

## Heha Sky View: Role Model for MSME Partner-Based Tourism in Yogyakarta

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#### ABSTRACT

This research is a qualitative descriptive method, revealing brilliant ideas, building a tourism business strategy: partnership with Micro, Small and Medium Enterprises (MSMEs). Data collected by interviews, discussions, observations, and secondary data. Visited by 15,000 people in one day during peak season, Heha Sky View (HSV), located on the hillside of Patuk, Yogyakarta, Indonesia, offers beautiful views, sunset, very aesthetic of various selfie photo spots, the mountains, and culinary delights. Street food stalls, affordable prices, provided by 25 MSME units connected by skybridge. The community around as a buffer zone is also the vision of the HSV owner. Benefits for MSMEs, communities, multiplier effect trades, and transportation. Capital of 10 billion rupiah as a ROI for 4 (four) years, MSMEs caring, empowering, and benefiting stakeholders. HSV should be a role model for the tourism business. The formulation is to make natural and artificial scenery as well as innovation tourism, quickly returns capital, and sustainable. It is advisable for actors in the tourism industry to emulate such role models to assist micro, small, and medium enterprises (MSMEs). The government is anticipated to facilitate tourism industry participants by offering diverse licensing amenities, enabling businesses to be established in different locations.

**Keywords:** Heha Sky View, MSMEs, Partner-Based Tourism, Role Model

## **INTRODUCTION**

The ever-increasing growth of the tourism industry has become an attraction for the Owner of Margaria Group to get involved in the tourism business, by establishing Heha Sky View (HSV) with a recreation park and restaurant concept. The presence of HSV in the Margaria Group business unit presents a challenge for the Margaria Group because it has never been involved in the tourism industry.

During the soft launch period since September 2019, Margaria Group continued to make various strategic efforts to encourage the development of HSV to become a leading tourist attraction in Yogyakarta. The ever-increasing growth of the tourism industry has become an attraction for the Owner of the Margaria Group to get involved in the tourism business, by establishing HSV with a recreation park and restaurant concept.

The presence of HSV in the Margaria Group business unit presents a challenge for the Margaria Group because it has never been involved in the tourism industry. During the soft launch period since September 2019, Margaria Group continued to make various strategic efforts to encourage the development of HSV to become a leading tourist attraction in Yogyakarta. HSV venues that are already running are the MSME Slot with 25 stalls, from Gunung Kidul, Jogja City and Bantul. The products are snacks, sushi, kebabs, Taichan satay, grilled corn, and others. MSMEs that have opened branches first (have outlets in their area of origin), are asked to submit proposals, then screened by HSV management (food test), to enter. Every 3 months it is evaluated, and the business agreement is a sharing profit system.

After entering the main door, visitors can enjoy MSME products (food court model). Operational time: 10 am to 9 pm last order, 10 pm closing operations. Operational costs do not allow it to be open later than 10 pm.

The HSV concept is Tourism combined with MSMEs. Type of Tourism: Sky view (morning-afternoon natural beauty of Merapi, night city lights). HSV Resto itself provides a choice of traditional to western food. The existence of MSMEs really helps HSV so that consumer budgets are meant by the word Heha (affordable, lots of choices). Family entertainment facilities: flower garden, taking photos on bicycles, pool with boats, mini carousel. Full capacity 25,000 people (during New Year or other major holidays). Grand Opening September, 19<sup>th</sup>, 2019. The total number of employees is 115 people, 95% of them are Patuk (at the managerial level only 5 people are not Patuk), MSMEs have been around since opening. Community empowerment is carried out not only for MSMEs, but also for local communities, youth, and other stakeholders.

Parking was initially youth then collaborated with professional vendors to learn. After one year, terminate the contract with the vendor and then continue collaborating with the youth. Bumdes: to become a parking and irrigation resource (Spamdes), construction of 400-500 m pipes (8 million per month) is also used for irrigation for village residents (using CSR funds) in Patuk Village. HSV management is different from Heha Ocean View. Total investment is estimated at 15 billion rupiah.

## **LITERATURE REVIEW**

The ever-increasing growth of the tourism industry has become an attraction for the Owner of Margaria Group to get involved in the tourism business, by establishing Heha Sky View, which has a recreation park and restaurant concept. The presence of Heha Sky View in the Margaria Group business unit presents a challenge for the Margaria Group, because it has never been involved in the tourism industry (Bungin, 2017). During the soft launch period since September 2019, Margaria Group continues to make various strategic efforts to encourage the development of Heha Sky View so that it becomes a leading MSME-based tourist attraction in Yogyakarta (Amri, 2020).

The results of the analysis from initial observations show that the internal factors that are the strengths of Heha Sky View are beautiful views, fairly complete facilities, unique building design, highly skilled employees, strict quality standards and continuous innovation. Internal factors that are weaknesses are that human resources are still limited in the restaurant department, the use of promotional media has not been maximized, tourism potential has not been optimally optimized and prices are relatively high (Wibowo & Arifin, 2015; Tambunan, 2014).

