



Analysis of Ecotourism and Creative Economy on Welfare People at Sulfur Springs Baths In the East Kaduara of Sumenep

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Abstract:

This research aims to analyze the influence of ecotourism (X1) and creative economy (X2) on community welfare (Y). and calculate how much influence ecotourism (X1) and the creative economy (X2) have on community welfare (Y). This research is research descriptive quantitative. Based on the results of research conducted regarding the influence of ecotourism (X1), creative economy (X2) on community welfare (Y), the significance value of the ecotourism variable (X1) is 0.027, where this figure is smaller than 0.05. This shows that the ecotourism variable (X1) has an influence on the community welfare variable. The significance value of the creative economy variable (X2) is 0.002, which is smaller than 0.05. This shows that the creative economy variable (X2) has an influence on the community welfare variable. while the calculated F is 9.086 while the resulting significance value is 0.000 which is smaller than 0.05. independent variables which include ecotourism (X1) and creative economy (X2) have a simultaneous influence on the dependent variable (community welfare/ Y). This means that ecotourism (X1) and the creative economy (X2) have a joint (simultaneous) effect on community welfare (Y).

Keywords: *Ecotourism, Creative Economy, and Community Welfare.*

Penelitian ini bertujuan untuk menganalisa pengaruh ekowisata halal (X1), dan ekonomi kreatif (X2) terhadap Kesejahteraan masyarakat (Y). dan menghitung seberapa besar pengaruh ekowisata halal (X1), dan ekonomi kreatif (X2) terhadap Kesejahteraan

masyarakat (Y). Penelitian ini adalah merupakan penelitian kuantitatif deskriptif. Berdasarkan hasil penelitian yang telah dilakukan mengenai pengaruh ekowisata halal (X1), ekonomi kreatif (X2) terhadap kesejahteraan masyarakat (Y), Nilai signifikansi variabel ekowisata halal (X1) yaitu sebesar 0,027 dimana angka tersebut lebih kecil dari angka 0,05. Hal tersebut menunjukkan bahwa variabel ekowisata halal (X1) memiliki pengaruh terhadap variabel kesejahteraan masyarakat. Nilai signifikansi variabel ekonomi kreatif (X2) yaitu sebesar 0,002 dimana angka tersebut lebih kecil dari angka 0,05. Hal tersebut menunjukkan bahwa variabel ekonomi kreatif (X2) memiliki pengaruh terhadap variabel kesejahteraan masyarakat. sedangkan F hitung sebesar 9,086 sedangkan nilai signifikansi yang dihasilkan sebesar 0,000 yang dimana lebih kecil dari 0,05. variabel independen yang meliputi ekowisata halal (X1) dan ekonomi kreatif (X2) memiliki pengaruh secara simultan terhadap variabel dependen (kesejahteraan masyarakat/Y). artinya ekowisata halal (X1) dan ekonomi kreatif (X2) berpengaruh secara bersama-sama (simultan) terhadap kesejahteraan masyarakat (Y).

Kata kunci: Ecotourism, Creative Economy, and Community Welfare.

Introduction

Since the end of 2019 we have experienced a pandemic which requires us to make several breakthroughs to survive amidst the sluggish world economy. One of the countries affected by the pandemic is Indonesia. The Ministry of Home Affairs, Directorate General of General Government, as stated by the Central Statistics Agency, stated that Indonesia has a large number of islands spread across 32 provinces, namely 17,504 (Central Statistics Agency, 2019). Resource Its abundant nature is an infinite blessing, including the tourism sector⁵.

Sugeng as Deputy Governor of Bank Indonesia, explained that the government and Bank Indonesia have a mutual understanding where micro, small and medium industrial areas and tourism act to manifest the view of advanced Indonesia. New strength for the Indonesian economy in the future will be determined by the progress of micro, small and medium industries ⁶. There are several strategies for developing the tourism sector, namely through access, attractions, amenities and promotions as stated by Bank Indonesia together with ministries and institutions. To attract tourists both from local and outside the region, it is necessary to have roads to get to tourist destinations so

⁵. (Berliandaldo et al., 2021)

⁶. (Rini et al., 2015)

that their development and expansion can be increased⁷.

