

Socio-enterprise as a Solution for Pro-Poor Halal Tourism Project

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The study discusses the influence of tourism on poverty and community welfare in NTB Indonesia which is supported by the theory of Pro-Poor Tourism through the concept of Socioenterprise in halal tourism. This study uses a mix method, namely panel data regression with the object of 10 provinces and districts in West Nusa Tenggara. Descriptive qualitative approach by proposing the concept of sociopreneur as a constructive solution to the implementation of pro-poor tourism. The data from this study were obtained from interviews with related departments, direct observations and from related documents. The results showed that the seven variables in this study, namely the number of tourist visits, the number of tourism businesses, the population, the average length of schooling, unemployment, GDP and PAD had a significant effect on poverty in 10 districts and cities in NTB both simultaneously and individually. The emergence of a concept of Sociopreneur Bajang Pacu, Bajang Pacu has a business unit consisting of Charity Holiday and Ecotourism, people's lodging with a guest concept, rental of climbing equipment and cars, positive hangout shops, while the social unit consists of the 1000 book movement for Lombok, orphaned safari, cinema orphans, and trainings related to tourism development.

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INTRODUCTION

NTB's tourism activities began to appear and recorded an average number of tourist visits higher than the previous period. As seen from the visit of foreign tourists and domestic tourists, which has increased every year. This is triggered that West Nusa Tenggara has great tourism potential because of its position which is located close to the very enchanting tourist destinations of Lombok Island, and some of them have been worldwide, namely Gili Trawangan, Gili Meno, Gili Air, Sade Village, Mount Rinjani, Sembalun, Gumantar Village, Bayan Ancient Mosque, Kuta Beach, Selong Belanak Beach, Pink Beach, Merese Hill, Sendang Gile Waterfall, Tiu Kelep Waterfall and many others. It was even reported that in NTB there are 70 waterfalls and various other tourist destinations.

In addition, NTB is used as the main entrance proclaimed as the world's halal tourist destination. NTB has even received various awards for its beauty, namely the award as The Real Wonder of The Word from the Ministry of Tourism and Creative Economy, this award was given for the uniqueness of Gili Trawangan which is able to maintain local cultural values and community religiosity. Then Erat Bual Spring won 1st place in the NTB Provincial Water Gem Competition and represented NTB for the National Water Gem Competition.

The potential possessed by NTB is a great opportunity, considering that recently the NTB Provincial Government is serious in developing halal tourism in NTB Province, one proof of its seriousness by issuing regional regulations on halal tourism, namely Regional Regulation No. 2 of 2016. It has even won various awards, including: In 2015 Lombok won the award with the best title in the World Halal Travel event, became the World's Best Halal Honeymoon Destination and World's Best Halal Tourism Destination, and Mount Rinjani was recognized by UNESCO as one of the Global Geopark Network.

With all the potential and opportunities that exist, it turns out that tourism has not been able to have a real impact on the poor, in other words, there are still many people around tourist sites who have not been able to enjoy the economic impact of the natural beauty in their area. This condition occurs in West Nusa Tenggara, although tourism is experiencing rapid growth and is able to provide large regional income, it turns out that poverty in this area is also very high at 14.63% in 2018.

In 2018, it can be seen that the level of welfare is also relatively low in NTB, which can be seen from the

composition of household expenditure, which can be used as a tool to improve welfare. As Ernst Engel said, If taste is different then the percentage of food expenditure will decrease as income increases. The higher the proportion of food in total expenditure, the better the economic level of the population. According to Engel, if food consumption as a percentage of total expenditure exceeds 80%, then the level of welfare is very low. Along with the times, people's tastes have begun to undergo a transformation. The norms, culture and values influenced by modernization have begun to change the way people consume.

In 2018, the composition of household expenditure used for Food consumption was still more than 50%. Since 2016, the percentage has even continued to increase. In 2018, 57.19% of total household expenditure in NTB Province was used for food consumption. The increasing percentage of household expenditure for food consumption may indicate that the welfare of the people of NTB has not improved.

Lately, the term socioenterprise has been increasingly heard among the millennial generation. the term, which is also popularly known as social entrepreneur, can generally be interpreted as an agent of change, either someone who has a strong vision and mission or someone who seeks systematic change. In Indonesia, there are a number of real examples of social entrepreneurs. For example, the founder of Kita bisa.com, AL-fatih Timur, the initiator of Gamal Albinsaid's Garbage Insurance Clinic, and the originator of Batik Kultur, Dea Valencia.