External factors that provide opportunities for HSV are the existence of high consumer needs, the potential of the community around the company, infrastructure and easy road access, government support and technological advances (Rahmadani & Wibowo, 2020). The various supporting facilities that surround a tourism destination will create a business entity that is economically very profitable.

MSMEs as business partners make it even more attractive to visit, as an internal factor in business (Rahmadani & Wibowo, 2020; Kristiningsih & Trimarjono, 2014; Muzenda, 2014). External factors that pose a threat are social conflict, natural disasters, high competition and unstable political conditions. Alternative strategies that can be implemented are increasing promotions, improving product and service quality, adding facilities (spa and event organizers) and building educational tourism (Rahmadani & Wibowo, 2020; Sudiarta, Kirya, & Cipta, 2014).

Based on a more in-depth analysis, companies can add educational tourism as a priority strategy in developing HSV. HSV's main advantage is its partnership with MSMEs that are strictly selected for quality and service (Tarmizi, 2018). It is interesting to research the basic ideas, planning, implementation, economic studies, and partnership efforts with various parties which constitute a buffer zone strategy to anticipate various possibilities, including the occurrence of social crises, and others.

HSV is equipped with a business analysis with the help of a SWOT analysis (Rangkuti, 2014). This research also aims to analyze internal and external factors and formulate business development strategies that can be implemented at Heha Sky View. The efforts of tourism business initiators as an innovation and creativity effort in the form of a tourism venue are required to obtain approval from stakeholders. This is an effort that requires no small amount of effort, and is a tireless struggle (Darwanto, 2013).

The initiator's efforts are an effort to convince neighbors, from the Neighborhood Association, Community Association, youth, village officials, to officials to get the permit process approved. Explanation of the concept of development plans in socialization events to stakeholders in language that is easily understood and accepted by the community around the location is a special strategy in itself.

The concept of partnership with MSMEs is the initial basic idea to make HSV very popular with visitors because it meets the basic needs of visitors. A variety of culinary delights, types of food and drinks that suit visitors' tastes and are also tailored to visitors' finances, is a strategy in itself that deserves appreciation. The use of online digital marketing media is an additional interesting strategy today for HSV (Sandri & Hardilawati, 2019). Digital marketing involves utilizing digital media to swiftly attract both existing consumers and potential customers, making it a noteworthy promotional activity for brand or product promotion (Sumarlinah, Sukesu, & Sugiyanto, 2022).

## RESEARCH METHOD

This research is a qualitative descriptive study. Descriptive research is a research method focused on delineating and detailing the characteristics and qualities of a subject (Tanihatu, Tahalele, Simarmata, Saptanno, & Sutiksno, 2021). (Data collection was carried out by interviews, discussions, observations, and collecting secondary data. The data that has been obtained is then analyzed using the Strategy Formulating Framework approach (Gunawan, 2013). The population of this study was 35 people who were involved and played very significant roles, namely Owners, Managers, MSME actors, Bumdes actors, Village Heads, RW Heads, RT Heads, Karang Taruna, and representatives from the community around the HSV venue environment. The sample for this study was 35 people who were directly involved with HSV.

This research was also carried out through observations of all venues including restaurant environments, stalls, parking areas, flower gardens, bicycles, pools, boats, carousels, operational facilities, and others. This research variable is HSV as a tourism business entity, an innovation and creativity effort and is a finding of a creative economic model that needs to be developed which is currently being promoted by the government in order to spur national economic growth (Tambunan, 2014).

MSMEs are an important variable in this research because they are an added value factor, so HSV should be a role model for establishing tourism venues in partnership with MSMEs. This research was carried out using survey, interview, observation, and confirmation methods in order to obtain valid data. Interviews with: Owners, Managers, 25 MSME Partners, Bumdes, representatives from the surrounding community, village heads, Spamdes, youth organizations, employee representatives, an estimated total of 35 people (Suyoto & Sodik, 2015).

Data is obtained from primary data as result from interviews, surveys, observations, and also documents that are permitted to become secondary data. Research procedures: have obtained permission to research HSV from the owner and manager, and are allowed to request the necessary data through observation and interviews (Suyoto & Sodik, 2015).

## RESULTS

According to the owner, the initial idea for Heha Sky View was: first, tourism in Yogyakarta is a potential and prospective object. Second, tourism is a field that is loved by all age segments. Third, there is no object that sells views that can meet and satisfy the latest trend, namely selfie activities using each visitor's cell phone. Fourth, selling the flavors of Yogyakarta's typical culinary dishes, including the UMKM *angkringan* style, if combined in a very varied tourism venue, it would be very interesting. Fifth, the idea of collaborating with selected MSMEs into one tourism venue is noble and has value for community empowerment. Sixth, integrating tourism venues with MSMEs is a learning idea for the community that business progress can be achieved together, between

business people and MSMEs, not dichotomized separately. Seventh, tourism venues can be used as business entities that have synergy with the surrounding community as stakeholders, having the opportunity to take part in the business in an integrated and coordinated manner. Eighth, the number of visitors reaches 15,000 people during the monthly peak season, up to 25,000 people at certain times, for example Hari Raya or other holidays, which is a roadmap for business success whose benefits have a multiplier effect.

