



Development of micro, small, and medium enterprises in Kutai beach tourism destinations, Central Tapanuli Regency

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a role in economic improvement for regions and countries, more than that MSMEs can act as broad providers of employment, contribute to reducing unemployment, and bring welfare. This study aims to: 1) Know the condition and development of MSMEs, 2) Know the potential of MSMEs. 3) Finding effective strategies to develop MSMEs. This study uses a mixed research approach, namely by using quantitative data and qualitative data. Quantitative data in this study was obtained with the help of questionnaires to 140 respondents, consisting of 60 business actors and 80 tourists. Qualitative data were obtained with the help of interviews with the Banking and Regional Apparatus Organizations (OPD) at the locus of study. This study was conducted in Pandan District, Central Tapanuli Regency, North Sumatra Province. This study will be conducted from June 6 to August 29, 2023.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are efforts to develop the people-based economic sector which is expected to become one of the backbones of the country's economy. Micro, Small, and Medium Enterprises (MSMEs) can contribute widely to improving the economy in the regions and the national economy.

Micro, Small, and Medium Enterprises (MSMEs) activities not only play a role in improving the regional and state economy, but more than that, MSMEs can play a role as a provider of extensive employment, contribute to reducing unemployment, and bring prosperity, so that MSMEs can build a strong national character. Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia (KEMENKOPUKM) in 2021, it was stated that the contribution of MSMEs to GDP was 61.07% or IDR 8,573.89 trillion (Limansito, 2021). Then MSMEs are one of the business activities that can survive when the country's economy is unstable and MSMEs are also able to survive in conditions when a pandemic occurs, for example during the Covid-19 pandemic some time ago.

Central Tapanuli Regency has several potential tourist destinations for the development of MSMEs. The development of MSMEs in tourist destinations in Central Tapanuli Regency is something that must be done immediately considering that existing tourist destinations can be used as the main support for MSMEs to increase contributions to regional economic improvement and improve welfare. So far, no study has been conducted on developing MSMEs in tourist destinations in Central Tapanuli Regency, especially in Tapanuli District. According to (Amaliyanah, 2017) increasing competitiveness for MSMEs is an important factor in efforts to develop the national economy. One factor that has an important role in increasing the competitiveness of MSMEs is the use of information technology. Based on the formulation of the problem that has been mentioned, it is considered necessary to conduct a study with the title "Development Strategy for Micro, Small and Medium Enterprises (MSMEs) in Tourist Destinations in Central Tapanuli Regency in 2023"

2. RESEARCH METHOD

Population and Sample

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The study population was the entirety of the object of research to be studied. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2008). The sample in this study consists of MSME business actors and tourists. The number of samples was 140 people, consisting of 60 business actors and 80 tourists. The sampling technique/respondents use cluster sampling techniques, where sampling techniques are carried out by taking representatives from each region/group that exists. The selection of informants is carried out by purposive sampling, namely deliberately selecting informants who clearly understand all the characters and lives of MSME actors.

Data Collection Techniques

a) Data primer; Primary data were obtained directly from respondents and informants consisting of business actors, and tourists at the locus of study. In data collection with respondents, questionnaires are sorted by group of respondents, b) Data seconds; Secondary data were obtained from relevant agencies in Central Tapanuli Regency, namely the Tourism Office, Central Statistics Agency, Marine and Fisheries Office, Industry and Trade Office, Cooperative and MSME Office, Licensing Office, and One-Stop Integrated Services.

Data Analysis Techniques

Uji Validitas; According to (Sugiyono 2017), the validity test used shows the degree of accuracy between the data that occurs in the object and the data collected by the researcher. This validity test is carried out to measure whether the data obtained after the study is valid data or not, using the measuring instrument used (questionnaire). The significance test is carried out by comparing r count with r critical and if r count $>$ r critical, then the indicator is declared valid, this validity test is assisted by the SPSS vs 20 program.

Reliability Test; According to (Sugiyono 2017) states that reliability tests are the extent to which measurement results using the same object, will produce the same data. The variable is declared reliable by the following criteria: If r -alpha is positive and greater than r -table then the statement is reliable. If r -alpha is negative and smaller than r -table then the statement is not reliable.

a) If Cronbach's Alpha value $>$ 0.6 then reliable

b) If Cronbach's Alpha value $<$ 0.6 then it is not reliable

A variable is said to be good if it has a Cronbach's Alpha value of $>$ of 0.6 (Priyatno, 2013).

