of a region. This study discusses community assessments in Samarinda City consisting of 132 respondents on the development of tourism in Samarinda City. This assessment uses the guideline 6 assessment variables commonly used to assess tourism potential or development in Samarinda City. The six variables are security, coolness, order, service and friendliness, uniqueness of beauty, and attractiveness or experience. Each variable uses a 5 parameter size which is a question of tourism conditions in Samarinda City. Referring to the study findings, we state that the potential of tourism objects in Samarinda City can be said to be "moderate". Seeing the numbers and qualifications means that the tourist area in Samarinda City has been categorized as capable of competing in the tourism industry both in Indonesia and the world. Samarinda City is the capital center of the East Kalimantan Province (Indonesia), because of that there needs to be attention from various groups to form progress from various aspects.

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[1] Agnes Gering Belawing is an student at the Program of Master Management, Faculty of Economics and Business, Mulawarman University, Samarinda City, Indonesia (75119). E-mail: agnesgeringbelawing@gmail.com

[2*] Corresponding authors. Dr. Ariesta Heksarini as a lecturer at the Department of Management, Faculty of Economics and Bussiness, Mulawarman University, Samarinda City, Indonesia (75119). E-mail: ariesta.heksarini@feb.unmul.ac.id

[3] M.Si. Dio Caisar Darma is the researcher at the Department of Management, Sekolah Tinggi Ilmu Ekonomi Samarinda, Samarinda City, Indonesia (75242). E-mail: diocaisar@stiesam.ac.id

Introduction

Many communities around the world rely on tourism as an economic tool to stimulate income, employment, taxes, and infrastructure. A unique tourist destination that consists of many stakeholders and is mutually dependent on success. Businesses that provide lodging, transportation, entertainment, attractions, food, and beverage services as a whole in the tourism industry (Harrill & Potts, 2003; Darma et al., 2020).

Samarinda City is the most important regional economic center in East Kalimantan which has a strategic position and position for various industrial, trade, and service activities, as well as green and environmentally friendly settlements (Koran Kompas, 2018). As a city of trade and service industries, of course, Samarinda City has many alliances of large and small companies between countries which will affect the higher frequency of company people meeting. The meeting that took place was a merger between business and fun so that business travelers were born.

Therefore Samarinda City has prepared and always developed attractive tourist objects, as well as the results of cultural creations that have high artistic value, customs, unique traditions as well as the hospitality of the local population to increase the interest of tourists to visit Samarinda City. Various tourism activities both natural tourism, marine, and many others are supported by the development of tourism infrastructure, whether it is hotels, restaurants, souvenir markets, tourist information services including tours, cars, and a motorcycle rental. All that is available is complete for tourism needs in Samarinda City.

There is no tendency for the number of tourists to a destination like Samarinda City to decrease. The decline will only occur incidentally at any time if there are negative issues such as outbreaks of disease, political issues, war, security, and terrorism which usually only affects for a moment.

The data shows that in 2020 there will be 1.6 billion tourists who will travel outside the country with an expenditure of 2 trillion USD, or 5 billion USD every day. Tourist arrivals are expected to grow 4.3% a year over the next two decades and receipts from international tourism will increase 6.7% each year. Domestic tourists will be 10 times more than international tourists, which are 16 billion people, with spending quadrupling, reaching 8 trillion USD. If Samarinda City can compete and reach the prospect of these figures, it can be imagined how much income from the tourism sector (WTO, 2020).

On another occasion, Franzidis & Yau (2018) from his study discussing communities in tourist destinations is key in the realization of tourism products and services, but the constant influx of visitors can have positive or negative implications. Meanwhile, many communities recognize and appreciate additional facilities and services as a result of tourism such as cultural events, community services, and recreation (Brida et al., 2011). The development of the world of tourism has changed the community itself. For developing countries, the tourism sector can build a tradition and the environment (Dogan, 1989).

To realize this, there is a need for commitment from all tourism stakeholders in the city of Samarinda City to jointly implement the concept of sustainable development, namely the sustainability of natural resources, socio-cultural, and the provision of economic benefits to the local community. Therefore, an assessment of tourism in Samarinda City is important to do, to know the extent of its development and the things that are the weaknesses of tourism in Samarinda City that need to be corrected.

