

THE ROLE OF KEMBAR ARUM WATERFALL TOURISM ON COMMUNITY WELFARE IN THE PERSPECTIVE OF IMAM GHOZALI

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ABSTRACT

Kembar Arum Waterfall Tourism was a natural resource found in Songgon and was frequently visited by tourists and has a role in the life of the tourism environment community. This study uses a qualitative method with a case study research type. As for this research, it uses primary data sources in the form of interviews with business actors and secondary data sources through the offices of related agencies in the form of the Central Bureau of Statistics and Songgon District in Figures. The data analysis technique used in this study was an interactive model. The results of the study indicate that the existence of tourism contributes to the welfare of the business community because it was able to improve the quality of the economic, social and cultural conditions of the community. The existence of tourism was considered prosperous because it has been able to achieve the five basic Maqashid As-Syari'ah in the form of hifdzul Diin, hifdzul Nasl, hifdzul Nafs, hifdzul 'Aql, and hifdzul Maal. This was in accordance with the welfare aspect of Imam Ghazali. Even though the results of the study stated that it was in accordance with the five aspects of Maqashid as-syari'ah, tourism still had mafsadah values and in implementing the hifdzul Diin, hifdzul Nasl, hifdzul Nafs, hifdzul 'Aql aspects the role could not be felt directly. So that there needs to be awareness from various parties in carrying out tourism production activities so that the balance of life can be maintained in order to improve people's welfare.

Keywords:

The Role of Tourism; Welfare of Imam Ghazali

INTRODUCTION

Indonesia is an archipelagic country which has abundant beauty and natural wealth, especially in the tourism sector. The tourism industry is considered the answer to facing economic problems in Indonesia because it can provide many economic opportunities by creating jobs, encouraging economic development and being able to maintain environmental quality (Suwanto, 2019, p. 37).

Murdiastuti et al (2014) in (Ramadanti, 2019) stated that the role of tourism in development broadly has three aspects, namely the first economic aspect (sources of foreign exchange, taxes), the second social aspect (creating jobs), and the third aspect culture (introducing our culture to foreign tourists). As a source of income, according to Yoeti in Tavana (2019) tourism is inseparable from the influence of the number of tourist visits. In developing countries, tourism activities represent the largest share of the country's foreign

exchange earnings and are an important vehicle for solving employment opportunities and increasing the per capita income of the surrounding community.

East Java Province has a lot of hidden natural beauty that can be used as an object for tourist visits. Especially in Banyuwangi Regency which has a lot of potential that can be relied upon as a source of regional income. Songgon is one of the districts in Banyuwangi which is located in the highlands, precisely on the slopes of Mount Raung. The sub-district which is located far from the city center is one of the sub-districts that has the most potential for beautiful natural tourism objects. Various kinds of tourism in the Songgon area are currently busy being discussed and tourist destinations for both local and foreign tourists.

Of the many tourist objects located in the Songgon area, the one that attracts the most tourists is the Arum Twin Waterfalls tourist attraction located in Sumber Arum Village. The thing that causes Sumber Arum Village to become a research location is because Sumber Arum Village is a village that is directly adjacent to the research object and is one of the villages in Banyuwangi Regency which has various natural potentials with tourism advantages, namely the Twin Arum Waterfall tour.

Everything must have its own role, including tourism, the problem now is that the Twin Arum Waterfall Tourism has a role in the welfare of the community around the Twin Arum Waterfall tourism? Then the role of tourism is in accordance with welfare in the frame of Imam Al-Ghozali's thought? It was this question that prompted researchers to conduct a study entitled *The Role of Arum Twin Waterfall Tourism on Community Welfare in Imam Ghozali's Perspective (Case Study of Sumber Arum Village Community, Songgon, Banyuwangi)*.

METHOD

This research uses qualitative methods, with the type of research Case Study, Qualitative Research is a type of research that utilizes open interviews to examine and understand attitudes, views, feelings and behavior of individuals or groups of people. Bogdan & Biklen said data analysis techniques are efforts made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, and deciding what to tell others (Moleong, 2007, page 331).

