

THE IMPACT OF TOURISM DEVELOPMENT ON THE DEVELOPMENT OF MSMEs IN JODO BEACH NATURAL TOURISM, SIDOREJO VILLAGE, BATANG REGENCY

Putri Indah Sari¹, Riesmita Kustanti²

^{1,2} Wahid Hasyim University, Semarang

Corresponding email: putriindahsari714@gmail.com

Received: November, 14, 2022

Revised: Desember, 20, 2022

Accepted: Februari, 5, 2023

Abstract. This study aims to determine how the impact of tourism development on the development of MSMEs in Jodo Beach tourism. The data analysis used in this study is a descriptive analysis method. Based on the descriptive results and analysis, it is concluded that the development of MSMEs around the Jodo Beach tourist area is able to increase the growth of MSMEs around the Jodo Beach tourist area, and is able to create opportunities for the community to create new businesses on the premise that increasing, the development of tourism will bring in a lot of tourists and more money spent. This proves that tourism is able to increase opportunities for the community in entrepreneurship and business development. So that it has a major impact on the community's economy because it is enough to encourage employment, reduce unemployment and have a positive impact on the environment.

Keyword : Tourism, Micro, Small and Medium Enterprises, Jodo Beach

INTRODUCTION

Indonesia's cultural diversity and natural beauty make it great. So far, the country's natural wealth is very important to be utilized for tourism. Data released by the Ministry of Tourism in 2019 shows that tourism has successfully developed the overall economy. Foreign exchange contribution amounted to 16.1 billion in 2018. Some researchers reveal many positive advantages of tourism, including research from (Mahendra, 2020) argues that tourism is the journey of the community around tourist destinations. Tourists need to satisfy their desires, while local people hope for increased income and well-being. Policymakers must pay attention to this phenomenon because national tourism development must be a mainstay and superior sector. Means economic growth, increased regional income, community economic empowerment, and increased employment and business opportunities through the largest foreign exchange earners.

Some researchers reveal many positive advantages of tourism, (Pada et al., 2022) And a lot of research has been done on small businesses in the tourism industry. One of the most crowded businesses in the community in tourist areas is micro, small and medium enterprises, while it is urgently needed a study of the impact of tourism can trigger the emergence of economic opportunities for local communities in the form of small businesses. This is also based on the analysis of business motivation which states that tourists are growing a large percentage of entrepreneurs who set up businesses because of tourism opportunities.

Micro, Small and Medium Enterprises (MSMEs) are one of the implications of this on the development of tourism itself, both because of the population and the community Business actors are trying to build businesses to meet the needs of tourists. This shows that the community benefits from tourism. Micro, small, and medium enterprises focusing on the tourism industry, such as souvenirs, food, and beverages, contribute to the tourism industry.

Products made by SMEs meet the needs of tourists, This means that tourism development will encourage the growth of micro and medium enterprises in the area around the attraction. According to the Mandate of Law No. 10 of 2009, tourism can help local economic growth, especially for local entrepreneurs, including SMEs.

Batang Regency is a regency in Central Java, Indonesia. The regency borders the Java Sea to the north; Kendal County to the east; Banjarnegara Regency in the south; and Pekalongan City and Pekalongan Regency in the west. There are many natural attractions in Batang Regency, but one of the most popular recently is Jodo Beach. People usually call it Pantai Buntu, although in front of the main gate there is a monument with the words Jodo Beach on the beach. Fine light brown sand will add to the beauty of Jodo beach. In addition, the many evergreen trees along the beach will make visitors feel comfortable. The monument with the words "Jodo Beach" is located on the beach right in front of the main entrance gate. Fine and light brown beach sand will add to the beauty of Jodo beach. The many cypress trees that grow along the beach will also make visitors feel comfortable. Therefore, there is a railway across Jodo Beach, right near the beach. It will be very pleasant and leave a beautiful impression.

Jodo Beach is located in Sidorejo Village, which is located in Gringsing District, Batang Regency, Central Java. There is nothing difficult to get here. From Batang to Kendal city border, follow Pelen gas station on the right of the road. 10 minutes to the north, there is an alley that takes visitors to Jodo beach tour. Many clues tell tourists how to reach the place. Based on the background description above, it can be concluded that the objectives of the research are as follows:

1. Knowing the process of tourism development in Jodo Beach tourism objects, Batang Regency.
2. Knowing the development of MSMEs in Jodo Beach tourist attractions and the factors that influence them.
3. Knowing the impact of tourism development on the development of MSMEs in Jodo Beach tourism, Batang Regency.

