

## THE ROLE OF MSME DEVELOPMENT IN THE DEVELOPMENT OF ARENAN KALIKESEK TOURISM DESTINATIONS

Rikma Sari<sup>1</sup>, Ratih Pratiwi<sup>2</sup>, Retno Kusumaningrum<sup>3</sup>

<sup>1,2,3</sup>Economics & Business Wahid Hasyim University, Semarang, Central Java, Indonesian

Corresponding email: rikma.rikk@gmail.com

Received: November, 14, 2022

Revised: Desember, 20, 2022

Accepted: Februari, 5, 2023

**Abstract.** In the tourism industry, the MSME sector has an important role in the development of tourism. Because MSMEs, which are one of the supports of tourism, can fulfill the satisfaction of tourists through the provision of accommodation and commodities. This study aims to determine the development of MSMEs in the development of Arenan KalikeseK tourist destinations. The method used is a descriptive qualitative method with a qualitative approach. To get the expected results, researchers used primary and secondary data support. Primary data obtained from field surveys in the form of interviews, and direct observation. While secondary data is obtained from citations of articles and books. Researchers used the SOAR analysis tool which stands for strengths, opportunities, aspirations, results, where strengths and opportunities focus on the business situation, while aspirations and results focus on the future situation. The results obtained in this study are that MSMEs in Arenan KalikeseK have a fairly high income and there is economic growth in the Sriwulan Village and KalikeseK Hamlet communities. MSMEs also have a role in the development of Arenan KalikeseK tourism. This is shown through visitor interest in Arenan KalikeseK MSMEs and the increasing number of MSMEs in the Arenan KalikeseK tourism area. And researchers through the results of interviews and observations formulated and analyzed the SOAR analysis strategy for the development of MSMEs in the Arenan KalikeseK tourist destination.. The results obtained in this study are that MSMEs in Arenan KalikeseK have a fairly high income and there is economic growth in the Sriwulan Village and KalikeseK Hamlet communities. MSMEs also have a role in the development of Arenan KalikeseK tourism. This is shown through visitor interest in Arenan KalikeseK MSMEs and the increasing number of MSMEs in the Arenan KalikeseK tourism area. And researchers through the results of interviews and observations formulated and analyzed the SOAR analysis strategy for the development of MSMEs in the Arenan KalikeseK tourist destination.. The results obtained in this study are that MSMEs in Arenan KalikeseK have a fairly high income and there is economic growth in the Sriwulan Village and KalikeseK Hamlet communities. MSMEs also have a role in the development of Arenan KalikeseK tourism. This is shown through visitor interest in Arenan KalikeseK MSMEs and the increasing number of MSMEs in the Arenan KalikeseK tourism area. And researchers through the results of interviews and observations formulated and analyzed the SOAR analysis strategy for the development of MSMEs in the Arenan KalikeseK tourist destination..

**Keywords:** MSMEs; tourism; Economic Growth; Role of MSMEs; Tourism Development

### INTRODUCTION

In the national economy, Micro, Small and Medium Enterprises have consistently developed into industries that create new productive jobs. In developing countries, MSMEs have an important role in the country's economy such as increasing employment opportunities, a source of community income, reducing poverty in a country, helping economic development in an area. MSMEs are quite flexible in the direction of following the market. Therefore, empowering MSMEs is one of the government's commitments to improve people's welfare.

According to UNDP and LPEM UI, Indonesian MSMEs have experienced a drastic decline during the Covid 19 pandemic, 2020-2021. MSME actors also have problems with raw materials which have soared high, while 77% of their income has decreased, 88% have experienced a decrease in product demand and 97% have experienced a decrease in asset value. Until 2022-2023, MSMEs have started to rise and have returned to normal operations with strategic government policies. As one of the creators driving the Indonesian economy, the number of contributions to MSME exports increased from 14.37% in 2022. In 2023 MSMEs have an important role to GDP with a contribution of 61.9% and absorb labor by 97%.

MSMEs are also one of the implications of tourism development, because local residents who are part of business actors are trying to build a business to meet the needs of tourists. This shows that tourism has a positive impact on local residents. The role of the community in the tourism industry, one of which is manifested through MSMEs as supporting tourism such as souvenir, food and beverage businesses. In its development, the commodities produced by MSMEs are in line with the commodity needs of tourists, such as accommodation, rental services, restaurants and other supporting facilities. This means that the development of tourism provides a stimulus for the development of MSMEs around tourist areas (Arifin et al., 2022). Therefore, in order to increase the ability and role of MSME actors, it is necessary to carry out synergistic cooperation between the government and the community. The government's role is realized in facilities, assistance, laws that make it easier for MSMEs. While the role of MSME players is like improving self-quality so that the business runs well.

