Externality of Tourism Destinations for Local Communities: Case Study of The Lodge Maribaya in Lembang sub-district, West Bandung Regency

Westi Riani[1*], Bayu Alam Mehesa Putra[2]

[1]Lecture, Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis, Universitas Islam Bandung, Jalan Tamansari 1 Bandung

[2]Student, Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis, Universitas Islam Bandung, Jalan Tamansari 1 Bandung

Corresponding Author Email[1*]: westiriani@gmail.com

ABSTRACT

This study aims to identify and analyze the positive and negative externalities of the existence of tourism destination for local community. In detail, externalities in this study are in the form of social benefits as the positive externality and costs felt by third parties due to the economic activities that occur related to the tourism destinations as the negative externality. Moreover, in this study, the selected tourism destination is The Lodge Maribaya which is located in the sub-district of Lembang, West Bandung regency, the province of West Java. Then, this study uses the descriptive analysis using the primary data obtained through a survey of one hundred respondents consisting of the community, business people and the tourist destination managers, where, the data is processed using SPSS. As the result, the existence of The Lodge Maribaya prove that tourism destination creates the positive externalities in the form of increased income, employment, and economic development as well as the negative externalities in the form of traffic jams, pollution, and environmental damage.

1. INTRODUCTION

According to the Law of the Republic of Indonesia number 10 of 2009 concerning Tourism, the definition of tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs and the government. In detail, the tourism industry is a collection of interrelated tourism businesses in order to produce goods and services to meet the needs of the tourists. Currently, tourism is the mainstay of foreign exchange sources in Indonesia, which has various types of tourism, such as natural, social and cultural tourism which spread from Sabang to Merauke (Soemanto, 2017). Furthermore, in 2018 the tourism sector contributed to GDP by 14%, and contributed to foreign exchange earnings of 223 IDR trillion, as well as the employment of 12.7 million people. Then, the location chosen in this study is The Lodge Maribaya which is one of the tourist destinations in Cibodas Village, Lembang sub-district which offers several tourist rides in one place, including: camping, team building, trekking and activities in the pine forest area. Furthermore, the hectic use of social media such as Facebook, WhatsApp, Twitter, Instagram and others makes tourists interested in making beautiful and unique photos which they then distribute on social media. In detail, the highest number of tourist visits to The Lodge Maribaya can be seen from the rising of the number of restaurants in the Cibodas Village as one of the tourism, supporting sectors, according to BPS in 2017 there were only two, but in 2018 it increased to eleven.

The presence of the Maribaya Lodge has a direct and indirect influence on the surrounding community. Furthermore, the direct impact is to create employment opportunities for local residents, for example the opportunity for local communities to open *jongko* along the connecting road between the main road and The

Lodge Maribaya location. As a tourist location that provides a variety of tourist activities, The Lodge Maribaya will create the externalities for the people living in the area. In detail, the business sectors that are supporting tourism include transportation, lodging, culinary, entertainment, and souvenirs. And, the supporting sector arises because of the tourist behavior, where in addition to having a recreational purpose at The Lodge Maribaya, tourists need food that will be facilitated by the restaurant, on the other hand the tourists will require the accommodation in the form of lodging to rest and spend the night, as result in the tourism industry, both positive and negative externalities will affect the lives of people living in tourism areas. Thus, this study will examine the externs perceived by the community that are positive in the form of social benefits, and those that are negative in nature as social costs. So that in this case it will cause pros and cons among the surrounding community regarding the existence of tourism, which creates externalities that make third parties unable to influence economic actors as the first and second parties.

2. LITERATURE REVIEW

2.1. Definition of Externality

The opinion of a Harvard University economics professor, N. Gregory Mankiw (2012), in Nurdin & Silvia (2019), externalities are the activities carried out by one person that affect the welfare of others without paying or receiving compensation or reward for this influence, then if the influence is positive, it is called a positive externality, on the other hand, if it is detrimental, it is called a negative externality. Besides that, the opinion of Walter Nicholson (1989) quoted by Dewi et al. (2016), explains that in general, externalities are the result of the activities of economic actors on the welfare of other parties that are not taken into account in the usual price system. In addition, Walter Nicholson argues that externalities occur because the activities of economic agents affect the activities of other economic agents without being reflected in market transactions. Furthermore, according to the Indonesian Dictionary, welfare is a condition or state of being prosperous in the form of security, safety and tranquility, and then it needs to be handled so that externalities do not affect the welfare of the other parties.

Another definition, according to Prasetyia, (2012), an externality is an economic cost or benefit that is a by-product of economic activity, but which is allocated outside the market system, which means that the maker of the externality has no incentive to consider the external costs or benefits generated. Then, the amount of benefits and social costs incurred by one party will be felt by another party without compensation, this is stated by Desta, (2016), that an externality is an act of consumption or production from one party without any compensation paid or received by the affected party. Finally, Virdausya et al. (2020) adds that if there are externalities, then there are third parties who are affected by production and consumption and bear the burden, for example because of polluted water or air.