METHOD

Descriptive methods or basic research are useful for presenting a complete picture of social situations or intended for exploration and clarification of phenomena or social reality, by explaining a number of variables related to the problem and units studied among the phenomena tested.

The approach used is a qualitative approach. The cases highlighted in this study are the impact of tourism development on the development of MSMEs in Jodo Beach tourism, Batang Regency. The data collection methods are as follows:

1. Observation

Observation technique is a method of data collection where researchers directly observe the research location for research purposes. In this case, it is about the condition of tourist areas and MSMEs in Jodo Beach.

2. Interview

Interview technique is a way of collecting data by asking questions to related informants such as Jodo Beach managers and SMEs in tourist locations with the material studied. The

type of interview used in this study was semi-structured where the researcher only read the informant interview guidelines then recorded for data analysis.

3. Documentation

Documentation is one of the data collection to obtain information when researchers are looking for data about something or variables, this documentation is carried out by researchers in the form of photos and image recordings or voice interviews that contain information and explanations of phenomena that occur according to research. The written documents in the form of notes, book transcripts, and others in the form of documents that support research.

This method is used through qualitative description or comparison of data. Researchers who conduct qualitative research use interview and observation methods to obtain accurate and thorough information on a particular topic. To ensure the veracity of information, researchers can also use interview and observation methods as well as various informants to check the veracity of information. The data validation technique used is external validity, meaning that the technique related to the results achieved from the instrument is used in accordance with data or other information about the research variable under study.

RESULTS AND DISCUSSION

Jodo Beach tourist destination, Batang Regency

Trips planned individually or in groups from one place to another with the aim of obtaining satisfaction and pleasure are called tourism (Suprani & Zakiah, 2019). In the current era of globalization, tourism is one of the assets and potentials that need to be considered and developed. If the tourism of an area is well managed and developed and can attract domestic and foreign tourists, the area will make more money. Natural activities, object building, and attraction for domestic and foreign visitors are the main components of tourism. By maintaining cultural values and the preservation of environmental functions and quality, tourism is expected to become one of the mainstay sectors that will improve community welfare, increase regional income, increase employment opportunities, encourage community economic growth, and encourage community economic empowerment. To achieve this, the Batang Regency Government has made various efforts to develop a mainstay sector that can improve the welfare of the people of Batang Regency. One of the efforts made is to develop the tourism sector, which includes the development of both artificial and natural tourist attractions.

Jodo beach tourism is one of the interesting places in Batang Regency. Jodo Beach is located in Sidorejo Village, Gringsing District, Batang Regency. It has a beautiful view and a quiet atmosphere with many cypress trees. Jodo Beach is a very interesting place that has the potential to become a tourist destination. Love cliff nature tourism also offers beautiful views of Jodo beach from a height. Culinary such as processed fish and various seafood are also available for visitors.

Jodo Beach Tourism in Batang, Central Java is arguably a beach tourism that has several facilities and services that are very much. Among them there are benches provided to relax on the beach, selfie spots, gazebos, clean toilets, prayer rooms, children's playgrounds, and so on. According to a myth that developed in the community, it is said that tourists who take pictures of three with a man in the middle and two women flanking it, it is

likely that one of them is destined. It's no different from someone who takes a selfie alone, after a Jodo beach tour, they will find their soul mate in the near future. Likewise, with same-sex people taking pictures at beach locations, their friendship or friendship will be eternal. Regarding the cost of this Jodo Beach tourist attraction, it is still very cheap, because only by spending Rp. 5,000 / person, and motorbike parking fees of Rp. 2,000 / motorbike.

Development of Jodo Beach Tourism Tourism in Batang Regency

In the midst of the rapid growth of Indonesia's tourism industry, there are challenges that are quite complex to make tourists feel safe and comfortable. A person's choice to travel to a tourist spot mainly depends on how safe and secure they will feel while being there. However, in the natural tourist area of Jodo Beach, many tourists are uncomfortable. These include lack of parking spaces and congested roads due to large numbers of visitors. Tourism development is the steps taken to achieve predetermined development goals and objectives. On the development of tourist objects and attractions according to Yoeti (1997: 2) in research (Sudiarta & Suwena, 2020) . Tourism development began to be intensively carried out by the local government of Batang Regency in 2006, and began to be developed in a planned and programmatic manner since 2016 until now. It can be said that tourism development in Jodo Beach, Batang Regency has been divided into 3 phases in the last decade, including:

1. Phase I Period 2006-2010: Jodo Beach tourism objects began to be known to the wider community, began to be carried out improvements to tourist attractions and tourist attraction facilities and carried out promotions.
2. Second phase of the 2011-2015 period: Management of tourism objects more clearly, involving community components to participate in the development of tourism and events at tourist attractions.
3. Third phase of the 2016-2023 period: More intensive construction is carried out, and many new tourist attractions are developed. It was discovered and well managed by the government, and has become a highly anticipated tourist icon year after year.

