

## The Impact Of Artificial Lake Tourism On Local Communities Around Summarecon Bekasi

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Received: January 2024. Approved: February 2024. Published: March 2024

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### ABSTRACT

This research examines the effects of artificial tourism on local communities, with a specific focus on Lake Summarecon Bekasi. The study employed a descriptive qualitative research method, involving business actors, managers, and local communities as research subjects. Data was collected through observation, interviews, and documentation. The research results indicate that the adoption of large businesses around lakes has significant economic and social impacts. However, a balanced approach is necessary when developing businesses around lakes. The research also focuses on the social and environmental impacts of tourism, such as changes in the lifestyle, clothing, and language of local communities. Additionally, it examines environmental impacts, including flood control and conservation. Therefore, this research provides a comprehensive analysis of the effects of artificial tourism on local communities and the environment.

**Keywords:** *Artificial Tourism, Tourism Impacts, Local Communities*

### INTRODUCTION

Tourism plays a significant role in regional development by promoting economic growth. It drives economic activity, improves community welfare, and creates jobs. The contribution of tourist areas to the country's GDP and job creation is substantial. Additionally, tourism stimulates other industries and sectors, thereby boosting the local economy (Prasetya, 2021).

The positive and negative impacts of tourism are bringing in foreign exchange through foreign currency exchange in tourist destinations. Potential market for local community goods and services. Increased income of people who carry out activities that are directly or indirectly related to tourism services. There are employment opportunities in both directly related sectors, such as hotels, restaurants, and travel agents, as well as in sectors that are not directly related, such as handicraft industries and product provision (including agricultural products, cultural attractions, retail stores, and other services).

Bekasi City is an independent district that was established in 1999. It is divided into 12 sub-districts based on its administrative area. The northern area is directly adjacent to Bekasi Regency, the southern area is adjacent to Bogor Regency, and the eastern area is adjacent to Bogor Regency and Bekasi Regency, while the Western Region and DKI Jakarta are located to the west (Badan Pusat Statistik Kota Bekasi, 2021). Due to the expansion of Bekasi city, there are no longer any natural boundaries such as beaches, mountains, or plantations that can be used as tourist attractions. The tourism industry in



Article DOI:

Bekasi City has not developed due to the lack of natural resources to attract tourists, thus limiting its potential.

Lake Summarecon Bekasi is an ecotourism centre located in the city of Bekasi. It was developed with the concept of being eco-friendly and reflects its commitment to the green movement. The creation of a lake that functions as a reservoir or artificial lake is a real proof of the environmental movement (Summarecon Bekasi, 2019). The Bekasi Central Business District is a low-rise commercial and office area that takes full advantage of the natural lakeside atmosphere, making it both environmentally friendly and conducive to a healthy work environment.

The artificial lake of Summarecon Bekasi presents potential issues related to environmental aspects, sustainability, and tourism area management. Poorly planned development of tourist areas can negatively impact the environmental balance. Lack of planning can result in issues such as overcrowding, traffic congestion, and environmental damage. The growth of tourist areas does not always align with environmental sustainability. Additionally, community support and participation are crucial in preserving artificial lakes as environmental heritage. The problem formulation based on the background above is: What are the positive and negative economic, social, and environmental impacts on local communities following the artificial tourism of Lake Summarecon Bekasi.

## **LITERATURE REVIEW**

### **1. Tourism**

According to Prayogo (2018) and Alfia Rahmadhani et al. (2021), tourism is defined as the planned and recreational journey of an individual or group of people from one place to another, with the purpose of fulfilling their desires for entertainment within a certain period of time (Basic Science of Tourism Science, n.d.2017: 15). Therefore, tourism can be understood as a repetitive or circular journey from one place to another. Meanwhile, Law Number 10 of 2009 defines tourism in Article 1 (Kasim, 2020) as follows:

- a. Tourism is the act of travelling to different places for entertainment, self-development, or to learn about the unique features of previously visited destinations.
- b. Tourists are individuals who engage in this activity.
- c. Tourism refers to a range of activities that are supported by various facilities and services provided by the local community, businesses, government, and local authorities.

