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The Economic Impact Of Quicksilver Cruise On The Income Of Mega Pontoon Employees In Toyapakeh Village

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Abstract

This study aims to analyze the economic impact of Mega ponton Quicksilver Cruise marine tourism on the income of Mega ponton employees in Toyapakeh Village, Nusa Penida District, Klungkung Regency. This research employs a mixed-method approach, using qualitative methods to describe the existing tourism activity conditions and quantitative methods to measure the economic impact through comparative analysis and multiplier effect analysis. The sample consists of 100 tourist respondents and 25 Mega ponton employees. Data collection techniques include observation, interviews, questionnaires, and documentation studies. The results show that the Mega ponton tourism activity has become a main attraction, supported by various facilities such as the Mega ponton attraction itself, good accessibility, marine tourism support infrastructure, accommodations, cafés/restaurants, souvenir shops, as well as support from local institutions such as BUMDes and the Coral Triangle Center (CTC). The characteristics of tourists are predominantly female, aged 26–35 years, highly educated, from foreign countries, and visiting with family or friends. All Mega ponton employees in Toyapakeh Village are local residents. The monthly income of Mega ponton Quicksilver Cruise reaches IDR 300,000,000. Economically, the total tourist expenditure reaches IDR 241,000,000 per month, with a direct impact of IDR 300,000,000, an indirect impact of IDR 192,400,000, and an induced impact of IDR 72,750,000. The Keynesian Income Multiplier value is 2.35, the Ratio Income Multiplier Type I is 1.64, and Type II is 1.88, indicating that this marine tourism activity contributes significantly to the increase in Mega ponton employee income and the economic circulation in Toyapakeh Village. Therefore, well-managed marine tourism development can serve as a key driver in advancing the coastal community's economic development.

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Keyword: Economic Impact, Multiplier Effect, Mega pontoon, Marine Tourism.

INTRODUCTION

The tourism sector plays a strategic role in the region's economic development due to its extensive contribution to other sectors such as transportation, accommodation, and creative industries. According to Razak (2017), tourism plays a role as an economic generator that is able to create jobs, strengthen the involvement of local employees, and become a means of regional promotion. In line with global trends, the Ministry of Tourism and Creative Economy (Kemenparekraf, 2024) noted that tourists' interest in cultural immersion increased by 58.97%, while environmental-tourism remains the top choice for environmentally conscious tourists. One of the tourism subsectors that shows rapid development is marine tourism. This type of tourism utilizes marine resources for tourist activities such as snorkeling, diving, and other water sports. According to Junaid (2018), marine tourism requires infrastructure support from the mainland, and is able to provide entertainment and economic added value. This is supported by Mananda and Sunarta (2024) who state that this sector has high potential to improve the quality of life of people in coastal areas.

A real example of the development of marine tourism can be found in Toyapakeh Village, Nusa Penida, Bali. The village, which was once known as a seaweed cultivation center, is now undergoing economic transformation due to the rise of tourism activities. As noted by Yasa and Suryaningsih (2021), most people have switched from seaweed farmers to tourism industry players. This change is evident with the loss of cultivated land along the coast, which is now being replaced by tourism infrastructure such as restaurants, lodgings, and water tourism facilities. The Quicksilver Cruise megapontoon is one of the main attractions in Toyapakeh Village. Built in 1997, this pontoon offers a variety of marine tourism activities such as banana boats, intro diving, fish feeding, and semi-submarines, with a capacity of up to 1000 visitors per day. Jubaedah (2019) noted that although this attraction attracts many tourists, the activity also triggers an increase in solid and liquid waste in the surrounding water area. Data from Mega pontoon (2025) shows that the number of post-pandemic visitors has increased significantly, reflecting the recovery of the marine tourism sector.