Miles and Huberman in (Sugiono, 2011) argue that qualitative research must be carried out in cycles starting from stage one to stage three and carried out continuously until complete, so that the data reaches saturation. In this study using interactive model qualitative analysis. To present data so that it is easier to understand, the steps in analyzing qualitative research data according to Miles and Huberman are as follows:

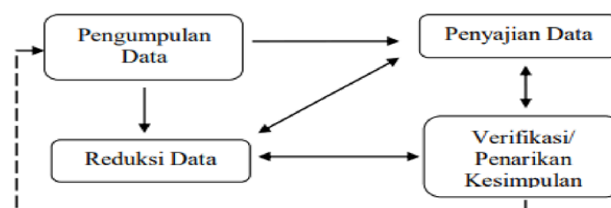


Figure 1. Components in Data Analysis
Source: (Sugiono, 2011)

RESULT AND DISCUSSION

Law No. 10 of 2009 on tourism explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government, Tourism in Songgon District is the biggest asset in Banyuwangi because it has 12 tourism potentials in it, various kinds including the Twin Arum Waterfall Tourism which has beautiful Waterfall facilities and easy footpaths and is

close to local residents' settlements. Tourism, which was built in 2017 and pioneered by Mr. Supari Indari, is considered to have an important role in the life of the Sumber Arum village community.

Tourism in the perception of several persons in charge and business actors of Arum Twin Waterfall Tourism, Sumber Arum, Songgon, Banyuwangi as expressed by one of the informants Mr. Supari Indari stated that tourism plays a role to economic, social and cultural conditions. This is in accordance with the Hutabarat theory which states that:

The role of tourism, among others, is *First*, The role of the economy, namely as a source of foreign exchange, increasing people's income and providing business opportunities. *Second*, The social role, namely as job creation. *Third*, The role of culture, namely introducing culture and the arts, and encouraging the preservation of the environment.

The people of Sumber Arum village are considered prosperous because they have been able to fulfill their daily basic needs through the main livelihood in the form of lettuce plantations and are supported by income through tourism. This is in accordance with Fahrudin's opinion which explains that "Welfare is a condition in which a person can fulfill basic needs, be it the need for food, clothing, shelter, clean drinking water as well as opportunities to continue education and have adequate jobs that support the quality of life so that free from poverty, stupidity, fear, or worry so that his life is safe, both physically and mentally" (Fahrudin, 2012).

The welfare indicators according to Hermanita (111-112) are *First*, the amount and distribution of income. This is evidenced that the people of Sumber Arum village have an even income because their main livelihood is lettuce farming, while tourism is a side income and not all people get a share in it. Equal distribution of income is also supported by the existence of other business opportunities in the form of garments that accommodate young people to channel their sewing talents. *Second*, education that is increasingly accessible. Educational awareness needs to be built from an early age through internal and external factors. Meanwhile, external factors that arouse children's educational enthusiasm are the existence of a place that accommodates them to study with friends and the additional motivation from well-known figures. *Third*, quality of health is increasing and evenly distributed. Health is a factor for earning income and education. Therefore, this health factor must be placed as the main thing to be done by the government. People who are sick will find it difficult to fight for their welfare. Even health is not marked by how far the community is from the health post, but how aware they are of understanding the essence of taking care of their own health and that of their families.

Imam Al-Ghazali dalam kitab *Ihya' 'Ulum Ad-Diin* argues that the well-being of a society depends on the pursuit and maintenance of five basic goals, namely religion (*ad-din*), life or soul (*an-nafs*), family or lineage (*an-nasl*), property or wealth (*al-maal*), and intellect or reason (*al-aql*). Al-Ghazali emphasized the main goal of human life, namely to achieve good in this world and in the hereafter (*maslahat ad-din wa ad-dunya*).

In this discussion, the author studies the role of the Arum Twin Waterfall Tourism for the welfare of the community which is carried out in the village of Sumber Arum Songgon Banyuwangi in terms of the thoughts of Imam Al-Ghazali, Al-Ghazali is one of the great Islamic thinkers who was awarded the title *Hujjat Al-Islam* (Evidence of the truth of Islam) and *Zaya Ad-Din* (Religious jewelry). Imam Al-Ghazali has works including the science of interpreting the Qur'an, the science of kalam, *Ushul Fiqh*, *Fiqh*, *tasawuf*, *mantiq*, *falsafah*, and others.