In theory, pro-poor tourism is tourism that provides great benefits for the poor, so in theory this tourism should be able to provide welfare for the poor in the area, but in reality it is not. Therefore, a constructive applicative strategy is needed so that tourism can have a positive impact on the poor.

Socioenterprise was chosen to be able to solve these problems, because social business is one of the best ways that can be taken by young people in Indonesia to manage existing tourism potential, because social business does not only focus on profit but also plays a direct role in the development of human resources and the environment so as to create new sources of income for small communities related to tourism, and programs in the business sector and social sector can run in balance.

Research conducted by [Mufti Baihaqi \(2018\)](#), aims to determine the effect of the number of tourist visits, Gross Regional Domestic Product (GRDP) and

local taxes on local revenue in West Nusa Tenggara Province (NTB) in 2010-2016. This study uses panel data regression. From the results of the analysis, it was found that tourist visits and local taxes had an effect on PAD. While the GRDP variable has no effect on PAD. In addition, [Jalaludin \(2019\)](#), examined where this study aims to get an overview of the impact of tourism development in increasing community income in West Lombok, West Nusa Tenggara Province. Based on the results of the writing that has been done by Jalaludin, it can be concluded that Tourism Development in West Lombok has started to improve with the availability of various kinds of facilities and the impact of tourism development on employment and community income in West Lombok Regency.

Based on the description above, this study aims to analyze the effect of tourism on poverty and community welfare supported by the theory of Pro-Poor Tourism through the concept of Socioenterprise in halal tourism. This research will be conducted in 10 districts in NTB in 2010-2019 using Panel data regression to see if tourism affects poverty and provides the concept of sociopreneur from the analysis results.

THEORETICAL FOUNDATION

Halal Tourism

The tourism sector is one of the sectors that can increase employment and economic growth. Currently, halal *tourism is in high* demand. This is in line with the increase in Muslim tourists from year to year. The development of halal tourism has begun to be carried out by various countries, both Muslim-majority and non-Muslim countries. The definition of halal tourism according to NTB Provincial Regulation No. 2 of 2016 concerning Halal Tourism is a tourist visit activity with tourism destinations and industries that provide product facilities, services, and tourism management that meet Sharia.

According to the National Sharia Council-Majelis Ulama Indonesia (DSN- MUI) Fatwa No. 108 of 2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles, what is meant by tourism is as follows. Tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of tourist attractions visited within a temporary period. Meanwhile, Sharia tourism is tourism that is in accordance with Sharia principles.

According to the *Global Muslim Travel Index* (GMTI), the number of halal travel destinations covers 100 tourist destinations in 29 countries around the world. In GMTI 2016, there is an increase in the number of destinations to 130 destinations and the addition of two new criteria, namely air transportation and visa regulations. The following are the 3 themes of GMTI 2016 assessment which include safe and friendly destinations for family vacation activities, Muslim-friendly facilities and services, marketing and destination awareness about halal tourism:

Sociopreneur and Pro-Poor Tourism

The term *sociopreneur* or social entrepreneur is a person who strives in entrepreneurial activities with the main goal of solving social and environmental problems by empowering the community through activities that have economic value. This term was introduced by *Bill Drayton* in 1972. *Bill Drayton* defined social entrepreneurship as follows, "*Socio entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.*" From *Bill Drayton's* statement, it can be concluded that social entrepreneurs play a role in solving problems in society not only with *socio charity*, but much better than that [Gamal Albinsaid \(2019\)](#), Sociopreneur makes major changes to the existing order to solve these problems. [Hulgard \(2018\)](#), defines sociopreneur comprehensively, namely as the creation of social value formed by working with other people or community organizations involved in a social innovation which usually implies an economic activity.

The diversity of perspectives and definitions that have been outlined previously, some of which obscure the understanding of social entrepreneurship, but some of which help people to see a common thread of the meaning of social entrepreneurship. From these various definitions, social entrepreneurship has 4 main elements, namely: First, *Social Value*: This social entrepreneurship has a role in creating social benefits. This social value refers to the social problems that are *solved, such as economy, environment, health, and education.*

Second, Civil Society: Social entrepreneurship requires the role of civil society at large in optimizing existing social capital. Third, *Innovation*: Innovation is inseparable from social entrepreneurship, where this innovation can be in the form of innovation in business models, innovation in production processes, innovation in marketing, and innovation in existing problem-solving efforts. Fourth, *Economic Activity*: Social

entrepreneurship must be able to build a balance between social activities and business activities.