Moreover, the first party cannot calculate the profit or loss that will be received by a third party other than the seller and the buyer, because it is outside the market mechanism. For example, a satay seller on the side of the road directs the smoke towards the way and invite potential consumers who are interested in the smell, but the satay seller cannot take into account the profits or losses experienced by motorists who passing by on the streets as well as the surrounding community and other food vendors. This is in line with the opinion of Widyaningsih & Ma'ruf, (2017), that an externality is a link between an activity and other activities that do not go through a market mechanism where these activities cause benefits and costs for parties outside the implementer of the activity. And, in line with Idris (2016), in Utami (2018) that in general externs will occur if the community gets impacted outside of goods or services that are directly related to market mechanisms. In other words, an externality is a side effect of an action of a certain party against another party, both beneficial and detrimental impacts. According to Sukandar & Wijaya (2015), and supported by the opinion of Reksohadiprojo (2001) and Sukandar & Wijaya (2015), externalities are costs or benefits of market transactions that are not reflected in prices, where externs cause third parties to be affected by production and consumption. Finally, Suciadi et al., (2020) stated that the externality of a company can be seen from socio-economic changes in the surrounding environment in the form of fiscal changes both to the community and the company (Sandra et al. 2015).

From the literatures above proved true that the externalities can affect the economic efficiency. For example, a clothing factory located in an area is able to absorb thousands of workers, but it requires a large amount of money to obtain raw materials for production, then over time the clothing industry can provoke other supporting industries to be present in the vicinity. In this example, the emergence of fabric factories, button

factories, zipper factories and other factories that are able to support the activities of the clothing industry, then each factory is able to absorb thousands of workers, so that the unemployment rate will fall, which means that clothing factories have been able to provide welfare to the population.

2.2 Types of Externalities

Externalities are classified into three types, which Externalities based on their impact, Externalities based on actors and affected and Externalities based on their effects.

2.2.1. Externalities Based on Impact

Judging from the impact, externalities are divided into two kinds, which positive externalities and negative externalities.

1) Positive Externalities

Mangkoesoebroto (1997) in Ratih & Gurnita (2010), states that "A positive externality is the beneficial impact of an action taken by one person on another without any compensation from the beneficiary party". For example, increasing the absorption of labor, increasing the income of the surrounding community, developing an economic structure and building public facilities in the form of infrastructure. According to Prasetyia (2012), "A positive externality is an advantage to a third party other than the seller or buyer of goods or services that is not reflected in the price. In detail, when there is a positive externality, the price is not the same as the additional social benefit or marginal social benefit of existing goods and services. For example, someone makes handicrafts from plastic waste and then sells them and sells well in the market, the positive externality felt by the community is not the same as the price of the craft, but the advantage that the use of waste makes the environment healthier. According to Virdausya et al. (2020), "A positive externality is an act of a person that provides benefits to others, but those benefits are not allocated in the market, this means that if the activities of some people generate benefits for others and the people who receive those benefits do not pay or charge a price for those benefits then the true value of those activities is not reflected in market activities.

2) Negative Externalities

According to Virdausya et al., (2020), "Negative externalities are costs imposed on others outside the market system as a product of productive activities such as polluted environment, pollution, polluted air". Another example is the community's discomfort due to production waste that is not managed properly. According to Prasetyia (2012) "Negative externalities (external costs) are costs to third parties other than buyers and sellers of a type of goods that are not reflected in the market price". When a negative externality occurs, the price of a good or service does not perfectly reflect the marginal social cost of the resources allocated to production. Neither the buyer nor the seller of the goods pays any attention to these costs to third parties.

According to Tamba (2014), "Negative externalities are known if the actions of one party impose costs on the party". For example, externalities due to busy tourism cause congestion so that the surrounding community must suffer losses due to increased transportation costs. Then Mukhlis (2009), "When there is a negative externality, the price of goods or services do not perfectly reflect the additional social costs (marginal social costs) on the resources allocated in production. Neither the buyer nor the seller of the goods pays any attention to these costs to third parties".

According to Maibach et al., (2008) in Harish & Sapha, (2019), "Negative externalities arise when the market is unable to achieve an efficient balance. An efficient equilibrium is a situation in which the marginal social cost equals the marginal social benefit". Negative externalities are a form of market failure, which means that the market is unable to strike an efficient balance where when the total benefits of private transportation are maximized there is no way to increase the benefits of road users without reducing the benefits of other road users. Therefore, the costs of externalities to society are generally not reflected in current market prices in the transport sector.

According to Harish & Sapha (2019), "A negative externality arising from the increase in private transportation is a decrease in the quality of life such as disturbed public health levels because people who live in urban areas are often exposed to air pollution, resulting in decreased public health, with declining public health causing decreased productivity so that it affects people's income".

Externalities also increase the number of victims of traffic accidents due to the high number of private transportation that is not proportional to the width of the road, causing the community to have to pay large costs, increasing psychological pressure due to congestion so that it can lead to high levels of stress, decreased body condition because more vehicles can be used decreased productivity and the most severe is air pollution which will cause health problems in humans.

2.2.2. Externalities Based on Actor and Affected

According to Prasetyia (2012), there are 4 externalities based on actors and impacts, including:
1) Externalities of producers to producers
   Producer externalities to producers occur when the outputs and inputs used by one firm affect the outputs and inputs used by other firms.
2) Externalities of producers to consumers
   In the case of the producer's externality to the consumer, the externality occurs when the consumer's utility function depends on the output of the producer. Thus, this type of externality occurs in the case of noise pollution by aircraft, and the effects of factory emissions.
3) Consumer externalities to producers
   This type of consumer externality to producers is rare in practice. Thus, consumer externalities to producers include the effects of consumer activities on the firm's output.
4) Consumer externalities to consumers
   Consumer externalities to consumers occur when the activities of one consumer affect the utility of other consumers.

