

ANALYSIS OF THE IMPACT OF THE COVID-19 PANDEMIC ON ENTREPRENEURS AT THE MC EDUPARK TOURISM OBJECT IN CEPU DISTRICT, BLORA REGENCY

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Info Artikel	Abstract
Diterima 28 Januari 2023	This research was conducted with the aim of finding out how the impact of Covid-19 is on social and economic conditions in business actors around the MC Edupark Tourism Object, Cepu District, Blora Regency. Data were analyzed using interactive qualitative analysis models and purposive sampling to determine informants related to the research object. Data collection techniques in this study are Observation, Interview, Documentation. The data analysis technique used is qualitative, with steps that include: Data collection, data presentation and drawing conclusions and suggestions. The population in this study were 31 traders and 40 tourists in the Mc Edupark tourism area, Blora Regency. The results of the study show that business opportunities around the Mc Edupark tourism object are included in the high category. Local people take advantage of this situation to trade. The increase in visitors after the renovation of the Mc Edupark Tourism Object was really able to increase visitors and affect an increase in income.
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INTRODUCTION

Recent global economic developments have triggered intense competition between companies both in Indonesia and the world. This makes every company must be able to improve product excellence in order to increase product profitability. The

COVID 19 pandemic is a global phenomenon that has caused a major shock that has resulted in an economic and social crisis (Aktar, 2021). It is recorded on the World 0 Meter website that the total global COVID cases reached 164,669,749 with 3,412,157 deaths on May 18 2021 (www.world0meter.com accessed on May 18 2021). The Corona Virus Disease 2019 (Covid-19) pandemic has had a significant and comprehensive impact for many aspects of life, not only health and humanity, but also aspects of the world economy. Indonesia's economic growth in 2020 came under quite strong pressure, especially in the first semester of 2020, in line with the impact of the world economic slowdown due to Covid-19 and the Large-Scale Social Restrictions (PSBB) policy to mitigate the spread of Covid-19. Integrated inter-authority policy synergy through various immediate and extraordinary strengthening measures to overcome the impact of Covid-19, was able to encourage gradual economic improvement in the second half of 2020 with maintained stability. (Bank Indonesia 2020 Economic Report of Indonesia)

The impact of Covid-19 put a heavy pressure on the Indonesian economy in the first semester of 2020 (Devi, 2020). On the one hand, efforts to limit mobility in Indonesia need to be carried out because since it was first announced that Indonesia had been infected since early March 2020, Covid-19 has spread very quickly to all parts of Indonesia. Until the end of December 2020, the number of positive cases of Covid-19 nationally reached 743,198 people with a recorded death of 22,138 people. However, on the other hand, the Government's policy to reduce the spread of Covid-19 through the implementation of mobility restriction policies, including the implementation of health protocols and PSBB in several areas, has unavoidably reduced people's economic activity sharply. Bank Indonesia noted that economic growth slowed to 2.97% (yoy) in the first quarter of 2020 and contracted to 5.32% (yoy) in the second quarter of 2020. The decline in performance occurred in all components, both household consumption and government and private investment activities. The performance of almost all exports of goods was also affected by weakening global demand, except for several manufactured export commodities in line with China's faster recovery. Efforts to stimulate economic growth in the first semester of 2020 have not been strong because government spending is still limited in line with obstacles in realization.

The impact of Covid-19 began to spread in various aspects of life, especially the Economic Aspect. The impact was also quite felt by business actors around the tourist area of MC Edupark, Cepu District, Blora Regency. The outbreak of this virus has had an impact on various sectors such as tourism, the economy, trade and investment. The outbreak of Covid-19 has made it difficult for MSME actors (Micro, Small and Medium Enterprises) in Blora Regency. Slamet Dwi Cahyono, as the Cepu Village Head, said that for more than a year the residents' economic sector had been very affected by the Covid-19 pandemic. "During the pandemic, many MSMEs in Cepu were affected, selling was difficult, income was reduced and so on." cepu-layani-sales-digitally, due to the outbreak of the corona virus the market was closed and traders were unable to sell. This resulted in traders not having a steady income and finding it difficult to make ends meet. Even though most of the residents around Cepu District, Blora Regency, Central Java many depend on the Tourism and Creative Industries sector.

