

MSME Development Strategy in Tourism Destination Tanjung Lesung, Tanjung Jaya Village, District Panimbang, Pandenglang

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Goenadhi, F., & Setyo S. A. (2023). MSME development strategy in tourism destination Tanjung Lesung, Tanjung Jaya Village, District Panimbang, Pandenglang. *Journal of Community Development in Asia*, 6(1), 46-55.

DOI:

<https://doi.org/10.32535/jcda.v6i1.2104>

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Published by JCDA



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Received: 27 November 2022

Accepted: 23 December 2022

Published: 20 January 2023

ABSTRACT

Tanjung Jaya Village as one of the villages in Panimbang Regency provides a number of very high business potentials. However, this business opportunity has not been fully utilized by the people of Tanjung Jaya and MSME actors. Therefore, this program aims to develop strategies regarding human resources, marketing, bookkeeping, and MSME products professionally and independently to support income and improve the welfare of the people in Tanjung Jaya Village. The implementation method used is interviews and seminars for MSME actors. First, the researcher asked MSME actors in Tanjung Jaya Village about managing a business professionally, innovatively, creatively and independently. Next, researchers will score and triangulate the results of interviews with the Tanjung Jaya community to carry out MSME development strategies. The implementation of these activities, it has a positive impact on the people of Tanjung Jaya Village to increase business potential, especially in the MSME sector. In the end, this program can support income and improve the welfare of the people of Tanjung Jaya Village and also contribute to increasing economic growth in Panimbang Regency.

Keywords: Development, MSMEs, Strategy, Tourism Destinations

INTRODUCTION

The Tanjung Lesung Special Economic Zone (SEZ) has a tourist destination that has beautiful beaches and is supported by Micro, Small and Medium Enterprises (MSMEs) in the buffer zone. SEZ has a goal to increase investment from both local and foreign, so it is expected to be able to encourage the economy of the local community (Purba, 2006).

However, with the existence of the Tanjung Lesung SEZ, the supporting area does not get support from the economic side. This situation can be seen from some MSMEs being difficult to develop because everything is centered on the SEZ but not the buffer zone. The condition of infrastructure is also decreasing because everything is centered on the development of the SEZ area, in this case, the Tanjung Lesung SEZ. Therefore, the buffer zone should be in a strategic place that can support the development of the SEZ (Suryani & Febriani, 2019). In addition, the Tanjung Lesung SEZ should be abolished because it is less useful for the surrounding community (Mamora, 2018).

Figure 1. Tanjung Lesung SEZ Area



Source: Mamora (2018)

The government has provided several criteria for support or buffer areas zone. As we can see from the special economic zone's page, there is a national agenda that seeks to support the contribution of KEK and buffer zone areas and is formulated into four priority agendas contained in Nawacipta. Those are developing Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state. Moreover, improving the quality of life of Indonesian people. Also, increase people's productivity and competitiveness in the international market. Furthermore, realizing economic independence by moving strategic sectors of the domestic economy (Ningsih, Dewi, & Mulyawati, 2018). Therefore, the Tanjung Lesung SEZ must look at the surrounding supporting areas, known as the buffer zone or SEZ buffer area (Suryani & Febriani, 2019).

In this Nawacipta situation, it can be seen that the government has the desire to develop rural areas by collaborating between SEZs and supporting areas or buffer zones. However, MSMEs in rural areas lack standardization regarding the MSME industry. For example, in some tourist lodges, there is a lack of standardization regarding blankets,

bathroom conditions, and so on. So it is necessary to develop village MSMEs by introducing the potential of the four aspects of MSMEs, namely, marketing, bookkeeping, products and human resources (HR) to the head craftsmen so that the results of the production of goods and services can be better.

The development strategy carried out is by conducting interviews with the chief craftsmen and incubating the MSME business, which will later be formed in a seminar and workshop. The development of four aspects carried out by researchers is to provide tables based on theory for observations and short questions and answers that are useful for the development of SMEs. This development is important to do to make MSMEs able to compete better (Bismala, 2016). Based on Goffi, Cucculelli, and Masiero (2018), found that most of the community development is not ready and needs proper training from the company's Corporate Social Responsibility (CSR) and support from the government and university for research and development.

Seminars and workshops are the results of interviews with several heads of craftsmen and MSME services. This situation resulted from the tsunami that occurred in 2018, which had an impact on the economy of Tanjung Lesung, resulting in some of the fishermen or farmers changing their livelihoods to craftsmen of bamboo, wood, and so on (Listyaningrum, Indra, & Damayanti, 2020).

