



The Influence of Archipelago Beach Tourism on the Economy of the Local Society of Wowong Village, Omesuri District, Lembata Regency

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Abstract

The aim of this research is to determine the influence of Indonesian beach tourism on the economy of the people of Wowong Village, Lembata Regency. This type of research is quantitative using a descriptive observational research design. The population in this study was the entire community in Wowong Village, totaling 452 people. Sampling was carried out using the simple random sampling method. The sample was determined from households with private ownership status. Validity tests are carried out to check construct validity and content validity. Construct validity was carried out by the author with expert opinions. After the data is tabulated, then construct validity testing is carried out using factor analysis, namely by correlating between instrument item scores, using the product moment correlation formula. Data analysis techniques are used with Descriptive Statistics for the purpose of testing hypotheses and describing the sample characteristics of each variable examined in this research. The results of the analysis show that the existence of the Nusantara Beach tourist location can provide economic benefits for the Wowong Village Community itself, a significant factor that influences accessibility, development, business opportunities and increased income for Nusantara Beach tourism and the Wowong Village Community Economy.

Key words: Archipelago Beach Tourism, Society Economy, Wowong Village

I. Introduction

One of the nation's sources of foreign exchange revenue is tourism. Besides that, The tourist industry is another one of the business sectors with a lengthy supply chain, so the existence of the tourism sector can provide positive benefits for the government, the private sector and

the people involved in utilizing business opportunities in the field of tourist attractions. Advantages that the government may reap from the tourist industry, including foreign exchange earnings and increased tax income for the nation. The prospect of tourism in Indonesia in the future is very large and encouraging from an economic perspective because it is considered a savior and leading sector as a state income. As a multifaceted activity, tourism may be understood as a system made up of several elements, such as political, social, cultural, ecological, and economic.

Kodhyat (1996) defined tourism as a transient movement from one location to another, undertaken either alone or in groups, with the aim of achieving harmony and contentment with the surroundings in all its social, cultural, ecological, and scientific facets. According to John Urry (2017), travel is a leisure activity that people engage in while they are not working. When it comes to the development of attractions and endeavors to amuse tourists and other visitors, tourism is often defined as an activity involving a collection of phenomena and interactions that result from the interaction of tourists, business journalists, governments, and host communities.

Law No. 10 of 2009 defines tourism as a range of travel-related activities that are facilitated by a range of services and facilities offered by the public sector, businesses, local governments, and the general public. Suwanto (2004) defined tourism as a tour that is led by an individual who is in charge of all participants' requirements and safety during the trip. Medlik and Burkart (1981) Tourism refers to the temporary and brief migration of individuals to locations other than their customary places of residence and employment, as well as the activities they engage in while visiting these locations. A tourist location that depends on biodiversity and natural beauty may be created via



the use of an ecotourism-based tourism development strategy, making it more sustainable and ideal all around. Facilities and infrastructure are supporting factors that connect the place of origin of tourists and tourist destinations.

The tourism sector reaches 15% annually, so tourism is able to accelerate the equitable development of urban areas, open new jobs, increase people's economic income, increase the production of arts and cultural products, and expand the market for small products to the international world. The Ministry of Tourism and Creative Economy (Kemenparekraf) even reported in 2023 that state revenue from this industry had increased, reaching a target of US\$ 4.26 billion in 2022, or 111.7 trillion in 2023. The growth of digital technology and information also helps to encourage the expansion of tourism, since individuals can more easily access global information through mobile communication and the internet (Heliany, 2019; Sukirno & Irfan, 2019).

Information and digital technology have changed tourism globally (Putra et al., 2020) and become a driver of the emergence of new destinations, which are packaged creatively, thus attracting tourists to visit (Sukirno & Irfan, 2019). One of the most visited tourist destinations is the beach and sea. As an archipelago with thousands of islands, Indonesia has many tourist destinations in the coastal and marine areas. Soewarni et al. (2019) believe that tourism is an industry capable of driving rapid economic growth by providing employment and increasing income.

