

DAMPAK OBJEK WISATA HEHA SKY VIEW TERHADAP KESEJAHTERAAN SUBJEKTIF MASYARAKAT

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INTISARI

Eksistensi dari Heha Sky View memberikan berbagai dampak bagi kehidupan masyarakat di sekitarnya. Dampak-dampak tersebut memengaruhi bagaimana masyarakat menilai kesejahteraan subjektif. Pada penelitian ini, peneliti mengkaji dampak Heha Sky View terhadap masyarakat di sekitarnya dan kondisi kesejahteraan subjektif masyarakat di sekitar objek wisata tersebut. Penelitian dilakukan dengan pendekatan kualitatif melalui wawancara, dokumentasi, dan observasi. Diketahui bahwa pembangunan Heha Sky View berdampak pada aspek fisik, ekonomi, dan sosial. Dampak fisik mencakup peningkatan aksesibilitas wilayah, kemudahan akses air bersih, perubahan penggunaan lahan, serta timbulnya polusi suara dan udara. Dampak ekonomi mencakup peningkatan pendapatan warga sekitar dan terbukanya lapangan pekerjaan. Kemudian, dampak sosial mencakup dukungan terhadap kegiatan masyarakat melalui bantuan dana dan material serta adanya perubahan gaya hidup. Heha Sky View memberikan dampak positif pada kesejahteraan subjektif masyarakat di sekitarnya, dilihat dari afek positif dan negatif yang dirasakan oleh setiap narasumber terhadap dampak-dampak yang muncul. Secara kognitif, masyarakat menilai bahwa kepuasan hidup mereka mengalami peningkatan sejak adanya Heha Sky View.

Kata kunci: kesejahteraan subjektif (*subjective well-being*), Heha Sky View, objek wisata, dampak pariwisata, masyarakat lokal.

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ABSTRACT

The existence of Heha Sky View made numerous impacts on the surrounding community. These impacts affected how the surrounding community evaluates their subjective well-being. In this research, researcher studied the impacts of Heha Sky View to the surrounding community and the condition of subjective well-being of the surrounding community. The research was done using qualitative approach through interview, documentation, and observation. It showed that the establishment of Heha Sky View gives impact on physical, economic, and social aspects. The apparent physical impacts includes increased regional accessibility, ease of access to clean water, changes of landuse, and the emergence of air and noise pollution. The apparent economic impacts includes increased income in the surrounding community and increased number of job opportunities. The apparent social impacts include the support for community activities through financial and material assistance, also changes in lifestyle. Heha Sky View has had a positive impact on the subjective well-being of the surrounding community, as evidenced by the positive and negative effects experienced by each respondent regarding the resulting impacts. Cognitively, residents assessed that their life satisfaction had increased since Heha Sky View established.

Keyword: *subjective well-being, Heha Sky View, tourist attraction, impact of tourism, local communities.*