Economically, Mega pontoon tourism activities create a multiplier effect in Toyapakeh Village. Tourists not only spend their money in Mega pontoon, but also in supporting sectors such as accommodation, culinary, transportation, and souvenir shops. According to Ramos (2021), the multiplier effect is divided into direct, indirect, and induction impacts that together strengthen the local economy. Neupane et al. (2024) also stated that marine tourism can increase tax

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revenue, create job opportunities, and strengthen other productive sectors. However, until now there has been no comprehensive study that specifically measures the economic impact of Mega pontoon's marine tourism activities on local employee income. The Toyapakeh Village Government and the Klungkung Regency Tourism Office do not have accurate data related to money turnover, household income, or tourism's contribution to labor absorption. In fact, understanding these aspects is important for designing inclusive sustainable tourism policies (Sunarta, Puguh, & Baiquni, 2024).

Therefore, this study was conducted to identify the existing conditions of marine tourism activities of the Quicksilver Cruise Megapontoon and analyze the economic impact caused on the people of Toyapakeh Village. The findings of this study are expected to assist stakeholders in developing sustainable, inclusive, and community-based marine tourism development strategies. In addition, the results of this research can also be a reference for the private sector in understanding the economic and social potential offered by marine tourism. With a focus on floating tourism platform-based tourism, this research offers a relatively new contribution to Indonesian tourism literature. In addition to analyzing economic aspects, this study also considers the social dimension, characteristics of tourists, and the participation of local business units in the tourism ecosystem. With a comprehensive approach, it is hoped that the results of this study can provide a complete picture of the relationship between marine tourism activities and the welfare of coastal communities.

LITERATURE REVIEW

Tourism Development

Tourism development is an integrated effort that integrates the use of tourism resources with various aspects outside the sector, such as social, cultural, and economic. According to Swarbrooke (1996), this development includes the construction of new attractions in locations that were previously not used for tourism as well as further development of existing attractions. The goal is to attract more tourists, expand market share, and increase the economic empowerment of local communities. In practice, tourism development is closely related to regional economic development. This includes improving facilities, infrastructure, and community empowerment through the provision of jobs and strengthening local businesses. According to Kurniawan et al. (2015), the participation of stakeholders, both from the government, business actors, and the community, is very important to ensure the sustainability of tourist destinations. The government plays a role as a facilitator in formulating policies and regulations that support the preservation of destinations and increase tourism competitiveness.

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Important elements in tourism development include tourist characteristics, transportation accessibility, supporting facilities such as accommodation and security, and the existence of attractive attractions (Yoeti, 2016). Without synergy between these aspects, tourism development risks negative impacts such as social pressure and environmental degradation (Soewarni et al., 2019). Therefore, development strategies must be carried out in a sustainable manner by paying attention to the local potential and cultural wisdom of the local community. With an inclusive and participatory approach, the development of the tourism sector can become an economic force that is able to bring long-term benefits. Dinata et al. (2020) emphasized the importance of community involvement as the main actor in this process, because in the end, it is local employees who will receive the most tangible impact from the success or failure of a tourism destination.

Mega pontoon

Mega pontoon are a development of the concept of pontoons as floating structures that function to support loads on water, both for transportation, industry, and tourism purposes. According to Djajadiningrat (1999), pontoons are used as piers or floating platforms, while Weisman (2001) and Lundgren (2006) emphasize the importance of stability and carrying capacity in the aquatic environment. On a large scale, mega pontoons are designed with dimensions and strength that can accommodate hundreds of people and various tourist facilities, making them a solution for coastal areas with limited land infrastructure. In the context of marine tourism, mega pontoons act as a center for marine recreational activities such as snorkeling, jet skiing, and diving. This structure is not only a stopover place for tourists, but also equipped with supporting facilities such as restaurants, rest rooms, and small piers for tourist boats. The existence of mega pontoons is very relevant in remote locations such as small islands or coastal areas with minimal infrastructure, including Toyapakeh Village in Nusa Penida which is the focus of this research.

