

MICRO, SMALL AND MEDIUM ENTERPRISES IN TOURIST DESTINATIONS IN SITU GINTUNG, SOUTH TANGERANG, BANTEN PROVINCE

Reno Catelya Dira Oktavia¹, Oktovianus², Alda Chairani³

¹Institut Pariwisata Trisakti, Jakarta, Indonesia, reno.catelya@iptrisakti.ac.id

²Institut Pariwisata Trisakti, Jakarta, Indonesia, oktovianus@iptrisakti.ac.id

³Institut Pariwisata Trisakti, Jakarta, Indonesia, alda.chairani@iptrisakti.ac.id

ABSTRACT

This research aims to understand the challenges MSMEs face around the Situ Gintung tourism destination, South Tangerang, Banten Province, and provide appropriate policy recommendations. The research method used is a qualitative approach focusing on case studies. Surveys, interviews, and document analyses were used to gain an in-depth understanding of MSME challenges and formulate policy recommendations. The research results show that access to business capital, efficient business management, and competition with other MSMEs are the main problems. Policy recommendations include providing training, easy access to business capital, promotion of MSME products, and improving infrastructure. In conclusion, this update is expected to increase the competitiveness and contribution of MSMEs in local economic development and maintain the ecosystem and culture in the Situ Gintung tourist destination.

Keywords: policy, access to business capital, managerial skills in business management, infrastructure

1. INTRODUCTION

Tourism plays an irreplaceable role in transforming local economies in various countries worldwide, with Indonesia being one of the most striking examples (Noviati et al., 2022). A sustainable economic ecosystem is formed through the dynamic interaction between tourism and the local economy. This phenomenon is expressed in various aspects, from creating new jobs to extensive infrastructure development and increasing income for local communities (Sugiharti et al., 2023). In Indonesia, the existence of the tourism sector has become one of the main pillars in supporting sustainable economic growth, as can be seen from the rapid growth of tourist destinations in various corners of the country, which have succeeded in attracting interest from both domestic and international tourists (Hanifah & Ardyansyah, 2023). Natural beauty, cultural richness, and diversity of tourist attractions are the main attractions, resulting in a significant increase in tourist visits (Ratnaningtyas et al., 2022).

However, tourism's positive impact is broader than just the economic sector through interactions between tourists and local communities; cultural exchanges are formed, and awareness of environmental curiosity is increased (Wurdaningsih et al., 2023). Initiatives such as using renewable energy, environmental conservation, and promoting local wisdom are increasingly becoming significant concerns in sustainable tourism development in Indonesia (Ohyer et al., 2022). Thus, it cannot be denied that tourism has a vital role in forming the local economy, especially in countries with large tourism potential, such as Indonesia. The tourism sector can continue to grow through joint efforts between the government, the community, and other related parties. Continues. Grow and provide sustainable benefits for all levels of society (Achmad et al., 2023).

MSME participation in the local tourism ecosystem benefits them individually and significantly impacts the regional economy (Goenadhi & Santoso, 2023). MSMEs that develop around tourist destinations help increase residents' income, reduce poverty levels, and encourage inclusive economic growth (Hanifah & Ardyansyah, 2023). Apart from that, MSMEs are also an integral part of maintaining the ecosystem and culture in these tourist destinations (Hermawan, 2024).

One example of a tourist destination with great potential to support the local economy is Situ Gintung, located in South Tangerang, Banten Province. Situ Gintung attracts many visitors with its natural charm and various recreational activities. Around Situ Gintung, various MSMEs are also developing and selling various products and services to meet the needs of tourists, ranging from local culinary delights to typical souvenirs. MSMEs around Situ Gintung make a positive contribution to the development of local tourism, but they also face various challenges. These include access to capital, efficient business management, and competition with other MSMEs. Therefore, appropriate support from the government and various related parties is critical to ensure the continuity of MSMEs and increase their contribution to tourism and local economic development.

Regional governments and related institutions need to take concrete steps to facilitate the growth and development of MSMEs around tourist destinations. These steps include providing training and business assistance, easy access to business capital, effective promotion of MSME products, and improving infrastructure that supports MSME and tourism activities. (Antara & Sumarniasih, 2017). MSMEs can become a strong pillar in strengthening the competitiveness of tourist destinations, providing sustainable economic benefits for local communities, and protecting ecosystems and culture (Gegung, 2023).

