

Original Articles

The Impact of Boarding House Development on Community Economic Activities in Jempong Baru Village, Sekarbela District, Mataram City

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This article contributes to:



Abstract. This study aims to determine the impact of boarding house development on the economic activities of the community in Jempong Baru Village, Sekarbela District, Mataram City. This study is a descriptive qualitative study. The determination of the sample in this study used a purposive sampling technique. The location of this study is in Jempong Baru Village, Sekarbela District, Mataram City. The data collection procedure used observation, interviews, and documentation. The validity of the data in this study used triangulation of sources, techniques, and time. Data analysis used the Miles and Huberman interactive data analysis model which is divided into data collection, data reduction, data presentation, and drawing conclusions. The results of this study indicate that there are 3 impacts of boarding house development, namely: 1) Boarding house development can open up many new job opportunities for the surrounding community, when boarding houses start operating, indirectly there will be more students living in the area. This will encourage the emergence of new businesses or expand existing businesses, with the increase in these businesses the surrounding community can get jobs as employees or open their own businesses. So, directly or indirectly, the construction of boarding houses helps reduce the number of unemployed in the area. 2) The construction of boarding houses has a very good impact on community income. The impact of economic activities carried out by the community will support increasing community income. The construction of boarding houses also creates a shift in economic activities carried out by the community. 3) The construction of boarding houses has a major impact on the development of MSMEs, especially in terms of increasing the market and local economic turnover. With increasing demand, this will encourage the growth of micro, small and medium enterprises (MSMEs) to serve the daily needs of boarding house residents.

Keywords: Impact, Boarding House, Economic Activity.

1. Introduction

As a developing country with a dense population and quite rapid development, Indonesia is a fairly developed country that has a major influence on the competition of world economic growth [1]. This can be seen from the many foreign entrepreneurs who are eyeing Indonesia as a place to invest because it is said to have very large potential from SDA (Natural Resources) which can be seen from the abundance of mining products and tourist areas which are currently an attraction in the eyes of the world [2]. This greatly influences the level of the economy which is a very important and interesting thing to discuss regarding economic problems is something that greatly influences the continuation of the lives of all individuals and moreover becomes a benchmark for the progress of a country. The level of the economy of a country or region can be seen from the economic growth of the region itself, economic growth can be interpreted as an increase in the production of goods and services in a country which then drives positive changes to economic conditions [3].

One of the efforts that can be made is by utilizing land owned by the community. Land utilization is defined as any form of human intervention (intervention) on land in order to fulfill their material needs. Land utilization can also be defined as the provision of treatment by humans to land to be utilized in an effort to fulfill their needs [4]. The economy is a basic aspect in people's lives, through the economic system, people's lives

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can be guaranteed, ensuring the fulfillment of basic needs such as clothing, shelter, and food is one thing that is very important in people's lives. Economic transformation always takes place in society, and one indication of this is an increase in economic growth.

Economic growth is considered an opportunity, because through this growth, various new opportunities can be created. The causes of economic change in society can be arranged in a shift from the agricultural sector to the non-agricultural sector, which is the mainstay of people's lives. The presence of various developments in the midst of society will have an impact on the dynamics of the community's economy [5]. Development is often considered an indicator of economic progress achieved by society, and development efforts made by the Indonesian government are basically to improve people's welfare. Development can be explained as a continuous process that directs society or the overall social structure towards more beneficial living conditions. The presence of students has a significant impact on society, especially in the economy. The presence of students opens up great opportunities for the community to utilize empty space by establishing boarding houses as a place of business, as well as creating various forms of trade such as internet cafes, restaurants, photocopying, and so on [6]. Over time, each region experiences changes and developments as a result of the economy because the increasingly dense population will expand the market so that the level of economic activity increases [7]. Economic growth, population growth and the changes themselves are an effort in socio-economic conditions [8].