Therefore, tourism is not solely a visit to tourist destinations. It also serves as a means for individuals to recover from physical and mental fatigue (Nugraha, 2022).

### **2. The Positive Impact of Tourism**

Tourism has several positive impacts, including:

- a. The creation of jobs for local communities.
- b. State financing through taxes and foreign investment.
- c. An increase in community and state income.

Revitalising the nation's economy Tourism builds local culture and wisdom The positive impact of tourism also includes the preservation of local culture and wisdom.

Tourism makes a significant contribution to the regional economy and local communities and helps preserve local culture and wisdom.

### 3. The Negative Impact of Tourism

Tourism has several negative impacts, including:

- a. Social changes that may disrupt the lives of local communities
- b. Globalisation that can threaten the preservation of cultural heritage
- c. Standardisation and commercialisation can affect people's lives Authenticity of local culture
- d. The emergence of cultural conflicts due to the interaction of tourists with local communities
- e. Increased crime, gambling, and moral behaviour that damages the social environment.

With a deeper understanding of the positive and negative impacts of tourism, local tourism management can become more sensitive to negative impacts and work to reduce them, thereby creating more positive impacts on local communities and the environment (Anggun, Bengi, & Ustariana, 2023).

### 4. Local Communities in Indonesia

A local community is a group of people who base their daily lives on generally accepted values and customs, but are not entirely dependent on specific coastal or small island resources. Local communities have identifiable characteristics, such as:

- a. The inclusion of foreign cultural elements is possible.
- b. It is possible to integrate elements of foreign culture into one's own culture.
- c. This text aims to provide guidance on the development of culture in society.
- d. It can serve as an example for society.

## METHOD

This is a qualitative research study that aims to describe the meaning, data, or phenomena captured by researchers. The ability and sharpness of the researcher in analyzing the phenomenon is crucial for its capture (Abdussamad, 2021). The data was collected through interviews, field observations, and documentation around Lake Summarecon Bekasi on Jl, West Bulevar, North Bekasi, Bekasi City. This study involved interviewing various respondents, including business people, tourism managers, and local communities, as well as analysing field observations and documentation. The research aimed to investigate the economic, social, and environmental impacts of Summarecon Lake on local communities..

## RESULTS AND DISCUSSION

Several interviews were conducted with various informants, including managers, business people, and members of the local community. The aim was to explore the existence of social changes that could potentially disrupt the lives of local residents. Starting with changes in lifestyle and speech style, the Summarecon Lake tourist spot offers many opportunities for local economic growth. These include small MSMEs businesses, cafes around the lake, restaurants, and other accommodations.

## **1. Summarecon Bekasi Lake Profile**

Lake Summarecon Bekasi is an artificial tourist destination that has become a tourism icon in the Summarecon Bekasi area. It covers several hectares and offers a pleasant recreational experience for visitors of all ages. The lake is strategically located in the middle of a residential complex and shopping centre, making it an ideal place to relax, exercise, and enjoy the beauty of artificial nature. The location of Summarecon Lake is on Jl. Bulevar Bar, RT.001/RW.011, Marga Mulya Village, North Bekasi District, Bekasi City, West Java. The lake is open every day from 06.00 am to 22.00 pm and admission is free.

## **2. Economy Impact**

The study reveals the intricate effects of the integration of large businesses in the vicinity of Lake Summarecon on the local economy. Several small traders were interviewed by the researchers to assess the economic impact in the area surrounding Lake Summarecon. The presence of large businesses may pose a threat to the UMKM around Summarecon Lake, *“The presence of large businesses can pose a threat to local MSMEs. Competition from larger businesses often makes it difficult for small MSMEs to survive in an increasingly competitive market. The main challenges faced by local MSMEs are declining revenue and customers.”*

The impact of large enterprises, such as Danau Summarecon, on local communities highlights the conflict between economic growth and the sustainability of micro, small, and medium enterprises (MSMEs). While large enterprises can provide significant employment opportunities, it is also crucial to prioritize the protection and support of local MSMEs.