2.2.3. Externalities Based on Their Influence

Based on their influence, externalities are divided into three, which:
1) Pecuniary externalities
   According to Dagupta and Pearce in Prasetyia (2012), "Externalities in the form of money refer to the effect of production or utility on third parties due to changes in demand. Externalities in the form of money also affect market supply and demand conditions. In essence, money externalities only affect prices without affecting the technical possibilities of production or consumption".
2) Technical Externalities
   According to Prasetyia (2012), "Technical externalities are a person's actions in consumption or production will affect the consumption or production actions of others without any compensation. Technical externalities refer to externalities that directly affect the firm's production in individual utility functions".
3) Environmental Externalities
   According to Deswati & Adrison (2019), "Externalities exist in various types and can occur in all sectors including the primary sectors which are usually known as environmental externalities". Environmental externalities is called as the special externalities occur due to production or consumption activities that have a positive (providing profit) or negative impact (providing a loss) without being subject to compensation from any party.
   According to Juliansah (2010) in Widyaningsih & Ma'ruf (2017), "Environmental externalities can be interpreted as benefits and costs shown by physical and biological changes. For example, water pollution caused by the waste of a company, this pollution is included in environmental externalities, where the pollution has changed both physically and biologically the rivers around the company".
   According to Dewi et al. (2016), "The study of externalities is the main concern of environmental economics science or theory, for example the opening up of Eastern Europe in 1989 and 1990 revealed that environmental externalities were not confined to free market economies, and sometimes externalities are put into the mindset through bargaining and negotiation without government interference".

2.3 Factors Causing Externalities

Externalities basically will arise because of human activities that do not follow environmentally sound economic principles. Thus, from an economic perspective, externalities and inefficiencies arise because one or more of the principles of efficient resource allocation are not met, as long as all these factors are not handled properly, then these externalities and inefficiencies are inevitable. Then, if this is allowed, then this will have an unfavorable impact on the economy, especially in the long term.

The following are the factors causing Externalities cited by Desta (2016) as follows:

1) The existence of public goods

Public goods are the good which consumed by the certain individuals will not reduce the consumption of other people for the goods. For example, fresh airs, beautiful scenery, recreation, clean water, and the like. Fauzi (2004) in Koeshendrajana et al. (2017), illustrates that "In the case of resources in the form of goods in the case of resources in the form of public goods, for example air pollution as a result of the activities of the first party perceived by the other party, giving an example that market transactions work perfectly, the perpetrators causing pollution should pay compensation to the third party contaminated".

2) Shared Resources

Shared resources are goods which when consumed by certain individuals will reduce the consumption of others for these goods. So it must be managed properly. According to Sancoyowati (2018), "commonly owned resources, as well as public goods, are not excludable where the consumption of a good cannot be limited only to those who meet certain requirements. These resources are open to anyone who wants to use them, and they are free. But unlike public goods, shared resources have a competitive nature". Utilization by someone will reduce the opportunity for others to do the same. So, with the existence of this shared resource, the government also needs to consider how much of it is used efficiently.

3) Market Imperfection

Market imperfection occurs when one of the participants in an exchange of property rights is able to influence the outcome, for example, market imperfection occurs in the practice of monopolies and cartels.

4) Government Failure

Government failures are caused by the pull of the government's own interests or certain interest groups that do not encourage efficiency so that many externalities are felt by the community.

2.4 Externality Indicators

Externality indicators can be grouped into two, which the indicators according to their impact and the indicators based on the aspects that are affected.

1) Externality Indicators Based on Their Impact

According to Fuadah & Fauzi (2019), based on the impact, the externality indicators are as follows:

a) Positive Externalities: (a) Economic development, for example, changes in livelihoods, population growth due to tourist attractions and shifts in the community's economy due to changes in lifestyle; (b) Labor absorption, for example job vacancies for tourist attractions, hotels and restaurants that require more and more employees; (c) Increasing community income, for example, increasing traders, increasing rent or selling prices of land and increasing standard wages due to local economic growth.

b) Negative Externalities: (a) Industrial waste, for example, the emergence of a new industry that produces the rest of the production process and is not able to manage it properly; (b) Air pollution, for example, traffic jams and deforestation have resulted in the air not being as clean as before; (c) Inconvenience of the surrounding community for example due to noise or crowds that interfere with community activities.

2) Externality Indicators Aspects

Based on the aspects, according to Sandra et al. (2015), the externality indicators are divided into three, which: (a) Social; (b) Population development pattern; (c) Work participation rate; (d) Unemployment rate; (e) The tendency of people's attitudes and behavior

2.5 Solutions to Overcome Externalities

The existence of negative externalities results in inefficient use of market resources; this is where the role of the government is needed. Thus, it is hoped that the problems caused by the externality can be resolved. Some things that can be done by the government are regulation, determination of Pigouvian taxes and the provision of subsidies.

