

## V. CONCLUSION AND IMPLICATION

### A. Conclusion

Based on the results of the discussion of the income of business actors at the Suwuk Beach Tourism Object, Kebumen Regency, it can be concluded that:

1. Based on the Paired Sample t-Test statistical test that there is a significant difference in the income of business actors on Suwuk Beach, Puring District, Kebumen Regency between before the covid-19 19 and after covid-19. The average business actor in Suwuk Beach, Kebumen Regency, has experienced a decrease in income of up to 66% after the Covid-19 pandemic. Even so, the income of the Suwuk Beach business actors has decreased, but this income is not much different from the UMK of Kebumen Regency
2. Based on the results of interviews through a questionnaire analysis tool, the majority of business actors in Suwuk Beach are of the opinion that the Covid-19 pandemic has had a major impact on life, especially on income. During the pandemic, business actors experienced social restrictions, the spread of Covid-19 was very fast, the space for people to move was limited, and economy was declining. As a results, business actors experience difficulties in meeting household staple needs, incomes decrease, and many people lose their jobs.

## **B. Implication**

Based on the results of the research above, the income of business actors in Suwuk Beach Tourism, Kebumen Regency experienced differences before and after the Covid-19 pandemic. In addition, this income is somewhat lower than the THL salary for Kebumen Regency. So to increase income like before the Covid-19 pandemic, good cooperative efforts were needed between business actors and the local regional government. The income of business actors can increase if the number of tourists increases, they don't bring food from outside, and they use the facilities and services in the Suwuk Beach Tourism area. Increasing the total income of business actors will create an increase in additional regional original income. The effort that can be made by the government in realizing this is by allocating a budget to improve facilities and services at Suwuk Beach.

The decline in the income of business actors around Suwuk Beach is also due to the presence of illegal business actors in the Suwuk Beach location. The existence of these illegal business actors is right in the location and directly adjacent to the beach, so that it is directly close to the presence of tourists who come to Suwuk Beach. This strategic selling location certainly makes the buying interest of tourists greater for illegal business actors compared to having to buy at the location of legal business actors which are somewhat out of reach.

Regarding this situation, the management of Suwuk Beach previously made a policy not to sell in the area near the beach. This is due to avoiding bad natural conditions that could endanger the safety of business actors. In addition, the policy aims to avoid dumping and accumulation of garbage around Suwuk Beach which can worsen the quality of cleanliness, beauty, and can trigger other things that have a negative impact on the surrounding environment. Even though the manager has made policies and warned repeatedly until the eviction of illegal stalls. Illegal selling activities are still being carried out to the point where the managers of Suwuk Beach are overwhelmed in managing strategies to control business actors who are still selling near the shoreline. It is difficult for illegal business actors to carry out enforcement, possibly due to economic demands, where the majority of these business actors rely on income from selling at the Suwuk Beach tourist attraction.

### **C. Research Limitations**

This research was conducted when the Covid-19 pandemic was over. Even so, this research encountered obstacles in the data collection process in the field, so that the information obtained was still not optimal. This is because of the total number of business actors who are legally registered to sell in the Suwuk Beach Tourism area, the majority are closed so that the respondent data obtained is not on target, namely only obtaining a sample of 11 respondents. Based on observations, this is none other than the Covid-19 pandemic that has hit Indonesia for almost 2 years which has had an

impact on the quality of management, such as lots of damaged buildings (business places) and public services that need repair. These conditions certainly reduce the attractiveness of visitors to come to Suwuk Beach. Therefore, many business actors in Suwuk Beach have decided to close their businesses, the reason being to minimize growing losses.

During the interview process, there were also respondents who were carrying out activities, so that the information obtained by the researchers was not optimal. In addition, when digging up research data, researchers cannot do it maximally. This is because business actors do not have written accounting data so that the data obtained is not detailed and clear.

The object of this research is business actors in the Tourism Object of Suwuk Beach, Kebumen Regency. Therefore, it is hoped that further research can develop this research with different research objects. In addition, the sample population for this study are business actors who are registered legally or officially without any sampling criteria. So it is hoped that future researchers can develop by differentiating populations based on the type of merchandise as well.