Mega pontoons can be classified based on their functions into four main types: marine tourism (floating tourism platform), floating dock (floating industrial platform), industrial and logistics (floating industrial platform), and residential and commercial (floating real estate). In addition, the classification is also based on the materials from which it is made such as concrete, steel, polyethylene, as well as wood and composites, each with different characteristics of durability, stability, and ease of installation. The selection of types and materials of mega pontoon greatly determines the feasibility of its use in the tourism and industrial sectors. With the flexibility of design and function, mega pontoon are not only an innovation in marine spatial planning, but also play a strategic role in supporting the sustainability of marine tourism. The application of this

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concept to destinations such as the Mega pontoon Quicksilver Cruise in Nusa Penida shows that mega pontoons are able to become the main node of tourism activities, as well as the driving force of the local economy in coastal areas.

Tourism Component

The 7A theory developed by Cooper et al. (1993) is used to analyse the sustainability and attractiveness of tourist destinations, including marine tourism. The model includes seven main elements: Attraction, Accessibility, Amenities, Ancillary services, Accommodation, Activity, and Available package. These components reflect the needs of tourists during the trip, such as ease of access, key attractions such as the beauty of the sea and water activities, and the availability of supporting facilities and additional services from tourism institutions. In the context of marine tourism Mega pontoon Quicksilver Cruise in Toyapakeh Village, the beauty of the sea, the availability of marine transportation infrastructure, and activities such as snorkelling, diving, and banana boats are the main elements that form attractions and activities. Local lodging facilities and restaurants support the accommodation and amenities aspects, while the role of the government and other stakeholders such as travel agencies supports the function of ancillary services.

The availability of quality tour packages, as stated by Weaver and Lawton (2014), is also an important factor in attracting tourists. If the services are difficult to access or of low quality, tourists tend to avoid the destination. Therefore, the 7A concept is an important framework in evaluating the readiness and sustainability of marine tourism in Toyapakeh Village. This concept is not only general, but can be adjusted to local wisdom and regional potential, so that it can be implemented in the development of sustainable tourism that has a positive impact on the economy of the local community.

Multiplier Effect

The multiplier effect theory was developed by Keynes and Kahn to explain that investment or the flow of funds from outside a region, such as tourist spending, can create economic growth through job creation and increased community income (Lundberg et al., 1997). Such spending, if repent repeatedly at the local level, will produce a chain effect in the economy. This concept has become important in tourism because tourist spending does not just stop at the first recipient, but spreads to various sectors of the local economy. Marine Ecotourism for Atlantic Area (META) in Agfianto (2019) groups the economic impact of tourism into three: direct, indirect, and induced impacts. The direct impact arises from tourist transactions with local business actors, such as

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lodgings or restaurants. Meanwhile, the indirect impact occurs when the business actor responds his income to local suppliers. The induced impact arises from the consumption of labour households who receive income from the tourism sector (Septianti, 2013).

To measure the magnitude of this impact, indicators such as the Keysian Local Income Multiplier and Ratio Income Multiplier are used. If the multiplier value is more than 1, then tourism activities have a significant impact on local employee income; On the other hand, if the value is below 1, the impact is still relatively low. In practice, the impact of this multiplier is also influenced by economic leakage, i.e. conditions when money is spent outside the region such as for imports or savings, which can reduce the effectiveness of money turnover locally (Lundberg et al., 1997). In the context of this study, the multiplier effect theory was used to analyse the economic impact of the Quicksilver Cruise Megapontoon marine tourism in Toyapakeh Village. By understanding how tourist spending spreads across different layers of the local economy, researchers can provide a comprehensive picture of tourism's contribution to income, employment, and investment. This is an important basis for developing a sustainable and inclusive tourism development strategy.