Meanwhile, *Pro-poor Tourism* is tourism whose main objective is to improve the welfare of the poor, where this concept prioritizes the involvement of the poor to provide an optimal increase in benefits in the form of economic, social, environmental, and cultural *Ashley & Roe (2002)*, in addition to other objectives to be achieved by this concept is to increase the participation of the poor in managing and developing tourism products (*Holland, 2003*).

Previous Research

Islamy (2019), in his research explained that the West Nusa Tenggara (NTB) economy, which is reflected in the Gross Regional Domestic Product (GRDP), still depends on metal ore mining and exports. several commonly used measurement methods include *Location Quotient (LQ)*, Shift-Share Analysis, and Klassen Typology. Based on these three methods, it was found that of the eight leading categories, three of them are categories that support tourism in NTB, namely the Transportation and Warehousing, *Real Estate* and Services businesses. Other important categories, namely Accommodation and Food Supply; Construction; and Trade, have the potential to be further boosted to further improve the NTB economy.

Ningsih (2019), also explained in her research, The problem of poverty is quite serious experienced by one of the provinces in Indonesia, namely West Nusa Tenggara Province, which is nationally recorded as the eighth poorest out of a total of 34 provinces in 2017. This study aims to analyze the effect of economic growth, education, human development index (HDI) on poverty rates (case study of cities / districts of West Nusa Tenggara Province in 2011-2017) using the panel data analysis method with Eviews 9 analysis. The results of the analysis show that economic growth has a negative effect on the poverty rate. Education has a significant positive effect on the poverty rate

Primadanti Nuning (2020), This study aims to determine the relationship between regional disparity, poverty, and pro-poor economic growth in NTB using panel data regression and GIC. As a result, the inequality of GRDP, APBD, population, and education level has a significant effect on poverty in NTB. With the application of GIC, it appears that economic growth in NTB has not been in favor of the poor. This economic growth mainly benefits the rich population group. Furthermore, the motor vehicle and motorcycle repair sector; the financial and insurance services sector; the

accommodation and food services sector; and wholesale and retail trade can also, in part, reduce poverty in NTB.

This study aims to determine the effect of the number of tourist visits, Gross Regional Domestic Product (GRDP) and local taxes on local revenue in West Nusa Tenggara (NTB) Province in 2010-2016. This research uses panel regression. The data in this thesis was taken through the official website of the Central Bureau of Statistics (BPS) in NTB. From the results of the analysis, it was found that the variable number of tourist visits and local taxes had an effect on PAD. While the GRDP variable has no effect on PAD, which is the result of research conducted by *Mufti Baihaqi (2018)*.

Puspitasari (2018), This research is an initial study that focuses on individuals, namely identifying successful characters and innovative processes of young *sociopreneurs* in starting and developing social businesses. This study uses a case study method with the main research subject being momsociopreneur "Sanggar ASI". Primary and secondary data were obtained through observations, in-depth interviews, documentation, and literature studies. The results of this study show that the process of becoming a sociopreneur requires a variety of skills and competencies that correlate with the performance of the social business. From the beginning, belief is the main force that can move oneself to play an active role in solving social problems, namely the failure of breastfeeding mothers or not optimal breastfeeding for babies. Values and norms preferences can be internalized in all social business processes including the workplace, partner networks, clients or social service beneficiary communities, and family institutions.

Naru (2020), Social Entrepreneurship research: A Case Study of PT Kampung Kearifan Indonesia (Java Indigenous) and Remaja Mandiri Community (RMC) seeks an understanding of the principles of social enterprise by analyzing two case studies in Indonesia using a phenomenological approach. The study adopted a qualitative approach by exploring two related organizations, which aim to promote a sustainable agriculture industry. The findings revolve around answering three research questions which include how social enterprises define their social mission, how they develop product innovation, and how they are governed within their organizations by promoting a fair trade system. This article extends the discussion on the emergence of the concept of social enterprise that focuses more on social mission and social innovation.

