

Nunung Fauziyah. Analisis Dampak Ekonomi Awal (Early Stage Economic Impact) pada Pembukaan Ekowisata Baru Suruan Eco Park Tuban Terhadap Ekonomi Lokal. Dibawah Bimbingan Nurul Subkhania, S.E., M.Si.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak ekonomi awal (*early stage economic impact*) pada pembukaan ekowisata baru Suruan Eco Park Tuban terhadap ekonomi lokal yang dilihat dari sisi pendapatan masyarakat, penyerapan tenaga kerja lokal, serta perekonomian desa. Suruan Eco Park merupakan destinasi wisata berbasis alam yang baru beroperasi sejak bulan April 2024 di Desa Tuwiri Wetan, Kecamatan Merakurak, Kabupaten Tuban. Penelitian ini menggunakan pendekatan penelitian kualitatif deskriptif dengan teknik pengumpulan data menggunakan wawancara secara mendalam (*in-dept interview*) kepada sepuluh informan yang terdiri dari masyarakat/pelaku usaha, tenaga kerja wisata, pengelola wisata, dan juga melibatkan perangkat desa. Hasil penelitian menunjukkan bahwa Suruan Eco Park telah memberikan dampak ekonomi nyata namun masih terbatas kepada masyarakat yang terlibat langsung dengan aktivitas wisata pada tahap awal operasionalnya. Dari sisi pendapatan masyarakat, peningkatan pendapatan terlihat kepada masyarakat yang terlibat langsung yaitu sekitar sebesar 50-84%, sementara pelaku usaha di luar kawasan wisata tidak merasakan perubahan pendapatan yang signifikan. Dari sisi penyerapan tenaga kerja lokal, di Suruan Eco Park telah berhasil mempekerjakan 13 tenaga kerja dan semua tenaga kerja yang bekerja di Suruan Eco Park adalah masyarakat lokal Dusun Kedung Sari. Kemudian dari sisi perekonomian desa, kehadiran Suruan Eco Park telah mendorong tumbuhnya delapan produk UMKM melalui sistem titip jual di kantin yang ada di dalam wisata, namun belum memberikan kontribusi terhadap Pendapatan Asli Desa (PAD). Penelitian ini merekomendasikan penguatan kerja sama antara pengelola wisata dan pemerintah desa untuk mengemangkan ekonomi lokal serta meningkatkan kapasitas usaha masyarakat agar manfaat ekonomi lebih merata.

Kata Kunci: *Early Stage Economic Impact*, Ekowisata, Pendapatan Masyarakat, Penyerapan Tenaga Kerja, Perekonomian Desa, Suruan Eco Park

Nunung Fauziah. *Early Stage Economic Impact Analysis of the Opening of Suruan Eco Park Tuban Ecotourism on the Local Economy. Under guidance of Nurul Subkhania, S.E., M.Si.*

ABSTRACT

This study aims to analyze the early stage economic impact of the newly opened Suruan Eco Park Tuban ecotourism site on the local economy, examined from the perspectives of community income, local employment absorption, and village economic development. Suruan Eco Park is a nature-based tourism destination that has been operational since April 2024 in Tuwiri Wetan Village, Merakurak District, Tuban Regency. This study employs a descriptive qualitative research approach, with data collected through in-depth interviews with ten informants comprising community members/business actors, tourism workers, tourism managers, and village officials. The findings reveal that Suruan Eco Park has generated tangible yet still limited economic impacts on communities directly involved in tourism activities during its early stage of operation. In terms of community income, a significant increase of approximately 50–84% was observed among those directly engaged in tourism activities, while business actors operating outside the tourism area reported no significant change in income. Regarding local employment absorption, Suruan Eco Park has successfully employed 13 workers, all of whom are local residents of Kedung Sari Hamlet. Furthermore, in terms of village economic development, the presence of Suruan Eco Park has stimulated the growth of eight micro, small, and medium enterprises (MSMEs) through a consignment sales system at the canteen located within the tourism site; however, it has not yet contributed to the Village's Original Revenue. This study recommends strengthening collaboration between tourism managers and the village government to promote local economic development and enhance the capacity of community based businesses, thereby ensuring that the economic benefits are distributed more equitably.

Keywords: *Early Stage Economic Impact, Ecotourism, Community Income, Employment Absorption, Village Economy, Suruan Eco Park*