According to Wardiyata (2006), tourism research has a strategic purpose to support tourism's growth and enable it to occur in a sustainable way. Economic, social, and cultural advantages are only a few of the ways that the growth of tourism in a region will benefit society (Robert W. Mc Intosh and Charles R Goeldner, 1990). But because the development has not been planned for or managed well, it will result in a number of issues that might jeopardize or even complicate the operation of the tourism management organization. Both beneficial and bad effects are brought about by the impact of tourism. The advantages of increased tourism are known as positive effects, while the harm that more tourist may bring is known as a negative influence.

Basically, the three main areas that are heavily affected are economic, social, and environmental (I Nyoman Erawan, 1987 in Suzanna 2003). In essence, there are three main areas that are strongly influenced, namely economic, social, and environmental (I Nyoman

Erawan, 1987 in Suzanna 2003). Positive and beneficial factors in the economy, like tourism, increase foreign exchange profits and create jobs and employment possibilities, which lowers. The percentage of unemployed people and the potential for tourists to improve their level of living and income (I Nyoman Erawan, 1987 in Gatut Murniatmo, Tashadi, et al, 1993). However, it is important to be aware that tourism will have a detrimental impact on culture (R.M. Soedarsono, 1991 in Gatut Murniatmo, Tashadi, et al., 1993).

Lembata Regency consists of one island with an area of 1,266.40 square kilometers. Lembata Regency consists of 9 districts with the largest district being District Lebatukan with an area of 241.64 square kilometers (19%) and the smallest district being District Ile Ape Timur with an area of 38.26 square kilometers (3%). Lewoleba, the capital of Lembata Regency, is situated in Nubatukan District and has an elevation of 0 to 500 meters above sea level. The district capital with the highest area height is in Atadei (Kalikasa) District, which is above 500 meters above sea level. The district capital furthest from the regency capital is District Buyasuri (Wairiang) with a distance of 65.00 kilometers. January to April, June, November and December are the rainy months in Lembata Regency throughout the year, with the most rainfall in December (± 360.00 cubic millimeters) and the most rainy days in January (± 16 days), Geographically, the Lembata Regency lies between 8.04 and 8.40 degrees South latitude and between 123.57 and 122.38 degrees East longitude. Its borders are as follows: East with Alor Regency, West with East Flores Regency, North with Flores Sea, and South with Sawu Sea.

Nusantara Beach tourism is located in Wowong Village, Omesuri District, Lembata Regency. This beach tourism is a new destination, but has a fairly high number of tourist visits due to the boom of information through social media. The attraction of beach tourism located in the Wowong Village Beach area lies in the vast and clean white sand, the existence of spots for taking selfies and other uniqueness in the tourist location. The results of interviews with the Wowong Village Government, namely the Head of Wowong Village, Mr. Jubir Latif Leki S.Pd, stated that the average monthly visit reaches thousands of people. On this reason, the purpose of this study was to determine how Wowong Nusantara Beach's tourism affects the local economy in Wowong Village, Omesuri District, Lembata Regency.



Research Method

Arikunto (2006) defines the quantitative descriptive research technique as an approach that begins with data collection, data interpretation, and the appearance and outcomes of the procedure in order to objectively describe or describe a situation using numbers. This type of research is quantitative using descriptive observational research design. Research is used to see a picture of the phenomenon, the description of activities is carried out systematically and emphasizes more on factual data than inference (Nursalam, 2013). Observational research is research that does not manipulate or intervene in research subjects. this research only makes observations (observations) on research subjects.

The population in this study is all people in the Wowong Village Government, totaling 452 people based on the source of Central Statistical Agency (BPS) Lembata Regency 2022. Sampling was carried out through the simple random sampling method by taking samples randomly. The sample determination was households with private ownership status. According to Singarimbun (1986) to determine the population size ranges from 5% to 15% of the population. In this research, *the Taro Yamane* formula was used to select the sample:

$$n = N / (1 + Nd^2)$$

Description:

N = sample size

N = population size

d = percent allowance for inaccuracy due to sampling error that can be tolerated.