Blora Regency is an area rich in natural tourism objects, cultural tourism, and historical heritage (Kristiani, 2013). One of the tours in Blora Regency is Mc Edupark

which is located in Cepu City, precisely at Nglajo, Nglajo, Jl. Lapangan Golf, Wonorejo, Cepu, Blora Regency. Therefore, the development of the tourism sector in Blora Regency must also be seen as a very important economic potential to support development in the Blora region, especially in Cepu Nglajo. MC EDUPARK is one of the mainstay objects in Cepu City and its surroundings which can be used as educational tours, playgrounds, as well as a variety of contemporary photo spots. This Mc Edupark tour occupies an area of 11.00 square meters. The location is right on Jalan Golf Nglajo, Cepu District which is managed by the Oil and Gas Human Resources Development Center (PPSDM MIGAS). The main attraction offered in this place is as an educational tour. Inside is the Wisma Building which contains historical photos of the oil and gas industry and resorts, 3D art of oil and gas industry equipment and others. Mc Edupark is also part of the Open Oil and Gas Museum. Because Cepu City is the first presence of oil and gas in Indonesia. In addition to educational tours, Mc Edupark also offers a playground that appeals to children. There is a swimming pool and the design is quite good and complete. There are also sports facilities such as a supporting gym, water park, ATV, and other playing facilities. Mc Edupark tourism opens at 08.00 am - 17.00 pm (every day) with an entrance ticket price for visitors Rp. 20,000/person. The number of visitors to tourism objects in Blora Regency is increasingly showing a significant increase. However, due to the PSBB during the COVID Pandemic, many business actors were affected to the point where they were forced to close their businesses, even though tourism and the creative industry also generate significant regional income for local governments.

The results of Gilang's research (2018) show that the performance of the Village Government and managers in the welfare of the community is optimal, it can be seen by the existence of jobs and programs run by the government from the development of Umbul Ponggok tourism objects.

The results of Kurniawan's research (2015) show that business opportunities around the Umbul Sidomukti Tourism Object are included in the high category. The increase in visitors after the renovation of Umbul Sidomukti Tourism Object is really able to increase visitors. In addition, the increase in visitors also has a positive effect on the regional income of Central Java Regency in the tourism sector. The development of Umbul Sidomukti Tourism Object is really able to absorb quite a lot of labor.

The progress of tourism and the development of a region has a cross-dependence relationship, meaning that the more advanced the tourism sector, the greater the contribution that the tourism sector will make to the local government, and vice versa the more advanced the development of a region, of course, the facilities and infrastructure available to support progress tourist. This research was conducted with the aim of finding out how the impact of Covid-19 is on social and economic conditions in business actors around the MC Edupark Tourism Object, Cepu District, Blora Regency.

RESEARCH METHODS

Data were analyzed using interactive qualitative analysis models and purposive sampling to determine informants related to the research object. Data collection techniques in this study are Observation, Interview, Documentation. The data analysis technique used is qualitative, includes: Data collection, data presentation and drawing

conclusions and suggestions (Peersman, 2014). The population in this study were 31 traders and 40 tourists in the Mc Edupark tourism area, Blora Regency.

Population and Sample

The sample determination technique in this study is to use a type of non-probability sampling, namely purposive sampling method. Purposive Sampling is a type of sampling technique commonly used in scientific research. Purposive sampling is a sampling technique by determining certain criteria (Sugiyono, 2014). Purposive Sampling, which is also referred to as an assessment or expert sample, is a type of non-probability sample. The main goal of purposive sampling is to produce a sample that logically represents the population.