SWOT Analysis

Quantitative data in this study were analyzed in a descriptive statistical manner. Meanwhile, qualitative data is analyzed using strengths, weaknesses, opportunities, and threats (SWOT) analysis. Descriptive statistics are methods related to collecting and presenting data to provide useful information (Walpole, 1995). With this method, researchers get an overview of research-related problems. To obtain the tendency of respondents' answers to each variable, based on the average score value (index) which is categorized into vulnerable scores as follows:

Statement	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (X)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

WTA and WTP Data Measurement

Willingness to Accept (WTA) is obtained by the Contingent Valuation Method (CVM). This method is one of the survey-based methods to measure how much an individual values goods or services and convenience. The CVM method is widely used to estimate the value of something that is not or has not been traded in the market (Baker, 2014).

Measurement of Economic Potential Data of Tourist Destinations

Analysis of the economic potential of tourist destinations can be assumed when a tourist sets aside his expenses for one tourist object or activity during one period of his visit. The economic potential of tourist destinations is equal to the average total WTP value average per individual multiplied by the number of total tourist visits or through the following formula (Yoswaty, 2013)

$$PE = WTP \text{ average} \times W$$

Information:

PE = Economic potential

WTPrerata = Average WTP value per individual traveler

W = The number of tourist visits who came to the study location during the study

3. RESULTS AND DISCUSSIONS

Below is a validity test for the Micro, Small, and Medium Enterprises problem identification questionnaire, there are 35 variations of questions.

Table 2. Questionnaire Validity Test for MSME Problem Identification Aspects
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	r Kritis	Keterangan
VAR00001	112.8833	623.969	.683	0.2542	Valid
VAR00002	112.7167	625.393	.632	0.2542	Valid
VAR00003	112.9000	624.058	.685	0.2542	Valid
VAR00004	112.7000	626.112	.638	0.2542	Valid
VAR00005	112.5000	625.407	.672	0.2542	Valid

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	r Kritis	Keterangan
VAR00006	112.6667	643.040	.370	0.2542	Valid
VAR00007	112.8000	641.146	.414	0.2542	Valid
VAR00008	112.7667	641.707	.452	0.2542	Valid
VAR00009	113.0167	625.406	.633	0.2542	Valid
VAR00010	113.0333	611.931	.724	0.2542	Valid
VAR00011	112.7167	625.054	.649	0.2542	Valid
VAR00012	112.5000	625.407	.672	0.2542	Valid
VAR00013	112.6833	644.220	.344	0.2542	Valid
VAR00014	112.9333	609.148	.661	0.2542	Valid
VAR00015	113.3667	612.948	.743	0.2542	Valid
VAR00016	112.7667	622.724	.614	0.2542	Valid
VAR00017	113.0167	607.474	.720	0.2542	Valid
VAR00018	112.7500	613.513	.690	0.2542	Valid
VAR00019	112.6500	623.486	.594	0.2542	Valid
VAR00020	112.8000	620.908	.686	0.2542	Valid
VAR00021	112.7833	623.698	.599	0.2542	Valid
VAR00022	113.3667	610.982	.742	0.2542	Valid
VAR00023	112.7500	623.140	.614	0.2542	Valid
VAR00024	113.0000	606.746	.728	0.2542	Valid
VAR00025	113.3500	613.147	.717	0.2542	Valid
VAR00026	112.7667	622.724	.614	0.2542	Valid
VAR00027	112.5000	625.237	.642	0.2542	Valid
VAR00028	112.7333	612.368	.707	0.2542	Valid
VAR00029	112.3667	627.118	.527	0.2542	Valid
VAR00030	112.6833	615.203	.749	0.2542	Valid
VAR00031	112.5667	628.555	.596	0.2542	Valid
VAR00032	112.7833	623.766	.606	0.2542	Valid
VAR00033	112.5000	625.237	.642	0.2542	Valid
VAR00034	112.2667	647.351	.293	0.2542	Valid
VAR00035	112.2500	643.275	.349	0.2542	Valid

From the table above, it can be explained that the value of r is calculated $> r$ critical based on the significance test of 0.254, meaning that all of the items mentioned above are declared Valid. Furthermore, the highest value in the aspect of identifying MSME problems is variant 30 of 0.749, and the lowest value of variant 34 of 0.293.