METHOD

This study aims to examine the economic impact caused by the Mega pontoon Quicksilver Cruise marine tourism activities on local employees in Toyapakeh Village, Nusa Penida. The selection of the research location was based on the significant growth of marine tourism activities and the socio-economic transformation of the local community. To obtain comprehensive data, this study uses a mix methods approach, which is a combination of qualitative and quantitative methods. According to Sugiyono (2019), the mix methods method is a combination of two research approaches to obtain more valid and reliable data, especially when answering problem formulations that have an exploratory dimension as well as numerical measurements. The location of the research was determined in Kampung Toyapakeh Village, Nusa Penida District, Klungkung Regency, Bali Province, which is about 400 meters from the location of the Quicksilver Cruise Mega pontoon. The research was carried out over a period of six months, from November 2024 to April 2025. Data collection was carried out through observation, questionnaire distribution, interviews, documentation, and literature studies. The data source consists of primary and secondary data. Primary data was obtained through filling out questionnaires by tourists and in-depth interviews with local employees and business actors, while secondary data came from official documents such as village profiles, tourist visit statistics, and related academic literature (Sugiyono, 2019).

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Sampling was carried out using the purposive sampling method to ensure that respondents were selected based on certain characteristics that were relevant to the research objectives. The number of samples for tourists was determined using the Slovin formula with a margin of error of 10%, which resulted in 100 respondents from a population of 943 tourists (Noor, 2011). Meanwhile, the number of respondents from the local workforce was set at 30 people, referring to Sekaran (2006) who stated that the minimum sample to obtain representative results in social research is 30 respondents. The operational definition of variables in this study includes several main indicators, namely local employee income, direct and indirect impacts, and induced effects. These variables refer to indicators that have been used by previous researchers such as Agfianto (2019), Septianti (2013), and Ramos (2021), to ensure consistency and validity in measurements. This study uses tools such as questionnaires, laptops, and cameras to document field data to the maximum.

The data analysis technique is divided into two, namely quantitative analysis through multiplier effect calculation and qualitative descriptive analysis. Multiplier analysis is used to measure the magnitude of the economic impact caused by tourist expenditure on local employees by referring to the Keysian Local Income Multiplier and Income Multiplier Ratio models (META, 2001; Lestari, 2015). The formula is used to estimate the multiplier value of direct (D), indirect (N), and advanced (U) revenues, against additional tourist expenditure (E). On the other hand, descriptive analysis is used to systematically process qualitative data. This process includes data reduction, grouping, presentation, and drawing conclusions, as suggested by Arikunto (2013). By combining these two analysis approaches, the research is expected to provide a comprehensive picture of the economic contribution of mega pontoon tourism activities to the sustainability and welfare of the people of Toyapakeh Village empirically and theoretically.

RESULTS AND DISCUSSION

EXISTING CONDITIONS OF MARINE TOURISM MEGA PONTOON QUICKSILVER CRUISE

Attractions

Tourist attractions are elements or objects that attract tourists and become the main attraction in a destination. These attractions can be different types of activities, places, or experiences that offer something unique or interesting to visitors. Toyapakeh Village is famous for its coastal and underwater beauty. The attraction of Toyapakeh Village is a floating tourism platform located in the waters of Toyapakeh Village called Mega pontoon Quicksilver Cruise. Along with the development of tourism and seeing the potential of aquatic land that can be used as a tourist attraction, namely from the existence of the Quicksilver Cruise Mega pontoon, there

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has been a marginalization of the work of the people of Toyapakeh Village from planters and fishermen to tourism workers since the 2000s until now. The tourist attractions that tourists can enjoy while doing activities in Toyapakeh Village, especially the Mega pontoon Quicksilver Cruise, include Semisubmarine Vessel, Fish Feeding, Snorkeling, Diving, Ocean Water Treatment, Banana Boat, Waterslide, Kidspool, Quicksilver Marine Park, Marine Conservation to Island tour.

Accessibility

The Quicksilver Cruise Mega pontoon is located in the waters of Toyapakeh Village, Nusa Penida District, Klungkung Regency, and can be accessed by sea from Benoa and Sanur Ports with a travel duration of about 45 to 65 minutes using a speedboat. Speedboats from Benoa go directly to Mega pontoon, while from Sanur they generally dock at Banjar Nuh Port, followed by a road trip to Toyapakeh pier. Toyapakeh Village provides parking facilities for tourist vehicles, but there is a congestion at 09.00-15.00 due to the congestion of sea and land transportation activities. The Toyapakeh Village Pier is the main transit point, where tourists move using tender boats to the Mega pontoon located in the middle of the sea. The bridge connecting the mainland to the ferry is right in front of the Marine Park Quicksilver Cruise and is an important part of the region's marine transportation system.