**Table 1** Big Business Around Summarecon Lake

No	Business Name
1	Nako Coffee
2	Symmetry Coffee
3	Bittersweet by Najla
4	Feel Matcha
5	Shuka Gril
6	Sai Ramen
7	Vilo Gelato

Source: Researcher Observation Data, December 2024

The table above shows that café businesses have had a significant impact on displacing small MSMEs around Lake Summarecon Bekasi. The main findings of this study highlight the need for a balanced approach to business development in the area. While the growth of cafés is a positive development in terms of business innovation and economic growth, it is important for the government and related parties to also consider the sustainability of small MSMEs. Regulatory measures and support programmes can assist small MSMEs in remaining competitive while accommodating café growth. Additionally, collaboration between cafés and small MSMEs can be a mutually beneficial solution. For instance, cooperative promotional programmes or technical support from cafés to small MSMEs can help maintain their market share. Supporting the sustainability of small MSMEs while promoting the growth of modern businesses, such as cafes, is crucial for realizing an inclusive and sustainable business ecosystem around Lake Summarecon Bekasi.

### 3. Social Impact

The results demonstrate that the influence of tourists in Summarecon Lake Bekasi has led to significant transformations in social changes, including lifestyle, dress, and language, among the local community.

The adoption of tourists' lifestyle has brought about changes in the daily activities of the locals, such as eating habits, sleeping hours, and recreational activities that align more with the tourists' lifestyle.

Regarding the influence of tourists on the dress style of the local community, the researcher found that the dress pattern has changed to follow trends or styles that are common among tourists. This may include a preference for more fashionable clothing or clothing that fits the image of the visiting tourist.

The influence of tourists can also be seen in changes to language and speaking styles. Local residents may begin to incorporate words or phrases commonly used by tourists. Historically, the Sundanese language dominated Bekasi, but due to the influx of tourists, locals have started to adopt their speaking styles and even use foreign languages more frequently in daily interactions.

### 4. Environmental Impact

The environmental impact of the development of Lake Summarecon in Bekasi shows a number of complex implications, mainly related to efforts to overcome flooding and maintain a green environment, but also raises significant eviction issues. The researcher asked about this environmental impact to the manager who knows all aspects of Summarecon Lake. From the results of the interview, the researcher obtained results regarding environmental impacts, such as the Summarecon Lake Development which can be an important solution to reduce the risk of flooding in the Bekasi area, especially this Summarecon area. By managing water flow, collecting rainwater, and maintaining a good drainage system, this lake can help in mitigating floods that often occur.

The lake can also play a role in maintaining a healthy ecosystem and green environment. Trees, vegetation, and replanting efforts can improve air quality, provide habitat for local flora and fauna, and improve overall environmental quality.

Encouraging eco-friendly activities such as cycling and jogging around Summarecon Bekasi Lake demonstrates a positive effort towards promoting a healthy lifestyle while respecting the environment. This strengthens the community's involvement in maintaining and preserving their surroundings. It is important to continue supporting such activities to foster a culture that cares for the environment. It can also aid in the development of an environmentally conscious community, which in turn, can contribute to the overall preservation of the environment.



**Figure 1** Jogging Activity Around Summarecon Lake

Cycling and jogging are physical activities that can enhance individuals' health. With the provision of supportive facilities and accessible areas, such as those around the lake, people can easily access green environments to exercise, thereby improving their physical and mental well-being.

## **CONCLUSIONS**

This research shows that Summarecon Lake has a significant impact on the local community, particularly in terms of the economy, social aspects, and the environment, with both positive and negative effects.

The economic benefits include the creation of new job opportunities, but also pose challenges for local MSMEs due to competition with larger businesses. The influx of tourists has led to significant changes in the social aspect, including lifestyle, dress, and language of local communities. While this has brought variety, it is important to balance this influence to maintain local cultural identity and sustainability.

Lake Summarecon is making positive efforts to address flooding, maintain a green environment, and support a healthy ecosystem. However, the development of the lake also has negative impacts in the form of massive evictions that must be carefully managed to avoid harming local communities. Lake Summarecon has great tourism potential, so it is important to pay special attention to the development and maintenance of facilities, as well as environmentally friendly concepts, to ensure the attractiveness and sustainability of this destination as a sustainable tourist spot. In conclusion, managers and developers of tourist destinations should take a balanced approach, considering the economic sustainability of local communities, cultural preservation, and environmental balance.

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