Ecotourism can be interpreted as an expedition that has consequences areas that are still natural or areas that are governed by natural principles where the goal is not only to enjoy beauty but also to include activities that are educational in nature, understand and support preserving nature and improving local communities around Ecotourism Destination Areas (DTE)⁸.

Meanwhile, creative economy is an economic theory grow on the basis of abundant assets that can grow and develop the economy ⁹. In essence, the concept of the creative economy highlights human productivity, ideas and views as the main force in driving a country's economic growth and can even go global. And the main focus of the creative economy is a person's ideas, talents and skills, as well as productivity.

The creative economy is also defined as an industry that emerges from utilization of individual productivity, skills and talents to create prosperity and employment opportunities by creating and utilizing individual creativity and inspiration¹⁰.

There are three components and characteristics of the creative economy, including: are (1) Scientists, (2) The business world and companies, (3) officials or authorities who support the growth of the creative economy. ¹¹

Community welfare can be understood as conditions fulfilled the basic needs or desires of the community either with the help of government programs or through community self-employment. Sumenep Regency is one part of the district in Madura Island, East Java, is located in the far east. In Sumenep Regency there are many tourist destinations, including the Sumber Sulfur baths in East Kaduara village, Pragaan subdistrict.

The Sumber Sulfur bathing destination has tourism potential very rare,

⁷. (Irmawati et al., 2022)

⁸. (Mu'tashim & Indahsari, 2021)

⁹. (Azizah & Muhfiatun, 2018)

¹⁰. (Cemporaningsih et al., 2020)

¹¹. (Muallidin, 2017)

in fact only exists in Sumenep district. The East Kaduara village government manages the Sumber Sulfur baths as a tourist destination as well as to launch a creative economy for the welfare of its community. Facilities and infrastructure continue to be improved so that tourists, whether local to Madura or from outside Madura, who come can be more comfortable and visitors can continue to increase so that the welfare of the community can increase.

The aim of this research is to calculate and test the influence of ecotourism and the creative economy on community welfare partially and simultaneously.

Previous studies generally still view ecotourism as a general concept without examining in depth the forms of tourist participation in practice. In addition, there has been limited research analyzing concretely the impact of tourist involvement on environmental protection efforts. Therefore, more focused studies are needed to elaborate the forms of tourist participation and their contributions to environmental sustainability. This study proposes a community-based tourist participation model to support sustainable environmental protection. In this model, tourists are not only observers but also actively involved in conservation activities. By integrating ethical values, technology, and the role of local communities, this model is expected to promote more responsible and sustainable ecotourism practices.

An alternative form of tourism that not only provides tourists with entertainment from the natural environment but also hopes that tourists can participate directly in developing environmental conservation while at the same time being able to understand the characteristics of the environment so that an understanding can be built about what we should do to maintain the tourist area in the future. now and in the future.¹² There are several components of tourism destinations, including the following ¹³: a). Attractions are the main reason for someone's interest in visiting a tourist destination; b) Amenities, namely things

¹². (Rijal et al., 2020)

¹³. (Yustisia, 2019)

for the comfort of tourists while staying overnight at a tourist destination; c) Accessibility, easy access to tourist destinations from the tourist's place of origin; d) Additional Services (ancillary service), almost all destinations provide additional services for both tourists and the tourism industry through local tourism institutions (such as; promotion or marketing, development and coordination of various tourism activities).

Some basic principles of ecotourism are as follows: a) Nature-based products and markets; b) Sustainable environmental implementation and management; c) Environmental education for managers and visitors; c) Bring benefits to local communities; d) Satisfy tourists

The Ministry of Environment formulated nine pillars of ecotourism, such as: a) Attention, necessity and obligation towards the protection of natural and cultural heritage; b) Provide an opportunity for tourists to appreciate nature and their liking for nature can be increased; c) Continue to provide good contributions in a sustainable manner to local communities and local communities can be strengthened; d) Responsive and attach importance to the socio-cultural values and religious traditions of local communities; e) Follow applicable laws or regulations; f) Improvements are based on the results of consultations and local community agreements; g) Continue to provide happiness to consumers; h) Sell and advertise honestly and accurately to meet expectations; i) Equivalent control system.