Types and Sources of Data

According to Lofland (in Moleong, 2015) the main data sources in qualitative research are words and actions, the rest is additional data such as documents and others. In this study the type of data used in this study includes two types of data, namely primary data and secondary data. Primary data sources are obtained from direct interviews with informants. Data obtained through interviews and direct observation at the research location. Data or information was also obtained through written questions using oral questionnaires using interviews. The primary data source in this study is community welfare. As for the research informants, researchers used purposive sampling. "Purposive sampling is a research technique used by researchers based on the criteria the researcher wants." The research informants are Mc Edupark employees, the local community and those who know about informants, traders at Mc Edupark. Secondary Data Sources are Books, Magazines, Internet browsing and processing of printed or electronic media data

Data Collection Techniques

Data collection techniques in research are documentation, questionnaire, interview, and observation. The documentation method is finding data about things or variables or in the form of transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas, and so on. In this study the documentation method used to obtain data is in the form of information about the number of visitors, game areas in the Mc Edupark tourism area, Blora Regency.

Questionnaire is a list of written questions used to obtain information from respondents. The questionnaire is the main thing to collect data. The results of the questionnaire will be translated into figures, tables, statistical analysis and descriptions and conclusions of the research results. Data collection using a questionnaire is used to obtain primary data.

Interviews are information gathering tools by asking questions orally. Interviews are part of a communication technique in which data seekers hold debriefings with sources to gather the required data. Observation, that is, researchers conduct research by making direct and careful observations of all phenomena related to poverty and then recording them to complete the data obtained.

Data Analysis Techniques

Bogdan & Biklen said data analysis techniques are efforts made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, deciding what to tell others (Moleong, 2015). According to Miles and Huberman (in Afrizal, 2015), argued that qualitative research must be carried out in cycles starting from stage one to stage three and carried out continuously until complete, so that the data reaches saturation. In this study using interactive qualitative analysis models. To present data so that it is easier to understand, the steps in conducting qualitative research data analysis according to Miles and Huberman are as follows:

RESULTS AND DISCUSSION

BUSINESS ACTIVITIES IN MC EDUPARK

Characteristics of Traders Based on Genders

On table 1, we can see the characteristics of traders at the Mc Edupark Tourism Object based on their gender. Female traders were 26 people or 85%, while male traders were 5 people or 15%. So it can be concluded that most traders at the Mc Edupark Tourism Object are female.

Table 1 Characteristics of Traders Based on Gender

No.	Gender	Number of people)	Percentage
1.	Woman	26	85
2.	Man	5	15
	Amount	31	100

Characteristics of Traders Based on Age

Based on table 2, we can see the characteristics of traders in the Mc Edupark Tourism Object by age. Traders aged 20-30 years as many as 13 people or by %, Traders aged 31-40 years as many as 11 people or by %, Traders aged 41-50 years as many as 7 people or by %, Meanwhile Traders aged 51-60 years There isn't any. Traders at Mc Edupark Tourism Object are generally classified as productive age , namely 20-30 years old.

Table 2 Characteristics of Traders Based on Age

No.	Age	Number of people)	Percentage
1.	20-30	13	42
2.	31-40	11	35
3.	41-50	7	23
4.	51-60	0	0
	Amount	31	100

Characteristics of Traders Based on Education

Table 3 shows that of the 31 respondents traders at the Mc Edupark Tourism Object, 6 people had elementary education backgrounds with a percentage of 13%, 13 people had junior high school education with a percentage of 45%, 12 people had high school education with a percentage of 42% and undergraduate education none. So it can be concluded that the majority of traders in the Mc Edupark Tourism Object have a majority of junior high and high school backgrounds with a percentage of 43%.

Table 3 Characteristics of Traders Based on Education

No.	Education	Number of people)	Percentage
1.	Elementary School (SD)	5	14
2.	Junior High School (SLTP)	13	43
3.	Senior High School (SMU)	13	43
4.	Bachelor	0	0
	Amount	31	100

Characteristics of Traders Based on the Number of Dependents

Table 4 shows the characteristics of traders at the Mc Edupark Tourism Object based on the number of dependents. Traders with a total dependent of 0-2 people are 14 people with a percentage of 45%, traders with a total dependent of 3-4 people are 11 people with a percentage of 30% and traders with a total dependent of >5 are 6 people with a percentage of 25%. So it can be concluded that the majority of traders at Pandan Beach have dependents of 0-2 people with a percentage of 45%.