1) Regulation

According to Prasetyia (2012), "Regulation is the act of controlling human behavior or society with rules or restrictions, then with regulations, the government can prohibit or require behavior or actions, which are allowed and which are not allowed to be carried out by certain parties in order to overcome externalities". For example, regulations governing industry, trade and other fields. And, according to Dominick (2006) in Amanda & Fikriah (2018), "One way to overcome market failure or inefficiency due to the occurrence of an external economy is government regulation or prohibition. By prohibiting an activity that boosts the external economy, the external diseconomies can be prevented".

According to Mankiw (2001) in Amanda & Fikriah (2018), "Examples of regulation include, among others, the government can impose penalties for those who dispose of toxic river waste, whose social costs are greater than the benefits of those who do so. In this way the government can declare the perpetrator as a criminal act and prosecute those who did it. In this case the government uses regulation to control and eliminate externalities".

2) Pigouvian tax

According to Prasetyia (2012), "The Pigouvian tax is one solution that can be done to overcome externalities. With the implementation of taxes, it will provide incentives for factory owners to reduce pollution as much as possible". When the producer has to pay taxes, it will indirectly reduce the amount of production so that the economic mechanism is back in balance. According to Mankiw (2001) in Amanda & Fikriah (2018), "Pigovian tax is a tax that is applied to correct various impacts of a negative externality. For example, the government can internalize externalities by imposing taxes on activities that generate negative externalities, and otherwise subsidize activities that generate positive externalities".

3) Subsidies

According to Prasetyia (2012), "When social benefits exceed personal benefits, subsidies must be given to consumers or producers. Subsidies lead to a decline in commodity prices. The government can subsidize producers to reduce the impact of externalities".

4) Internalization

According to Prasetyia (2012), "David and Whinston advocate internalization to overcome externalities so that the private costs are equal to the social costs. The essence of internalization is, for example, if company A causes a negative externality only to company B, then company A and B together calculate the impact of the externality. With this, efficiency will not appear".

3. METHODOLOGY

3.1 Research Methods and Types

The research method that will be used in this research is using descriptive analysis method with a quantitative approach. In detail, the descriptive analysis method is a research method by revealing existing problems, processing data, analyzing, researching and interpreting as well as making conclusions and giving suggestions which are then arranged in a systematic discussion so that the existing problems can be understood.

3.2 Population and Research Sample Design

Population is all objects that are the target of research or observation and have the same characteristics. The sample is part of the population taken to be the object of direct observation and used as the basis for drawing conclusions. The population in this study was the entire community of Cibodas Village as many as 11755 people consisting of 5866 men and 5889 women (Cibodas Village, 2020).

The sample in this study was calculated by the formula:

$$n = \frac{N}{1+N*e^2} \tag{1}$$

When: n= number of samples; N= total population; e= level of significance.

Then: n= 11755/(1+(11755*0.1^2) = 99.1564741~ 100 samples

3.3 Data Collection Techniques

The data collection technique used in this study is by distributing questionnaires and documentation as follows:

a. Questionnaire
Questionnaire is a tool or instrument used in data collection that contains various questions related to research that will be given to respondents to be answered.
b. Documentation
Collecting data by recording documents or archives contained in the research office as a complement to research.

3.4 Types and Sources of Data

The data used in this study are primary and secondary data. In detail, primary data sourced from questionnaires distributed to the public and business actors, and secondary data from data in Cibodas Village and related research is accompanied by other secondary data relevant to the purpose of study.

3.5 Variable Measurement

Variable measurement is a quantification process in the form of an effort to include numbers to express the character of the variable. In this study, the technique of collecting data was through a questionnaire, and answers from respondents will be given a score with a weighted value as written in table 1. Then, after the data is collected then the analysis used is based on the average score of each variable.

Table 1: Scoring Questionnaire Answers

Scale	Score
Strongly agree	5
Agree	4
Quite agree	3
Do not agree	2
Strongly disagree	1

Source: Processed data

Then the total score is entered into a continuum line, the measurement of which can be determined by:
a) Maximum Index Value: Highest Scale x Number of Samples
b) Minimum Index Score: Lowest Score x Number of Samples
c) Interval Distance: (Maximum Value - Minimum Value)/5
Since, the number of questions in this research is 30 questions, and the number of samples in this study was 100 people
Then the continuum line in this study is as follows:
Maximum Index Value= 5 x 100 = 500
Minimum Index Value= 1 x 100 = 100
Distance Interval= (500-100)/5 = 80
Furthermore, the results of the questionnaires from each question are averaged so that they can be read using the average interpretation table in table 2.

Table 2: Average Score and Answer Interpretation

Average Score	Interpretation
420.1 – 500	Strongly agree
340.1 – 420	Agree
260.1 - 340	Quite agree
180.1 – 260	Do not agree
100 – 180	Strongly disagree

Source: Processed data

3.6 Analysis Method

The analytical method used is descriptive quantitative analysis method, namely by describing the object in the study based on the facts that occur in the field as a whole by using table analysis. Thus the table analysis is used to determine the mode, or percentage of the observed variables, where the data required comes from the results of answers to questions posed to respondents in the form of a questionnaire.