There are five main things that underlie ecotourism activities, there are: a) Consistent tourism, meaning that all people involved in ecotourism activities must be obliged to maintain the impact on nature and culture caused by tourism; b) Minimize the impact on the natural and cultural environment from tourism; c) A detailed research study was carried out from various perspectives, such as environmental resilience, the impacts that will occur when this activity takes place; the results can be used for the preparation and manifestation of ecotourism

activities; d) Tourism can support the preservation and protection of nature; e) Per capita income can be increased.

Creative Economy, *How People Make Money From Ideas*, popularized by John Howkins, the creative economy can be defined as economic activities that base their future on productivity and environmental cultural assets. The energy and knowledge possessed by creative people is the essence of productivity

Procedures for the creation, implementation and circulation of goods and services are determined by creativity and intellectual capital as the main input from the implementation techniques. This is referred to as the creative economy according to UNCTAD. The procedure for implementing the creative economy is a combination of various understandings, knowledge and productivity to produce attractive goods and services with creative capacity and useful value¹⁴.

Creators and reformers are people who drive the creative industry which is the essence of the creative economy ¹⁵. There are several reasons why the creative industry must develop, among others¹⁶: a) Providing a substantial economic contribution: Gross national production, Job opportunities, Delivery of goods overseas; b) Creation of a favorable business environment; Job creation, Influence on other industries, Trading scheme; c) Forming a national figure and Identity; d) Based on renewable raw materials e) Manifest breakthroughs, productivity and national competitiveness: Suggestuion and opinion, Value added; e) Make a good social influences: Excellence in life, Developed tolerance

Community welfare can be interpreted as a condition that shows or reflects the conditions of community life as measured based on community living standards. Welfare is defined as the family's power and efforts to fulfill all needs to be able to live an equal, healthy and useful life. There are several indicators of

¹⁴. (Ginting et al., 2018)

¹⁵. (Saefuddin, 2015)

¹⁶. (Widiyanto, 2019)

welfare, among others¹⁷: a) Quantity and distribution of income; b) Easy access to the education sector; c) Prioritize proper health; d) Information needs to be used properly to ensure the welfare of the people in a country.

Research Method

Location and Research Objects

This research was carried out at the East Kaduara Sulfur Springs Baths, Sumenep with the address Panggulan Kaduara Timur, Pragaan District, Sumenep Regency, East Java 69465. The objects of this research were (Village Heads, Village Leaders, and the surrounding community), and tourists, both local and out-of-town tourists.

Population and Sample

The population in this study were all managers of the East Kaduara Sulfur Springs Baths, Sumenep and tourists, both local and from outside the city. While the sample is used accidental sampling.

Sources and Data Collection

The data collection technique in this research used a questionnaire which was distributed directly to all managers of the East Kaduara Sulfur Springs Baths, Sumenep and tourists, both local and from outside the city. A questionnaire or questionnaire is a data collection method, the instrument is called according to the name of the method. The form of a questionnaire can be in the form of a number of written questions, the aim of which is to obtain information from the respondent about what he has experienced and knows..

Hypothesis Test

To determine the influence of ecotourism (X1) and creative economy (X2) on the welfare of the East Kaduara Community, Sumenep, multiple regression analysis was used with the following formula: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

Discussion and Findings

Deskripsi Data Responden

Research data was collected by distributing questionnaires to the managers of the East Kaduara village sulfur baths (village head, village officials,

¹⁷. Rizki Afri Mulia, [1] R. A. Mulia, "Pengaruh Tingkat Kemiskinan dan Produk Domestik Regional Bruto Terhadap Kesejahteraan Masyarakat," *Jiee J. Ilm. Ekotrans Erud.*, vol. 2, no. 1, hal. 22–27, "Pengaruh Tingkat Kemiskinan Dan Produk Domestik Regional Bruto Terhadap Kesejahteraan Masyarakat," *Jiee: Jurnal Ilmiah Ekotrans & Erudisi* 2, no. 1 (2022): 22–27.

surrounding communities), and tourists, both local and tourists from outside the city, by distributing them directly to respondents met at tourist attractions. This is expected to be more effective in improving response rates of respondents in this study. Apart from that, researchers also distributed questionnaires online using Google Forms and the technique is very helpful for researchers, where the researcher only uploads or uploads to several WhatsApp Group Google Forms containing the questionnaire in question and the respondent immediately responds to it. The following are details of research data collection using questionnaires in the table below:

Tabel.1
Details of receipt and return of questionnaires

Questionnaires distributed directly	55
Returned questionnaire	52
aborted questionnaire	8
Questionnaire obtained from Google Form	34
Collected questionnaires	86
Rate of return	100 %
The rate of return used	94.5 %

Source: Processed Data, 2025.

