

PERKEMBANGAN OBJEK WISATA *DREAM LAND WATER PARK* DAN DAMPAKNYA TERHADAP KONDISI EKONOMI MASYARAKAT DESA PANCASAN, KECAMATAN AJIBARANG, KABUPATEN BANYUMAS

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INTISARI

Dream Land Water Park merupakan objek wisata yang terletak di Desa Pancasan, Kecamatan Ajibarang, Kabupaten Banyumas. *Dream Land Water Park* mengutamakan perekrutan tenaga kerja dari masyarakat yang tinggal di sekitar lokasi wisata, khususnya masyarakat Desa Pancasan. Terdapat dampak ekonomi yang dirasakan oleh masyarakat Desa Pancasan, meliputi dampak ekonomi langsung, dampak ekonomi tidak langsung, dan dampak ekonomi lanjutan. Selain itu juga terdapat efek pengganda yang terjadi dari kegiatan wisata di lokasi tersebut.

Penelitian yang dilakukan bertujuan untuk mengidentifikasi perkembangan Objek Wisata *Dream Land Water Park*, menganalisis dampak yang ditimbulkan dari adanya Objek Wisata *Dream Land Water Park* terhadap kondisi ekonomi masyarakat di Desa Pancasan, dan menganalisis keterkaitan antara perkembangan Objek Wisata *Dream Land Water Park* dengan dampak ekonomi yang ditimbulkan.

Hasil penelitian menunjukkan bahwa perkembangan objek wisata *Dream Land Water Park* berkaitan dengan dampak ekonomi yang ditimbulkan. Namun, dampak tersebut tidak terlalu besar. Penghasilan tenaga kerja non karyawan (pedagang di kios) bergantung pada tinggi rendahnya wisatawan yang berkunjung, sedangkan penghasilan karyawan objek wisata cenderung tetap dan tidak bergantung pada tinggi rendahnya tingkat wisatawan objek wisata.

Kata Kunci: Perkembangan Wisata, Dampak Ekonomi, Efek Pengganda

***DREAM LAND WATER PARK TOURISM DEVELOPMENT AND THE
IMPACT ON THE ECONOMIC CONDITIONS OF THE COMMUNITY OF
PANCASAN VILLAGE, AJIBARANG DISTRICT, BANYUMAS REGENCY***

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ABSTRACT

Dream Land Water Park is a tourist attraction located in Pancasan Village, Ajibarang Subdistrict, Banyumas Regency. Dream Land Water Park prioritizes recruitment from people who live around the tourist sites, especially the people of Pancasan Village. There are economic impacts felt by the people of Pancasan Village, including direct impacts, indirect impacts, and induced impact. In addition, there is also a multiplier effect that occurs from tourist activities in the location.

The research aims to identify the development of Dream Land Water Park Attractions, analyze the impact of Dream Land Water Park attractions on the economic condition of the people in Pancasan Village, and analyze the relationship between the development of Dream Land Water Park attractions and the economic impact caused.

The results of the study showed that the development of Dream Land Water Park tourist attractions is related to the economic impact caused. However, the impact is not too big. The income of non-employee workers (seller at stalls) depends on the level of tourists visiting, while the income of tourism object employees tends to be constant and does not depend on the high and low levels of tourist attractions.

Keywords: *Tourism Development, Economic Impact, Multiplier Effect*