Rapid growth and development in urban areas has led to an increase in the need for basic urban facilities and infrastructure such as housing, boarding houses, education, transportation, markets, clean water, drainage and flood control, waste facilities, wastewater treatment and so on. The high increase in urban population, both natural and migration, must be balanced with dynamic urban development and growth, which is usually always followed by land changes [9]. Housing is a primary need for humans, in addition to being a place to shelter from the hot sun and rain, housing also protects humans from wild animals. From these needs, wherever humans live, they always need a place to live, such as for students who are immigrants to the cities where they study. Mataram City is one of the cities that has a fairly large number of universities. From this situation, the need for housing has increased every year in Mataram City. In line with this, it has given rise to boarding house business opportunities as one of the promising business opportunities for the people of Mataram City, especially in Jempong Baru Village, Sekarbela District.

Jempong Baru is a sub-district located in Sekarbela District, Mataram City, NTB with an area of 4,652 km² (45.08%). The population is 17,492 people with 12 neighborhoods, including the Jempong Barat, Jempong Timur, Batu Mediri, Mapak Belatung, Mapak Dasan, Mapak Pekandelan, Dasan Kolo, Mapak Indah, Kodya Asri, Citra Warga, Geguntur and Ansor neighborhoods. Jempong Baru is one of the areas with quite rapid growth and development, supported by the establishment of educational institutions and universities as well as shopping centers that have begun to grow in the city center not far from this area. Each neighborhood has different potentials, for example, for agriculture it is located in the Mapak Belatung, Mapak Dasan, Pekandelan, and Dasan Kolo neighborhoods. While in the Mapak Indah, Kodya Asri, Citra Warga, Geguntur and Ansor neighborhoods it is a BTN. And in the Jempong Barat, Jempong Timur, and Batu Mediri areas, these are residential and shopping areas.

The construction of rental houses or boarding houses can affect the social and economic conditions of the surrounding community. The existence of rental houses or boarding houses is utilized by the surrounding community and from outside the village to

build the economy there so that it can improve the community's economy (center of economic growth). Development certainly has an impact on social change. Social change is any change that occurs in social institutions in a society which ultimately affects their social system, including changes in values, attitudes, and behavior patterns among groups in society. Social impact is a form of consequence or influence that occurs in society, either because the incident affects society or other things in society. Social impact can be characterized by four indicators, namely changes in the social system, individual and collective values, social relationship behavior, community lifestyle, and community structure. The economic impact consists of the impact on income, the impact on economic activity, and the impact on expenditure [10].

The changes in activities that occur in Jempong Baru Village bring good luck to the surrounding community because they can open up new jobs for the surrounding community. The community takes advantage of the existence of boarding houses to open businesses such as food, clothing, and others that are needed by students while living in the Village [11]. Then the existence of boarding houses means that there is a communication pattern between boarding house residents and the community who live in the Village. A business like this will be very promising for the community because boarding houses or other semi-non-permanent residences will always be sought after by new and old students who live far from the campus where they study. Therefore, the possibility of social and economic changes in the area will be seen. From a social perspective, there will be changes in interactions between residents who live and immigrants, then from an economic perspective there will be changes in jobs such as residents who open laundry services, small shops, food stalls, or build boarding houses. If there is a change in jobs, there will be a change in income that increases or decreases [12].

The construction of boarding houses in Jempong Baru Village, Sekarbela District, Mataram City, has an impact on the socio-economic life of the local community. The existence of these boarding houses and their impact on the income of the local community itself is still a problem. Therefore, this study aims to determine the impact of the construction of boarding houses on the economic activities of the community in Jempong Baru Village, Sekarbela District, Mataram City.

2. Method

This study uses a qualitative descriptive approach, which is a method used to understand social phenomena in depth through direct interaction between researchers and the objects being studied [13]. This method was chosen to describe the impact of boarding house development on the economic activities of the community in Jempong Baru Village, Sekarbela District, Mataram City. This study utilizes qualitative data that is described descriptively based on interviews, observations, and documentation [14]. The main informants were determined through purposive sampling techniques, namely the deliberate selection of informants based on the criteria of involvement and understanding of the problems being studied [15]. Researchers were present directly as the main instrument in the field to dig up information in depth [16].

The research location was selected based on initial observations showing the large number of boarding house developments and indications of their impact on the economy of the surrounding community. Data collection techniques include participatory observation, structured interviews with MSME actors, and documentation from various sources such as books, journals, policies, and field photos [17]. To ensure data validity, this study uses triangulation of sources, techniques, and time as explained by Tzagkarakis

and Kritas [18]. Source triangulation is carried out by comparing information from various informants; technical triangulation is carried out by combining interviews, observations, and documentation; while time triangulation is carried out by repeating data collection at different times to test the consistency of information.