Data Quality Testing

Validity Test

In this study the value of $df = 86 - 2 = 84$ with $\alpha 0.05$ so we get r table = 0.212. Next, to get the calculated r value, the research data is calculated using the SPSS application.

In this validity test, it is known that the calculated r value in the correlation coefficient column for each statement item has a calculated r that is greater and positive compared to the r table, namely 0.212 with a sample size of 86 respondents ($n = 86$) and $\alpha 0.05$, so that all variable statement items X_1 , X_2 , and Y are valid and can be continued to the next testing stage.

Reliability Test

The basis for decision making in reliability testing is if the value Cronbach's $\alpha > 0.60$ means the questionnaire is declared reliable or consistent, while if Cronbach's $\alpha < 0.60$ then the questionnaire can be declared unreliable or inconsistent.

Tabel.2

Instrument Reliability Test Results

Variable	Amount	Cronbach's Alpha	Reliability Coefficient	Information
Ecotourism (X1)	33	0,816	0,60	Reliable
Creative Economy (X2)	11	0,775	0,60	Reliable
Welfare of Societies (Y)	15	0,756	0,60	Reliable

Source: Processed Data, 2025.

Based on the table above, it shows that the test calculation results The reliability of all indicators of the three variables can be declared reliable because Cronbach's alpha is > 0.60 (table value).

Classical Assumption Testing

Normality Test

Basis for decision making in the normality testKolmogorov-Smirnov that is, if the significance value is greater than 0.05 then the research data is normally distributed, and vice versa if the significance value is smaller than 0.05 then the research data is not normally distributed.

Tabel.3

Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		86
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.89276729
Most Extreme Differences	Absolute	.111
	Positive	.090
	Negative	-.111
Test Statistic		.111
Asymp. Sig. (2-tailed)		.011 ^c
Exact Sig. (2-tailed)		.225
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data, 2025

In the table of primary data processing results, it can be seen that the value of the Asymp Sign (2-tailed) is 0.11 or (11%) greater than 0.05 (5%), so it is in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test. above, it can be interpreted that the data is normally distributed. In this way, the normality assumptions or requirements in the regression model have been fulfilled.

Multicollinearity Test

Decision based guidelinesVariant Inflation Factor(VIF), that is, if the VIF value is < 10.00, it means that there is no multi-linearity in the regression model, and vice versa, if the VIF value is > 10.00, then multi-linearity occurs.

Tabel.4

Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant) 36.541	6.318		5.784	.000		
	X1 TOTAL .081	.036	.227	2.257	.027	.977	1.023
	X2 TOTAL .337	.104	.325	3.237	.002	.977	1.023

a. Dependent Variable: Y TOTAL

Source: Processed Data, 2025.

Based on the SPSS processing data in the table above, you can It can be seen that the Tolerance value for each independent variable has a Tolerance value > 0.10, namely 0.977 and a VIF value < 10.00, namely 1.023, this means that there is no multilinearity problem in the regression model, so it meets the requirements for regression analysis.

Tabel.5

Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
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1	.424 ^a	.180	.160	3.939	1.889
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a. Predictors: (Constant), X2 TOTAL, X1 TOTAL

b. Dependent Variable: Y TOTAL

Source: Processed Data, 2025.

The table above shows that if the DW value is 1.889, then to determine whether there is autocorrelation or not, the DW value will be compared with the DW table as follows::

Tabel.6

Autocorrelation Classical Assumption Test Results

$d_{L,a}$	$d_{U,a}$	$4-d_{L,a}$	$4-d_{U,a}$	d_{hitung}	Hipotesis
1,602	1,697	2,398	2,303	1,889	Tidak ada autokorelasi

Source: Processed Data, 2025.

