

The Influence Of Education Level And Religious Knowledge On Social Welfare In The Community In The Ecotourism Area Of Tangkahan, Langkat Regency

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ABSTRACT

This study aims to investigate and analyze the influence of education level, religious knowledge, and geographical climate on social welfare and improving the intellectual quality of human resources in the Tangkahan ecotourism area. People living in the Tangkahan ecotourism area in Langkat Regency are the subjects of this study. For this study, the sample used was 150 respondents, and sampling was done by chance. Data was analyzed using the Structural Equation Model Partial Least Square (SEM PLS). The study results indicate that religious knowledge and geographical climate have a positive and significant effect on the community's social welfare, but the level of education does not. Furthermore, spiritual knowledge, geographical climate, and education level have a positive and significant effect on improving the intellectual quality of human resources. Sustainable Tangkahan ecotourism development requires improving religious education and religious knowledge and maintaining the quality of the geographical climate of the area to enhance the social welfare and intellectual quality of the human resources living there.

Keywords: *Level of Education, Religious Knowledge, Social Welfare, Ecotourism*

INTRODUCTION

The government relies on tourism to earn foreign exchange. In addition to contributing to national development, tourism also helps many other things, such as increasing business opportunities, increasing government revenue, preserving the nation's culture and environment, strengthening national unity, and so on. Indonesia attracts many tourists because of its extraordinary natural potential, diverse culture, unique lifestyle, and delicious food, making it a popular tourist destination.

Ecotourism development must benefit the local community and encourage economic growth. However, ecotourism development can be based on two principles: 1. The principle of education, where ecotourism development must involve education to make people more concerned and responsible for preserving the environment and culture; 2. The principle of tourism is that ecotourism development must provide satisfaction to visitors, provide them with a unique experience, and ensure that ecotourism efforts can be sustainable (Winarno and Harianto 2017).

Ecotourism is usually community-based, with management that prioritizes the participation of the surrounding community to provide welfare for the community as a whole by maintaining environmental quality and protecting their social and cultural life (Manurung and Rahmayani, 2022). In addition, managing community-based tourism is not easy. This is because it has to face problems. Community-based tourism management often faces issues such as inadequate infrastructure in tourist attractions and a lack of human resources in local communities.

Ecotourism is expected to improve social welfare and increase the intelligence of the surrounding community. Human resources with the intellectual capacity to achieve goals in sustainable ecotourism management are significant. Intellectual human resources are a collection of knowledge, experience, competence, and creativity of employees who work for a company. This is used to increase organizational productivity (Yaya, 2016). By increasing the intellectual capacity of human resources, it can be said that the company has successfully managed its human resources (HR) (Wahyuni & Jumino, 2019).

One way to improve human intelligence and skills is education. Increasing education and family income, nutrition, and expenditure can reduce poverty. Education can help someone become more systematic and rational in thinking. People with higher education will undoubtedly be better able to understand the benefits they will get. Education plays a vital role in changing people's lives. To achieve prosperity, people with a high level of education are expected to have a better quality of life. According to research conducted by Aini et al. (2018), the level of education in Kesatrian Village, Malang City, plays a role in improving people's welfare.

Religious knowledge or religiosity strengthens a person's belief in God (Wati, 2021). According to Wahyudin et al. (2018), religiosity is a person's relationship with God that produces a desire to do what God wants and leave what God does not wish to do. In addition, religiosity has a meaning that must be held, fulfilled, and manifested in daily activities. Religiosity is seen not only as a ritual act (worship) but also as an invisible action or belief in a person's heart. Having religious knowledge has a significant influence on social and individual welfare. George et al. (2020) stated that being very religious can also increase a person's happiness and well-being.

Based on the problems above, it is realized that to improve the social and intellectual welfare of the community's human resources around the Tangkahan ecotourism, Langkat Regency. Therefore, the researcher is interested in conducting a study related to improving the social and intellectual welfare of the human resources of the community around the Tangkahan ecotourism, Langkat Regency, and the title raised is The Influence of Education Level and Religious Knowledge on Social Welfare in the Community in the Tangkahan Ecotourism Area, Langkat Regency.

METHODS

Quantitative research was also conducted. One of the main objectives of quantitative research in practice is explained by Supratiknya (2015). It is to test the need to test the theory objectively by looking at the relationship between variables. In this study, the Tangkahan ecotourism community, Langkat Regency, will be tested to improve social welfare and the intellectual quality of human resources. This study will use three independent variables, namely "level of education (X1), religious knowledge (X2), and geographical climate (X3)," and two dependent variables, namely "social welfare (Y1) and intellectual quality of human resources (Y2).

RESULTS

A. Research Results

1. Education Level

The statement states that the education I received taught me how to handle my economic problems. The number of respondents who strongly agree is 26 or equal to 17.33%; the number of respondents who agree is 84 or equal to 56.00%; the number of respondents who disagree is 25 or equal to 16.67%; and the number of respondents who disagree is 15 or equal to 10.00%. From the tabulation, 73.33% of respondents stated that education is essential to help overcome current economic problems. However, 26.67% of people who answered the opposite argued that the statement is not the primary basis for improving public education.