Al-Ghazali dalam kitab *al-Mustashfa min 'ilmi al-Ushul* dividing human needs into three parts, viz *dharuriyat* (primary needs), *Hajiyat* (secondary needs), and *tahsiiniyat wa tazyiinaat* (complementary and complementary needs). *Dharuriyah* needs are needs that

must exist for human existence or imperfect human life without fulfilling these needs (Rohman, 2012). Need *dharuriyah* including clothing, food, and boards. If this need is not met, it will threaten survival (*al-baqa'*) human in the world.

In Sumber Arum, people who work as business actors in the tourism area consider themselves to have a prosperous life because they increasingly feel that their economic needs are fulfilled and that good social and cultural aspects are maintained in society, if this is measured through the perspective of Imam Ghazali then it is considered sufficient *Us'ulul Khomsah*, Even though in its achievement tourism is actually not something that is supported by the Shari'ah because it exists *mafsadah* that happened. This is reinforced by the opinion of Expert Sources that: Prosperity is the attainment of *Maqashid syar'iah* and will happen if fulfill *problem* and leave *mafsadah*, as long as not yet *dharurot* then it's better to abandon it, tourism is if possible, it's regulated too, if it's for business activities, it's fine, because the economic element in religion is one of them by- *Tijarah* for a prosperous life.

Based on the research that has been done, the role of Twin Arum Waterfall tourism on the welfare of the Sumber Arum village community in the perspective of Imam Ghazali has carried out aspects *Maqashid As-syari'ah* form *Hifdzu Diin, Hifdzu Nafs, Hifdzu Nasl, Hifdzu Malland Hifdzu Aql*. The results of the study state that tourism plays an important role in the economic, social and cultural conditions of the people of Sumber Arum Village and the community of business actors who have reached a level of prosperity in the perspective of Imam Ghazali.

The results of this study are in accordance with research conducted by (RAMADANTI, 2019) which states that tourism contributes to community welfare in the form of increasing people's economic income, opening jobs and increasing public awareness about the importance of education.

Welfare is a condition in which a person can fulfill basic needs, both the need for food, clothing, clean drinking water, a place to live and the opportunity to continue their education and have a job that supports the quality of life so that they are free from poverty, ignorance and worries so that their lives are safe, peaceful both born and inner. These results are in accordance with research conducted by Dini (2020) which states that the attainment of welfare is measured through indicators in the form of *First*, the amount and distribution of income *second*, education that is increasingly accessible *third*, increased and equitable quality of health.

CONCLUSION

Based on the results of the discussion described in the previous chapter related to the role of Twin Arum Waterfall tourism for the welfare of the Sumber Arum village community, it can be concluded that Twin Arum Waterfall Tourism provides an important role for the people of Sumber Arum village, Songgon, Banyuwangi, namely (1) The role of the economy in the form of increasing the economy and equal distribution of income through the existence of food stall business opportunities; (2) The social role in the form of job creation and social awareness through tourism empowerment with the Tourism Awareness Group (POKDARWIS); (3) The role of culture is in the form of introducing the culture and arts of the Madurese people and encouraging the preservation of the environment through sustainable habits of protecting the environment.

The role of the Twin Arum Waterfall Tourism for the Village Community of Sumber Arum, Songgon, Banyuwangi is in accordance with the welfare aspect *Maqashid As-Syari'ah* Imam Ghazali in the form of *hifdzul Diin, hifdzul Nasl, hifdzul Nafs, hifdzul 'Aql, hifdzul Maal*. These five aspects are felt by the community through increased economic, social and cultural activities of the community. Even though tourism is actually not something that is supported

by the Shari'ah, because it still exists *mafsadah* that occur and in the implementation of business activities, aspect *hifdzul Emphasis*, *hifdzul Nasl*, *hifdzul Nafs*, *hifdzul 'Aql* their role cannot be felt directly, the Sumber Arum village business community has met the prosperous criteria seen from its business activities because of the aspect *Hifdzu Mall* it is maintained, but there needs to be awareness from various parties in carrying out production activities in the tourism environment so that the balance of life can be maintained in order to improve people's welfare. Apart from that, welfare, according to Imam Ghazali, is leaving *corrupt*, so that activities in tourism should really be carried out according to Islamic rules.

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