3.7 Operational Variables

Operational variables are in table 3

Table 3: Operational Variables

Variable	Definition	Indicator	Scale
Positive externalities	The amount of benefits felt by the community as an external party due to tourism	1. Increase in income	1 - 5
		2. Labour Absorption	1 – 5
		3. Economic Development	1 - 5
Negative externalities	The amount of social costs perceived by the community as an external party due to tourism	1. Congestion	1 – 5
		2. Pollution	1 - 5
		3. Environmental Damage	1 – 5

Source: Processed data

3.8. Statistical Test

Statistical testing in this study is by testing the validity and reliability to find out whether the research instrument is able to measure the research indicators or not. In detail, validity is a measure that shows the level of validity of an instrument, and validity test is used to show the extent to which the list of questions can measure the externality of the tourism object.

1) Reliability is an index that shows the extent to which a measuring instrument can be trusted. Reliability can be defined as a characteristic related to accuracy, precision and consistency. Thus, the technique for determining the reliability of a measuring instrument is based on a comparison or comparison between the results of repeated measurements. Reliability testing was carried out after testing the validity of the questions, to calculate the reliability test in this study using the alpha formula using the Microsoft Excel application. In detail, the method of seeking internal reliability is to analyze the reliability of the measuring instrument from one measurement, and the formula uses r Alpha

4. RESULT AND DISCUSSION

4.1 Research Object Profile

Cibodas Village, Lembang sub-district covers an area of 7.59 km² and is located in fertile hills, at an altitude of 1260 masl, where most of the land is used for agriculture (34.06%) and plantations (27. 56%), as well as for residential land, offices, public infrastructure and conservation forest of the Ir. H. Djuanda Grand Forest Park. According to the West Bandung Regency Development Database, the total population of Cibodas Village currently amounts to 11,755 people with a population of 5866 males and 5889 females. The Lodge Maribaya is one of the tourist destinations in Cibodas Village, Lembang District, precisely on Jalan Maribaya No. 149, which has beautiful natural scenery and cool air. Some of the rides available here include: Zip Bike or hanging bicycle, hang gliding, paragliding, Sky Wing, and Sky Tree.

4.2 Characteristics of Respondents

To measure the externality of The Lodge Maribaya, researchers distributed questionnaires to 100 respondents who were natives of Cibodas Village who had lived there before 2016, when The Lodge Maribaya was not yet popular as a tourist destination, and were willing to fill out questionnaires voluntarily.

4.3 Test Results

Statistical testing in this study is by testing the validity and reliability to find out whether the research instrument is able to measure the research indicators or not. The instrument was tested are 28 samples. Validity and reliability tests were carried out using Microsoft Excel.

4.3.1 Validity Test Results

The results of the calculation of the validity coefficient on each item yield a value greater than r table or more than 0.374, meaning that all items in The Lodge Maribaya Externality questionnaire are valid. Because the test results showed that all samples had a calculated value of r between 0.495 to 0.898, it was proven that the questionnaire was valid.

The calculation results can be seen in Table 4.

Table 4: Validity Test Result

Variable	Indicator	Validity
Positive externalities	1. Increase in Income	Valid
	2. Labour Absorption	Valid
	3. Economic Development	Valid

Negative externalities	1. Congestion	Valid
	2. Pollution	Valid
	3. Environmental Damage	Valid

Source: Processed data

4.3.2 Reliability Test Results

Reliability is an index that shows the extent to which a measuring instrument can be trusted. Reliability can be defined as a characteristic related to accuracy, precision and consistency. From the results of calculations using Microsoft Excel, the data obtained from the reliability test results for Positive Externalities of 0.896 and for Negative Externalities of 0.868. Because the value of the reliability coefficient = 0.896 (positive externality) and = 0.868 (negative externality) is greater than r table = 0.374, the questionnaire is proven to have a high level of reliability (in the vulnerable 0.8 - 1), or in other words the questionnaire is consistent and can be trusted.

4.4 Positive Externality Results

4.4.1 Aspects of Increasing Income

Based on the results of a questionnaire from 100 respondents' answers in 5 questions about increasing income as follows: (1) I can take advantage of the crowds of The Lodge Maribaya tourist attraction as a means of starting a business of goods/services needed by tourists; (2) After the tourist attraction The Lodge Maribaya increased my income; (3) The more crowded The Lodge Maribaya tourist attraction is, the more my business grows; (4) With the tourist attraction The Lodge Maribaya, my economic condition is getting better because all my needs are met; and (5) During the pandemic, The Lodge Maribaya visitors decreased or even did not exist at all so that my income decreased drastically.

The average score obtained is: strongly agree = 17.4%; agree = 38.8%; quite agree = 17.2%; disagree = 21% and strongly disagree = 5.6%. It is concluded that there are positive externalities from the tourist destination of The Lodge Lembang in the aspect of increasing population.

4.4.2 Aspects of Labor Absorption

Based on the results of a questionnaire from 100 respondents' answers in 5 questions about labor absorption as follows: (1) After the existence of The Lodge Maribaya tourist attraction, employment for lodging, restaurants and other business fields continues to increase; (2) After the Maribaya Lodge tourist attraction, I opened a new business and/or opened job vacancies for local residents; (3) Residents of Cibodas Village get job vacancies in every tourist support object such as lodging, restaurants and other business fields; (4) During the pandemic, residents of Cibodas Village who work in lodging, restaurants and other business fields, continue to work (not laid off/not laid off) because they are original residents of the village; (5) There are still many job vacancies in other business sectors even though The Lodge Maribaya tourist visits have decreased.

