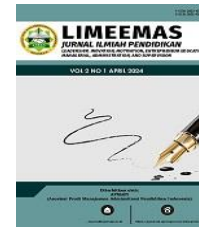


LIMEEMAS: Jurnal Ilmiah Pendidikan
Volume 2 Number 2 October Edition Year 2024



Tersedia Online di <https://ejournal.apmapi.or.id/index.php/Limeemas>
E-ISSN Online : 3025-406X P-ISSN Cetak: 3025-4078

ASSESSING THE TOURISM VALUE OF TEMAM WATERFALL: ENVIRONMENTAL AND ECONOMIC PERSPECTIVES

Evi Agustina Sari¹, Munaja Rahma², M. Bambang Purwanto³
¹²Politeknik Negeri Sriwijaya, Palembang, Indonesia
³Politeknik Prasetiya Mandiri, Bogor, Indonesia
E-mail: eviagustinasari@polsri.ac.id

Abstrak: Penelitian ini bertujuan untuk menilai nilai pariwisata Air Terjun Temam di Lubuklinggau dari perspektif lingkungan dan ekonomi. Air Terjun Temam memiliki potensi besar sebagai objek wisata alam, namun pengembangan yang tidak tepat dapat mempengaruhi kelestarian lingkungan dan keberlanjutan manfaat ekonominya. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa observasi lapangan, wawancara dengan pemangku kepentingan lokal, dan studi literatur terkait pariwisata berkelanjutan. Hasil penelitian menunjukkan bahwa Air Terjun Temam memiliki daya tarik alami yang kuat, dengan potensi untuk menarik wisatawan domestik dan mancanegara. Dari perspektif lingkungan, temuan menunjukkan bahwa kawasan air terjun masih relatif terjaga, meskipun beberapa area membutuhkan penanganan untuk mengurangi risiko kerusakan ekosistem akibat aktivitas wisata. Dari perspektif ekonomi, potensi Air Terjun Temam dalam meningkatkan pendapatan masyarakat lokal melalui pariwisata sudah mulai terlihat, terutama dalam bentuk penjualan produk UMKM dan penyediaan jasa wisata. Namun, keberlanjutan manfaat ekonomi ini membutuhkan perencanaan yang matang, terutama dalam manajemen pengunjung dan peningkatan fasilitas infrastruktur. Penelitian ini merekomendasikan penerapan pariwisata berkelanjutan dengan memperhatikan aspek konservasi lingkungan dan pemberdayaan masyarakat. Kolaborasi antara pemerintah daerah, pengelola wisata, dan masyarakat sangat diperlukan agar Air Terjun Temam dapat berkembang sebagai destinasi unggulan tanpa mengorbankan aspek ekologisnya. Penguatan promosi dan peningkatan aksesibilitas juga disarankan untuk memperluas daya tarik wisatawan.

Kata kunci: Air Terjun Temam, Nilai Pariwisata, Pariwisata Berkelanjutan

Abstract: This study aims to assess the tourism value of Temam Waterfall in Lubuklinggau from an environmental and economic perspective. Temam Waterfall has excellent potential as a natural tourist attraction, but improper development can affect ecological sustainability and the sustainability of its financial benefits. This study uses a qualitative method with data collection techniques in the form of field observations, interviews with local stakeholders, and

literature studies related to sustainable tourism. The study results show that Temam Waterfall has a solid natural attraction with the potential to attract domestic and foreign tourists. The findings show that the waterfall area is still relatively well maintained from an environmental perspective. However, some places must be handled to reduce the risk of ecosystem damage due to tourism activities. From an economic perspective, the potential of Temam Waterfall to increase local community income through tourism has begun to be seen, especially in the form of selling MSME products and providing tourism services. However, the sustainability of these economic benefits requires careful planning, especially in visitor management and infrastructure improvements. This study recommends the implementation of sustainable tourism by paying attention to environmental conservation and community empowerment. Collaboration between local governments, tourism managers, and the community is needed to develop Temam Waterfall as a leading destination without sacrificing its ecological aspects. Strengthening promotions and improving accessibility are also recommended to expand tourist attractions.

Keywords: *Tem Waterfall, Tourism Value, Sustainable Tourism*

INTRODUCTION

"Tourism is a wide range of tourist activities and is supported by a variety of facilities and services provided by communities, entrepreneurs, governments, and local governments," according to Undang-Undang Republik Indonesia No. 10 Tahun 2009 concerning tourism. This means that tourism is a series of activities backed by various facilities and services offered by the community, business owners, the government, and local governments. Many nations rely on the tourism sector to pay taxes and generate income for businesses that provide services to travelers. Expanding and preserving Indonesia's tourism industry as a travel destination is essential to leverage and grow the business.