Material and methods
The method used in this study is a qualitative case-based approach. The choice of this approach with the consideration that the nature of research data can maintain the integrity of the object, meaning that various data relating to research are understood as an integrated whole (Suharto et al., 2019).

We carefully investigate a program, event, activity, process, or group of individuals with cases limited by time and activity. This is in line with the statement of Creswell (2010), that case studies are a research strategy in which researchers investigate carefully a program, event, activity, process, or group of individuals. In this case, we collect complete information using various data collection procedures based on a predetermined time.

Respondents numbered 132 participants consisting of 63 men and 69 women. The age range of the respondents was 29 years (20%), 20 years - 40 years were 80 people (60.6%), and those> 40 years were 23 people (17.4%). Distribution of respondent's domicile is 101 (76.5%) people from Samarinda City and 31 people (23.5%) from outside Samarinda City.

The study was conducted in February 2020 in Samarinda City using a questionnaire. The questionnaire is a list of written questions addressed to respondents. Respondents' answers to all questions in the

questionnaire were then recorded. This questionnaire was calculated by comparison through 132 respondents based on 6 indicators to assess the state of tourism in Samarinda City. Then, the results of the questionnaire are recapitulated and tabulated so that conclusions can be drawn for tourism assessment in Samarinda City.

Data collection methods used in the tourism assessment questionnaire in Samarinda City use a reference score assessment. The maximum score (5) is the best assessment that should occur, while the score (1) is the worst assessment that occurs. The use of this scale is known as the Likert scale, which is a psychometric response scale mainly used in questionnaires to obtain participant preferences or the level of agreement with statements or sets of statements. Likert scale is a non-comparative and unidimensional scale technique (only measures a single trait) naturally. Respondents were asked to indicate the level of the agreement through statements given by the ordinal scale (Bertram, 2013). Sugiono (2012) also describes the Likert scale as a measurement method used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

The calculation is done in three stages, namely the calculation for each tourism assessment indicator in Samarinda City. Second is the calculation of each variable against the existing assessment and then the overall calculation of the total variable. Each indicator/parameter rating has a range of values from 1 to 5. Thus, it is stated that the lowest value is expressed as number 1 and the highest value is stated as number 5.

Finding and discussions
The impact of tourism for each person must be different because it is explained by the level of satisfaction of people who are different and objective. Some people may be easily satisfied with moderate service quality, while some are not satisfied (even high-quality service). The effects of the tourism sector can come from the economy, environment, social and culture, taxes, services, services, and people's attitudes (Kreag, 2001). The advantage for Samarinda City, because it has a moderate level or classified as developing.

Kobylanski (2012) explained that satisfied customers are those who are aware of making long-term decisions through services or staying with the same product and reducing negative feelings about the product. They will also make recommendations to others. Meanwhile, not dissatisfied customer perception can lead to loss of some of the profit and income of tourist attractions. Therefore, customers need to evaluate

the products or services consumed and with their experience, will expect certain products, so that they can at least meet expectations in the future (Yusup et al., 2016).

Judging from the safety variables, the assessment results from 132 respondents indicate that tourism security in Samarinda City is classified as "moderate" with a score of 2,188. Respondents' assessment refers to 5 safety indicators that are given a value between 1 lowest to 5 highest.

Table 1: Tourism assessment in terms of safety variables

No.	Indicators	Scor
1	Life safety guarantee	426
2	A sense of security from criminal acts such as fraud, extortion, and sexual harassment	433
3	Illegal levies and harassment by local people	392
4	Food is safe for consumption	509
5	Security services	428
Total		2,188

Source: Interview and questionnaire, 2020

In addition to assessing each indicator, the tabulation data also determined the highest and lowest indicator values. For the highest indicator is the sense of security of food in tourist objects with a score of 509. Meanwhile, for the lowest indicator with a score of 392 for indicators of extortion and disruption of local communities (see Table 1). Judging from the lowest indicators of the security variable, it is necessary to improve the security indicators in terms of security against extortion and disruption of local communities around the tourist attraction.