Value dcount2, obtained from the Durbin-Watson table with the condition 5% where n (sample) = 86 and k (number of independent variables) = 2.

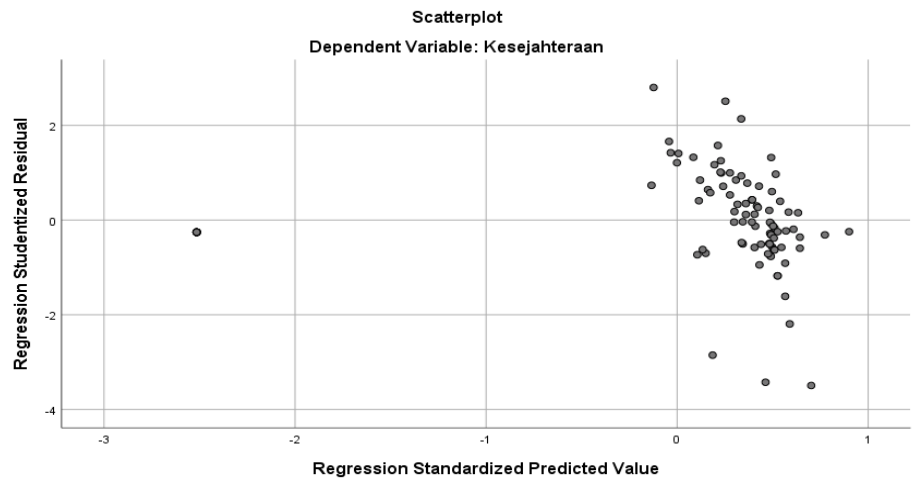
From the table above it can be seen that the DW value of 1.889 is between the d values $U_a = 1.602$ and the value $4 - d_{U,a} = 2.303$ ($d_{U,a} < dcount < 4 - d_{U,a}$), so it can be concluded that in the regression model there is no autocorrelation or there is no positive or negative autocorrelation in the data tested.

Heteroscedasticity Test

In this research, to predict or detect whether there is One of the symptoms of heteroscedasticity is: Test P-Plot Graph resulting from SPSS processing which can be seen in the image below.

Gambar.1

Results of the Heteroscedasticity Test



Source: Processed Data, 2025

Based on the image above, the graph Scatterplot show that The points do not form a clear pattern, where the points spread above and below zero on the Y axis. Therefore, the regression model is said to not experience heteroscedasticity. However, if you only look at the graphic output Scatterplots, can lead to subjective or inaccurate judgments. Therefore, to further ensure that heteroscedasticity does not occur in the regression model, the research also carried out a heteroscedasticity test using Glejser test. Criteria Glejser testis that if the significance value (probability) is below 0.05 then heteroscedasticity occurs, but if it is above 0.05 then heteroscedasticity does not occur.

Tabel.7

Glejser Test Results

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.902E-15	1.181		.000	1.000
	Ekowisata	.000	.030	.000	.000	1.000
	Ekonomi Kreatif	.000	.088	.000	.000	1.000

a. Dependent Variable: abs_res

Source: Processed Data, 2025

Based on the results of the heteroscedasticity test, namely by using Test Glejser It can be seen that the significance value of the ecotourism variable (X1) is

(1,000 > 0.05) and the creative economy variable (X2)(1,000 > 0.05) all show a significance value greater than 0.05, so it can be interpreted that in this regression model there is no heteroscedasticity.

Multiple Linear Regression Analysis Test

The multiple linear regression equation in this research is as follows are:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

From the results of the analysis using the SPSS program, the results obtained are as follows:

Tabel.8
Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	36.541	6.318		5.784	.000		
	X1 TOTAL	.081	.036	.227	2.257	.027	.977	1.023
	X2 TOTAL	.337	.104	.325	3.237	.002	.977	1.023

a. Dependent Variable: Y TOTAL

Source: Processed Data, 2025.