Informants are the most important part of a study because the information to be studied is related to the objects and subjects to be studied. In this study, in determining informants, researchers used purposive and snowball techniques. Purposive technique is a technique for taking data sources with certain considerations [19]. The informants in this study are presented in Table 1.

Table 1.
Informant
Characteristics

No	Name	Gender (M/F)	Information
1	Anita	Female	Grocery Trader
2	Hadi'ah	Female	Grocery Trader
3	Hadmah	Female	Vegetable Trader
4	Siti	Female	Vegetable Trader
5	hadisiyah	Female	Rice Seller
6	Bude	Female	Rice Seller
7	Wanda	Male	Photocopy Business
8	Hery	Male	Workshop
9	Jamal	Male	Workshop
10	Aisyah	Female	Laundry

From the data above, there are two grocery traders, two vegetable traders, two rice sellers, one photocopy business, two workshop businesses and one laundry business. The total informants in this study were 10 informants. Data analysis was carried out using the interactive model from Ojal et al. [20], which includes four stages: data collection, data reduction, data presentation, and drawing conclusions/verification. Data collection was carried out through direct observation, interviews, and documentation. Data reduction was carried out by simplifying and grouping relevant data. Data presentation was carried out in the form of narrative descriptions that reflect field findings. The conclusion drawing is temporary and will be verified based on the completeness and consistency of the data. With this method, it is expected to obtain a comprehensive understanding of the impact of boarding house development on the economic activities of the local community.

3. Result and Discussion

3.1 The Impact of Boarding House Development on Opening Up Employment Opportunities for the Community

The opening of job opportunities is the impact of the construction of boarding houses where this condition creates job opportunities for the community. So that with the existence of job opportunities, people can open businesses to get jobs to meet their daily needs. This is in line with the results of an interview with Mrs. Anita as a grocery trader who said that:

"The development of boarding houses in this area certainly has a positive impact on me because I used to be just a housewife, but now because I see more and more residents here, I decided to sell and thank God the profit is quite good."

From the results of the interview above, it is known that the construction of boarding houses opens up job opportunities for the people in Jempong Baru Village, this is also the same as what was conveyed by Mr. Wanda as the owner of a photocopy business that

"Seeing the large number of students boarding in this area, I felt that this was an opportunity to open a photocopying business and thank God it was busy, so I could also recruit young people here who were unemployed to work at my place."

Based on the results of the interview, it is known that the construction of boarding houses in Jempong Baru Village can open up job opportunities for the community. This was also conveyed by Mrs. Aisyah as the owner of a laundry business where she said that:

"Rather than having nothing to do at home, I decided to open a laundry business."

From the results of the interview above, it is known that the construction of boarding houses can open up job opportunities. The same thing was also conveyed by Mr. Hery as a workshop business actor that

"Because previously I had worked in a workshop, so I decided to open my own workshop and I can also invite the neighbors around here to work in my workshop."

Likewise, other MSME actors such as vegetable traders and rice sellers said the same thing that the construction of boarding houses opens up job opportunities for people in the Jempong Baru Village area. Data reduction, by looking back through this statement, it can be compared before the construction of boarding houses and after the construction of boarding houses that it has a great impact on the economic activities of the community. This is also in accordance with the results of observations made by researchers who found and felt the impact of the construction of these boarding houses, which is evidenced by the large number of people who open up job opportunities so that it makes it easier to access needs and is profitable for business actors in the Jempong Baru Village area. The same is true for research conducted by Wardhani, Pambudi, Fiaoza, Alfanisa, Susanto, Albani in 2022 which stated that the people of Pabelan Village, Sukoharjo District, realized that the construction of boarding houses had a positive impact on them.

3.2 Impacts of Boarding House Development on Increasing Community Income

Regarding the impact on community income after the construction of many boarding houses in the Jempong Baru Subdistrict area, data was obtained that since the construction of the boarding houses there has been an increase in community income. This is in line with the results of an interview with Mrs. Anita as a grocery trader who stated that:

"Thank God, after many boarding houses were built in this area, more and more people are living there, so because I saw the opportunity, I, who used to be just a farmer, tried to open a trading business and thank God my income also increased because many boarding house children shopped. Sometimes I can earn Rp200,000 to Rp300,000 a day."