Developments in human resource management systems, production, bookkeeping, and marketing that are born from the capabilities of rural communities are needed to create a healthy business. This innovation can be created from the community's ability to utilize the natural resources around it. In connection with the above, it is necessary to organize various pieces of training in the efforts of fostering and improving human resources, where the presence of quite a lot of small and medium entrepreneurs can increase economic growth if they are properly nurtured and empowered. One of the pieces of training that can be carried out is entrepreneurship training which aims to provide an understanding of the standardization of professional and independent MSME management and development in order to increase the income and welfare of the community, especially in Tanjung Jaya Village, Panimbang District, Pandenglang.

LITERATURE REVIEW

Micro, Small and Medium Enterprises (MSMEs)

MSMEs are classified as micro-enterprises with 1 to 9 employees, small businesses with 10 to 49 employees, and medium-sized businesses with 50 to 249 employees (Kushnir, Mirmulstein & Ramalho, 2010). However, the local definition of MSMEs varies from country to country and is determined by factors other than only the number of employees, like turnaround and assets (Kiraka, Kobia & Katwalo, 2015). MSMEs are crucial to the larger business ecosystem (Mehta, 2013). In many nations, start-ups and fledgling businesses, which are often tiny or micro, are the main drivers of net job creation as well as innovation and sustainability in the private sector (Mettler & Williams, 2011). There are approximately 365–445 million MSMEs in emerging countries, of which 25–30 million are formal SMEs, 55–70 million are formal microbusinesses, and 285–345 million are informal businesses, according to Stein, Goland, and Schiff (2010). The ability of SMEs to obtain bank credit loans is generally low because they are unable to provide a guarantee, accountant, and other services. Additionally, Hasanah and R (2017) noted that the business operators of SMEs lack an understanding of bookkeeping or accounting, particularly financial statements, and their sector is less able to develop relationships with banks.

Development Strategy of MSMEs

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the economic development of a country, as they contribute significantly to employment generation, innovation, and industrial growth. A development strategy for MSMEs aims to provide the necessary support and resources to enable these businesses to thrive and contribute to the overall economic development of the country (Das, 2021).

One key aspect of a development strategy for MSMEs is to provide access to finance. This can include initiatives such as providing loans at low-interest rates, establishing microfinance institutions, and creating credit guarantee schemes to reduce the risk for lenders (Sulaiman, Derbani, & Adawiyah, 2020).

Another important aspect of a development strategy is to provide training and capacity-building opportunities for MSME owners, government or village apparatus and employees. This can include providing technical assistance and business management training, as well as access to markets and export promotion (Goenadhi, 2022).

In addition, a development strategy should also focus on creating a favorable policy and regulatory environment for MSMEs. This can include simplifying the process of starting and operating a business, reducing red tape and bureaucracy, and providing support for the development of infrastructure and access to utilities (Rahmadi, Herlan, & Tamara, 2021).

A development strategy for MSMEs should also consider the specific needs and challenges faced by different sectors and regions (Gandhi, Nurcahyo, & Gabriel, 2021). For example, initiatives to support the growth of the manufacturing sector may differ from those designed to support the service sector. Similarly, a development strategy may need to be tailored to meet the needs of MSMEs operating in rural or remote areas.

Overall, a comprehensive and well-crafted development strategy for MSMEs can play a vital role in promoting the growth and success of these businesses, which in turn can drive economic development and contribute to the overall prosperity of a country.

Product Standardization

Increasing the quality of a product from an MSME is one of the strategic factors that must be taken into account when expanding MSMEs in Indonesia. Implementing standards is one step that can be taken to maintain and enhance product quality (Susanto et al., 2018). As a statement that particular requirements have indeed been met by products, processes, systems, people, or organizations, standardization is a conformity assessment that may include testing, inspection, certification, and accrediting activities (Rosiawan, Singgih, & Widodo, 2018).

MSMEs must certify their own products in order to demonstrate that they have implemented product standards (JDIH BPK RI, 2018). Having certificates or applying the SNI Mark or Conformity Mark to the goods serves as proof that Indonesian National Standard (SNI) compliance has been achieved (Kristiningrum, Isharyadi, Susanto, Setyoko, & Ayundyahrini, 2020). Product certification is intended to safeguard customers, ensure product quality, and foster healthy business competition in Indonesia as part of the country's product standardization strategy (Saputra & Meyilani, 2015). All interested parties can trust that a product complies with the specifications set out by the standard reference or product certification.