Among the most popular tourist destinations worldwide is Indonesia. Economic expansion and political stability have made Indonesia one of the wealthiest nations. According to the World Tourism Organization, between 1995 and 2002, Indonesia received twice as many tourists as the global average (Hakimah & Suprani, 2021). Both nature and culture abound in Indonesia. Indonesia offers cultural attractions and nature tourism because of its diversified population and beautiful natural surroundings (Alfitriani et al., 2021; Permatasari, 2021).

Temam Waterfall is located at Rahma Village, South Lubuk Linggau, Lubuklinggau City, South Sumatra Province. You can take your family to Temam Waterfall as an alternate vacation destination. In addition to the bubbling waterfall that cascades into the pool, guests can take in the splendor of the natural world. It takes around 22 minutes to drive 12.2 kilometers to reach Temam Waterfall from Lubuklinggau City. Temam Waterfall differs from typical waterfalls in that it is not a bottom-to-top fall. At first glance, Temam Waterfall resembles Niagara Falls because it

stretches sideways like a massive curtain. Temam Waterfall is surrounded by lush greenery and natural boulders, measuring roughly 12 meters in height and 26 meters in width. The waterfall's surrounding environment is still as it was. The elegance produced by the splashing waterfall that hangs stretched with a beautiful and relaxed atmosphere is the main attraction of Temam Waterfall. This waterfall is eligible to become a tourism destination, but many people still need to learn about it because it is too far away to be a well-known attraction (Purwanto, 2022). However, many people have yet to discover the treasure in Temam Waterfall. Based on the information above, the writer is interested in writing the final report titled "*Assessing The Tourism Value Of Team Waterfall: Environmental And Economic Perspectives.*"

METHODOLOGY

In writing this report, the writer used the qualitative method. According to Creswell (2014), qualitative research is an approach to exploring and understanding the meaning of individuals or groups related to social or human problems whose data are collected in the participant's setting. Through data analysis, the writer interprets the meaning of the data. Research must have a theory analysis and construct the object through a study to become more apparent. Hardani. Ustiawaty (2020) states that field observation is the theoretical basis used to guide focus research. For the results, the qualitative method will produce descriptive results, and the inferences can be drawn quite easily from the obtained data (Setiyadi, 2006). The writer used the qualitative method because the data analyzed in this report was presented qualitatively, and the results were described, analyzed, and interpreted in detail.

This research was precisely in the place to get valid sources. The place of the research was needed to know the area for collecting data and knowing the eligibility of the place. The place of research was Temam Waterfall at Air Temam Street, Rahmah, Subdistrict. Lubuklinggau Selatan I, Lubuklinggau city, South Sumatera 31600.

The methods used in collecting the data for this final report were as follows: Observation is one of the ways to collect data by involving the object directly. According to Heigham & Croker (2009), observation is a data collection method in which writers (without using tools) observe objects, conditions, situations, processes, or behaviors directly (without using tools). The observation method is divided into two types based on the role of the writer at the time of implementation: non-participant and participant observation (Arikunto, 2010). In this case, the writer used participant observation. By conducting participant observation, the writer can get experience directly from the activity, and the information obtained becomes more profound. The writer collected data by directly observing the Temam Waterfall. The writer used the theory from

Hamid (2014) about the elements of tourism destinations that support tourism destinations, focused on finding out information on observed things, and noted the important things related to the writer's research. The observation was recorded in the form of photographs. The observation was recorded, especially information about the elements of a tourism destination.

In this research, the writer made observations at Temam Waterfall. The writer collected information about the eligibility of Temam Waterfall by observing the elements of a tourism destination: attractions, accessibility, amenities, ancillary activities, and activity by coming directly to Temam Waterfall and taking some pictures. The data that the writer got from observations were several pictures of the Temam Waterfall, and the writer saw firsthand what the conditions were like in the Temam Waterfall. Interviews are part of the qualitative method. In this qualitative method, there is a technique known as an in-depth interview. According to Arikunto (2021), "In-depth interviews are a process of exploring information in depth, openly, and freely with the problem and focus of the research and directed at the center of the research." In this case, the in-depth interview method is carried out with a list of questions prepared in advance. In-depth interviews are conversations between writers and informants that focus on informants' self-perceptions and life experiences, expressed through the language of the social reality constructed within oneself and one's interpretation of it. Detailed interviews were conducted through in-depth excavations (based on the purpose of the interview) by using open questions (Auliana et al., 2022). Excavations were conducted to find out their opinions based on respondents' perspectives when looking at a problem. An interviewer carries out this interview technique by interviewing (R.A. et al. et al., 2024).