HSV Grand Opening on September 19 2019. Total number of employees is 115 people, 99% of people come from Patuk, at the managerial level only 5 people are not Patuk people. MSMEs have been operating since opening. The MSME selection process is based on several tests and is required to already have a shop in Yogyakarta.

Family entertainment facilities: flower garden, taking photos on a bicycle, pool with boats, mini merry-go-round and other very interesting things. Full capacity of HSV is 25,000 people, especially during New Year or other major holidays.

Parking was initially carried out by Patuk youth, it proved to be not good, then it was operated by a vendor. After one year, the parking lot was fully operational by Patuk youth. Bumdes: to be human resources for parking, irrigation (Spamdes) construction of 400-500 m pipes (8 million per month), also used for irrigation for village residents (using CSR funds) in Patuk Village. Total HSV investment is stated at 15 billion. Break-even-point is 4 years. It is a sustainable business and to be role model of tourism business for MSME Partner-Based Tourism in Yogyakarta.

## **DISCUSSION**

The hidden treasures that have the potential to become tourism gold owned by Gunungkidul Regency should be maximized and managed professionally so that they can generate sustainable local income. Tourism must be viewed from the perspective of a business entity and is an object that can be very profitable and has a very broad multiplier effect, more than other business entities.

The licensing process from the Regional Government is very slow and takes a long time, not according to the initiator's expectations. One of the causes is the mindset of decision makers who do not understand business matters and find it difficult to make decisions.

The community around the original location rejected the HSV development plan, it required gradual socialization and took a long time to finally accept and agree, after 2 years. This is a problem that is not small and is faced by business people. Often the breadth of view on this matter from a business perspective is not shared by local government officials. This appears in the form of slowness in decision making and in issuing in-principle permits. Like a treasure in a chest, you must adjust the key effectively to open it. Experts need to be invited to discuss and open insight and mindset on ways of thinking in managing regional assets so that they are effective and efficient in decision making.

The HSV concept is tourism combined with the noble intention of partnering with MSMEs, business efforts that empower the community. The type of tourism is Sky View (morning and evening the natural beauty of Merapi mountain, night city lights). HSV Resto provides a choice of traditional to western food. The existence of MSMEs really helps HSV to serve visitors who are economically very diverse so that consumer budgets are affordable, because there are many price level choices.

## **CONCLUSION**

HSV is a tourism concept in partnership with MSMEs that utilizes natural cliffs to create attractive views. There are street food culinary models, restaurants and food stalls with a variety of foods that vary in price and are affordable, provided by as many as 25 MSME units. The concept of a three-story restaurant connected via a skybridge to enjoy stunning natural views and panoramas while enjoying a meal is very attractive to visitors.

Partnership involvement with environmental stakeholders around the location, local government, and workers from the area around the location, is a brilliant strategy, because it will become a buffer zone for the continued existence of the business in a sustainable manner.

Heha Sky View is a business entity that also empowers the community. This is the vision of the owner as well as the initiator of the HSV business. Apart from MSMEs, the parties who benefit are the Regional Government, Village Government, and the community around the location.

The multiplier effect of the HSV business is also very large, especially culinary raw materials, transportation, and local revenue. The big advantage gained from the HSV business is that capital of 15 billion rupiah can be returned in 4 (four) years. Sources of income are: Sales of entrance tickets, sale of photo tickets for more than seventy view spots, restaurants, profit sharing for MSMEs, sale of souvenirs, vehicle parking tickets, and others. The tourism venue business partnering with MSMEs is not just a business, because it involves caring, empowerment, sharing and benefits various parties.

Things like this are what make HSV a tourism business role model in partnership with MSMEs that is worth emulating and developing. The basic principle of building HSV tourism venues is to utilize the beauty of the available natural scenery. The formulation is to make natural and artificial scenery into something that can be sold as added value that is instagrammable for consumers. Making a business that returns capital quickly is a promising business strength, namely large and sustainable profits.

It is recommended that tourism business actors imitate role models like this to help MSMEs. The government is expected to be able to facilitate tourism business actors by providing various licensing facilities so that businesses can be built in various locations. A business that mutually benefits for various business actors, including MSMEs.

## **LIMITATION**

This research faces quite a big challenge, namely discussing the business currently operating with owner and manager sources is not easy. They don't provide business data easily. One reason is related to company secrets. Researchers face limitations in obtaining more detailed information. All employees are not allowed to provide data to researchers, besides not having time to be interviewed because they are busy serving consumers.

## **ACKNOWLEDGMENT**

This paper is the result of our research and is not plagiarism of other people's research work. If there is other people's work, we have referenced it and listed it in the References of this paper.

## DECLARATION OF CONFLICTING INTERESTS

The researcher truly states that the researcher has no business relationship with Heha Sky View and is limited to being a lecturer at Ahmad Dahlan University, so he is free from conflict of interests.

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