The tourism potential in Indonesia is very large. So that tourism has a big role in contributing to Indonesia's economic development and earning the country's foreign exchange. The tourism industry as a foreign exchange earner for the country makes many contributions, through natural charm with an attractive blend of artificial tourism. (Good et al., 2018).

Tourism has a very big role in the growth of the tourist area. This has made the Kendal district government take it seriously in the development and development of tourism areas by developing four tourism development models which are Kendal's tourism vision for 2021-2026. These include sports tourism, culture and heritage tourism, edu tourism and spiritual tourism. These four models will become a reference for priority tourism programs by looking at the potential of nature, tourism villages and their MSMEs.

Meanwhile, the tourist destination Arenan KalikeseK which is located in KalikeseK Hamlet, Sriwulan Village, Limbangan District, Kendal Regency is also one of the implementations of the role of tourism itself. Realizing the natural potential that exists. Work on construction and development will begin in 2021. So that in its development, the KalikeseK Arenan has little attraction other than its natural charm. MSMEs that meet Arenan KalikeseK are all culinary businesses, there are no handicrafts or souvenirs being traded. During this pioneering period, the role of tour administrators or bumdes was very important to guide the community so that Arenan KalikeseK, both tourism and the surrounding MSMEs, was growing rapidly and the role of MSMEs was to seek innovation and creativity. Even though it is still in its development period, Arenan KalikeseK is in great demand from day to day with an average of more than 100 people to more than 400 people per day. So there is a high probability that visitors to Arenan KalikeseK will increase rapidly after the construction is complete. MSMEs have an important role in tourism itself. Because

during the development of Arenan Kalikese, apart from tourism, the visitors had a high interest in visiting culinary delights. this has a positive impact on the economy of the local community. This positive impact has made this year the addition of MSMEs in Arenan Kalikese. MSMEs have an important role in tourism itself. Because during the development of Arenan Kalikese, apart from tourism, the visitors had a high interest in visiting culinary delights. this has a positive impact on the economy of the local community. This positive impact has made this year the addition of MSMEs in Arenan Kalikese. MSMEs have an important role in tourism itself. Because during the development of Arenan Kalikese, apart from tourism, the visitors had a high interest in visiting culinary delights. this has a positive impact on the economy of the local community. This positive impact has made this year the addition of MSMEs in Arenan Kalikese.

Therefore, researchers are interested in examining how developed Sriwulan and Kalikese UMKM are in Arenan Kalikese and formulating a business strategy using SOAR (Strength, Opportunities, Aspiration, Result) analysis, with the title "The Role of Development of UMKM Dusun Kalikese in the Development of Arenan Kalikese Tourism Destinations". During this research phase, researchers will look for the necessary data, conduct interviews and observations, and process data using the SOAR analysis tool.

## METHODS

This research uses a qualitative method based on a descriptive study. Study Descriptive is a research design that is structured in order to provide a systematic description of scientific information originating from the subject or object of research. Qualitative analysis is carried out with the aim of understanding phenomena or social phenomena by focusing on a complete picture of the phenomenon being studied rather than breaking it down into interrelated variables (Sugiyono 2008).

This research was conducted at a tourist destination called Arenan Kalikese, Kalikese Hamlet, Sriwulan Village, Limbangan District, Kendal Regency. Data collection techniques in this study include interviews and observation. The data used are primary and secondary data. Primary data is the main source with researchers going directly to the field for interviews, observations, while secondary data is supporting data in the form of books or journal citations. The selection of this research is accompanied by analyzing and formulating the SOAR formula. SOAR analysis stands for strengths, opportunities, aspirations, result, where strengths and opportunities focus on the business situation, while aspirations and results focus on future situations. In the tourism sector,

According to Rothwell et al. (2015) on research (Suryadi, 2016) that SOAR has five stages, namely, starting with initiating (initiate) to help organizations find out (inquire) strengths, opportunities, aspirations, and results; Envision (imagine) the best future; innovate strategies, strategic initiatives, plans, systems, designs, and structures; and inspire strategic plans to create positive results. SOAR takes a system-wide or stakeholder approach to strategic thinking, planning, and leading.

The author's reason for determining UMKM around Arenan Kalikese as an object of research is because researchers want to examine how the development of UMKM Kalikese after the presence of Arenan Kalikese tourism.