This form of analysis sharpens, classifies, directs, removes unnecessary data, and organizes the data so the final conclusions can be drawn. The writer made a classification table about attractions, accessibility, accommodations, amenities, and activities in the Temam Waterfall. This technique is an activity that occurs when a set of information is compiled, thus giving the possibility of concluding. Data presentation is narrative texts (in the form of field observation notes), matrices, graphs, networks, and charts.

RESULT AND DISCUSSION

Result

The findings of this final report present the results of observation and interview. The data were collected and described based on observation and interviews on attraction, accessibility, amenities, accommodation, and activities.

1. Attraction

The first attraction in this tourist destination is the waterfall. The waterfall is the specialty of this place because it is the central spot that attracts the attention of visitors who come to this destination.



Figure 1 Temam Waterfall in Lubuklinggau from the top

In addition, there are beautiful rocks around the waterfall. These rocks are gorgeous to look at because the colors are very striking. The waterfall in this place is not too high, but the water flows so swiftly, cold and clear.

2. Accessibility

Many tourism activities depend on transportation and communication because distance and time significantly affect a person's desire to travel. The most important element of accessibility is transportation. The better the road traveled by visitors, the easier it is to get to the tourist destination.

a. Roads

The road to this place is very smooth, and the route is easy because it is just a straight road without many turns or alleys. So visitors can get to the Temam Waterfall quickly.

b. Transportation

Visitors can reach this destination by riding their vehicles, motorcycles, and cars. It just takes 20–30 minutes from Lubuklinggau central city to Temam Waterfall. Besides that, visitors can use public transportation such as Gojek, Gocar, etc.



Figure 2 The Roads to the Temam Waterfall

3. Amenity

Amenity is one of the most essential elements for a tourism destination. Amenities, also called facilities, support the comfort of visitors while traveling, such as information centers, telecommunications, toilets, trash bins, signs, park benches, and so on. The following types of amenities can be found in the Temam Waterfall tourism destination:

Temam Waterfall has two parking areas, one for motorcycles and another for cars. These parking areas can accommodate more than 150 motorcycles and 25 cars daily. The parking area for motorcycles is near the ticket area, while the parking area for visitors who drive cars is outside Temam Waterfall. The parking area fee for motorcycles is Rp. 5,000, and the parking fee for cars is Rp. 10.000.



Figure 3. The Parking Area

4. Accommodation

In Temam Waterfall, there is no closest accommodation to this destination. Accommodation means that when traveling, the visitors want lodging.

5. Activity

There are many activities that visitors can do at this tourist destination. They can swim, take a bath, take photos, go shopping, enjoy the show, etc.

The Result of the Interview

The writer the interview with Mr. Deni, a manager at Temam Waterfall. The writer asked Mr. Deni about Temam Waterfall's eligibility as a tourism destination in Lubuklinggau. Mr. Deni, the manager of this destination, said that Temam Waterfall is eligible as a tourism destination in Lubuklinggau because it has fulfilled the elements of a tourism destination in terms of attraction, accessibility, amenities, and activities. This tourism destination operates well, even though some aspects still need to be improved in terms of accessibility and other amenities.

Discussion

The Temam Waterfall is eligible to be a tourism destination in Lubuklinggau because the elements of a tourism destination have been fulfilled, although some aspects need to be improved. The first element was attraction. Temam Waterfall has several attractions, such as the Temam Waterfall, *Jembatan Gantung*, and Temam Waterpark. The main attraction in this tourist destination is the waterfall, which is why visitors visit and enjoy this destination. Marsinah Marsinah et al. (2024) say that attraction is everything that is the target of tourism, referring to objects and visitor destinations. In addition, Hanadya et al. (2022) say that attraction is everything that comes from nature that is utilized and cultivated at the place of visitors attraction that can be enjoyed and give satisfaction to visitors—for example, natural scenery, mountains, flora, and fauna.

Fitria Marisyah et al. (2024) state that accessibility is a location that is easy to reach by public transportation. And indicators of accessibility, namely distance, access to the location, transportation, and traffic flow. Road access and the availability of transportation are essential elements of a destination. Furthermore, according to Purwanto (2021), tourism destinations must cover the availability and ease of transportation to and from their destination. Visitor destinations should be accessible to a large population base by road, air passenger service, rail, or cruise ship. The transportation used to get there is private transportation like cars and motorcycles, and the visitors can also get to this Temam Waterfall destination by using public transportation such as Gojek and GoCar because there is still no public transportation such as a taxi or bus to get to the Temam Waterfall. The distance to Temam Waterfall from Lubuklinggau City is about 12.2 kilometers, with a travel time of 30 minutes. The access and road to the Temam Waterfall are good so that visitors can pass the road quickly.