Table 4 Characteristics of Traders Based on the Number of Dependents

No.	The number of dependents	Number of people)	Percentage
1.	0-2	14	45
2.	3-4	11	30
3.	>5	6	25
	Amount	31	100

Characteristics of Tourists Based on Gender

Table 5 shows the characteristics of tourist respondents based on gender. Tourists who are female are 23 people with a percentage of 63% and male gender are 17 people with a percentage of 37%. From the description above it does not mean that female tourists are the majority of visitors to the Mc Edupark Tourism Object, but this is because the author takes more female samples because it is easier to get the information the writer needs.

Table 5 Characteristics of Tourists by Gender

No.	Gender	Number of people)	Percentage
1.	Woman	23	63
2.	Man	17	37
	Amount	40	100

Characteristics of Tourists Based on Age

Table 6 Shows the Characteristics of Tourists by Age. Tourists aged 6-15 years are 6 people with a percentage of 10%, Tourists aged 16-25 years are 13 people with a percentage of 37%, Tourists aged 26-35 years are 12 people with a percentage of 33%, Tourists with 9 people aged 36-45 years with a percentage of 20%, and no tourists aged 46-55.

From the description above, it can be seen that the majority of tourists visiting the Mc Edupark Tourism Object are between 16-25 years old (productive age) with a percentage of 37%.

Table 6 Characteristics of Tourists Based on Age

No.	Age	Number of people)	Percentage
1.	6-15	6	10
2.	16-25	13	37
3.	26-35	12	33

4.	36-45	9	20
5.	46-55	0	0
	Amount	40	100

Characteristics of Tourists Based on Education

Table 7 Shows the Characteristics of Tourists by Education. From the table above we can see that the majority of educational tourists who visited the Mc Edupark Tourism Object were 15 high school students with a percentage of 39%, followed by 10 undergraduate education (S1) with a percentage of 27%, and 10 junior high school education. percentage of 27%. It can be concluded that the majority of tourists who visit the Mc Edupark Tourism Object have a high education, namely Bachelor's Education (S1) with a percentage of 60%.

Table 7 Characteristics of Tourists Based on Education

No.	Education	Number of people)	Percentage
1.	No school	0	0
2.	Elementary School (SD)	5	7
3.	Junior High School (SLTP)	10	27
4.	Senior High School (SMU)	15	39
5.	Bachelor	10	27
	Amount	40	100

Characteristics of Tourists by Type of Work

Table 8 shows the characteristics of the tourist respondents based on the type of work. Tourists who work as civil servants are 17 people with a percentage rate of 45%, Tourists who work as Entrepreneurs are 15 people with a percentage rate of 35 people, Tourists who work as Private Employees are 9 people with a percentage rate of 20%, Tourists who do not work There isn't any. The majority of visitors who come to the Mc Edupark Tourism Object tend to work as civil servants and entrepreneurs.

Table 8 Characteristics of Tourists by Type of Work

No.	Work	Number of people)	Percentage
1.	civil servant	17	45
2.	Self-employed	14	35
3.	Private sector employee	9	20
4.	Doesn't work	0	0
	Amount	40	100

Characteristics of Tourists Based on Number of Dependents

Table 9 shows the characteristics of tourists based on the number of dependents. 19 tourists have 2 dependents with a percentage rate of 48%, 15 tourists have 3 dependents with a percentage rate of 37%, 6 tourists have more than 3 dependents with a percentage rate of 15 %. The majority of tourist visitors at the Mc Edupark Tourism Object tend to have 2 dependents with a percentage of 48%.