RESEARCH METHODOLOGY

This research was conducted with the object of the provincial area on the island of West Nusa Tenggara. There are 10 districts that are used as research objects, namely: Bima Regency, Dompu, West Lombok, Central Lombok, East Lombok, North Lombok, Sumbawa, West Sumbawa, Bima City, and Mataram City. The choice of provinces in West Nusa Tenggara has great halal tourism potential but the surrounding population has not felt it, in other words, has not felt the welfare as tourism develops. The *time* period or period of years used (*time series*) in this study is from 2010 to 2019.

This type of research is qualitative and quantitative methods, qualitative research is a style of research that seeks to construct reality and understand its meaning, in qualitative research the presence of the researcher's value is explicit in a limited situation, involving a number of subjects *Somantri (2005)*, while quantitative research focuses on variables that are described in indicators in observing aspects of reliability, this research is also displayed in the form of statistical data because it is value-free and has many subjects studied *Somantri (2005)*. This research discusses counter-intuitive solutions to the implementation of *pro-poor tourism* with qualitative research used to collect factual data from the results of literature studies, as well as interviews obtained from sources. As well as a quantitative approach used to see whether tourism affects the welfare of the community.

The types of research used in this study are primary data and skunde data. Primary data is a source of research data obtained directly from the original source in the form of subject (person) opinions as well as individuals or groups *Supomo (2002)*, primary data obtained from observations, interviews covering information related to the welfare of the community in NTB in order to find out the direct situation of the population there.

Meanwhile, secondary data is also used to support primary data, secondary data is a research data source obtained by researchers indirectly through intermediary media in the form of processed or finished data in the form of publications or in digital files (*Supomo, 2002*).

In this research, there are several data collection techniques that can increase the scientific strength of the research and make it easier for researchers to complete the research. Primary data in this study were taken by interview. This interview is an oral question and answer process between two or more people face to face to find out someone's responses, opinions, and motivations

towards objects (*Sugiono, 2015*). The characteristics taken in this study are the sources of in-depth understanding of regional planning in the field of tourism and existing socio-entrepreneurship to support the welfare of the community while the sources involved in this research are Bappeda NTB and also representatives of the NTB UMKM Association.

In addition, a literature study was conducted, literature study is a data collection method directed at searching for data and information through documents, both written documents, photographs, images and electronic documents that can support the writing process (*Sugiono, 2015*). The secondary data was obtained from BPS NTB 2010-2019, the NTB Tourism Minister, and also obtained from various literatures such as books, journals, theses, theses and also the internet.

Data Analysis Technique

In this study using poverty seen from each district in NTB as the dependent variable in this study, while the independent variables used are the increase in tourist visits, the number of tourism businesses, the population, the average length of schooling, GRDP, unemployment and PAD. The variable above consists of one dependent variable (Y), namely poverty and seven independent variables (X), namely the increase in tourist visits, the number of tourism businesses, the population, the average length of schooling, GRDP, unemployment and Regional Original Revenue (PAD). The model that can be built from the above equation is as follows:

$$KM = f(JKW, JUP, PL, RLM, GRDP, PE, \text{ and } PAD)$$

Where:

KM= Poverty

JKW = Number of Tourist Visits (domestic & foreign)

JUP= Number of Tourism Businesses

PL= Resident population

RLM= Average years of schooling

GRDP = Gross Regional Domestic Product

PE= Unemployment

PAD= Regional Revenue

a_0 = Intercept

$\alpha_1, \alpha_2, \dots, \alpha_5$ = Coefficient of independent variable

μ_{it} = Component error in time t for the unit cross section i

i=1, 2, ..., 5 (*cross-section* data, 10 districts on NTB)

t=1, 2, ..., 8 (time-series data, year 2010-2019)

To process data in analyzing the hypothesis used in this scientific paper is the *Microsoft Excel* 2010 application program and *Eviews* 9. The methodology

used in this research is panel data regression. The first stage, testing the suitability of the model using the *Chow Test*, *Hausman Test* and LM test, as well as using an explanation of the concept of *socioenterprise* with the *Pro-poor tourism* theory approach.

ANALYSIS

Results and Discussion

This *Chow test* was conducted with the aim of choosing whether this research uses *comment effect* or *fixed effect*. The following are the *Chow Test* results.