The third element was amenity. Purwanto et al. (2020) say that amenities, also called facilities, support the comfort of visitors while traveling, such as information centers, telecommunications, foods and beverages, toilets, trash bins, signs, park benches, and so on. The

Temam Waterfall has many facilities, such as a food and beverage court, trash bins, musholla, parking area, souvenir stalls, etc. All these facilities were created to make visitors who visit Temam Waterfall feel comfortable and have a great impression when they come here for the first time. Moreover, Agustin and Purwanto (2022) mention that "facilities are services required by visitors to facilitate their travel. Facilities generally include roads, sewage systems, power grids, telephone lines, and other facilities like police stations, ATMs, Forex booths, hospitals, etc. However, most are mainly developed for the residents; visitors also use these facilities". Meanwhile, in this tourist destination, there are still no facilities for visitors to take money, like an ATM, and this is very important because the visitors can take the money when they need it in a sudden situation.

For the accommodation, team Waterfall, there are no hotels near this destination because the distance of the nearby hotel is 10 km, which means it takes a small quantity of time from Temam Waterfall. Marsinah et al. (2024) state that accommodation means traveling; what the visitors want is lodging. This is because there may be an overnight stay at the visitor attractions on some trips. To facilitate the visitors, there should also be arrangements for lodging inside the visitor attractions.

Moreover, the last element was activity. Hanadya et al. (2023) mention that attractions are often assisted by various activities that enhance visitors' experiences. For example, a lake in Nainital may have boating and cruise facilities. In Temam Waterfall, visitors can do everything freely and enjoy all the facilities with pleasure. The visitors can do various activities, such as swimming, bathing, taking photos, shopping, enjoying the show, etc.

CONCLUSION

Based on the results of the observation and interview with the correspondences of this study, it is concluded that Temam Waterfall has the eligibility to be a tourism destination. The eligibilities are the waterfall that attracts visitors' attention, the sightseeing panorama of the waterfall, and the fast-flowing water that makes visitors feel happy in this place. Temam Waterfall has fulfilled five essential elements of a tourism destination, even though some aspects still need to be improved. Temam Waterfall has *attractions*, such as a waterfall, *jembatan gantung*, and a waterpark. Temam Waterfall also has some *amenities*, namely a parking area, toilet, the office of the managers, musholla, bale-bale and rest hut, food stalls, a souvenir shop, trash cans, a stage, and food and beverage service. Temam Waterfall also provides good *accessibility* and infrastructure toward the destination, making it easy for visitors to get to the location. Temam Waterfall provides basic infrastructure like roads that make it easy to access the destination, but there still needs to be public transportation for visitors.

Regarding *accommodation*, there are still some lodgings and restaurants near the location

that can support tourism. Many visitors to this tourist destination can do various *activities* such as swimming, bathing, taking photos, shopping, enjoying the show, etc. Those five aspects are interrelated, which makes the Temam Waterfall has an eligibility to be a tourism destination in Lubuklinggau.