The d value was taken = 10%, with the consideration that this research does not endanger human life and is limited in time and cost. One of the things that must be considered in the sampling method is that research must pay attention to the relationship between cost, labor and time. (Singarimbun, 2006: 150). The population size that will be used in this study is the Head of Family (KK). The number of heads of families who live in Wowong Village, data for 2023 is 452 people. So that the number of samples to be studied according to the formula above is:

$$\begin{aligned} n &= N / (1 + Nd^2) \\ &= 452 / [1 + 452 \times (0,1)^2] \\ &= 99,97 = 100 \text{ KK} \end{aligned}$$

In the implementation of research in the area, the distribution of questionnaires to each sample in each population to be investigated was only given to respondents who were really willing

to become samples of their own accord. This was done in an effort to optimally control the retrieval of completed questionnaires.

Through descriptive qualitative descriptions, the questionnaire results will be analyzed to determine the society's expectations and wishes regarding the impact of Nusantara Beach Tourism on the local economy of Wowong Village, Omesuri District, Lembata Regency.

To obtain the desired data in this study, measuring instruments are used, namely questionnaires and documentation. This research questionnaire consists of statements about accessibility, development, business opportunities and increasing society income on Nusantara beach tourism. The scale attitude measurement that is often used is the Likert scale. This scale consists of questions or statements about an object, namely the society and related agencies in Lembata Regency with a response pattern spanned in five answer options, namely: strongly agree, agree, moderate, disagree and strongly disagree.

Construction validity and content validity are the two types of validity tests that were done for this study. The judgment experts collaborate with the author to ensure construction validity. Following data tabulation, the construction validity test is conducted using factor analysis, which involves utilizing the product moment correlation formula to establish a correlation between instrument item scores. The test criteria are as follows: if r count greater than r table ($r \text{ count} > r \text{ table}$), the research instrument is deemed valid; if r count is less than r table, the research instrument is deemed invalid; r table is obtained at a significance level of 5%.

Descriptive Statistics will be used in this study to test hypotheses and establish and characterize the sample characteristics of each variable investigated. applying the multiple correlation test in inferential statistics to analyze all of the acquired data. In this instance, if there are two or more independent variables, multiple correlation analysis will be performed. Generally, the SPSS software is used for statistical data analysis.

II. Data Analysis Results

A. The impact of tourism at Nusantara Beach on the Wowong Village Society's economy in Omesuri Subdistrict, Lembata Regency.

The analysis to identify factors that significantly affect Wowong Village's Nusantara



Beach Tourism to the Wowong Village Society's Economy uses multiple linear regression analysis tools. This regression analysis method uses four predictor variables and one variable. The four predictor variables are accessibility (x1), development (x2), business opportunities (x3), income increase (x4) while the criterion variable is Nusantara Beach Tourism in Wowong Village on Society Economy (Y).

The four variables' questionnaire data can be viewed in the attachment, converted to numbers, and entered into the SPSS application. From there, it is analyzed using multiple linear regression tools using the enter method. This multiple linear

regression analysis is performed with computer assistance using the SPSS application. The attachment displays the tabulated findings of the analytical procedure, which are then provided in this discussion and analyzed to identify and clarify the numerical results in the sentence description for simple understanding.

1. Multiple Linear Regression Analysis and Results

a. Coefficient of Regression Equation

The regression equation can be compiled by looking at the value generated from SPSS testing as seen in the following table:

Table 1
The Results of Multiple Regression Analysis Coefficients^a
Using SPSS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	4.538	1.486		3.054	.003					
Accessibility (x1)	.117	.135	.088	1.861	.002	.130	.088	.086	.954	1.048
Development (x2)	.076	.151	.053	1.760	.003	.042	.052	.050	.891	1.122
Business opportunities (x3)	.277	.149	.192	1.866	.049	.197	.189	.185	.927	1.079
Increased income (x4)	.038	.152	.025	2.470	.000	.000	.025	.025	.944	1.060

Dependent Variable: Nusantara Beach Tourism on Society's Economy (Y)

Based on the value in the Unstandardized Coefficients-B column above, the regression equation is compiled with the mathematical formula as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