Table 1. Chow Test Results

<i>Effects Test</i>	<i>Statistic</i>	<i>d.f.</i>	<i>Prob.</i>
<i>Cross-section F</i>	8.159121	(8,74)	0.0000
<i>Cross-section Chi-square</i>	56.913364	8	0.0000

Based on Table 1, the *probability* value for the *cross section Chi-Square* is $0.0000 < 0.05$ so that the results show that H_0 is rejected and H_1 is accepted, meaning that the *fixed effect* model is more appropriate than the *common effect* to estimate panel data. The next process is through the *Hausman* test.

After the significance testing stage, the *fixed effect* model is better used in this study than the *common effect*. Then it is tested again on the *fixed effect* or *random effect* panel model which is more appropriate, to determine

this, the *Hausman Test* is carried out, while the hypothesis for the results and decisions of the *Hausman Test* is as follows:

After the significance testing stage, the *fixed effect* model is better used in this study than the *comment effect*. Then it is tested again on the *fixed effect* or *random effect* panel model which is more appropriate, to determine this, the *Husman Test* is carried out, while for the hypothesis, the following are the results of the *Hausman Test*.

Table 2. Haussman Test Results

<i>Test Summary</i>	<i>Chi-Sq Statistic</i>	<i>d.f.</i>	<i>Prob.</i>
<i>Cross-section random</i>	52.161738	7	0.0000

In accordance with the test results that have been carried out, a *probability* value of 0.000 is obtained, the management process is carried out using an error rate of 0.05. The results obtained in the *Hausman Test* show that the cross-section random probability value is significant at the 1 percent real level, so the model chosen based on the *Hausman Test* remains a *fixed effect*.

After conducting statistical tests, the author will present the results of Panel Data estimation based on the PLS, FE and RE approaches. Where the FE estimation model is better than the two estimation methods, namely PLS and RE. This is reflected in the results of the *Chow Test* and *Hausman Test* which are significant at the 0.05 level. The following are the *Econometric* results of the research that the authors conducted.

Variable Number of Tourist Visits

Based on the *econometric* test results above, it can be seen that the variable number of tourist visits in the Panel Data test with the PLS, FEM and REM approaches has a significant positive effect at the 10

percent and 5 percent levels. Based on the Panel Least Square test, the variable number of tourist visits has a positive effect at the 10 percent level, meaning that if the number of tourist visits increases by 10 percent in a certain period, it will increase poverty in NTB by 0.004 percent. However, if there is a decrease in the number of tourist visits to NTB by 10 percent in a particular year, this will have an impact on the decline in poverty in NTB by 0.004 percent in the same year (*caterus paribus*).

Variable Number of Tourism Businesses

Based on the results of the *econometric* test, it can be seen that the variable number of tourism businesses in the panel data test with the PLS, FEM and REM approaches has a significant positive effect at the 10 percent level and a negative effect at the 10 percent level. Then based on the PLS test, the variable number of tourism businesses has a negative effect at the 10 percent level, meaning that if there is an increase in the number of tourism businesses, it will reduce poverty by 0.001 percent. In the FEM test, the variable number of

tourism businesses has a negative effect at the 10 percent level, meaning that if there is an increase in the number of tourism businesses, it will reduce poverty by 0.005 percent. And finally, based on the REM test, it has a

positive effect at the 10 percent level, meaning that if there is an increase in the number of tourism businesses, it will increase poverty by 0.016 percent in NTB.

Table 3 Panel Data Analysis

Coefficient	PLS	FE	RE
Poverty (Y)			
Constant	141.520*** (0.000)	153.157*** (0.000)	97.773*** (0.000)
Number of Visitors	0.004* (0.180)	0.007** (0.032)	0.003* (0.190)
Number of Businesses Tourism	-0,001 (0.866)	-0.005 (0.556)	0.016* (0.011)
Population	-0.113** (0.028)	-0.137* (0.007)	0.131*** (0.000)
Average Years of Schooling	-3,757** (0.012)	-3.928** (0.039)	-10.535*** (0.000)
PDRB	0.015 (0.936)	-0.116 (0.608)	-0.593*** (0.000)
Unemployment	0.007 (0.940)	-0.004 (0.885)	-0.071* (0.006)
PAD	-0.018* (0.115)	-0.015 (0.226)	-0.052*** (0.000)
R-squared	0.992	0.992	0.975
Chow F-Test			56.913*** (0.000)
Hausman Test			52.161*** (0.000)
LM Test			8.446* (0.003)

Note:

* Significant at the 10% real level; ** Significant at the 5% real level; ***Significant at the real level 1%

Population Variable

Based on the results of statistical tests with the PLS approach, the population variable has no significant effect at the 5 percent, 1 percent and 10 percent levels. This means that if there is an increase or decrease in the population variable will not affect poverty in NTB. Then based on the FEM test, the population variable has a negative effect at the level of 10 percent, meaning that if there is an increase in population, it will reduce poverty by 0.137 percent. and finally based on the REM test, it has a positive effect at the level of 1 percent, meaning

that if there is an increase in population in a certain year, it will increase poverty by 0.131 percent in NTB as the object of research.