Table 2: Tourism assessment in terms of coolness variables

No.	Indicators	Scor
1	Environmental management	420
2	Facilities in attractions	418
3	Waste management	387
4	Coolness in tourist attractions	436
5	Alignment in the place of stay (hotel)	542
Total		2,203

Source: Interview and questionnaire, 2020

Referring to Table 2, the 132 respondents' assessment of the coolness of the tourism area in Samarinda City shows that the level of coolness of the tourist attraction area in Samarinda City is classified as "moderate"

with a score of 2,203. Respondent's assessment refers to the 5 indicators of coolness given a value between 1 lowest to 5 highest.

The tabulation results also see the highest and lowest indicators based on the score. For the highest indicator, which is an assessment of coolness in a place to stay (hotel) with a score of 542. Whereas the lowest indicator is waste management with a score of 387. Judging from the lowest indicator on the coolness variable, a solution is needed to improve the coolness of the tourism area in Samarinda City especially waste management or waste pollution. So with the efforts to improve these indicators, a better coolness of tourism objects in Samarinda City will be realized.

Table 3 presents the assessment of 132 respondents showing that the level of order in the area of tourism attractions in Samarinda City is classified in the "moderate" category with a score of 1,850. Respondents' assessment refers to indicators of order given a value between 1 lowest to 5 highest.

Table 3: Tourism assessment in terms of order variables

No.	Indicators	Scor
1	Signs of order in a tourist attraction are clear and adequate	425
2	The attitude of visitors in obeying order rules	370
3	A description of the clerk at a tourist attraction about order	404
4	The presence of buskers, beggars, and street vendors	311
5	Sanctions (penalties) for violations of order in a tourist attraction	340
	Total	1,850

Source: Interview and questionnaire, 2020

Through tabulation, the determination of the highest and lowest indicators based on the score. The highest indicator, which is a sign of order, is clear and adequate with a score of 425. Whereas the lowest indicator is the presence of beggars, buskers, and street vendors with a score of 311. Judging from the lowest indicators of the order variables, the need for control of buskers, beggars, and street vendors with efforts to improve these indicators, will create a better Samarinda City tourism order.

The results of 132 respondents on the variable service and hospitality of tourism in Samarinda City showed that the services and hospitality

provided were classified in the "moderate" category with a score of 2,196. Respondents' ratings refer to service and hospitality indicators that are given a score between 1 lowest to 5 highest.

Table 4: Tourism assessment in terms of service and friendliness variables

No.	Indicators	Scor
1	Friendliness of the officers	454
2	Friendliness of the community around the tourist attraction	470
3	Tourist information	436
4	Facilities provided such as toilets, prayer rooms, shelter, disability facilities, and others	419
5	Guide service	417
Total		2,196

Source: Interview and questionnaire, 2020

Table 4 also explains the highest and lowest indicators based on the score. For the highest indicator that is the friendliness of the people around the tourist attraction, the score is 470. While for the lowest indicator in the service of a guide with a score of 417.

Judging from the lowest indicators on the service and friendliness variables, a solution is needed for the quality of tour guide services. So with the efforts to improve these indicators, Samarinda City tourism order will be realized better.

Through Table 5, the assessment of 132 respondents on the variables of uniqueness, beauty, and attractiveness of tourism in Samarinda City shows that the uniqueness, beauty, and attractiveness that are presented are classified in the "good" category with a score of 2,374. Respondents' assessment refers to indicators of uniqueness and beauty that are given a value between 1 lowest to 5 highest.

Table 5: Tourism assessment in terms of unique and beauty variables

No.	Indicators	Scor
1	The uniqueness and beauty of cultural tourism	520
2	The uniqueness and beauty of water tourism	440
3	The uniqueness and beauty of nature tourism	463
4	The uniqueness and beauty of shopping tourism	460
5	The uniqueness and beauty of religious tourism	491
Total		2,374

Source: Interview and questionnaire, 2020

Referring to the data tabulation results obtained by the highest and lowest indicators based on the score. For the highest indicator is the impression of the uniqueness of cultural tourism with a score of 520. While for the lowest indicator is water tourism with a score of 440.
Judging from the lowest indicators on the variables, the need for solutions and innovation for water tourism and the need for additional attractions displayed by the manager. So with the efforts to improve these indicators, Samarinda City tourism will be unique and beautiful.