The average score obtained is: strongly agree = 16.0%; agree = 39.4%; quite agree = 24.8%; disagree = 16.0% and strongly disagree = 3.8%. It is concluded that there are positive externalities from the tourist destination of The Lodge Lembang in the aspect of labor absorption.

4.4.3 Aspects of Economic development

Based on the results of a questionnaire from 100 respondents' answers in 5 questions about economic development as follows: (1) After the tourist attraction The Lodge Maribaya changed my livelihood (for example, from a farmer to a trader, etc.); (2) I feel that the more crowded The Lodge Maribaya tourist attraction is, the greater the opportunity to start a business; (3) After the tourist attraction The Lodge Maribaya, many newcomers settled in Cibodas Village; (4) The large number of tourist visits to the Maribaya lodge can reduce

unemployment; (5) Residents of Cibodas Village are able to take advantage of the crowds of tourist objects by selling, transportation services, opening parking lots, etc.

The average score obtained is: strongly agree = 16.2%; agree = 51.2%; quite agree = 11.6%; disagree = 17.8% and strongly disagree = 3.2%. It is concluded that there are positive externalities from the tourist destination of The Lodge Lembang in the aspect of economic development.

4.5 Negative Externality Results

4.5.1 Aspects of Traffic Congestion

Based on the results of a questionnaire from 100 respondents' answers in 5 questions about traffic congestion as follows: (1) After the Maribaya Lodge tourist attraction, traffic jams often occur in Cibodas Village; (2)Every holiday there is a long traffic jam due to the lack of parking management at The Lodge Maribaya tourist attraction; (3) I feel disturbed because of the traffic jam caused by the crowded tourist attraction The Lodge Maribaya; (4) I feel the negative impact of traffic jams due to The Lodge Maribaya tourist attraction, such as disruption of activities and damage to roads; and (5) During the pandemic because The Lodge Maribaya tourist attraction was closed, there was never any traffic jam in the Cibodas Village area. The average score obtained is: strongly agree = 33.8%; agree = 46.2%; quite agree = 8.6%; disagree = 11.0% and strongly disagree = 0%.

It is concluded that there are negative externalities from the tourist destination of The Lodge Lembang in the aspect of traffic congestion.

4.5.2 Aspects of Pollution

Based on the results of a questionnaire from 100 respondents' answers in 5 questions about pollution as follows: (1) I feel that the congestion at The Lodge Maribaya tourist attraction has caused the cool air in Cibodas Village to be polluted; (2) The conversion of land from agricultural land to parking lots and the development of other business fields causes the air in Cibodas Village to be polluted; (3) I feel that my respiratory health is being disturbed due to traffic jams and land conversion due to the tourist attraction The Lodge Maribaya; (4) Congestion due to the density of tourists causes the air to be hotter; (5) During the pandemic because The Lodge Maribaya tourist attraction was closed, the surroundings became quiet and the air was fresh again and the temperature was cold again.

The average score obtained is: strongly agree = 17.6%; agree = 48.4%; quite agree = 23.6%; disagree = 9.6% and strongly disagree = 0.8%. It is concluded that there are negative externalities from the tourist destination of The Lodge Lembang in the aspect of pollution.

4.5.3 Aspects of Environmental Damage

Based on the results of a questionnaire from 100 respondents' answers in 5 questions about environmental damage as follows: (1) The crowds of tourists visiting the Lodge Maribaya resulted in damage to public roads; (2) After the existence of The Lodge Maribaya tourist attraction, Cibodas Village became arid because of the large number of land conversions; (3) The crowd at The Lodge Maribaya tourist attraction has caused damage to the environment, both trees, waterways, etc. due to irresponsible persons; (4) The crowd at The Lodge Maribaya tourist attraction causes disruption of the ecosystem so that animals in the forest look for food to the village; and (5) During the pandemic because The Lodge Maribaya tourist attraction was closed, the environment was beautiful again and there were no channel damage or flooding.

The average score obtained is: strongly agree = 13%; agree = 41.4%; quite agree = 30.4%; disagree = 14.2% and strongly disagree = 1.0%. It is concluded that there are negative externalities from the tourist destination of The Lodge Lembang in the aspect of environmental damage.

4.6 Discussion

From the results of the study there are several things that can be discussed as follows:

1) The people of Cibodas Village agree with the positive externalities of The Lodge Maribaya tourism area which include aspects of Income Increase, Labor Absorption and Economic Development. For the aspect of increasing income, this is supported by people who feel they can take advantage of the crowds of The Lodge Maribaya tourism object to start a business, the more visits to tourism, the more people's income, so that people can meet their needs. On the aspect of Absorption of Manpower, the people of Cibodas Village agree that The Lodge Maribaya gives priority to workers from Cibodas Village in order to cut operational expenses such as transportation, travel time considerations, and others. Then the tourism supporting sectors such as restaurants, lodging and other sectors continue to increase, so that they are able to encourage people to start businesses or develop their business businesses, but those who do not have a tourism support sector business continue to recruit new employees, even though tourist visits are declining. In the aspect of Economic Development, the people of Cibodas Village agree that The Lodge Maribaya encourages the economic development of the community through the mechanism of professional transition among the community such as from farmers to traders, so that business actors will depend on visits to The Lodge Maribaya Tourism Object, the more crowded the visits, the potential for economic development growing so that people become more productive and reduce unemployment. Then the transfer of land functions which are considered more profitable to economic actors, and other economic developments.