From the results of the multiple linear regression analysis above, the following equation can be obtained:

$$Y = 36,541 + 0,081 X_1 + 0,337 X_2 + e$$

Based on the multiple linear regression equation, you can interpreted as follows:

- The positive constant value is 37.541, indicating the positive influence of the independent variable. If the independent variable increases, the dependent variable will also increase or increase. When X1 (Ecotourism) is zero units, then Y (Community welfare) is 36.541. Likewise, if X2 (Creative Economy) is zero units, then Y (Social Welfare) is 36.541.
- The regression coefficient for the Ecotourism variable (X1) has a positive value of 0.081, this shows that if the Ecotourism variable increases by one unit, then community welfare will increase by 0.081 units. A positive correlation between ecotourism and community welfare means that the

higher/better the service quality of the ecotourism variable, the higher the community welfare.

- c. The regression coefficient for the creative economy variable (X2) has a positive value of 0.337, this shows that if the creative economy variable increases by one unit, then community welfare will increase by 0.337 units. The positive correlation between the creative economy and community welfare means that the higher/better the service quality of the ecotourism variable, the higher the community welfare
- d. Positive of 0.337, this shows that if the creative economy variable increases by one unit, then the welfare of the community has increased by 0.337 units. The positive correlation between the creative economy and community welfare means that the higher / better the quality of the ecotourism variable service, the higher the welfare of the community.

1. t Test or Partial Test

Decision making is done by looking at the significance value coefficient table. Usually the basis for testing regression results is carried out with a confidence level of 95% or with a significance level of 5% ($\alpha = 0.05$). The criteria for the t statistical test are as follows:

- a) If the significance value of the t test is > 0.05 , then H_0 is accepted and H_a is rejected. This means that there is no influence between the independent variable and the dependent variable.
- b) If the significance value of the t test is < 0.05 , then H_0 is rejected and H_a is accepted. This means that there is an influence between the independent variable and the dependent variable.

The results of hypothesis testing (t test) in table 4.16 above show that the significance value of the ecotourism variable (X1) is 0.027, which is smaller than 0.05. This shows that the ecotourism variable (X1) has an influence on the community welfare variable. Meanwhile, the significance value of the creative economy variable (X2) is 0.002, which is smaller than 0.05. This shows that the creative economy variable (X2) has an influence on the community welfare variable.

2. F test or Simultaneous Test

Anova statistical testing is a form of hypothesis testing where conclusions can be drawn based on the data or statistical groups concluded. Decision making seen from this test is carried out by looking at the f table values contained in the Anova table, the significance level used is 0.05. The provisions of the f test are as follows:

- a. If the significance value of $f < 0.05$ then H_0 is rejected and H_a is accepted. This means that all independent variables have a significant influence on the dependent variable.
- b. If the significance value $f > 0.05$ then H_0 is accepted and H_a is rejected. This means that all independent variables do not have a significant influence on the dependent variable.

Tabel.9
F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281.999	2	140.999	9.086	.000 ^b
	Residual	1288.059	83	15.519		
	Total	1570.058	85			

a. Dependent Variable: Y TOTAL

b. Predictors: (Constant), X2 TOTAL, X1 TOTAL

Source: Processed Data, 2025.

Based on the table above, a decision can be obtained that H_0 is rejected and H_a is accepted. This can be seen from the calculated F of 9.086 while the resulting significance value is 0.000 which is smaller than 0.05. Thus it can be concluded that this multiple linear regression model is suitable for use. And the independent variables which include ecotourism (X1) and creative economy (X2) have a simultaneous influence on the dependent variable (community welfare/Y).

3. Coefficient of Determination (R^2)

According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if more than 0.33 but lower than 0.67 and weak if more than 0.19 but lower than 0.33.¹⁸

Tabel.10

Determination Coefficient Test Results

Model Summary^b

¹⁸. Chin, W.W, (1998), *The Partial Least Squares Approach to Scrtutural Equation Modelling Modern Methods for Business Research*, 295-336.

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
1	.424 ^a	.180	.160	3.939	1.889

a. Predictors: (Constant), X2 TOTAL, X1 TOTAL

b. Dependent Variable: Y TOTAL

Source: Processed Data, 2025.

Based on the table above, the determination efficiency value (R-Square) amounted to 0.018 (18%). This means that the ability of the independent variables (ecotourism/X1 and creative economy/X2) in this research influences the dependent variable (community welfare) by 18%. Meanwhile, the remaining 82% (1 - 0.160) is explained by variables other than the independent variables in the research.