The results of the assessment of 132 respondents on the experience variables obtained by tourism tourists in Samarinda City that the experiences provided by attractions in Samarinda City are classified in the "good" category with a score of 2,395 (see Table 6). Respondents' assessment refers to indicators of experience given a value between 1 lowest to 5 highest.

Table 6: Tourism assessment in terms of experience variables

No.	Indicators	Scor
1	Impression of experience gained	460
2	Comfort weather	436
3	A distinctive culinary impression of Samarinda City	520
4	Unique souvenir impression	495
5	Impression of local residents' hospitality experience	484
Total		2,395

Source: Interview and questionnaire, 2020

Obtaining the highest and lowest indicators based on the score in the data tabulation. For the highest indicator of Samarinda City's culinary taste with a score of 520. While for the lowest indicator is the impression of weather comfort with a score of 436. Judging from the lowest indicator in the experience variable, a solution to the impression of Samarinda City's weather when tourists visit is needed. With efforts to improve these indicators, an impression of better traveling experience in Samarinda City will be realized.

For the tabulation results from the assessment of all tourism assessment variables in Samarinda City, it can be seen in Table 7 dan Figure 1. This summary is an accumulation of the six indicators that we designed. We conclude that from the variables of safety, coolness, service, and security, uniqueness, beauty, attractiveness, and experience obtained a total value of 13,206 which means, Samarinda City tourism in the category of "moderate". The condition of tourism in that state must be

maintained and there needs to be an improvement of all indicators so that tourists can attract even better.

Table 7: Recapitulation of assessment of all variables

No.	Variables	Scor	Explanation
1	Security	2,188	Moderate
2	Coolness	2,203	Moderate
3	Order	1,850	Moderate
4	Service and Hospitality	2,196	Moderate
5	Uniqueness and Beauty	2,374	Good
6	Experience	2,395	Good
Total		13,206	Moderate

Source: Interview and questionnaire, 2020

The tourism sector in Samarinda City aims as a source of income and job creation and business opportunities. Tourism activities are very instrumental in the process of development and development of certain areas that have tourism potential. Tourism activities also play a major role in contributing to the contribution of the people of Samarinda City. Tourism activities are expected to improve and encourage social, economic development, cultural preservation, customs, and sustainability of tourism itself.
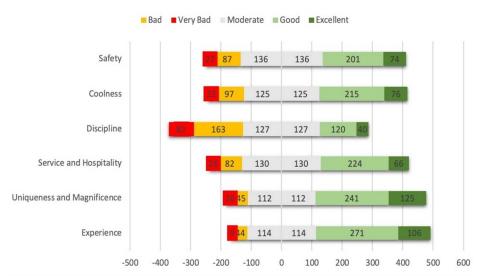

Figure 1: People's perceptions of tourism in Samarinda City

Currently, Samarinda City is promoting tourism promotion and advertising in the country and abroad. This is clear proof that the local government is starting to maximize the potential of regional income

through the tourism sector. So far, tourism plays an important role in the economy of Samarinda City.

Conclusion
The excellence of tourism in Samarinda City is in terms of its uniqueness and experience. This is evidenced by the indicator variable uniqueness and experience shows the highest value. This indicates that the tourist attraction in Samarinda City does have its attraction, so the sensation obtained by visiting can leave a meaningful memory and experience.

The lowest value is found in the order variable. This means that, orderliness in tourism objects in Samarinda City needs to be improved so that the tourists still feel comfortable. The quality of tourism offered is also an important pillar, thus getting a better visit.

Based on the overall value of the variable, it can be concluded that the potential of attractions in Samarinda City can be said to be "moderate" with a total value of 13,206. Looking at the numbers and qualifications, t means that the tourist area has so far been categorized capable of competing in the tourism industry both in Indonesia and the world. For this reason, it is necessary to improve the quality of tourism by improving indicators that are still considered to be very poor.

Entrepreneurs in the tourism sector for accommodation (long and short term), restaurants, recreation and travel agents in Samarinda City are expected to offer attractive offers to tourists. That way, foreign and domestic tourists who visit will stay longer and automatically spend more on consumption activities. The higher the demand for goods and services to be consumed, will have a positive double effect. For important notes, in the context of increasing security in the city of Samarinda, this will increase the confidence and comfort of tourists to visit.

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