Amenities

Amenities are an important component in the development of tourist destinations that function to meet the comfort and needs of tourists during their visit. Around the Quicksilver Cruise Mega pontoon, Toyapakeh Village, there are various supporting facilities that support tourism activities. There are more than ten accommodations with traditional Balinese architecture themes that offer varying prices, as well as a number of cafes and restaurants serving local cuisine to western food. Other facilities include the existence of tour operators, souvenir shops selling Balinese products, and marine activity centres such as dive centres and snorkelling equipment rentals. To support financial needs, ATMs and money changers are available at several strategic points. In addition, tourists can also visit stalls and traditional markets that sell local ingredients, including tropical fruits. There is also a vehicle rental service for tourist mobility. Meanwhile, the Quicksilver Cruise Mega pontoon as a centre of marine activities is equipped with floating facilities such as toilets, prayer rooms, and restaurants. The presence of these various amenities makes the Mega pontoon area and Toyapakeh Village a complete and comfortable marine tourism destination for domestic and foreign tourists.

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Ancillary

Institutions have an important role in the management of tourist destinations through the management of human resources, facility development, and environmental preservation in a structured manner. In Toyapakeh Village, the tourism management of the Quicksilver Cruise Megapontoon involves collaboration between BUMDes (Village-Owned Enterprises) and CTC (Coral Triangle Centre). BUMDes contribute through the provision of additional facilities during a surge in tourist visits and the production of environmentally friendly soap used by Mega pontoon. Meanwhile, CTC actively conducts coral reef conservation activities with external donors, such as the MARS company, to preserve the marine ecosystem around the pontoons. As a form of contribution to village development, the Quicksilver Cruise Mega pontoon is required to pay a levy of IDR 30,000 per tourist to the Toyapakeh Village Office. In addition, waste management is also part of institutional cooperation, where local employees are involved in the collection and utilization of waste from restaurant activities in Mega pontoon, both for animal feed, recycling, and final disposal at the Village Landfill. The active involvement of local institutions shows the existence of collaborative governance that supports the sustainability of tourism in the coastal area of Toyapakeh Village.

Available Packages

The increase in domestic and foreign tourist visits to the Quicksilver Cruise Megapontoon in Toyapakeh Village shows a positive contribution to local economic growth. To meet the needs and preferences of tourists, service providers offer several structured marine tour packages. There are two main types of packages based on the results of field observations. First, the Mega pontoon Package with a rate of IDR 950,000 for adults and IDR 780,000 for children (minimum two people), includes facilities such as banana boats, water slides, kids pools, snorkelling, ocean water treatment, semi submarine, and access to the Marine Park, as well as transportation but without lunch. Second, the Nusa Penida Full Package is offered for IDR 1,250,000 per person (minimum two people), including all Mega pontoon Package facilities plus lunch (buffet set menu) and land tours to popular destinations such as Angel Billabong, Broken Beach, and Kelingking Beach. These packages are available through brochures directly on site or bookings through Online Travel Agents (OTA) such as Traveloka, Tiket.com, EzyTravelTrip, and OtaBali.com. All tourist activities at the Mega pontoon Quicksilver Cruise take place from 11.00 to 15.00 and are accompanied by a professional guide. The availability and diversity of this package is an important service strategy in increasing the attractiveness and comfort of tourists while enjoying marine tourism in Nusa Penida.