Based on the results of the interview, it is known that the impact of the construction of boarding houses can increase the income of the UMKM community. This is the same as what was conveyed by Mrs. Hadisiyah as a rice seller that

"Many changes have occurred after many students boarded in this area, because I saw the community getting busier so I took the initiative to open a rice selling business because sometimes boarding students need fast and cheap food. Previously I was just a housewife but after selling rice, thank God I was able to increase my income. From selling rice, the profit I get can be IDR 300,000 to IDR 500,000 per day".

From the results of the interview, it can be seen that the impact of the construction of boarding houses on the economic activities of the community is an increase in income. This was also conveyed by Mrs. Hadmah as a vegetable seller, she said that:

"Before there were many boarding house residents, the only people who bought my vegetables were the neighbors around here, and sometimes there were a lot of vegetables left over because they didn't sell. But after there were many students boarding here, my vegetables rarely had any left over. My income per day can be around Rp 500,000."

Likewise, what was conveyed by other UMKM actors who said the same thing that the construction of boarding houses affects people's income. Data reduction, by looking back through the statement, can be compared between before the many boarding house constructions and after the boarding house constructions that there are changes related to people's income.

This is also in accordance with the results of observations made by researchers who found changes in community income after the construction of boarding houses in the Jempong Baru Village area, this is evidenced by the large number of MSMEs around Jempong Baru. Similar to the findings of research conducted by Indarto, Rahayu in 2015 which found that the economic impact that emerged after the construction of housing in Sambiroto Village, Tembalang District, was in the form of increased community income, additional house functions, opening up community business opportunities.

3.3 Impacts of Boarding House Development on MSME Development

The construction of boarding houses has a significant impact, especially for traders and UMKM actors. Based on observations, the construction of boarding houses greatly affects the economic turnover in the area. UMKM actors said that their income is very dependent on the existence of boarding houses. This is in line with the results of an interview with Mr. Wanda, who as a photocopy business owner stated that:

"Previously, my business was just a home business, but because of the increasing number of customers, I was able to rent a shop and provide complete equipment."

Then there are also the results of an interview with the owner of a vegetable trading business, namely Mrs. Hadmah, who said that

"Now my merchandise runs out faster and my sales also increase."

Likewise, it was conveyed by other UMKM actors who said the same thing that the construction of boarding houses provides benefits for the UMKM community in Jempong Baru Village. Data reduction, by looking back through the statement, can be compared between before the construction of boarding houses and after the construction of boarding houses that there are changes related to the growth of UMKM.

This is in accordance with the results of observations made by researchers who found that the construction of boarding houses also affects community spending, because if more and more boarding house children use business services, business owners will provide the best facilities. The same is true of the findings of research conducted by Riska Aminah in 2024 which found that the construction of boarding houses had a positive impact on the community in Sihitang Village.

3.4 Responses from the UMKM Community to the Development of Boarding Houses

The following is the presentation of informant 1 in an interview with Mrs. Anita as a basic food trader on February 15, 2025. The interview documentation can be seen in Figure 1.



Figure 1.
Documentation
of Interviews
with Several
Respondents

"Alhamdulillah, with the many boarding houses being built around here, there are lots of kids boarding, so my merchandise is getting more and more buyers."

Data reduction, the best support for the construction of boarding houses is that it is well received by the community and can be beneficial for the surrounding community and MSMEs. Furthermore, the presentation of informant 2 in an interview by Mrs. Hadmah as a vegetable trader on February 15, 2025.

"Thank God, because previously, only local residents bought my merchandise, but now, because there are many children living in boarding houses, my number of customers has increased quite a bit."

Data reduction, positive community response is very necessary in development. Furthermore, the presentation of informant 3 in an interview by Mrs. Hadisiyah as a rice seller on February 15, 2025

"Thank God, more and more people are buying my merchandise, so I can help increase my economic needs."

Data reduction, according to Todaro's development goals, is to expand the reach of the availability of individual and community needs through improvements in work patterns and preventing people from stress and misery in life. Furthermore, the presentation of informant 4 in an interview by Mr. Wanda as a photocopy business actor on February 20, 2025.