The existence of tourism development is a process to bring more tourists to visit and make revisits to the natural tourism area of Jodo Beach, Batang Regency.

The increase in tourist visits to Jodo Beach is one form of effort or tourism development process carried out intensively by the manager, government and community. Tourism Development in the Jodo Beach Area can be said to be successful because it is able to increase tourist visits from year to year.

Based on data from the Tourism and Culture Office of Batang Regency, in 2019 the number of tourist visits reached 20,500 people, in 2020 the number of visits of 16,750 people at that time decreased due to covid-19, in 2021 the number of tourist visits reached 30,000 people, in 2022 the number of tourist visits reached 35,000 people. And it is estimated that the number of visitors from year to year will be more.

Le développement des MPME dans le tourisme de Jodo Beach

1. In 2018, the number of MSMEs was 66, including 30 kiosks, 10 culinary, 12 seat tenants, 1 ATV tenant, 1 boat and banana boat tenant, 10 toilet and bathroom tenants, and 2 clothing sellers.
2. En 2019, le nombre de MPME était de 83, dont 35 kiosques, 20 locataires culinaires, 12 locataires de sièges, 1 locataire de VTT, 1 locataire de bateau et de bateau banane, 12 locataires de toilettes et de salles de bains et 2 vendeurs de vêtements.
3. In 2020, the number of MSMEs is 74, including 30 kiosks, 18 culinary, 10 seat tenants, 2 ATV tenants, 2 boat and banana boat tenants, 10 toilet and bathroom tenants, and 2 clothing sellers.
4. In 2021, the number of MSMEs is 93, including 40 kiosks, 20 culinary, 12 seat tenants, 2 ATV tenants, 2 boat and banana boat tenants, 12 toilet and bathroom tenants, and 5 clothing sellers.
5. In 2022, the number of MSMEs is 102, including 40 kiosks, 23 culinary, 15 seat tenants, 3 ATV tenants, 2 boat and banana boat tenants, 14 toilet and bathroom tenants, and 5 clothing sellers.
6. In 2023/ now the number of MSMEs is 111, including 43 kiosks, 25 culinary, 15 seat tenants, 5 ATV tenants, 2 boat and banana boat tenants, 15 toilet and bathroom tenants, and 5 clothing sellers.

The impact of tourism development on MSMEs in Jodo Beach tourism, Batang Regency

The process of encouraging more tourists to visit beach attractions and return there is known as tourism development. Tourism development in the Jodo Beach Tourist Attraction Area can be considered successful because the management, government, and community make hard efforts to increase tourist visits from year to year. In terms of MSMEs in Jodo Beach provides tourist facilities for tourists, such as banana boats, boats, ATVs, and chairs. Several stalls in the Jodo Beach area sell tourist facilities. In addition, the typical food of Jodo Beach, which is food made from fish and seafood.

With so many tourists, MSMEs in the Jodo Beach Tourism Area must be able to meet the needs of bidders and generate increased income. It also encourages the community to create new MSMEs to meet the growing needs of tourists. Visitor data shows that tourism growth is following an increase in visits. In the Jodo Beach Tourism Area, MSMEs are very important because they function as hosts and meet the needs of tourists. The development of MSMEs is the main influence of opening job opportunities, reducing unemployment, and stimulating investment that allows the development of tourism products in the form of goods and services, so that the tourism sector in Jodo Beach can develop in a better direction (Paramitha et al., 2021). This is in line with the opinion of Mrs. Kemisah, one of the SMEs in the Jodo Beach area, Batang Regency

"The impact is very large for the community, increasing income for business owners, namely kiosks, banana boat tenants, ATVs, boats, parking and others can be a side livelihood for the community, especially Sidorejo Village, the majority of which are engaged in farmers and fishermen."

Remembering on (Suyono, 2020) Research conducted by Harry G. Clecment dalam bukunya *The Future of In Pacific and Far East*, As much as 70% of tourist expenditure is absorbed by businesses included in tourism facilities, in this case, if reflected in the Jodo Beach tourist area, it will be the most obtained tourist expenditure, namely on culinary MSMEs, and shops / kiosks in tourist areas. The development of MSMEs in the Jodo Beach

tourist area with an increase in tourist visits, the development of MSMEs can be seen from the increase in turnover or income generated by business actors. The development of tourism is followed by an increase in income obtained by business actors in the Jodo Beach Tourism Area. And the number of food or culinary stalls is also increasing so rapidly, because many tourist needs must be met in this case the most basic need, namely food.