Discussion

1. Influence of Ecotourism (X1), Creative Economy (X2) on Community Welfare (Y)

The analysis results were obtained using multiple linear regression tests after making observations using a questionnaire as a data collection medium and processed using SPSS version 25. The purpose of this analysis is to determine whether or not there is a significant influence of Ecotourism (X1), Creative Economy (X2) on Community Welfare (Y)

a. Effect of Ecotourism (X1) on Community Welfare (Y)

Based on the results of hypothesis testing (t test) in table 4.16 above, it shows that the significance value of the ecotourism variable (X1) is 0.027, which is smaller than 0.05. This shows that the ecotourism variable (X1) has an influence on the community welfare variable. This means that the independent variable ecotourism (X1) has a positive and significant influence on the dependent variable community welfare (Y), where the ecotourism variable has several indicators including Access, Attractions, Amenity and Promotion. Of the respondents, 86 people responded 8 people strongly disagreed or 0.28%, 222 people disagreed or 7.82%, 165 people responded neutrally or 5.8%, 1608 people strongly agreed or 56.7% and 835 responded strongly agree people or 29.4%. This shows that the majority of respondents gave agreeing responses to the 33 statement items from the Ecotourism variable (X1).

The same thing was also conveyed by Ahmad Ziddan Dhiya Ulhaq (2022), results This research shows that the people of Mangunharjo, Tugu sub-district, Semarang city responded very positively and have understood the transformation of the mangrove ecosystem into mangrove ecotourism by 90% with more assistance from related parties. The Mangunharjo community has had

several activities as conservation measures with existing opportunities.¹⁹ Siti Wardah in her research also said that Sungai Luar Village has ecotourism potential which can become a natural resource, unique in nature and culture, and has the potential to improve the welfare of local communities which has an impact on increasing Regional Original Income (PAD). The ecotourism design focus is divided into main, in terms of infrastructure and promotion via social media. In terms of infrastructure, it focuses on building road access to tourist attraction locations. Meanwhile, promotional media focuses on introduction through social media, websites, posters and advertising videos. It is hoped that this ecotourism can improve and help economic recovery and increase the PAD of Indragiri Hilir Regency, Riau²⁰. Dian Pangestuti, (2022), said that the application of ecotourism to develop Selogriyo Temple tourism has been proven to increase the income of the community, even though it is small. Implementation of the program also makes people more aware of ecotourism and more aware of managing their cultural heritage. However, in order for the implementation of ecotourism to develop, coordination between various related parties must be maximized. So that all elements of society can play an active role for the common welfare of society. (Pangestuti et al., 2022)

b. The Influence of the Creative Economy (X2) on Community Welfare (Y)

Based on the results of hypothesis testing (t test) in table 4.16 above, it shows that the significance value of the creative economy variable (X2) is equal to 0.002 where this number is smaller than 0.05. This shows that the creative economy variable (X2) has an influence on the community welfare variable. This means that the creative economy (X2) has a positive and significant influence on community welfare (Y) with a significance level of 0.002, and this figure is smaller than 0.05. And economic variables have several indicators including: Creativity, Innovation and courage. 86 respondents responded to the creative economy variable (X2), 2 people strongly disagreed or 0.2%, 34 people disagreed or 3.6%, 31 people responded neutrally or 3.3%, 568 people strongly agreed or 60% and 311 people or 33% responded strongly agree. This shows that the majority of respondents gave agreeing responses to the 11 statement items of the creative economy variable (X2).

A similar thing was conveyed by Dwi Rorin Mauludin Insana (2022), where The reasons respondents were interested in having a business were: they wanted to have a side business other than their existing job, they wanted their own income, they wanted to help their family economically, they wanted to develop their potential and help provide jobs for other people, they wanted to be free and not bound by time, and they wanted to be financially . Meanwhile, the

¹⁹. (Ulhaq et al., 2022)