"This photocopy business has been busy for a long time, but the more immigrants come here, the busier it becomes."

Data reduction, the best support for the construction of boarding houses is that it is well received by the community and can be beneficial for the surrounding community and MSMEs. Furthermore, the presentation of informant 5 in an interview by Mr. Hery as a workshop business actor on February 20, 2025.

"Previously, few people came to my workshop, but now, thank God, it's quite busy."

Data reduction, positive community response is very necessary in development. Furthermore, the presentation of informant 6 in an interview by Mrs. Aisyah as a Laundry business actor on February 22, 2025

"Thank God, my business income has increased because many boarding house children do their laundry with me."

Data reduction, according to Todaro's development objectives, is to expand the reach of the availability of individual and community needs through improvements in work patterns and avoiding the community from the stress and misery of life. In conclusion, the majority of the community of MSME actors gave a positive response to the construction of this boarding house, in addition, the community also felt helped by the existence of boarding houses.

3.5 Discussion

3.5.1 Impact of Boarding House Development on Opening Up Job Opportunities

The existence of boarding houses has a positive impact on the community, especially on economic activities [21]. The construction of boarding houses creates business opportunities for people who live close to the boarding house area. The economic activities carried out have an impact on improving the community's economy. Community economic activities can be measured from finances, income, production and consumption in order to meet their daily needs. The construction of boarding houses can open up many new job opportunities for the surrounding community, when boarding houses start operating, indirectly there will be more students living in the area. This will encourage the emergence of new businesses or expand existing businesses, with the increase in these businesses, the surrounding community can get jobs as employees or open their own businesses. So, directly or indirectly the construction of boarding houses helps reduce the number of unemployed in the area [22].

3.5.2 Impact of Boarding House Development on Income Increase

The construction of boarding houses has an impact on changes in the activities carried out by the community in Jempong Baru Village, these changes in activities bring benefits to the surrounding community. The construction of boarding houses has a very good impact on community income, this impact arises as a result of the economic activity process carried out by the community and students in the area. The impact of economic activities carried out by the community supports increasing community income. The construction of boarding houses creates a shift in economic activities carried out by the community in Jempong Baru Village. Before the construction of boarding houses, the community's activities were only as farmers, housewives and laborers. It is different after the construction of boarding houses where the community sees business opportunities so that they open various businesses that can increase income.

3.5.3 Impacts of Boarding House Development on MSME Development

The development of boarding houses, especially in areas close to educational centers, industrial areas, or city centers, has a significant impact on the development of MSMEs in the surrounding area. Boarding houses are generally inhabited by students, workers, or immigrants from outside the area. Their presence creates a new market for MSMEs, especially those engaged in the culinary, laundry, photocopying, grocery stores and other sectors. With increasing demand, this will encourage the growth of micro, small and medium enterprises (MSMEs) to serve the daily needs of boarding house residents. The development of these boarding houses has a major impact on the development of MSMEs, especially in terms of increasing the market and local economic turnover. This positive impact will be maximized if accompanied by MSME guidance from the government so that the development of these MSMEs can continue to compete and grow.

4. Conclusion

Based on the results of the research and discussions that have been conducted by previous researchers, the conclusions of the results of this study are: (a) the construction of boarding houses can open up many new job opportunities for the surrounding community, when boarding houses start operating, indirectly more students will live in the area. This will encourage the emergence of new businesses or expand existing businesses, with the addition of these businesses, the surrounding community can get jobs as employees or open their own businesses. So, directly or indirectly the construction of boarding houses helps reduce the number of unemployed in the area. (b) The construction of boarding houses has a very good impact on community income. The impact of economic activities carried out by the community will support increasing community income. The construction of boarding houses also creates a shift in economic activities carried out by the community. (c) The construction of boarding houses has a major impact on the development of MSMEs, especially in terms of increasing the market and local economic turnover. With increasing demand, this will encourage the growth of micro, small and medium enterprises (MSMEs) to serve the daily needs of boarding house residents. It is hoped that as a community that opens a business in Jempong Baru Village, they can provide for the needs of students. Please also pay close attention to the business facilities provided.

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6. Declaration

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