Table 9 Characteristics of Tourists Based on Number of Dependents

No.	The number of dependents	Number of people)	Percentage
1.	1	0	0
2.	2	19	48
3.	3	15	37

No.	The number of dependents	Number of people)	Percentage
4.	>3	6	15
	Amount	40	100

Trader's Income Before the Development of Tourism Objects

The income received by traders at the Mc Edupark Tourism Object comes from the consumption expenditure of tourists who visit Mc Edupark Tourism. The income of these traders is inseparable from tourist visits, the more tourists who visit, the greater the profit the business actor will get. Recorded the income of business actors before the development of Tourism Objects, as many as 8 people had incomes of less than IDR 1,000,000, with a percentage rate of 17%, while as many as 17 respondents with income levels ranging from IDR 1,000,000 to IDR. 1,500,000 with a percentage rate of 47%, while 9 respondents have income levels ranging from Rp.1,500,000 to Rp.2,000,000 with a percentage rate of 23%, and only 6 respondents have income of more than Rp. .2,000,000,- with a percentage rate of 13%.

This shows that the majority of the income level of business actors in Mc Edupark Tourism Objects in the period prior to the development of Tourism Objects was Rp. 1,000,000 to Rp. 1,500,000.

Table 10 Trader's Income before Tourism Development

No.	Income	Number of people)	Percentage
1.	<1,000	8	17
2.	1001-1500	17	47
3.	1501-2000	9	23
4.	>2,000	6	13
	Amount	40	100

The results of the study show that prior to the development of tourism, the income earned by respondents was still relatively low. This is due to the lack of innovation offered by traders, both in the form of goods and services. In addition, the educational background of the respondents is generally still low-educated, which is only limited to junior high school education. These are some of the things that make the income of traders in Mc Edupark attractions still relatively low.

Trader's Income after the Development of Tourism Objects

In the early part, it was stated about the amount of income that the community earned before the development of the Mc Edupark tourist attraction. As is the case with the characteristics of tourism in general, which is to have a positive effect on the community around these attractions. With tourism objects, people can get additional (side) jobs. It was proven that after the development of tourism, the income of traders slowly increased, this was due to the increasing number of tourist visits. The number of these visits increased due to improvements in facilities and infrastructure that made it easier to go to Mc Edupark tours.

In the period after the development of the Mc Edupark Tourism Object, the income level of traders at Mc Edupark has increased slowly. It was recorded from 31 respondents that traders no longer had income below Rp. 1,000,000, - this means that the income level of business actors at Mc Edupark is increasing. Meanwhile, 21 respondents had incomes ranging from Rp. 1,000,000 to Rp. 1,500,000 with a

percentage rate of 50%, while 11 respondents had income levels between Rp. 1,500,000 to Rp. 2,000,000 with a percentage rate of 30%, and 8 respondents who have an income level of more than Rp.2,000,000.- with a percentage rate of 20%.

Table 11 Trader's Income After Tourism Development

No.	Income	Number of people)	Percentage
1.	<1,000	0	0
2.	1001-1500	21	50
3.	1501-2000	11	30
4.	>2,000	8	20
	Amount	40	100

Respondents' income has increased due to the increasing number of tourist visits. Visitors to the Mc Edupark Tourism Object have increased due to the new attractions and rides offered by the community such as playgrounds , as well as a variety of contemporary photo spots, the Wismo Building which contains historical photos of the oil and gas industry and resolutions, 3D Art equipment for the Oil and Gas industry and others -other. Mc Edupark Tourism Object is crowded with tourists on certain days, such as Saturdays/Sundays, and other holidays. Outside today, only local tourists flock to this educational tourism area.