Reliability Test

The following is a table of reliability tests for aspects of Micro, small, and medium enterprise problems :

Cronbach's Alpha	N of Items	Keterangan
.810	15	Reliable

Reality shows is an understanding that the instruments used in research to obtain information can be trusted. Based on the results of the reliability test table 2, Cronbach's Alpha results > 0.6 were obtained so that the data was reliable.

Analisis SWOT

Table. 4 SWOT Analysis Results		
Internal	Strength(s)	Disadvantages (W)
	<ol style="list-style-type: none"> 1. There is an attraction to tourist destinations 2. Facilities and security are quite good (parking, security, prayer room) 3. The naturalness of beach destinations 4. The nature of the local community or friendly business actors 5. Many local people/around tourist destinations take advantage of the existence of tourist destinations to try 	<ol style="list-style-type: none"> 1. Lack of information and promotion from tourism destination managers 2. Food and beverage prices at the locus of study are not equalized/net 3. Parking rates are expensive and each destination fare varies 4. Absence of children's play facilities and luggage storage
External		
Opportunity (O)	Strategists (SO)	Strategi (WO)
<ol style="list-style-type: none"> 1. Central Tapanuli Regency Government policies and support for MSME development 2. MSME activities carried out by local communities in tourist destinations have a significant effect on improving the family economy. Access for capital borrowing to easy and open banking 3. Tourists from outside the area who continue to visit tourist destinations in Pandan District 	<ol style="list-style-type: none"> 1. Development of MSMEs with the concept of utilizing existing tourist destinations (S1, S2, S3, S4, O1, O2, O3) 2. Creating new jobs (S1, S2, S3, S4, O2) 	<ol style="list-style-type: none"> 1. Increase promotion of tourist destinations (W1, O1, O2, O3) 2. Development of inadequate facilities and infrastructure in tourist destination areas (W3, W4, O1, O2, O3)
Threat (T)	Strategi (ST)	Strategi (WT)
<ol style="list-style-type: none"> 1. More and more garbage 2. Competition for innovation is increasingly inevitable today 3. Limited capital for MSME players 4. Economic conditions that are sometimes unstable 	<ol style="list-style-type: none"> 1. Involvement of the local community in the tourist destination area as a UMKM performer (S1, S2, S3, S4, T2, T3) 2. Utilization of natural resources by not damaging the natural nature of the beach (S1, S3, S4, T1) 	<ol style="list-style-type: none"> 1. Innovation training for MSME actors for development (W2, W3, T2, T3) 2. Improve the quality of human resources for MSME actors, increase promotion, improve supporting infrastructure and arrangement of facilities so that tourist comfort is maintained and the desire to visit again is higher (W1, W2, W3, W4, T1, T2)

Measurement of Economic Potential Data

Based on the calculation of Willingness to Pay for the Pandan District Study Locus, which is Rp. 1,523,000. Meanwhile, the Willingness to Accept calculation results for the locus of study are Rp.30,000. Below is the calculation of Economic Potential obtained for Tourism activities at the locus of study, namely Pandan District.

$$\begin{aligned}
 \text{PE (Potensi Ekonomi)} &= \text{WTP rerata} \times \text{W} \\
 &= \text{Rp. } 993.590 \times 1573 \\
 &= \text{Rp. } 1.562.917,07
 \end{aligned}$$

4. CONCLUSION

Based on the results of a study conducted related to the Study of Micro, Small and Medium Enterprises Development in Tourist Destinations in Central Tapanuli Regency in 2023, it can be concluded that: The potential for MSME development in tourist destinations must be encouraged by local government policy to conduct routine guidance to MSME actors dominated by local communities. One strategy in developing MSMEs is to directly involve local communities (local communities in tourist destinations) because it will be related to the results of direct MSME development that will be able to improve the welfare of these local communities. Serious guidance for MSME actors and the provision of capital assistance if needed, which of course is initiated directly by the Regional Government. This can be done in cooperation between the Regional Government and the Banks. Serious guidance for MSME actors and the provision of capital assistance if needed, which of course is initiated directly by the Regional Government. This can be done in collaboration between the Regional Government and Banking. The economic potential in tourist destinations located in Pandan District has great potential for the development of MSMEs, where the results of the calculation of economic potential produced at the locus of study are Rp.1.562.917,07.

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