Then produce a value equation

$$Y = 4.538 + 0.088 X_1 + 0.053 X_2 + 0.192 + 0.025$$

$$Y = 4.538 + 0.088 X_1 + 0.053 X_2 + 0.192 + 0.025$$

b. Test of Data Quality

Determining the correctness and consistency of the data obtained is the aim of the data quality test. The validity test may be used to examine the data quality test that comes from employing research instruments.

c. Validity Test

The process of determining the validity of a questionnaire that will be used to evaluate research variables is known as a validity test. If the answers to the questionnaire's questions may shed light on an issue that the questionnaire is intended to measure, then it might be considered legitimate. By examining the Corrected Item Total Correlation value, one may determine whether the statement item is legitimate. A statement item is considered legitimate if it has $r_{count} > r_{table}$. There were 99 respondents in the sample (n) for this study. The following table displays the findings of the data validity test conducted for this study:



Table 2
Result of Validity Test
Correlations

		Accessibility (x1)	Development (x2)	Business opportunities (x3)	Increased income (x4)	Unemployment rate (x5)	Nusantara Beach Tourism on Society's Economy (Y)
Accessibility (x1)	Pearson Correlation	1	.051	-.122	.056	.151	.130
	Sig. (2-tailed)		.611	.228	.581	.135	.196
	N	100	100	100	100	100	100
Development (x2)	Pearson Correlation	.051	1	.174	.170	.263**	-.042
	Sig. (2-tailed)	.611		.083	.090	.008	.678
	N	100	100	100	100	100	100
Business opportunities (x3)	Pearson Correlation	-.122	.174	1	.175	.077	-.197*
	Sig. (2-tailed)	.228	.083		.082	.445	.049
	N	100	100	100	100	100	100
Increased income (x4)	Pearson Correlation	.056	.170	.175	1	.091	.000
	Sig. (2-tailed)	.581	.090	.082		.367	1.000
	N	100	100	100	100	100	100
Nusantara Beach Tourism on Society's Economy (Y)	Pearson Correlation	.130	-.042	-.197*	.000	.123	1
	Sig. (2-tailed)	.002	.003	.049	.000	.022	
	N	100	100	100	100	100	100

Source: SPSS Data Processing (2023)

The table above demonstrates that all statement items have a positive correlation coefficient. This indicates that more data testing may be done since the collected data is legitimate.

d. Reliability Test

A questionnaire that serves as a measure of a variable or concept is put through a reliability test. When a respondent consistently or steadily answers the same questions on a questionnaire, it is considered dependable. The Cronbach's Alpha technique was used to examine the reliability of the data; an instrument is considered trustworthy if its reliability dependability coefficient is 0.60 or above. The following table displays the findings of the data reliability test:

Table 3
Results of Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
.127	5

Source: SPSS Data Processing (2023)

The table above reveals that the Cronbach's alpha value for all variables is larger than 0.127, indicating that the instrument from the questionnaire used to describe the full variable is considered trustworthy or can be trusted as a variable measurement instrument.

e. Test Results of Hypothesis



Multiple regression analysis is the analytical method used to evaluate the hypothesis. The SPSS software is used to help with this test. It involves regressing the independent variable on the dependent variable.

f. The Coefficient of Determination Test

The coefficient of determination test shows the independent variable's capacity to explain the dependent variable.

Table 4
The Determination Coefficient Test Results (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.262 ^a	.068	.019	.711	.068	1.382	5	94	.038	1.606

Source: SPSS Data Processing (2023)

The coefficient of determination test results reveal that the regression model has an R^2 (Adjusted R Square) value of 0.19. This suggests that 19% of Nusantara Beach Tourism in Wowong Village is impacted by accessibility (x1), development support (x2), business opportunities (x3), and increased income (x4).

g. Simultaneous Test

The simultaneous test is used to determine the effect together between the independent variables on the dependent variable. The simultaneous test results can be explained in the table below:

Table 5
F-Test Results - Simultaneous Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.493	5	.699	1.382	.038 ^b
	Residual	47.507	94	.505		
	Total	51.000	99			