REFERENCES

- Agustin, A., & Purwanto, M. B. (2022). Pelatihan Kiat Menjadi Pembelajar Bahasa Inggris yang Lebih Berhasil Bagi Siswa SMA/SMK di Kota Palembang. *SEWAGATI: Jurnal Pengabdian Masyarakat Indonesia*, 1(4), 12–19. <https://doi.org/10.56910/sewagati.v1i4.244>
- Alfitriani, A., Putri, W. A., & Ummasyroh, U. (2021). Pengaruh Komponen 4A Terhadap Minat Kunjung Ulang Wisatawan Pada Destinasi Wisata Bayt Al-Qur'an Al-Akbar Kota Palembang. *Jurnal Aplikasi Manajemen Dan Bisnis*, 1(2), 66–77. <https://doi.org/10.5281/zenodo.4697464>
- Arikunto, S. (2010). *Metode penalties*. Rieneka Cipta.
- Arikunto, S. (2021). *Dasar-dasar Evaluasi Pendidikan*. Rieneka Cipta.
- Auliana, N. U., Hanadya, D., & Purwanto, M. B. (2022). Pengembangan Objek Wisata Kambang Iwak Park Sebagai Paru-Paru Kota Palembang. *NAWASENA: Jurnal Ilmiah Pariwisata*, 1(3), 20–31. <https://doi.org/10.56910/nawasena.v1i3.375>
- Creswell, J. W. (2014). *A Concise Introduction to Mixed Methods Research*. SAGE Publications.
- Fitria Marisyah, Dwi Hanadya, Nyayu Uly Auliana, Sherly Malini, & M. Bambang Purwanto. (2024). Pulau Kemaro : Simbol Toleransi Antaragama di Sumatera Selatan. *Cakrawala: Jurnal Pengabdian Masyarakat Global*, 3(3 SE-Articles), 64–74. <https://doi.org/10.30640/cakrawala.v3i3.3058>
- Hakimah, Y., & Suprani, Y. (2021). Kearifan Lokal Palembang Sebagai Daya Tarik Wisata. *JURNAL KOMPETITIF*, 10(1). <https://doi.org/10.52333%2Fkompetitif.v10i1.748>
- Hamid, D. (2014). *Metode penelitian pendidikan dan sosial*. Alfabeta.
- Hanadya, D., Auliana, N. U., & Purwanto, M. B. (2022). Kepuasan Mahasiswa Terhadap Pelayanan Sarana Dan Prasarana Perpustakaan Di Politeknik Darussalam Palembang. *Jurnal Ilmiah Mahasiswa Perbankan Syariah (JIMPA)*, 2(1), 171–182. <https://doi.org/10.36908/jimpa.v2i1.61>
- Hanadya, D., Auliana, N. U., & Purwanto, M. B. (2023). Promosi Pulau Kemaro Sebagai Wisata Sejarah Kota Palembang Dalam Acara Rapat Kerja Nasional Jaringan Kota Pusaka Indonesia (JKPI) Ke-IX 2022. *Jurnal Ilmiah Mahasiswa Perbankan Syariah (JIMPA)*, 3(1), 197–210. <https://doi.org/10.36908/jimpa.v3i1.168>
- Hardani. Ustiawaty, J. A. H. (2020). *Buku Metode Penelitian Kualitatif dan Kuantitatif* (H. Abadi (ed.); 1st ed., Issue April). Pustaka Ilmu.
- Heigham, J., & Croker, R. (2009). *Qualitative Research in Applied Linguistics: A Practical Introduction*. Springer.
- Marsinah, M., Hatidah, H., Fitri Indriani, R. A. R., & Purwanto, M. B. (2024). Telok Abang Ship Culture: A Symbol of Pride for Palembang Residents on Independence Day. *Jurnal Pengabdian Pancasila (JPP)*, 3(3 SE-Articles), 133–144. <https://doi.org/10.55927/jpp.v3i3.11249>

- Marsinah Marsinah, R.A Rodia Fitri Indriani, Hatidah Hatidah, & M Bambang Purwanto. (2024). Pelestarian Kearifan Lokal Kain Tradisional Gambo: Upaya Meningkatkan Kualitas Hidup Dan Kebudayaan Masyarakat . *Jurnal Kabar Masyarakat*, 2(2 SE-Articles), 277–285. <https://doi.org/10.54066/jkb.v2i2.1985>
- Permatasari, D. N. C. (2021). Strategi Pengembangan Ekowisata Danau Kaenka Berdasarkan Komponen 4A Di Desa Fatukoto, NTT. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*, 4(1), 1–18. <https://doi.org/10.46837/journey.v4i1.68>
- Purwanto, M. B. (2021). Makanan Khas Jawa (Bebek Goreng) Sebagai Salah Satu Daya Tarik Wisata Kuliner di Kota Palembang pada RM Bebek Gendut. *Jurnal Pariwisata Darussalam*, 1(1), 22–28. <https://ojs.politeknikdarussalam.ac.id/index.php/jpd/article/view/jpd4>
- Purwanto, M. B. (2022). Pengembangan Kain Khas Kabupaten Musi Banyuasin Sebagai Upaya untuk Meningkatkan Ekonomi Lokal. *Jurnal Pariwisata Darussalam*, 1(2).
- Purwanto, M. B., Devi, D., & Nuryani, N. (2020). Pembelajaran Era Distrutip Menuju Masyarakat 5.0. *Prosiding Seminar Nasional Program Pascasarjana Universitas PGRI Palembang*.
- R.A Rodia Fitri Indriani, Marsinah Marsinah, Dwi Hanadya, Nyayu Ully Auliana, & M. Bambang Purwanto. (2024). Perjalanan Songket: Transformasi Menghidupkan UMKM di Kota Palembang. *Cakrawala: Jurnal Pengabdian Masyarakat Global*, 3(2 SE-Articles), 209–216. <https://doi.org/10.30640/cakrawala.v3i2.2643>
- Setiyadi, A. B. (2006). Metode penelitian untuk pengajaran bahasa asing: Pendekatan kuantitatif dan kualitatif. In *Graha Ilmu*. Penerbit Graha Ilmu.