Table 12 Merchant Income Comparison

No	Income Before Tourism Development (Rp)	Income After Tourism Development (Rp)	Income Traders During the COVID 19 Pandemic (IDR)
1.	750,000	1,000,000	<100,000
2.	1,000,000	1,500,000	<200,000
3.	1,200,000	1,500,000	0
4.	500,000	1.000.000	0
5.	1.200.000	1.500.000	<100.000
6.	750.000	1.200.000	<50.000
7.	1.000.000	1.500.000	<100.000
8.	800.000	1.200.000	0
9.	750.000	1.200.000	<50.000
10.	1.500.000	1.750.000	<200.000
11.	1.200.000	1.500.000	<200.000
12.	1.000.000	1.500.000	<100.000
13.	800.000	1.000.000	0
14.	1.250.000	1.500.000	<50.000
15.	1.200.000	1.500.000	<200.000
16.	1.200.000	1.500.000	<100.000
17.	1.500.000	1.750.000	0
18.	800.000	1.200.000	0
19.	750.000	1.200.000	0
20.	1.000.000	1.500.000	<100.000
21.	750.000	1.000.000	<200.000
22.	1.200.000	1.500.000	0
23.	1.500.000	1.750.000	0
24.	1.750.000	2.000.000	<100.000
25.	1.750.000	2.000.000	<100.000
26.	1.000.000	1.200.000	<200.000
27.	750.000	1.000.000	0

No	Income Before Tourism Development (Rp)	Income After Tourism Development (Rp)	Income Traders During the COVID 19 Pandemic (IDR)
28.	800.000	1.200.000	0
29.	1.000.000	1.500.000	<100.000
30.	1.200.000	1.750.000	<50.000
31.	750.000	1.200.000	<100.000

Based on Table 12, it can be seen that there was a significant comparison and difference in the income of traders during the development of tourism and during the Covid 19 Pandemic. The income of traders was observed to have increased while Mc Edupark was still operating. However, it experienced a sharp decline during the COVID-19 Pandemic PSBB due to restrictions on visitor and buying and selling activities. Sellers tend to experience losses, especially those selling food products because they cannot be stored for a long time. So that the average sales revenue derived only from purchasing food for Mc Edupark employees, the number of which has decreased drastically due to operational efficiency. Losers were eventually forced to close their shops because no buyers visited and shopped for their wares. So that the maximum average income of sellers who still survive even though there are no visitors during the pandemic only reaches <Rp. 200,000 and Rp. During the Pandemic McEdupark was also closed or not operating.

The income of these traders is obtained from tourist expenditures. From the data the researchers obtained in the field, the majority of tourists incur travel costs in one visit to the Mc Edupark Tourism Object of Rp. 250,000 - Rp. 300,000 per family, this is known from the survey results of respondents' answers.

Table 13 Tourist Expenses/Fee

No.	Expenses/ Tourist Fees (Rp.)	Number (Person)	Percentage (%)
1.	150,000-200,000	7	17
2.	200.000-250.00	10	20
3.	250.000-300.00	17	50
4.	>300,000	6	13
	Amount	40	100

Comparison of Labor Absorption Before, During Tourism Development and during the Covid 19 Pandemic PSBB Period

Table 14 Comparison of Labor Absorption

No.	Respondent Name	Before	After	PSBB Pandemic
1	Linda	0	1	0
2	Lifia	1	2	0
3	Sita	0	1	0
4	Suswati	2	2	0
5	Lilla	1	2	0
6	Susie	2	2	0
7	Do it	1	2	0

No.	Respondent Name	Before	After	PSBB Pandemic
8	Marjuki	1	2	1
9	Johan	2	2	1
10	Siti	0	1	0
11	Sri Wahyuni	1	2	0
12	Tarni	1	1	0
13	Samiaty	0	0	0
14	Riskia	0	0	0
15	Rosmala	1	1	0
16	Dirman	2	2	1
17	Suprianto	1	1	0
18	Agus	1	1	0
19	Nurdiana	1	1	0
20	Guidance	0	0	0
21	Utami	0	0	0
22	Nurhidayati	0	0	0
23	sustainable	1	1	0
24	Mukinah	2	2	1
25	Panic	1	1	0
26	Committee	1	1	0
27	Meet	0	0	0
28	North	1	1	0
29	Sumina	1	1	0
30	University	2	2	1
31	Dance	1	1	0

Based on Table 14, a comparison of the absorption of non-skilled labor before McEduPark existed, during the development of tourism and during the Covid 19 Pandemic PSBB. Due to the declining number of visitors at McEduPark, many shops had to be closed by their owners. Shop owners have experienced a decrease in turnover so they cannot pay the salaries of their employees and are forced to lay them off so that the employment situation in most shops is 0 because they are not operating. The situation worsened when McEduPark management decided to completely close McEduPark's operations.