Source: SPSS Data Processing (2023)

Based on the data above, the multiple regression test revealed a F count of 1,382 with a significance level of 0.038, which is less than 0.05. It indicates that the factors of Accessibility (x1), Development Support (x2), Business opportunities (x3), and increased Income (x4) all have an impact for the society's economy through Nusantara Beach Tourism in Wowong Village.

h. Partial Test

This test is conducted to measure how much influence each independent variable, namely Accessibility (x1), Development Support (x2), Business Opportunities (x3), Income Increase (x4) on Nusantara Beach Tourism in Wowong Village has on the Society's Economy (Y) in the Wowong Village area. In order to obtain the right regression coefficient calculation results in data processing, the SPSS program is used, and from the test results the partial test results are discussed in the table below.



Table 6
T-Test Results - Partial Test

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	4.538	1.486		3.054	.003					
Accessibility (x1)	.117	.135	.088	1.861	.002	.130	.088	.086	.954	1.048
Development (x2)	.076	.151	.053	1.760	.003	.042	.052	.050	.891	1.122
Business opportunities (x3)	.277	.149	.192	1.866	.049	.197	.189	.185	.927	1.079
Increased income (x4)	.038	.152	.025	2.470	.000	.000	.025	.025	.944	1.060

a. Dependent Variable: Nusantara Beach Tourism on Society's Economy (Y)

As seen in the table above, the estimating model may be examined as follows:

The purpose of this partial test is to ascertain if the predictor factors; Accessibility (x1), Development (x2), Business opportunities (x3), and Increased income (x4), partially (individually) have a significant effect on the criterion variable Beach Nusantara Tourism in Wowong Village on the Community Economy (Y). significant means that the relationship that occurs can be for the population (can be generalized) before conducting the t test, it is necessary to first determine the following values:

- Determining the significance level

The significance level uses $\alpha = 10\%$ (significance of 10% or 0.1 is a measure that is often used in research with large populations).

- Determining the t_{table}

By using a 90% confidence level, $\alpha = 10\%$ or 0.1, the dfresidual value $(n-k-1)$ or $100-6-1 = 93$ (n is the amount of data and k is the number of predictor variables)

To calculate the t value using excel help by entering the formula as follows:

= TINV (probability;deg_freedom)

Description : -probability : (0,10)

-deg_freedom : (93)

The findings for the t_{table} are:

1. Accessibility Factor (x1)

According to the findings of the analysis in the t column above, it can be seen that the t_{count} value of community participation is 1.861, to do the t-test stage as follows:

- a. Formulating Hypotheses

The hypothesis formula based on the theoretical approach as discussed above is as follows:

H₁: Accessibility has a significant impact on Nusantara Beach Tourism and Society's Economy in Wowong Village.

- b. Determining the t_{count}

Based on the analysis, t_{count} is 1.861.

- c. Testing Criteria

- H₁ is accepted if $t_{count} > t_{table}$

- H₁ is rejected if $t_{count} < t_{table}$

- d. Comparing t_{count} with t_{table}

The value of t-count > t-table (1.861 > 1.660) then H₁ is accepted.

- e. Conclusion

Based on the data which shows that t-count > t-table (1.861 > 1.660), then H₁ is accepted. This means that in this calculation it can be concluded that accessibility has a significant effect on Nusantara Beach Tourism and the Society's Economy in Wowong Village.

2. Development Factor (X₂)

According to the findings of the analysis in the t column above, it can be seen that the t_{count} value of Government Support is 1,760, to do the t-test stage as follows:

- a. Formulating Hypotheses

The formulation of hypotheses based on the theoretical approach as discussed above is as follows:



H₂ : Development significantly affects of Nusantara Beach Tourism and Society's Economy in Wowong Village.

b. Determining the t_{count}

Based on the analysis, t_{count} is 1.760

c. Testing Criteria

- H₂ accepted if $t_{count} > t_{table}$
- H₂ is rejected if $t_{count} < t_{table}$

d. Comparing t_{count} with t_{table}

The value of $t-count > t-table$ ($1.760 > 1.660$) then H₂ is accepted.

f. Conclusion

Based on the data, which demonstrate that $t-count > t-table$ ($1.760 > 1.660$), H₂ is approved. This shows that, according to the estimates, development has a significant influence for Nusantara Beach Tourism and the Society's Economy in Wowong Village.