According to previous studies there were similar research results with this research so that it can be used as a research reference as follows

H1 : superior products managed by MSME actors to make Sidamulih District, Pangandaran Regency a culinary tourism destination(Eljawati, 2021).

H2 : MSME development has a positive impact by increasing regional economic growth and increasing PAD of Pangandaran Regency(Eljawati, 2021).

H1 : the development of tourism in the Sarangan Region, from year to year, there has been an increase in tourist visits(Bambang, 2020).

H2 : the increasing number of tourist visits makes people innovate in various types of MSMEs to meet the needs of tourists(Bambang, 2020).

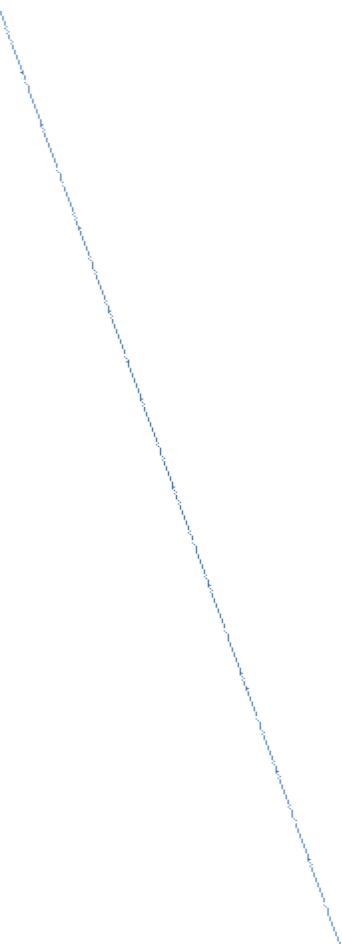
## RESULTS AND DISCUSSION

Arenan Kalikeseek is located at the foot of the Ungaran mountains, Kalikeseek Hamlet, Sriwulan Village, Limbangan District, Kendal Regency. Kalikeseek is loaded with beautiful natural panoramas, with views of mountains, pine forests, rice fields and rivers. Because of this natural potential, village officials and the local community work together in tourism development starting in 2021. Under the auspices of Bumdes Sriwulan, tourism development starts with irrigation, fish therapy and gazebos. Until now the construction and development is still ongoing. With a combination of natural tourism and artificial tourism, including fish therapy, good irrigation, fishing ponds, swimming pools, playgrounds and culinary tours. although still in tourism development, Arenan Kalikeseek has quite high visitor interest with a range of 100-400 people per day.

At the beginning of the establishment of the tour, representatives from the Sriwulan and Kalikeseek communities attended MSME training by bringing agricultural products, namely to and fro, pine tree flowers and palm sugar. This training is very useful so that UMKM Kalikeseek have production characteristics, namely palm sugar, kolang kaling, traditional coffee. Meanwhile, there is no pine flower training in handicrafts, so far no one has continued. Kolang-kaling and coffee are processed again into drinks, while palm sugar is sold raw in Kalikeseek. Until now culinary MSMEs are starting to mushroom in Arenan Kalikeseek and visitor interest is quite high to visit MSMEs. Meanwhile, the types of MSME businesses in Arenan Kalikeseek are only available for culinary and swimwear businesses. For the future, Bumdes plans to maximize various types of MSMEs.

With so many MSMEs and tourism workers from the Sriwulan and Kalikeseek communities, the economy of the Sriwulan and Kalikeseek residents has increased. This shows that tourism has an important role in absorbing the workforce of the local community and fostering the entrepreneurial spirit of the Sriwulan and Kalikeseek communities in MSMEs in Arenan Kalikeseek so that economic growth occurs in villages and communities. This is in line with the aim of village officials to fulfill Village Original Income (PAD) and create many jobs with PAD from the management of crooked land of 80 million per year, Bumdes 12 million in 2023 with tourism yields of approximately 40 million per month. Until now, the number of MSMEs from the Sriwulan and Kalikeseek communities is approximately 30 culinary MSMEs.

Table 1.1 SOAR Strategy for MSME Development in the Development of Kalikeseek Arenan Tourism Destinations.