Discussion

The development of the McEduPark tourist area is a form of tourism area management that seeks and aims to provide benefits, especially for the protection, preservation and utilization of tourism potential and environmental services of natural resources, especially in the surrounding area. On the other hand, the community can experience direct benefits in the tourism sector through the opening of business fields that create new job opportunities and are able to increase good income for the community.

The development of tourism also encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment which in turn will lead to production of goods and services (Yakup, 2019). Tourism has its own influence for regional economic development. The existence of tourist attractions in Cepu City provides positive benefits for the local community's economy and helps boost the

regional economy. Tourism contributes to increasing work and business abilities both directly and indirectly. The existence of tourist attractions can also help increase people's income. Spending or spending the visitors will increase income and profits for the local community. Many local people use tourist attractions as fields to make a living.

Before leaving for a tourist attraction, visitors usually choose a place or natural beauty that suits their hopes and desires. Tourists usually get information from various sources such as bureaus, social media, friends or relatives as input whether the tourist location is according to their wishes (Cheng, 2017). Tourists also usually use transportation, travel agency services to facilitate departure to a tourist attraction.

Tourists visit a tourist object to enjoy the tourism potential in the form of panoramas and natural beauty, culture (customs) and the hospitality of the surrounding residents (Primadany, 2013). In enjoying the panorama of tourism, facilities and supporting facilities are needed to increase the comfort and safety of visiting. The facilities that have been provided by the manager are a support to provide comfort for tourists during their visit so that they can better enjoy the beauty of nature while eating (culinary) food/drinks, lots of contemporary photo spots, etc.

The development of tourism has a positive influence and relationship with the development of other sectors, especially the small industrial sector, and environmental stability. The impact caused as a result of economic activity is very influential on the people of Nglajo Cepu City, especially Mc Edupark. Changes that occur due to tourism activities also greatly affect the structure and regional economy. Employment opportunities, per capita income and its distribution will provide opportunities for increased production and welfare of society as a whole.

Changes in people's economic conditions encourage economic components to change their environment in accordance with the carrying capacity of the environment, both in terms of institutions and infrastructure. The growth of new economic activities encourages existing social institutions in a society to adapt to existing economic developments.

On the other hand, the impact caused by the development of tourism is the changes that occur in the community around tourist objects, this is a consequence of the impact caused by tourism. Conceptually the changes that occur are due to the process of acculturation between the culture of the people around the tourist object and the foreign culture brought by visiting tourists. The development of tourism has led to an acculturation process with the impact of changes in social values that also affect changes in the behavior of individual members of the community. Especially the people around the Mc Edupark Tourism Object who often experience direct contact with tourists.

From the field survey conducted by the researchers, it was found that there are many kinds of business actors who are driving the economy at Mc Edupark. Starting from food/beverage traders, food traders typical of the City of Cepu (such as Ledre) and various providers of tourist equipment services. The majority of business actors here have been running their businesses for a long time and some have even been there for decades. However, there are still many business actors who run their own businesses to meet their daily needs.

The income received by business actors is generally still relatively low, only a

few types of businesses provide more income. However, after tourism experienced a development, the income of traders in the tourist area of Mc Edupark began to increase in a more positive direction. The existence of a new innovation breakthrough is the reason for the development of tourism. Especially in the current technological age, information reaches the community very quickly, this is what makes tourist visits increase slowly. Therefore, the government and tourism business actors are very aggressive in promoting the attractiveness of tourist objects in order to attract tourists to visit. On the other hand, Mc Edupark tourism has the potential to become a favorite choice for tourists because it is one of the interesting educational tours in Nglajo Cepu City with playgrounds, contemporary photo spots, and many more. However, this can be realized if the Government and Tourism Managers and business actors work together to make a new breakthrough that is innovative and competitive to attract tourists to frequently visit the Mc Edupark Educational Tourism Object in Nglajo Cepu.