The growth of MSMEs arises because the number of tourist visits increases as a result of the tourism development process and is a consequence of increasing tourist visits, as well as developing and growing MSMEs growing on the basis of tourism reasons. The relationship between tourism development and MSME development is closely related to the increasing demand for tourists for their needs during travel, this is because the existence of attractive tourist attractions will make tourists stay longer and good infrastructure will make tourists make repeat visits because of easy access, and the community as hosts and MSME actors are able to welcome friendly and able to accommodate all needs tourist. The increase in tourists was followed by the growth in the number of MSMEs.

Factors affecting the development of MSMEs in the Jodo Beach area, Batang Regency

Some factors that influence the development of MSMEs in the Jodo Beach Tourism Area include Human Resources, low human resources are factors inhibiting the development of MSMEs in Jodo Beach The old mindset of the people of Sidorejo Village who still choose to become farmers or fishermen compared to tourism service providers (MSMEs) and young people prefer to become factory workers. The business capital of the majority of business actors in Jodo Beach is personal capital. Limited capital makes it difficult for businesses to develop, the products offered in the Jodo Beach tourist area have no variety and tend to be monotonous. In the kiosk business, products are traded between kiosks, the rest tend to be the same.

CONCLUSION

Based on the research above, it can be concluded that Jodo Beach tourism is also an important part of the local economy. The government realizes that the growth of the tourism sector in one region will affect and encourage the growth of other sectors, and tourism growth can also increase employment and business opportunities. can be seen from the number of SMEs that increase every year due to the increasing number of tourists. In the Jodo Beach tourist area of Batang Regency, micro, small and medium enterprises (MSMEs) are developing due to the tourism process.

The dependence between tourism development and MSME development is closely related to the increase in tourist demand for the goods and services they need during the trip. However, most MSMEs in the Jodo Beach area between Monday and Friday cannot make a clear profit, and sales tend to be low due to lack of buyers. And during weekends and holiday seasons that's where more income is. Seeing the large number of visitors triggers farmers not to sell their agricultural products such as watermelons, melons, chili, etc. to collectors but sell them themselves to visitors to Jodo Beach, and their fishermen create their catches into cuisine or culinary and some are sold raw.

REFERENCES

At, U., Wisata, K., & Nine, P. (2022). 12 1) , 2). 3(2), 167–175.

- Dinas Pariwisata, K. (2023). News : Great Potential Of Tourist Attractions In Batang, Disparpora Holds Training On Tourism Destination Governance | Dinas Pariwisata, Kepemudaan dan Olahraga (Disparpora) Kabupaten Batang.
- Limited, S. (2023). SITIKA Kab. Batang. Retrieved 22 May 2023, from <http://sitika.batangkab.go.id/page/detail/cnZWanpCQnk1aHBLsmpHOVNlcEk4QT09>
- Mahendra, Y. I. (2020). The impact of the development of the Mandalika Special Economic Zone (SEZ) on Micro, Small and Medium Enterprises in Kuta, Central Lombok is reviewed in an Islamic economic perspective. *Econetica*, 2(2), 12–20.
- Paramitha, A. P., Aj, B. L., & Siskanandari, D. (2021). The Influence of the Tourism Sector on the Development of Small and Medium Industries in Blitar City. *Proceedings of the National Seminar on Development Economics*, 1(2), 173–184.
- Primantono, V. (2021). Jodo Beach: Entrance Ticket Price, Route, and Photo Spots. Retrieved 22 May 2023, from <https://www.garispantai.com/pantai-jodo/>
- Sudiarta, I. N., & Suwena, I. K. (2020). THE IMPACT OF TOURISM DEVELOPMENT ON THE ECONOMY AND SOCIO-CULTURE OF THE LOCAL COMMUNITY SASAK TOURISM VILLAGE Central Lombok Regency was established. 20(1), 38–48.
- Suprani, Y., & Zakiah. (2019). Analysis of tourism development on the growth of MSMEs in South Sumatra. *Competitive Journal*, 8(2), 103–115.
- Suyono, B. (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 Sciences*, 9(2), 98–103.
- UU No. 10 Tahun 2009 tentang Kepariwisataaan [JDIH BPK RI]. (2023). Retrieved 22 May 2023, from <https://peraturan.bpk.go.id/Home/Details/38598/uu-no-10-tahun-2009>