2) The people of Cibodas Village agree with the existence of negative externalities. The existence of The Lodge Maribaya tourism object causes negative externalities which include aspects of congestion, pollution, and environmental damage. For the congestion aspect, the people of Cibodas Village agree that The Lodge Maribaya can have a strong impact, including congestion due to busy tourist visits so that parking management is less effective, this congestion makes people's mobility decrease and they prefer to stay at home because it is more comfortable, but since the closing of The Lodge Maribaya People don't feel traffic jam anymore. For the aspect of air pollution, the people of Cibodas Village agree that air pollution caused by the large volume of tourist vehicles that will travel to The Lodge Maribaya; this is felt by the community because congestion along the road to tourist sites causes the cool air in Cibodas to be polluted, especially in the environment along the way. Cibodas public roads, conversion of land from agriculture to parking lots and other developments cause the air in Cibodas Village to be less fresh and look arid so that these two things make people feel that their respiratory health is disturbed. Congestion that occurs due to hectic tourist visits makes the air hotter due to vehicle emissions that are airborne and the heat of the vehicle engine, but since the closure of the Maribaya Lodge tourist attraction, the community feels the air around is fresher and cold again. In terms of environmental damage, the people of Cibodas Village agree that the damage to the public road that is used as the main access linking Cibodas Village with the crowds of Lembang sub-district is triggered by the large volume of vehicles accessing the road. The green environment is filled with trees, agricultural land and plantations are slightly narrowed due to development or land conversion, as well as the lack of order by irresponsible people, littering, causing the environment to be dirty and flooded.

5. CONCLUSIONS

5.1. Summary

From the results of this research, a summary of the conclusions is as follows:

1) The average score of the positive externality aspect is 349.533, which is in the range of 340.1 - 420 which indicates that the people of Cibodas Village agree with the positive externalities of The Lodge Maribaya tourism area which include aspects of Income Increase, Labor Absorption and Economic Development. For the aspect of increasing income, 38.8% of the people of Cibodas Village agree that the positive externalities of The Lodge Maribaya increase their income; this is supported by people who feel they can take advantage of the crowds of tourist attractions. On the aspect of Labor Absorption, 39.4% of the people of Cibodas Village agree that The Lodge Maribaya gives priority to the workforce due to the development of supporting factors such as restaurants and lodging. In the aspect of Economic Development, 51.2% of the people of Cibodas Village agree that The Lodge Maribaya encourages the economic development of the community through the mechanism of professional transition among the community, such as from farmers to traders.

2) The average score of the negative externality aspects is 375.333 which are in the range of 340.1-420 which indicates that the people of Cibodas Village agree with the existence of negative externalities. The existence of The Lodge Maribaya tourism object causes negative externalities which include aspects of congestion, pollution, and environmental damage. For the congestion aspect, 46.2% of the people of Cibodas Village agree that The Lodge Maribaya can have an impact in the form of congestion due to the high number of tourist visits so that parking management is less effective. For the aspect of air pollution, 48.4% of the people of Cibodas Village agree that air pollution causes the cool air in Cibodas to be polluted, especially in the environment along Cibodas public roads and the conversion of land from agriculture to parking lots. For the aspect of environmental damage, 41.4% of the people of Cibodas Village agree that the damage to the green environment is filled with trees, agricultural and plantation land is slightly narrowed due to development or land conversion, as well as the lack of order by irresponsible people, littering, causing dirty and flooded environment.

5.2. Implication

Based on the results of the studies that have been carried out, it is proven validly and reliably that the tourist destination The Lodge Lembang has both positive and negative externalities. In the case of a positive externality, the tourist destination must be maintained. However, in order to overcome or reduce negative externalities, several things need to be done, including:

1) The local government must issue regulations or regional regulations that favor the interests of the community around the tourist attraction, in particular to increase tax collection because many people are actually disadvantaged because of the Maribaya Lodge tourist attraction, without getting any benefits.
2) For the community, who are constrained and detrimental to their economic activities, are expected to be able to make complaints to the local government in order to accommodate community complaints.

REFERENCES

Amanda, R., & Fikriah. (2018). Eksternalitas PT. Lafarge Cement Indonesia, Lhoknga Aceh Besar. Jurnal Ilmiah Mahasiswa (JIM) Ekonomi Pembangunan Fakultas Ekonomi Dan Bisnis Unsyiah, 3(4), 641–650.

Desta, W. S. (2016). Analisis Eksternalitas Pt. Fermentech Indonesia Terhadap Tingkat Pendapatan Dan Penyerapan Tenaga Kerja Masyarakat Desa Gunung Pasir Jaya Lampung Timur (Vol. 17, Issue 1). Skripsi. Fakultas Ekonomi Dan Bisnis. Universitas Lampung.