3. Business opportunities Factor (x3)

According to the findings of the analysis in the t column above, it can be seen that the t_{count} value of community participation is 1.866, to do the t -test stage as follows:

a. Formulating Hypotheses

The formulation of hypotheses based on the theoretical approach as discussed above is as follows:

H₃ : Business opportunities significantly affects of Nusantara Beach Tourism and Society's Economy in Wowong Village.

b. Determining the t_{count}

Based on the analysis, t_{count} is 1.866

c. Testing Criteria

- H₃ accepted if $t_{count} > t_{table}$
- H₃ rejected if $t_{count} < t_{table}$

d. Comparing t_{count} with t_{table}

The value of $t-count > t-table$ ($1.866 > 1.660$) then H₃ is accepted.

e. Conclusion

Based on the data which shows that $t-count > t-table$ ($1.866 > 1.660$) then H₃ is accepted. This means that this calculation can be concluded that business opportunities has a significant effect on Nusantara Beach Tourism and the Society's Economy in Wowong Village.

4. Increased income factor (x4)

Based on the results of the analysis in the t column above, it can be seen that the t_{count} value of community participation is 2.470, to do the t -test stage as follows:

a. Formulating Hypotheses

The formulation of hypotheses based on the theoretical approach as discussed above is as follows:

H₄ : Increased income significantly affects of Nusantara Beach Tourism and Society's Economy in Wowong Village.

b. Determining the t_{count}

Based on the analysis, t_{count} is 2.470

c. Testing Criteria

- H₄ accepted if $t_{count} > t_{table}$
- H₄ rejected if $t_{count} < t_{table}$

d. Comparing t_{count} with t_{table}

The value of $t-count > t-table$ ($1.866 > 1.660$) then H₄ is accepted.

e. Conclusion

Based on the data which shows that $t-count > t-table$ ($2.470 > 1.660$) then H₄ is accepted. This means that this calculation can be concluded that Increased income has a significant effect on Nusantara Beach Tourism and the Society's Economy in Wowong Village.

The final results of the interpretation of the research hypothesis are shown below:

a. Analysis of the Influence of Accessibility on Nusantara Beach Tourism and the Society's Economy in Wowong Village

The table above shows that the accessibility variable has a t -count 1.861 $>$ t -table 1.660, an unstandardized beta coefficient of 177, and a significance level of 0.02, which is less than 0.05. This demonstrates that the accessibility factor has a favorable and considerable impact for Nusantara Beach Tourism and the local economy in Wowong Village. As defined by Leksono (2010), accessibility is a metric for convenience and ease of attainment. An attraction for tourists is the end of a tourist excursion and must fulfill accessibility standards. The better the accessibility, the more tourist satisfaction will increase. Nusantara Beach in Wowong Village began to be known and visited by tourists around 2-3 years ago. Initially, the information about Wowong Nusantara Beach was only spread by word of mouth among the locals. The beach is now well-known among tourists from all across East Nusa Tenggara region. In addition, the information about Wowong Nusantara Beach is known to tourists through the promotion of the Lembata sail festival held annually. Furthermore, the characteristics of tourists from neighboring regencies are the most tourists from outside Lembata regency. The distribution of information access about Wowong Nusantara Beach can be accessed through online. This is in accordance with the results of the description of the dominant tourists who stated that they learned about the beach through online news,



blogs, or Instagram. Furthermore, the results of the age characteristics of the dominant tourists are 17-35 years old who visit Wowong Nusantara Beach, which means that this age group is the ideal age to find and get access to information about Wowong Nusantara Beach easily through online media. Meanwhile, access during the trip can be found with the installation of direction signs that tell the direction to Wowong Nusantara Beach, so that tourists can find Wowong Nusantara Beach easily.