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ANALYSIS OF THE ECONOMIC IMPACT OF THE QUICKSILVER CRUISE MEGA PONTOON MARINE TOURISM ACTIVITY IN TOYAPAKEH VILLAGE, NUSA PENIDA

Analysis of Tourist Expenditure on Mega pontoon Quicksilver Cruise Marine Tourism Activities

Based on the results of a survey of 100 tourists, it is known that the average expenditure of tourists outside tourist sites reaches IDR 1,000,000 per person or around 25.64% of the total expenditure. Meanwhile, tourist spending while at tourist sites also shows significant value. The average expenditure at the location reached IDR 2,900,000 per person or 74.36% of the total expenditure. The largest expenditure component was activities at the Quicksilver Cruise Megapontoon of IDR 900,000 (23.08%), followed by transportation costs of IDR 600,000 (15.38%) and accommodation and consumption of IDR 500,000 (12.82%) each. In addition, tourists also allocated funds for snorkelling equipment rental and souvenir purchases of IDR 200,000 (5.13%) each.

Overall, the average total expenditure of tourists during this trip and marine tourism activity is IDR 3,900,000 per person. If broken down based on the average number of tourist visits per month, the total expenditure of tourists outside the location reaches IDR 1,000,000, while the total expenditure inside the tourist location is IDR 2,900,000. Thus, the total average expenditure of tourists per month reaches IDR 2,412,000. This data indicates that the economic potential that can be generated from Mega pontoon Quicksilver Cruise tourism activities not only has an impact on the tourism sector in general, but also on the local economy directly.

Direct Economic Impact on Marine Tourism Activities of the Quicksilver Cruise Megapontoon in Toyapakeh Village, Nusa Penida

The direct economic impact of the Mega pontoon Quicksilver Cruise marine tourism activities in Toyapakeh Village is reflected through the income earned from direct interaction between tourists and tour service providers. In this case, the Quicksilver Cruise Mega pontoon is the main player who enjoys direct economic benefits. Based on interviews with operational managers, the average daily visit reached 100 to 150 tourists, who participated in various activities such as snorkelling, banana boats, and lunch on a pontoon. This activity not only brings in regular income, but also opens up job opportunities and increases operational expenditure which is mostly carried out in Toyapakeh Village. Based on the data obtained, Mega pontoon's monthly income reaches IDR 300,000,000. The distribution of income is quite even every week, with the highest income of IDR 90,000,000 (30%) in the third week, and the lowest IDR 60,000,000 (20%) in the first and fourth weeks. On average, weekly revenue is recorded at around IDR 75,000,000.

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This indicates the stability of tourist demand and the position of Mega pontoon as a leading destination in Nusa Penida.

Furthermore, the direct economic impact analysis shows that Mega pontoon as the only business unit analysed produces a direct impact of IDR 300,000,000 per month. This figure reflects a real contribution to the local economy, as most of the income is allocated to salary of local workers, buying raw materials, and using services and services from the local community. Thus, the Quicksilver Cruise Mega pontoon is not only an attractive tourist attraction, but also plays an important role in creating direct economic circulation that strengthens the economic structure of Toyapakeh Village. Stable income and community involvement in the local supply chain make marine tourism an inclusive and sustainable local economic driver

Indirect Economic Impact on Marine Tourism Activities of the Mega pontoon Quicksilver Cruise in Toyapakeh Village, Nusa Penida

The indirect economic impact of the Quicksilver Cruise Megapontoon tourism activities in Toyapakeh Village includes the chain effects arising from business operational activities, especially through expenditures that support these tourism activities. This impact is not only felt by the main business actors, but also by local employees through various forms of expenses, such as salary payments, purchase of raw materials, maintenance services, and facility rental. The largest expenditure came from the payment of salaries to 25 local workers, which totalled Rp192,400,000 per month. In addition to increasing household income, the income of these workers also encourages local consumption such as shopping at stalls, the use of transportation services, and the purchase of household necessities, creating a multiplier effect in the village economy. In addition, the Mega pontoon business unit also allocates a budget for the purchase of raw materials from local suppliers of IDR 20,000,000, the cost of maintaining tourist facilities of IDR 5,000,000, and rental costs of IDR 1,000,000. Total expenditure in the village area reaches IDR 218,400,000 per month. In contrast, expenses outside tourist sites, such as transportation, taxes, and electricity costs, are only IDR 64,400,000. This shows that about 70% of Mega pontoon's operational funds are absorbed by the local economy.