²⁰. (Wardah et al., 2023)

businesses that are of interest are creative economy-based businesses, including online businesses, culinary businesses, fashion businesses, handicrafts, printing, content creators, health product businesses, educational services, and clotong business services.²¹ Sri Ermawati, (2022), in her research said that development is becoming more widespread startups As digitalization has had a significant positive impact on the progress of the creative economy in Indonesia by seeing changes in consumer behavior, creative actors use digital technology to start businesses so they can gain big profits. Because startups is a company that is tied to digital making it easier for creative actors to sell products and services.²² Rana YM, (2022), explained that by becoming the initiator International Year of Creative Economics In 2021, Indonesia will implement a strategy through economic diplomacy with global actors to develop the creative economy by signing a memorandum of understanding and holding a global creative economy meeting for investment, exchange and training of creative business workers, and exchange of goods and services.²³

c. The simultaneous influence of Ecotourism (X1), Creative Economy (X2) on Community Welfare,

Based on table 4.17 above, a decision can be obtained that H₀ is rejected and H_a is accepted. This can be seen from the calculated F of 9.086 while the resulting significance value is 0.000 which is smaller than 0.05. Thus it can be concluded that this multiple linear regression model is suitable for use. And the independent variables which include ecotourism (X1) and creative economy (X2) have a simultaneous influence on the dependent variable (community welfare/Y). This means that ecotourism (X1) and the creative economy (X2) influence together (simultaneously) on community welfare (Y). Mauliza Nur Fadhillah said the same thing, (2022) Development and community welfare are the main issues in the context of equitable development to encourage the process of improving community welfare throughout Indonesia. This is reflected in the efforts of the central and regional governments in planning development to achieve optimal results while still paying attention to regional conditions.²⁴ M. Habibi (2022), conveyed that the tourism village development program includes physical development in the form of facilities and infrastructure and physical development in the form of community empowerment. The success of developing tourist villages is influenced by government synergy through potential exploration and the community as coordinators, facilitators, implementers and accelerators. The development of tourist villages can improve community welfare including income, clean housing, education level, and

²¹. (Insana et al., 2022)

²². (Ermawati & Lestari, 2022)

²³. (Meilina & Oktavian, 2022)

²⁴. (Fadhillah & Marliya, 2022)

adequate health facilities.²⁵ This was also conveyed by Rizky Syarifah (2022), that in managing tourist villages every year new innovations are provided for tourist villages so that tourists who visit continue to increase every year and tourist village objects are not boring to visit over and over again. The community continues to develop new innovations because the more tourist villages come here, the more automatic it is to find out how to provide innovation so that tourist villages are not left behind.²⁶ Salman Al Farisi, (2022) also revealed that the role of MSMEs is very important in the lives of small communities, including as a means of alleviating poverty, as a means of leveling the economic level of small people, and providing income for the country's foreign exchange²⁷

Conclusion

- a) The significance value of the ecotourism variable (X1) is 0.027, which is smaller than 0.05. This shows that the ecotourism variable (X1) has an influence on the community welfare variable. The significance value of the creative economy variable (X2) is 0.002, which is smaller than 0.05. This shows that the creative economy variable (X2) has an influence on the community welfare variable.
- b) The calculated F is 9.086, while the resulting significance value is 0.000, which is smaller than 0.05. independent variables which include ecotourism (X1) and creative economy (X2) have a simultaneous influence on the dependent variable (community welfare/Y). This means that ecotourism (X1) and the creative economy (X2) have a joint (simultaneous) effect on community welfare (Y).
- c) The contribution of the independent variable to the dependent variable is good if it is above 60%. From the output resultsmodel summary, determination efficiency value (R-Square) of 0.018 (18%). This means that the ability of the independent variables (ecotourism/X1 and creative economy/X2) in this research influences the dependent variable (community welfare) by 18%. Meanwhile, the remaining 82% (1 - 0.160) is explained by variables other than the independent variables in the research.

Limitation

This study has several limitations. First, the coefficient of determination is relatively low (18%), indicating that many other variables outside the model influence community welfare. Second, the study only uses two independent variables, so it does not comprehensively capture all factors affecting community welfare. Additionally, this research relies solely on a quantitative approach,

²⁵. (Habibi, 2022)

²⁶. (Syarifah & Rochani, 2022)

²⁷. (Salman Al Farisi1, Muhammad Iqbal Fasa2, 2022)

which limits deeper insights into social dynamics and community perceptions. Furthermore, the sample scope is limited, making it difficult to generalize the findings broadly. Lastly, the study is cross-sectional, so it does not capture the long-term impacts of ecotourism and the creative economy on community welfare.

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