Average Years of Schooling Variable

Based on the results of statistical tests with the PLS approach, the average length of schooling variable has a significant negative effect at the 5 percent level, meaning that if there is an increase in the average length of schooling it will reduce poverty by 3.575 percent in NTB. Then based on the FEM test, the average length of schooling has a significant negative effect at the 5

percent level, meaning that if there is an increase in the average length of schooling, it will reduce poverty by 3,928 percent. and the last one based on the REM test has a significant positive effect at the 1 percent level, meaning that if there is an increase in the average length of schooling, it will reduce poverty by 10,353 percent in NTB.

GRDP Variable

Based on the results of statistical tests with the PLS approach, the GRDP variable is positively significant at the 10 percent level, meaning that if there is an increase in GRDP, it will increase the amount of poverty in NTB by 0.015 percent. Then based on the FEM test, GRDP has a negative effect at the 10 percent level, meaning that if there is an increase in GRDP, it will reduce poverty by 0.116 percent. Finally, based on the REM test, it has a negative effect at the 1 percent level, meaning that if there is an increase in GRDP, it will reduce poverty in NTB by 0.593 percent.

Unemployment Variable

Based on the results of statistical tests with the PLS approach, unemployment has a significant positive effect at the 10 percent level, meaning that if there is an increase in unemployment, poverty will increase by 0.007 percent. Then based on the FEM test, unemployment has a significant negative effect at the 10 percent level, meaning that if there is an increase in unemployment, it will reduce poverty by 0.004 percent. And finally, based on the REM test, unemployment has a significant negative effect at the 1 percent level, meaning that an increase in unemployment will reduce poverty by 0.071 percent in NTB. .

PAD Variable

Based on the results of the Statistical Test with the PLS approach, PAD has a significant negative effect at the 10 percent level, meaning that if there is an increase in PAD, it will reduce poverty in NTB by 0.018 percent. Then based on the FEM test, PAD has a significant negative effect at the 10 percent level, meaning that if there is an increase in PAD, it will reduce poverty by 0.015 percent. And finally, based on the REM test, the PAD variable has a significant negative effect at the 1 percent level, meaning that if there is an increase in PAD, it will reduce poverty in NTB by 0.052 percent.

DISCUSSION

Based on the results of testing the first hypothesis, it is found that tourist visits have a positive

effect at a level of 10 percent, meaning that if the number of tourist visits increases by 10 percent in a certain period, it will increase poverty in NTB by 0.004 percent. This is reinforced by the results of *Bayanilab's research (2019)*, in the study found that tourism visits have a positive effect on poverty, the number of tourist visits is one of the regional revenues, but tourist visits do not necessarily reduce poverty because of a policy made by the local government, especially only for big players in the tourism sector.

Based on the results of testing the second hypothesis, it is found that the number of tourism businesses has a negative effect at the 10 percent level, meaning that if there is an increase in the number of tourism businesses, it will reduce poverty by 0.005 percent. This is reinforced by the research of *Kevin et al. (2017)*, stating that the number of tourist visits has a negative effect on poverty, this happens because the number of tourist visits that occur will be followed by a decrease in poverty. This is also in line with the results of research conducted by *Bur & Triani (2013)*, *Warmadeni & Natha (2013)* who also found that the number of tourist benefits has a negative effect on poverty. These results show that economically, tourism has an impact on business expansion, reducing unemployment, increasing per capita *income* and increasing foreign exchange.

Based on the results of testing the third hypothesis, it is found that the population variable has a negative effect at the 10 percent level, meaning that if there is an increase in population, it will reduce poverty by 0.137 percent. This is reinforced by the research of *Subandi et al. (2018)*, population has a negative effect on poverty, so it is necessary to carry out activities for the population by means of, promoting family planning programs or family planning to overcome the number of children in one family in general and mass, so that it will reduce the number of births.