IFS	STRENGTH (S)	OPPORTUNITIES (O)
	<ul style="list-style-type: none"> <li>• Has the concept of a natural view, a cool place, good irrigation</li> <li>• UMKM in the Kalikeseek arena have conceptualized a culinary stall in the form of a gazebo so that visitors who come to the stall are presented with a natural view.</li> <li>• Cheap travel costs and delicious culinary food.</li> <li>• MSME actors and workers in the Kalikeseek arena have friendly communication and service with customers.</li> <li>• Has high visitor interest almost every day.</li> </ul>	<ul style="list-style-type: none"> <li>• Many natural potentials support the development of Arenan Kalikeseek.</li> <li>• Arenan Kalikeseek utilizes private and private land to maximize future development.</li> <li>• Processing kolang kaling into drinks and coffee beans into traditional coffee.</li> <li>• MSME actors take advantage of social media, attractive packaging and seminars or training for high sales.</li> <li>• As well as actively promoting tourism on Instagram and the website.</li> </ul>
EFS ASPIRATION (A)	SA	OA
<ul style="list-style-type: none"> <li>• Making tourism which is famous for its natural scenery and can be called a tourist village.</li> <li>• Tour packages and outbound plans.</li> <li>• Developing a natural view with an interesting blend of artificial tourism</li> <li>• Have culinary food or special items</li> <li>• Because it has a natural landscape concept, the future development of arenan Kalikeseek tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Increase promotions on various social media.</li> <li>• Making interesting events such as guiding outbound, tree planting, dangdut.</li> <li>• Always invite the community to maximize the development of Arenan Kalikeseek and its UMKM.</li> </ul>	<ul style="list-style-type: none"> <li>• Attract more visitors with a gift shop that sells various items such as t-shirts, bags, sandals and typical Kalikeseek snacks.</li> <li>• Processing cans and fro into various kinds of drinks, palm sugar into various kinds of food, as well as traditional coffee which is served not only in packaging.</li> <li>• Become a famous tourist with an</li> </ul>

<ul style="list-style-type: none"> <li>is expected to go to agro-tourism or eco-tourism.</li> <li>Building souvenir shops, as well as high quality cafes and inns.</li> <li>Developing the quality of human resources involved in tourism, both tourism workers and SMEs.</li> </ul>	<ul style="list-style-type: none"> <li>Sending representatives from labor actors and MSMEs to tourism training and MSMEs in the tourism sector.</li> </ul>	<ul style="list-style-type: none"> <li>interesting mix of natural tourism and man-made tourism.</li> <li>Make interesting photo spots, such as UMKM players who provide round tables with cute colored umbrellas.</li> </ul>
--	--	--

RESULTS (R)	SR	OR
<ul style="list-style-type: none"> <li>It has interesting icons such as kolang kaling drink, palm sugar, traditional coffee which have sold a lot.</li> <li>Tourist arrivals and the income earned by the actors exceeded expectations before development.</li> <li>The high income of MSME players in Arenan Kalikeseek.</li> <li>Kalikeseek hamlet economic growth</li> <li>the number of SMEs is increasing.</li> <li>There is already a camping ground that is quite interested.</li> </ul>	<ul style="list-style-type: none"> <li>The variety of types of SMEs is more diverse.</li> <li>Improving tourism development is getting better so that there is no protracted decline in visitors.</li> <li>Add a variety of types of culinary.</li> <li>Organize camping ground events.</li> </ul>	<ul style="list-style-type: none"> <li>Maximizing the construction of arenan kalikeseek with supervision under tourism experts and the help of residents.</li> <li>Tent rental and being able to buy food at MSME stalls for camping ground.</li> <li>The increase in manpower both in tourism and in general indicates the large participation of Sriwulan and Kalikeseek residents for economic progress.</li> </ul>

Based on the SOAR strategy analysis matrix table above, alternative strategies can be taken as follows:

### 1. SA Strategy (Streighth-Aspiration)

An alternative SA strategy for MSME development in arenan kalikeseek tourist destinations that can be done is to organize interesting events such as guiding outbound, tree planting, dangdut, sending representatives from labor actors and MSMEs to tourism training and MSMEs in the tourism sector.

### 2. SR Strategy (Streghth-Result)

An alternative SR strategy for the development of MSMEs in the Kalikesek arenan tourist destination that can be done is to process fro and fro into various kinds of drinks, palm sugar into various kinds of food, and traditional coffee which is served not only in packaging, to become famous tourism with a combination of nature tourism and tourism. interesting make.

•

### **3. OA (Opportunity-Aspiration) Strategy**

An alternative OA strategy for MSME development in the arenan Kalikesek tourist destination that can be done is to have a more diverse variety of MSME types, increasing tourism development to be better so that there is no prolonged decline in visitors.

### **4. OR (Opportunity-Result) Strategy**

An alternative OR strategy for the development of MSMEs in the Arenan Kalikesek tourist destination that can be done is to maximize the construction of the Kalikesek Arenan under the supervision of tourism experts and the assistance of residents, rent tents and be able to buy food at UMKM stalls for camping ground.