b. Analysis of the Effect of Development on Nusantara Beach Tourism and Society's Economy in Wowong Village

The table above reveals that the Infrastructure variable has a t-count $1.760 > t\text{-table } 1.660$, an unstandardized beta coefficient of 0.076 , and a significance level of 0.049 , which is less than 0.05 . This demonstrates that the development element has a favorable and significant impact on Nusantara Beach Tourism and the Society's Economy in Wowong Village. The presence of development in society aims to improve human life for the better. As is known, the state carries out development aimed at advancing the general welfare of the entire community with social justice. One of the development goals is to reduce and prevent poverty, (Setianingias et al., 2019). In terms of economic human development, the growth of the tourist sector industry is one of the most significant contributions made by an area to regional income as a result of tourism economy development. (suciadi et al., 2020). Thus, development as an effort to improve the economy, strategy and culture is regulated and planned through policy. The implementation of progress in society will result in changes in both social and economic spheres. Development brings about both good and bad developments in the social and economic spheres. The impact of development in the tourist sector is the establishment of jobs or employment prospects for the local community, which can boost economic wellbeing. As it is known that there are so many positive impacts of tourism development that basically this development must also have negative impacts that will affect the lives of the community and the environment of the tourist attraction location. This is felt by the people of Wowong Village, Omesuri District, Lembata Regency, both in social and economic aspects. Tourism as a social phenomenon that has existed naturally or man-made to attract other human movements by visiting for creative purposes (Utami & Kafabih, 2021).

c. Analysis of the Effect of Business Opportunities on Nusantara Beach Tourism and Society's Economy in Wowong Village

The table above shows that the Infrastructure variable has a t-count $1.866 > t\text{-table } 1.660$, an unstandardized beta coefficient of 0.277 , and a significance level of 0.049 , which is less than 0.05 . This demonstrates that the Business Opportunities factor has a favorable and considerable impact on Nusantara Beach Tourism and the local economy in Wowong Village. The tourism sector has long been referred to as a mainstay economic sector, where tourism development programs have great potential to alleviate poverty. The contribution of tourism to poverty alleviation efforts can be optimized by increasing employment opportunities, business opportunities, and income distribution, thus providing motivation and encouragement in development (Janianton, 2005). The results showed that local community respondents assessed that there are several types of business opportunities that are suitable at Nusantara Beach in Wowong Village. So that around the Nusantara Beach in Wowong Village, there are already some people who open eating and drinking businesses, and so on, but it is still a type of business opportunity that suits the needs of the tourists who come to the location because there are many tourists who need it. However, transportation service providers are starting to be considered because the location of Nusantara Beach in Wowong Village is quite far from the city, requiring access to public and private transportation.

d. Analysis of the Effect of Increased Income on Nusantara Beach Tourism and Society's Economy in Wowong Village

The table above shows that the Infrastructure variable has a t-count $2.470 > t\text{-table } 1.660$, an unstandardized beta coefficient of 0.38 , and a significance level of 0.000 , which is less than 0.05 . This demonstrates that increased income has a favorable and considerable impact on Nusantara Beach Tourism and the local economy in Wowong Village. Sukirno (2005) defines profit in general as revenue or the amount derived from the primary results. Revenue is a highly crucial feature in a trading firm, because understanding the value or quantity of revenue made throughout the operation is essential. In economic terms, income is a compensation for the use of production components held by the home and business sectors, and it can take the form of salaries/wages, rent, interest, and



profits/profits. According to the findings of interviews with residents of Wowong village, the presence of the Nusantara tourist beach has the potential to improve the revenue of the community since the location benefits the community's economy.

III. Conclusion

Based on the findings of the research, the conclusion is as follows:

1. The findings of the research demonstrate that the presence of Nusantara Beach tourism may produce an economic impact and benefit on the people of Wowong Village by establishing new business opportunities and reducing unemployment.
2. Factors that significantly influence Nusantara Beach tourism and the economy of Wowong Village Community are accessibility factor, development factor, business opportunity factor, and increased income factor.

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