Development of Tourism Strategy through MSMEs

Tourism is a key economic sector in Indonesia, with significant potential for growth and development. Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the

tourism industry, representing a significant portion of the businesses involved in the sector. Therefore, it is important to develop a tourism development strategy that takes into account the needs and challenges faced by MSMEs in Indonesia (Sulaiman, Derbani, & Adawiyah, 2020).

One key aspect of a tourism development strategy for MSMEs in Indonesia is to focus on improving access to finance. This can be achieved through initiatives such as providing low-interest loans, establishing microfinance institutions, and creating credit guarantee schemes (Purnamasari, Pramono, Haryatiningsih, Ismail, & Shafie, 2020). Another important aspect of a tourism development strategy is to provide training and capacity-building opportunities for MSMEs in the tourism sector. This can include providing technical assistance and business management training, as well as access to markets and export promotion (Goenadhi, 2022).

In addition, a tourism development strategy should also aim to create a favorable policy and regulatory environment for MSMEs in the tourism sector. This can include simplifying the process of starting and operating a business, reducing red tape and bureaucracy, and providing support for the development of infrastructure and access to utilities (Latianingsih, Mariam, Rudatin, Usmanij, Ratten, 2022). A tourism development strategy should also consider the specific needs and challenges faced by different sectors and regions within the tourism industry. For example, initiatives to support the growth of the accommodation sector may differ from those designed to support the food and beverage sector. Similarly, a development strategy may need to be tailored to meet the needs of MSMEs operating in different parts of the country, considering factors such as the local culture, traditions, and tourist attractions (Widjaja, Irdiana & Jusman, 2021).

RESEARCH METHOD

This Community Service Activity (PKM) is the community in Tanjung Jaya Village, Tanjung Jaya District, Panimbang Regency, which already has an MSME business. The sampling in this method is the key employer or owner of MSME in Tanjung Jaya Village. In this research, we interviewed four key reputable sources that reflect the factual data in the area.

The first source is the MSME owner of handicrafts made from bamboo, and he was one of the village apparatus in the Tanjung Jaya Village. The second source is the MSME owner of a handicraft made from wood. He is also a village religious leader, and his mission is to help the community to get an income from the village. The third resource person is a wood craftsman whose MSME products have begun to be marketed abroad. However, due to funding constraints and sources of raw wood materials, the results of this craft need to be consistent in quality and quantity. The last or fourth resource person is a culinary developer, where this culinary developer is a mother with children who work as a tour and travel. The obstacle culinary managers face is the consistency of the taste of the food. While the obstacle faced by their children regarding tours and travel is needing clarification about how to do promotions. The confusion regarding this promotion is due to ignorance about who the target market is from Tanjung Jaya village visitors.

This community service activity is carried out through lecture activities, and there are three implementation methods carried out in this study. The first one is observation and interview. This method was carried out with the community and MSME actors in Tanjung Jaya Village to see the extent of their understanding and knowledge of various business opportunities during a crisis and marketing activities that could be carried out by MSMEs during a crisis (Morgan, 1988). The second is lectures and discussions. This method was chosen so that the writer and the speaker can easily present important concepts so that they can be understood and the participants can easily master them. The lecture method

through the delivery of presentations by displaying attractive pictures and displays that are relatively dense, fast, and easy can attract the participants' attention so that they are actively engaged in discussions (Kamberelis & Dimitriadis, 2005). The last one is demonstration and practice. This method is to do a checklist on the questionnaire sheet that the researcher has prepared so that it can be more objective to provide it, so that MSME actors can fill in, and the results can be used and compared with the assessment of the researcher.

The developmental strategy uses using experimental method. In this case, the researcher guides the owner of MSMEs to have paperwork for product certification and create a standard recipe for culinary. Therefore, after product certification and the creation standard recipe, the result is to increase brand image and awareness among potential customers. Product certification is conducted in seminars, workshops, and one-on-one mentoring to the MSMEs' owners.

RESULTS

Based on the results of the interview, seminar, one-on-one mentoring, and workshop, it can be seen that almost all actors do less consistent production, especially in the craft industry. Meanwhile, the tourist lodges lack human resources with sufficient hospitality capabilities, the culinary industry, and the lack of human resources to develop economic growth. While from the side of travel agents, there needs to be better marketing because most of them only rely on guests who come to the Tanjung Lesung SEZ but do not market Tanjung Jaya village. Therefore, the researchers need seminars or workshops for MSME owners that are useful for developing strategies for production, human resource, bookkeeping or finance, and marketing.