Based on Table 12, it can be seen that there was a significant comparison and difference in the income of traders during the development of tourism and during the Covid 19 Pandemic. The income of traders was observed to have increased while Mc Edupark was still operating. However, it experienced a sharp decline during the COVID-19 Pandemic PSBB due to restrictions on visitor and buying and selling activities. Sellers tend to experience losses, especially those selling food products because they cannot be stored for a long time. So that the average sales revenue derived only from purchasing food for Mc Edupark employees, the number of which has decreased drastically due to operational efficiency. Losers were eventually forced to close their shops because no buyers visited and shopped for their wares.

You can see a comparison of the absorption of non-skilled workers before the existence of McEdupark, during the development of tourism and during the Covid 19 Pandemic PSBB. Due to the declining number of visitors at McEdupark many shops were forced to close by their owners. Shop owners have experienced a decrease in turnover so they cannot pay the salaries of their employees and are forced to lay them off so that the employment situation in most shops is 0 because they are not operating. The situation worsened when McEdupark management decided to completely close Mc Edupark's operations. Management and local government officials work together to revive the post-pandemic tourism and creative industries sector.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the exposure analysis and discussion of the formulation of the problem, the conclusions can be formulated as follows;

1. The results of the study show that business opportunities around the Mc Edupark tourism object are included in the high category. Local people take advantage of this situation to trade.
2. The increase in visitors after the renovation of the Mc Edupark Tourism Object was really able to increase visitors and affect an increase in income.
3. The development of the Mc Edupark Tourism Object has succeeded in absorbing a large number of workers considering the many new rides provided, the construction of the Mc Edupark Tourism Object is really able to absorb quite a lot of manpower. Not only are workers in the tourism sector absorbed, the

increase in sales turnover experienced by traders around Mc Edupark has also forced traders to increase their employees, gradually the number of unemployed around the Mc Edupark Tourism Object has begun to decline. The decrease in the number of unemployed and the increase in people's income turned out to have a positive impact on the socio-economic conditions of the surrounding community. Even so, the smell of business competition among fellow traders is increasingly felt.

4. During the Pandemic, business actors experienced a downturn due to the minimal number of visitors which resulted in decreased sales turnover and employee efficiency. This was exacerbated by the policy of total closure of all Mc Edupark facilities and operational activities by Management. Finally, many business actors decide to close their businesses.

Suggestion

1. Preferably in To develop the Mc Edupark Tourism Object, the first thing to pay attention to is holding variations on outbounds that have become tourist attractions so that visitors have the desire to come back again. Starting from the large number of visitors, this is the wheel of the economy getting better.
2. Entrepreneurs can open themselves through collaboration with the community or local managers by building various facilities (buildings), especially creating a unique tourist attraction that can make someone want to visit Mc Edupark Tourism often
3. Managers can carry out the Mc Edupark Tourism promotion program by collaborating with various travel and other information media so that information on the existence of these tours is known to the public, especially outside Cepu Blora City. In addition, it provides various needs of visitors who want to enjoy the swimming pool such as renting swimsuits and other swimming equipment.
4. Given the difficult situation faced by fast-paced businesses around McEdupark during the Pandemic, the Government and McEduPark Management should have been able to work together to increase economic activity around the tourist area by increasing events and entrepreneurship training to revive trading.
5. In order to obtain a more in-depth and comprehensive picture, the authors suggest that future research is expected to use more accurate data with a larger amount. The use of more accurate data allows more results Good. using methods and test equipment that are more complete and accurate in order to obtain more conclusions valid

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