The interview with the Village Head emphasized that this tourism activity has created jobs, encouraged purchasing power, and built a mutually supportive village economic ecosystem. This indirect economic impact is an important indicator in assessing the success of sustainable tourism development, because the benefits are not only felt by core business actors, but also spread widely to the general public. In other words, the existence of the Quicksilver Cruise Megapontoon not only strengthens the tourism sector in Toyapakeh, but also encourages the village's economic

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growth in an inclusive and equitable manner through substantial indirect contributions.

Continued Economic Impact on Marine Tourism Activities of the Quicksilver Cruise Mega pontoon in Toyapakeh Village, Nusa Penida

Tourism activities, especially in the form of marine tourism such as those developed through the Mega pontoon Quicksilver Cruise in Toyapakeh Village, not only generate direct and indirect economic impacts, but also create a significant induced economic impact on the local economic structure. This continued economic impact refers to the economic contribution arising from the pattern of local labor expenditure that receives income from the tourism sector. According to Dritasto (2013), these expenses include various household needs such as food consumption, education costs, transportation, electricity, basic needs, to savings and other consumption.

Based on the results of data collection through a survey of 25 Mega pontoon workers in Toyapakeh Village, information was obtained that the average monthly expenditure of employees reached IDR 2,910,000 per person, with the total accumulated expenses of all employees reaching IDR 72,750,000 per month. Of the six main components of expenditure, namely consumption, daily needs, transportation, school fees, electricity, and others, it is known that consumption costs are the largest expenditure post, followed by local transportation, which is the main need because the location of the workplace is in the middle of the sea so it requires land and sea transportation modes. This expenditure is an important indicator of how the income received by the workforce not only benefits individually, but also contributes to the local economic turnaround. The money spent by employees is used in various local business units such as food stalls, grocery stores, traditional markets, motorcycle taxi transportation services, and other household service providers. As one of Mega pontoon's employees stated in an interview:

> *"Every day I ride a motorbike from home to the port, then continue to ride on a pontoon boat. Gasoline costs and boat fares are sometimes borne by themselves, sometimes assisted by companies. But if you keep going back and forth, yes, the money will still be big."*
>
> *(Interview with Mr. Juzarif, June 25, 2025)*

Economically, this continued impact strengthens the multiplier effect at the village level, where money from the tourism sector does not only stop at the first recipient (business owners or employees), but continues to circulate in the community and other supporting sectors. This is in accordance with the multiplier effect theory of Keynes and Kahn which states that every tourist spending and tourism sector income will create a chain effect on the local economy. In the long

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term, this pattern can strengthen people's purchasing power, increase demand for local goods and services, and encourage the growth of micro, small and medium enterprises (MSMEs) around tourist sites.

Thus, the existence of the Quicksilver Cruise Megapontoon in Toyapakeh Village is not only a major tourist attraction, but also plays a role as an inclusive and sustainable driver of the local economy. This continued economic impact proves that community-based tourism development can be an effective strategy in improving the welfare of rural communities and strengthening local economic resilience to external fluctuations such as the tourist season or global crisis.

Economic Impact of the Multiplier Effect on Marine Tourism Activities of the Quicksilver Cruise Mega pontoon in Toyapakeh Village, Nusa Penida

The Multiplier Effect is a measuring tool to find out the extent to which tourism activities have an impact on the economy of local employees, especially related to income. According to META in Yuhista et al. (2020), this economic impact can be measured through two approaches: the Keynesian Multiplier Effect, which assesses the extent to which tourist spending increases overall local income, and the Income Multiplier Ratio, which measures the direct impact of tourist spending on the local economy. In the context of the Quicksilver Cruise Megapontoon tourism activities in Toyapakeh Village, the measurement includes both indirect and ongoing impacts, reflecting how the tourism sector affects the overall village economy. These multiplication values are further elaborated in Table 1. as the basis for analysing the economic contribution of the tourism sector to society.