The seminar was opened by Dr Agus Channy, as Executive Director of PATA (Pacific Asia Tourism Association). The seminar aimed to improve the community's economy through the incubation of MSMEs and to increase local communities' motivation to continue promoting tourism in the Tanjung Lesung SEZ through its buffer zone. The next event is the presentation of each academicians who is an expert in his field, such as the development of MSME products, services, bookkeeping, and Human Resources (HR), which are expected to be able to make products and services better and be able to compete with the global market.

The seminar event went smoothly, and the workshop was carried out the next day by providing several benefits regarding which aspects of development should be carried out first using the priority scale of each MSME actor out of four industries in the Tanjung Jaya Village area. The development method in these aspects is only a tool to make products and/or services better in terms of management and production costs. However, this development strategy needs to be continued periodically to produce products and services that are suitable for the global market.

Based on the product certification and the standardization, the increasing awareness and the product's image are higher. The resort of Tanjung Lesung is using the product of wood handicrafts, for example, tables, chairs, and any other furniture based on wood. Bamboo handicrafts, glass, spoons, and forks are used in the resort restaurant. The culinary become higher income because of the consistency in taste, weight per pack, and improvement in their packaging. Tour and travel agents will become more clear about their target market because they do market research and pick the appropriate media for marketing.

DISCUSSION

The objective of this community service is to increase the income of the MSMEs in Tanjung Jaya, and it is proven that using the right method will increase the number of MSMEs. This study is important to sustain the SEZ (Special Economic Zone) from Tanjung Lesung, and it should help the community to develop and maintain the SEZ territory.

Based on the result, most of the MSME's actors have little knowledge of HR, especially in recruiting, because most of the employees are family members or close neighborhoods and do not have adequate skills. The HR and production expert motivate employees of the MSMEs to have a Standard Operational Procedure about how to make a handy craft, food production. Therefore, if the owner cannot do it or the person in charge cannot, other employees can do it with the same quality and quantity. Most of them do the SOP just using their felling (Dararizki, 2020).

For the bookkeeping aspect, most of them use the gross profit daily, which is incorrect because they need to deduct it first, which will become net profit, and that money they can use daily. Most of them know about it, and if they want to increase sales, they need to know the cost of the MSMEs. It is also related to the result of Wardoyo (as cited in Atmadja, Saputra, & Koswara, 2018), who states that the government hopes to encourage the community to become an independent and respectable village that can take care of its own requirements without entirely depending on outside aid. The conclusions of this study are supported by Kusuma and Lutfiany (2018), who found that the socialization of Financial Accounting Standards (FAS) of MSMEs has a positive influence on their implementation in Bogor City, Indonesia.

Marketing aspects are about the target market. Using relevant advertising will increase the target market that they want to achieve. Therefore, the marketing expert will guide the building of the STP (Segmented Target and Positioning) of their brand with the correct target market. For example, tourists and travelers will clearly understand what they have and what is suitable for them.

CONCLUSION

The conclusion of this paper is the MSMEs in Tanjung Jaya Village now is growing and on the right path to developing products and services that provided by MSMEs. The importance of the success and growth of MSMEs might depend on a variety of factors, including the quality and uniqueness of the products or services they offer, the level of demand for those products or services in the market, the effectiveness of their marketing and sales strategies, and the overall business environment in which they operate. Therefore, it is essential for MSMEs to continuously monitor and adapt to changes in these factors in order to sustain their growth and success. It was also noted that these development efforts should be ongoing to sustain improvements and continue to meet the global market's needs. For the next research, it might use a quantitative approach to know about the satisfaction of using the products or services provided by the MSMEs.

LIMITATION

The limitation of this research is that the researchers only used qualitative methods and only from the point of view of the apparatus. The next research will generate more data if it uses quantitative data from the visitor or tourist, domestic or international, through a satisfaction survey. This study has inherent limitations because it not uses primary data obtained through a questionnaire, which may result in a difference in perception between

the researcher and the respondent because the respondent and the researcher cannot clarify a question or statement.

ACKNOWLEDGMENT

The study was funded by The Directorate of Institutions, Directorate General of Higher Education, Ministry of Education, Culture, Research, and Technology, 2021. Grant No. 3348/E3/PKS.08/KL/2021.

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest with respect to the research, authorship, and or publication of this article.

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