2. Religious Knowledge

According to the statement that I apply religious principles in carrying out my daily life, 23 people strongly agree, or 15.33%; 105 people agree, or 70.00%; 12 people agree, or 8.00%; 8 people disagreed, or 5.33%; and Respondents who strongly disagreed were two people or equal to 1.33%. From the tabulation, there were 85.33% of respondents stated that they considered the importance of religious knowledge because applying religious principles would make it easier for them to carry out their daily lives. However, 14.67% of respondents stated the opposite statement because it was not the primary basis for the importance of religious knowledge for the Tangkahan ecotourism community.

3. Social Welfare

The statement states that the management of Tangkahan Ecotourism helps the community's welfare. As many as 51 people stated that they strongly agree, or 34.00%, 87 people stated that they agree, or 58.00%, 10 people stated that they agree, or 6.67%, none stated that they disagree, and Respondents who strongly disagreed were 2 people or equal to 1.33%. From the tabulation, 92.00% of respondents considered that the management of Tangkahan Ecotourism helps the community's welfare. However, 8.00% of respondents stated the opposite statement because it is not the primary basis for the importance of the social welfare of the Tangkahan ecotourism area community.

4. Intellectual Quality of Human Resources

The statement states that I consistently manifest my quality through good and correct actions every time I do my job. The respondents who strongly agreed were 55 or 36.67%, those who agreed were 68 or 58.00%, those who agreed with less agreed were 21 or 14.00%, and those who disagreed were 6 or 4.00%. According to the tabulation, 93.67% of respondents considered improving the intellectual quality of human resources as a way for society to manifest its quality through good and correct actions every day at the workplace. However, 6.33% of respondents thought this statement was irrelevant because it was not the primary basis for understanding the importance of intellectual quality.

DISCUSSION

1. The Effect of Education Level on Social Welfare

The study results show that the level of education does not influence social welfare; in other words, even though the level of education of the community in the Tangkahan ecotourism area increases, the social welfare of the community cannot be improved. This is not what Alimuddin (2022) said in his study, which found that the level of education makes a very large contribution to improving the welfare of the community, especially fishermen in

Maba Selatan District, East Halmahera Regency, North Maluku Province. On the other hand, Aini et al. (2018) found that the increase in community welfare in Kesatrian Village, Malang City, was due to the high level of education.

2. The Effect of Education Level on the Intellectual Quality of Human Resources

The study results show that the education level greatly influences the intellectual quality of human resources. This means that the scholarly quality of human resources in the Tangkahan ecotourism area increases with community education. These results are based on research conducted by Anjarwati et al. (2020), who found that the quality of human resources at the Ganesha Sukowati Sragen Technopark Training Center was improved by the level of education. Likewise, Desmawan et al. (2023) found that education increases the productivity of people in DKI Jakarta and supports the quality of human resources. Thus, it can be concluded that to improve the intellectual quality of human resources, education must be used as a source of information to help people solve problems or make decisions that can improve the economy of the community around the Tangkahan ecotourism area.

3. The Influence of Religious Knowledge on Social Welfare

The study results show that religious knowledge has a significant positive effect on social welfare. In other words, increasing the spiritual understanding of people in the Tangkahan ecotourism area will increase the community's social welfare there. Religion has a huge role in determining social welfare. Religious orders and teachings have become the basis for religious institutions to take social action to help the less fortunate live well. Emile Durkheim said religion is not just a collection of doctrines about supernatural things or written teachings. Instead, religion can be seen as a social phenomenon that can show the unity and solidarity of society. Morality arises from collective consciousness and is a form of "social discipline" that unites groups of people (Suparlan, 1984).

4. The Influence of Religious Knowledge on the Intellectual Quality of Human Resources

The study results show that religious knowledge has a significant positive effect on the cognitive quality of human resources. This means that the intellectual quality of human resources will increase along with the increase in religious knowledge of the community. Reasonable people can utilize their potential and seize opportunities in the future for the glory of their country and nation. The quality of human resources (HR) distinguishes a nation from other nations in global competition, and the quality of HR includes mastery of science and technology (iptek) and the development of spiritual and spiritual values, such as faith and piety. HR with strong faith, high knowledge, and productive work are the characteristics of a nation that excels in global competition that must be realized in the future (Suradi, 2018).

This shows that religious knowledge plays a vital role in changing individuals' attitudes, abilities, mindsets, and behavior, which are the intellectual qualities of individuals

responsible for solving everyday problems in the workplace. So, everyone should understand religion so that they can be blessed by God Almighty when doing their work.

CONCLUSION

Based on the results of previous research, the following conclusions will be drawn:

1. The level of education does not influence social welfare, so increasing the level of education in the Tangkahan ecotourism area of Langkat Regency cannot improve the community's social welfare there.
2. The level of education has a significant positive effect on the intellectual quality of human resources. The level of education that affects the scholarly quality of human resources is 0.516, or 51.6%, which means that the higher the level of education of the community in the Tangkahan ecotourism area of Langkat Regency, the better the intellectual quality of the human resources of the community in the area.
3. Religious knowledge has a significant positive effect on social welfare. The magnitude of the influence of religious knowledge is 0.354, or 35.4%, so it can be concluded that the higher the spiritual knowledge of the community in the Tangkahan ecotourism area of Langkat Regency, the better the social welfare of the community in the area.
4. Religious knowledge positively affects the intellectual quality of human resources. The magnitude of the influence of religious knowledge is 0.196, or 19.6%. Thus, the greater the spiritual knowledge of the community in the Tangkahan ecotourism area of Langkat Regency, the better the intellectual quality of the human resources of the community in the area.

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