Table 1. Results of the Economic Impact Analysis of the Quicksilver Cruise Mega Pontoon Tourism in Toyapakeh Village, Nusa Penida

Category	Rupiah Value
Tourist Expenditure (E)	Rp. 241,000,000
Direct Economic Impact (D)	Rp. 300,000,000
Indirect Economic Impact (N)	Rp. 192,400,000
Continued Economic Impact (U)	Rp. 72,750,000

Source: Data Results, 2025

Three value multiplier measures are used to assess the economic impact of tourism, namely: Keynesian Income Multiplier (direct impact), Ratio Income Multiplier Type I (indirect impact), and Type II (continued impact). All three help measure the contribution of the tourism

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sector to the local economy, both in the short and long term (META, 2001).

1) *Keynesian Income Multiplier* = $\frac{D+N+U}{E}$

$$\frac{300.000.000+192.400.000+72.750.000}{241,000,000} = 2,35$$

2) *Ratio Income Multiplier Tipe I* = $\frac{D+N}{D}$

$$\frac{300,000,000+192.400.000}{300,000,000} = 1,64$$

3) *Ratio Income Multiplier Tipe II* = $\frac{D+N+U}{D}$

$$\frac{300,000,000+192,400,000+72,750,000}{300,000,000} = 1,88$$

Based on the results of the calculation above, a number is produced as a multiplier effect that occurs in the Quicksilver Cruise Megapontoon tourism activity in Toyapakeh Village, Nusa Penida which is presented in Table 2.

Table 2. The Multiplier Effect of the Money Flow that Occurs in Toyapakeh Village

Multiplier	Value
Keynesian Income Multiplier	2,35
Ratio Income Multiplier Tipe I	1,64
Ratio Income Multiplier Tipe II	1,88

Source: Data Results, 2025

Economic impact analysis shows that the Keynesian Income Multiplier is worth 2.35, meaning that every Rp10,000 spent by tourists generates Rp23,500 in local employee income. The Type I Income Multiplier Ratio of 1.64, reflects the direct and indirect impact on the income of business owners and labor. This means that every Rp10,000 spent by tourists generates Rp16,400 in local employee income. The Type II Income Multiplier Ratio of 1.88 indicates an impact that includes direct, indirect, and follow-up income (labor expenditure). This means that every Rp10,000 spent by tourists generates Rp18,800 in local employee income.

A multiplier value that exceeds one confirms that this tourism activity has a significant economic impact and a positive contribution to the welfare of the people of Toyapakeh. Mega pontoon tourism encourages the development of local businesses such as accommodation, cafés/restaurants, and car rentals, as well as absorbing labor and increasing household income. However, the development of tourism also poses challenges such as pressure on the marine environment, land conversion, and economic inequality. Therefore, sustainable management is needed through the collaboration of the village government, business actors, and the community.

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CSR programs and community participation in decision-making are important to ensure a balance between economic growth and environmental conservation.

CONCLUSION

Based on the results of the previous discussion, it can be concluded that the Mega pontoon Quicksilver Cruise marine tourism activity in Toyapakeh Village is one of the main attractions in the Nusa Penida area. This tour utilizes floating pontoons for various marine activities such as snorkelling, banana boats, semi submarines, water treatment, and marine conservation programs. The existence of this destination also encourages the growth of local business units, such as accommodation, cafés/restaurants, souvenir shops, vehicle rentals, dive centres, and traditional stalls. The village government through BUMDes also plays an active role in tourism management through environmental education, waste management, and the policy of contributing village funds from tourists of Rp30,000 per person.

From the economic side, the results of the analysis show that Mega pontoon tourism activities have a significant impact on the local economy. This is reflected in the Keynesian Income Multiplier value of 2.35, which means that every Rp10,000 spent by tourists generates an additional income of Rp23,500 for local employees. In addition, the Type I Income Multiplier Ratio of 1.64 and Type II of 1.88 shows a positive indirect and follow-up impact on people's income. The value of the multiplier exceeding this one indicates that the marine tourism sector in Toyapakeh makes a real contribution to improving the economic welfare of the community in a sustainable manner.

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