Deswati, R. H., & Adrison, V. (2019). Eksternalitas Produksi Keramba Jaring Apung. JIEP, 19(1), 40–60.

Dewi, R. S., Murtisari, A., & Saleh, Y. (2016). Masyarakat Di Kecamatan Wonosari Kabupaten Boalemo. AGRINESIA, Vol. 3. No.

Fuadah, & Fauzi. (2019). Eksternalitas Pada Perusahaan Air Minum Santri Sidogiri Perspektif Ekonomi Sumber Daya Alam Islam. Journal of Wind Engineering and Industrial Aerodynamics, 26(3), 1–4.

Harish, M., & Sapha, D. (2019). Eksternalitas Negatif Penggunaan Transportasi Pribadi Di Kota Banda Aceh. Jurnal Ilmiah Mahasiswa (JIM), 4(1), 19–28.

Koeshendrajana, S., Wijaya, R. A., Priyatna, F. N., Martosuyono, P., & Sukimin, S. (2017). Kajian Eksternalitas Dan Keberlanjutan Perikanan Di Perairan Waduk Jatiluhur. Jurnal Sosial Ekonomi Kelautan Dan Perikanan, 4(2), 137. https://doi.org/10.15578/jsekp.v4i2.5826

Mukhlis, I. (2009). Eksternalitas , Pertumbuhan Ekonomi dan Pembangunan Berkelanjutan dalam Perspektif Teoritis. Jurnal Ekonomi Bisnis, 14(3), 191–199.

Nurdin, S. S., & Silvia, V. (2019). Eksternalitas Positif Objek Wisata (Studi Kasus Pantai Lampuuk Kabupaten Aceh Besar). Jurnal Ilmiah Mahasiswa (JIM), 4(2), 132–140.

Prasetyia, F. (2012). Bagian V : Teori Eksternalitas. Fakultas Ekonomi Dan Bisnis Universitas Brawijaya, 33.

Ratih, A., & Gurnita, H. (2010). Eksternalitas PT Pertamina Geothermal Energy Terhadap Kondisi Ekonomi, Sosial, dan Lingkungan Masyarakat (Studi Kasus Masyarakat Desa Muara Dua Kecamatan Ulubelu Kabupaten Tanggamus). Jurusan Ekonomi Pembangunan. Universitas Lampung.

Republik Indonesia. (2009). Undang-Undang Republik Indonesia No 10 Kepariwisataan (NOMOR 10.TAHUN 2009). Sekretarian Negara RI.

Sancoyowati, F. (2018). Wakaf Sebagai Instrumen Kebijakan Pemerintah Untuk Mengatasi Eksternalitas Barang Publik (Perspektif Maqashid Syari'Ah). El Dinar, 5(2), 7. https://doi.org/10.18860/ed.v5i2.5236

Sandra, M. O., Tety, E., & Maharani, E. (2015). Dampak Eksternalitas Pabrik Pengolahan Kelapa Sawit (PKS) PT. Tamora Agro Lestari (Tal) Terhadap Sosial Ekonomi Masyarakat Di Desa Serosah Kecamatan Hulu Kuantan Kabupaten Kuantan Singingi. 4(12), 10–14. https://doi.org/10.3969/j.issn.1008-0813.2015.03.002

Suciadi, M., Purnomo, E. P., & Kasiwi, A. N. (2020). Eksternalitas Positif Tambang Batubara Terhadap Kesejahteraan Sosial Ekonomi Masyarakat Di Kabupaten Kutai Kartanegara. Jurnal Ilmiah Dinamika Sosial, Volume 4(2), 267. https://doi.org/10.38043/jids.v4i2.2458

Sukandar, E., & Wijaya, H. B. (2015). Eksternalitas Kegiatan Industri Terhadap Kinerja Jalan (Studi Kasus Jalan Sadang-Batas Purwakarta/Subang). Jurnal Pembangunan Wilayah & Kota, 11(2), 169. https://doi.org/10.14710/pwk.v11i2.10846

Tamba, N. (2014). Eksternalitas Ekonomi Dalam Proses Produksi Dan Kontribusi Pt.Spf Terhadap Penerimaan Daerah Kabupaten Ogan Ilir. In Paper Knowledge . Toward a Media History of Documents. Skripsi. Ekonomi Pembangunan. Universitas Sriwijaya.

Utami, K. P. (2018). Eksternalitas Ekonomi Dalam Pembangunan Ekonomi Daerah (Studi Kasus Kawasan Wisata Gunung Kidul, Yogyakarta). Universitas Sebelas Maret.

Virdausya, S., Balafif, M., & Imamah, N. (2020). Dampak Eksternalitas Industri Tahu Terhadap Pendapatan Desa Tropodo Kecamatan Krian Kabupaten Sidoarjo. Bharanomics, Volume 1(1), 1–8. https://doi.org/10.46821/bharanomicss.v1i1.11

Widyaningsih, T., & Ma'ruf, A. (2017). Eksternalitas Tempat Pengolahan Sampah Terpadu (Tpst) Piyungan Kabupaten Bantul Daerah Istimewa Yogyakarta. Jurnal Ekonomi & Studi Pembangunan, Volume 18(1). https://doi.org/10.18196/jesp.18.1.4013