Based on the results of testing the fourth hypothesis, it is found that the average length of schooling has a significant negative effect at the 5 percent level, meaning that if there is an increase in the average length of schooling, it will reduce poverty by 3.928 percent. This is reinforced by the results of *Hadi's research (2019)*, which states that the average length of schooling has a negative effect on poverty, this happens because the higher the average number of years of schooling, it is predicted that the number of poor people will be relatively small. In line with *Adibugraha's research (2007)*, the results of the study found that the average

number of years of schooling in a region will affect the quality of education in that area.

Based on the results of testing the fifth hypothesis, it is found that GRDP has a negative effect at the 10 percent level, meaning that if there is an increase in GRDP, it will reduce poverty by 0.116 percent. This is reinforced by the research of *Permana & Arianti (2012)*, stating that the growth rate of GRDP is an indicator to see the success of development and is a *necessary condition* for reducing the poverty rate. while the *sufficient condition* is that the growth should spread in each income group, including the poor. This is also in line with the research of *Iqram & Sudibia (2019)*, from the results of the study it was found that GRDP has a negative effect on poverty, this is because GRDP cannot be used as a basic indicator of population welfare, because GRDP calculates all added value generated in a region without taking into account whether those who produce added value are residents or not.

Based on the results of testing the sixth hypothesis, it is found that unemployment has a significant positive effect at the 10 percent level, meaning that if there is an increase in unemployment, poverty will increase by 0.007 percent. This is in line with the research of *Suripto & Subayil (2020)*, *Probosiwani (2016)* that unemployment has a positive effect on poverty, stating that a high level of unemployment causes low income which will then trigger poverty.

Based on the results of testing the seventh hypothesis, it is found that PAD has a significant negative effect at the 10 percent level, meaning that if there is an increase in PAD, poverty will decrease by 0.015 percent. This is reinforced by the results of research by *Firdaus (2013)*, the higher a region obtains PAD, it can be said that the region is successful and independently able to build its own regional growth. Regions that continue to develop and have economic growth that continues to increase will reduce the unemployment rate and have an impact on reducing the poverty rate.

CONCLUSION

Based on the analysis and discussion in the previous chapter using mixed methods, namely quantitative analysis with panel data regression and sociopreneur as a constructive solution to overcome poverty, it can be concluded that the seven research variables have a significant effect on poverty in West Nusa Tenggara both simultaneously and individually.

Based on the panel data test in table 3, the FE approach model can be seen as follows.

- a. The variable number of tourist visits has a positive effect at a level of 10 percent, meaning that if the number of tourist visits rises by 10 percent within a certain period, it will increase poverty in NTB by 0.004 percent.
- b. The variable number of tourism businesses has a negative effect at the 10 percent level, meaning that if there is an increase in the number of tourism businesses, it will reduce poverty by 0.001 percent.
- c. The population variable has a negative effect at the 10 percent level, meaning that an increase in population will reduce poverty by 0.137.
- d. The average years of schooling variable has a significant negative effect at the 5 percent level, meaning that an increase in the average years of schooling will reduce poverty by 3.575 percent in NTB.
- e. The GRDP variable has a significant positive effect at the 10 percent level, meaning that if there is an increase in GRDP, it will increase the amount of poverty in NTB by 0.015 percent.
- f. The unemployment variable has a significant positive effect at the 10 percent level, meaning that if there is an increase in unemployment, poverty will increase by 0.007 percent.
- g. The PAD variable has a significant negative effect at the 10 percent level, meaning that if there is an increase in PAD, it will reduce poverty in NTB by 0.018 percent.

The concept of Bajang Pacu Sociopreneur, Bajang Pacu has a business unit consisting of Charity Holiday and Ecotourism, people's lodging with the concept of visiting, hiking equipment and car rental, positive hangout stalls, while the social unit consists of a 1000 book movement for Lombok, orphan safari, orphan ngebioskop, and trainings related to tourism development. The establishment and development will be assisted by the government, academics, and big business. Then promotion and socialization are carried out by holding various festivals supported by the media. Then for funding apart from the Bajang Pacu administrators also maximize funding provided by the government and corporate CSR. Of course, if this concept can run smoothly, it will attract many investors for further development so that an empowered and prosperous society is born.

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