

PENGARUH *GEOPARK* KALDERA TOBA TERHADAP PENDAPATAN MASYARAKAT DAN PELAKU EKONOMI DI KABUPATEN TOBA SAMOSIR

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INTISARI

Letusan Gunung Toba merupakan letusan *supervulcano* terbesar selama dua juta tahun terakhir. Letusan *Supervulcano* Toba menyimpan keunikan geologi (*geodiversity*) berupa Kaldera *Volcano* Tektonik terbesar di dunia yang dikenal sebagai Danau Toba. Keunikan geologi ini mendasari ditetapkan Kaldera Toba sebagai *Geological Park (Geopark)* Kaldera Toba dengan salah satu tujuannya adalah meningkatkan ekonomi lokal, disamping untuk tujuan pendidikan dan konservasi. Selain keunikan geologi, *Geopark* Kaldera Toba juga memiliki keunikan hayati (*biodiversity*) dan budaya (*culturaldiversity*). Tujuan penelitian ini adalah: 1) mengetahui produk-produk *Geopark* Kaldera Toba, 2) mengetahui pengaruh *Geopark* Kaldera Toba terhadap peningkatan pendapatan masyarakat di sekitar Kawasan Danau Toba.

Tingkat pengaruh *Geopark* terhadap masyarakat diukur dengan menggunakan wawancara dan kuisioner yang memuat informasi sosial-ekonomi (bentuk jasa/usaha yang ditawarkan, modal yang dikeluarkan, keuntungan yang diperoleh, pekerjaan pokok/sampingan) dan sosial-demografi (pekerjaan, umur, pendidikan terakhir, keterlibatan anggota keluarga). Analisis deskriptif kualitatif digunakan untuk memberikan penjelasan-penjelasan obyek yang dibahas melalui informasi yang ada dalam kuisioner dan wawancara.

Hasil penelitian menunjukkan bahwa pengaruh *Geopark* Kaldera Toba terhadap pendapatan masyarakat tidak besar. Sebagian besar responden memiliki pendapat bahwa kehadiran *Geopark* Kaldera Toba tidak memberikan pengaruh yang signifikan terhadap pendapatan masyarakat. Faktor yang paling mempengaruhi kecilnya pengaruh *geopark* adalah kurangnya pengetahuan masyarakat terhadap *Geopark* Kaldera Toba. Disamping itu, sosialisasi pemerintah dan kerjasama antar pemangku kepentingan di wilayah *Geopark* Kaldera Toba juga perlu digunakan.

Kata Kunci: *Geopark*, Pengaruh Ekonomi, Pendapatan Masyarakat

THE INFLUENCE OF *GEOPARK* KALDERA TOBA TOWARD SOCIETY INCOME AND ECONOMY AGENTS IN TOBA SAMOSIR REGENCY

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ABSTRACT

The study conducted shows data that in the past there had been huge eruption of Toba Mountain in Sumatera. The eruption of Toba is the biggest super volcano eruption during the last two years. The last eruption of Toba Mountain is in 74.000 years ago that left the amazing geological track of Toba Lake. Caldera as the rest of Toba Mountain eruption forms concavity that enables water pool which causes rain water accumulation that it forms lake as nowadays. Toba Lake is a volcanic lake as the rest of the biggest and the widest mountain eruption in Southeast Asia. The eruption of super volcano Toba has uniqueness on geology in the form of the biggest Quarter Tectonic Volcano Caldera in the world and the other uniqueness in history is the form of Toba Caldera. The next Volcano caldera is known as Toba Lake that is manifested for many aspects by society. This geological unique underlies the determination of Toba Caldera as *Geological Park (Geopark)* of National Toba Caldera that the status would be increase to be International *Geopark* under UNESCO management. The existence of Toba Caldera *Geopark* has influence in economy toward society. Purpose of this study is: 1) to know Toba Caldera products, 2) to know influence of Toba Caldera *Geopark* toward the increment of society income around Toba Lake area.

Data used in this study is recreation retribution data in Toba Samosir regency and data of hotels in Toba Samosir regency. Method used is descriptive qualitative. The level of *Geopark* influence toward society was measured by using interview and questionnaires that includes social-economy information (the form of service/business offered, capital manifested, profit obtained, main/side jobs) and social demography (jobs, age, last education, involvement of family members). Descriptive quantitative analysis used to give object explanations is discussed through information in questionnaire and interview.

Result of study shows that the influence of Toba Caldera *Geopark* toward society income is not too high. Of about 33 residents who became respondents, mostly of them have opinion that Toba Caldera *Geopark* give no significant influence to society income. Besides, this statement was supported by society opinion that this *Geopark* just give few influences to society income. The most influencing factor of the less influence of *Geopark* is the less knowledge of society toward Toba Caldera *Geopark*. Furthermore, government socialization and cooperation between the apparatus in Toba Caldera *Geopark* is also needed.

Keywords: *Geopark*, Economy Influence, Society Income