## **CONCLUSION**

Based on the results of the discussion and research on MSME development strategies init can be concluded that after the establishment of Arenan Kalikesek, the economy of the Kalikesek community has increased. This is certainly a people's economic activity in the tourism sector. Arenan Kalikesek is still in the development stage, so that for the next few years Bumdes and residents will focus on tourism development and the development of various types of MSMEs. Factors supporting good tourism development in a village are having a tourism village certificate (SK) and tourism experts. Meanwhile, Arenan Kalikesek does not yet have a tourism expert, so Bumdes and residents work together and learn together to achieve Arenan Kalikesek's success target. Visitors also welcomed the enthusiastic tour of Arenan Kalikesek who knew him through word of mouth, social media, and an event attended by Kalikesek. During the development of the Kalikesek Arenan, it had a major impact on the economy of the Kalikesek community. The income of MSMEs in Arenan Kalikesek is also quite high and the number of MSMEs is increasing.

In research on the development of MSMEs in the tourist destination Arenan Kalikesek, the researchers made various strategies according to Soar's analysis, namely: (1) making interesting events such as guiding outbound, tree planting, dangdut (2) reprocessing fro and fro, palm sugar, and traditional coffee to various kinds of food and drinks (3) variations of various types of UMKM in Arenan Kalikesek (4) maximizing the development of Arenan Kalikesek under tourism experts and the help of residents.

From the results of this study, the researchers provided input in the form of the need for strategic cooperation from village officials and the local community to maximize the development of tourism and UMKM Aread Kalikesek. Products that are processed and produced by Sriwulan and Kalikesek business actors in the form of and fro, palm sugar, and traditional coffee need to be further innovated into various kinds of drinks and food, so

that various culinary businesses develop at Arenan Kalikese. As well as Bumdes and village officials, they need to immediately take care of the Tourism Village Decree.

## REFERENCES

- Alisatus Syahroh Amalia; Lulu, H. (2022). The Impact of Tourism Development on MSMEs in the Nine Sumenep Beach Tourism Area. *Qawwam: The Leader's Writing*, 3(2), 167–175.
- Arifin, TS, Purba, L., Business, M., Commerce, A., & Medan, PN (2022). THE IMPACT OF PALOH NAGA AGRICULTURE DEVELOPMENT ON THE DEVELOPMENT OF SMEs IN DENAI LAMA TOURISM VILLAGE, PANTAI LABU SUB-DISTRICT, DELI SERDANG DISTRICT, NORTH SUMATRA. 204–211.
- Bagus, P., Suryoko, & Sri. (2018). The Impact of Tourism Development on the Development of Umkm in the Dieng Tourism Area. *Journal of Business Administration*, 7(4), 310–320.
- Bambang, S. (2020). The Impact of Tourism Development on the Development of Micro, Small and Medium Enterprises in Magetan Regency. *EKOMAKS: Journal of Management, Creative Economy and Business*, 9(2), 98–103.
- Eljawati. (2021). The role of umkm in increasing tourist visits in the Sidamulih sub-district, Pangandaran district. *Journal of Economics and Public Finance*, 8(1), 32–46.
- Elsye, R. (2022). MSME Development in Tourism Destinations, Cimenyan District, Bandung Regency. *Applied Journal of Minangkabau Governance*, 2(1), 64–72. <https://doi.org/10.33701/jtpm.v2i1.2399>
- Friliyantini, T., Hubies, AVS, & Munandar, A. (2011). Strategy for Development of Micro and Small Enterprises in the Marine Tourism Sector in Small Islands (Case Study of Bunaken Island, Manado City, North Sulawesi) Strategy Analysis for Development of Micro and Small-Scale Industry Sector Marine Tourism in Small Island (Case Study. *IKM Management*, 6( 1), 55–63. <https://journal.ipb.ac.id>
- Hanim, L. (2018). MSMEs (Micro, Small & Medium Enterprises) & Forms of Business. In Copyright protected by law All Rights Reserved.
- Sunarjo, WA, Ilmiani, A., & Ardianingsih, A. (2019). SWOT Analysis for Creative Economy-Based MSME Development for Batik Tourism Destinations in Pekalongan City. *Pena Journal of Science and Technology*, 33(2), 34. <https://doi.org/10.31941/jurnalpena.v33i2.900>
- Suryadi, S. (2016). Application of SOAR Analysis in the Clothing Line Parasite Cloth Business Development Strategy. Brawijaya University, 1–23.