The problems in the context of this research focus on the challenges faced by MSMEs around the tourist destination Situ Gintung, South Tangerang, Banten Province. Even though they have a significant role in the local economy, MSMEs face various obstacles that can hamper their growth and contribution to the development of tourism and the regional economy. One of the main problems is access to business capital. Many MSMEs need help gaining access to sufficient sources of capital to expand their businesses or improve the quality of the products and services they offer. Apart from that, efficient business management is also a challenge for some MSMEs around Situ Gintung. Lack of knowledge and managerial skills can hinder MSMEs from optimizing their operations, expanding market reach, and increasing competitiveness. Additionally, increasingly fierce competition with other MSMEs is also a severe problem. With the number of MSMEs increasing, competition in price, quality, and innovation is becoming increasingly fierce, so the right strategy is needed to remain competitive.

In facing these problems, this research update proposes a series of concrete steps to improve the conditions of MSMEs around Situ Gintung. First, local governments and related institutions must provide training and business mentoring programs to increase managerial capacity and financial management skills for MSME owners. Apart from that, access to business capital must be made more accessible through affordable financing schemes and other financial support programs. Furthermore, promoting MSME products effectively is also the key to increasing market visibility and attractiveness. Local governments can help promote local products through various tourism events, exhibitions, and online platforms. Finally, improving infrastructure that supports MSME and tourism activities is essential to create a favorable environment for business growth. This includes developing transportation access, providing adequate public facilities, and strengthening digital connectivity.

With this update, it is hoped that MSMEs around Situ Gintung can become more competitive and sustainable and make a greater contribution to local economic development. Improving the condition of MSMEs is also expected to help maintain the environmental and cultural ecosystem in this tourist destination, thereby strengthening Situ Gintung's competitiveness as an attractive tourist destination.

2. LITERATURE REVIEW

Tourism has become one of the main sectors that significantly contributes to a country's economic growth. This phenomenon is not surprising considering that the tourism sector has the potential to create new jobs in various related sectors, ranging from tourism services and transportation to other service sectors. On the other hand, tourism also expands infrastructure by increasing investment in the development of tourism facilities and infrastructure, such as airports, roads, hotels, and recreational facilities. This not only increases accessibility to tourist destinations but also positively impacts the development of public infrastructure that benefits local communities. In addition, tourism is recognized as increasing the income of local communities through various means, including increasing demand for local goods and services and income from tourism taxes, which can be used to finance local economic development and empowerment programs.

MSMEs play an essential role in supporting the local economy around tourist destinations. By selling various products and services, MSMEs not only provide benefits to them individually but also have a significant impact on the regional economy. The existence of MSMEs as the main driver in the local economic sector not only creates jobs and additional income for their owners but also becomes the primary support for developing social and economic infrastructure in the surrounding environment. With the variety of products and services they offer, MSMEs can meet various tourist needs, from local culinary delights to typical souvenirs, creating a sustainable local economic cycle. Apart from that, the contribution of MSMEs to the regional economy is also reflected in tax payments, absorption of local labor, and development of skills and human resource capacity at the local level. MSMEs are essential players in supporting local tourism and the main driving force in strengthening the local economy, encouraging inclusive economic growth, and positively impacting local communities' welfare.

MSMEs around tourist destinations face various challenges. These challenges include access to capital, which is often a significant obstacle for MSMEs to develop their businesses further or even start new ones. In addition, efficient business management is also a severe challenge to many MSMEs, mainly due to the need for more knowledge and managerial skills to optimize their operations and increase competitiveness in the market. Competition with other MSMEs is also a significant challenge, especially in tourist destinations that are densely packed with similar businesses. With the increasing number of MSMEs operating around tourist destinations, competition in terms of price, quality, and innovation is increasing, forcing MSMEs to continue to adapt and seek competitive advantages in order to remain relevant and competitive. Therefore, handling this challenge requires a mature strategy and appropriate support from the government, related institutions, and various other related parties to ensure the continuity and growth of MSMEs in the tourism sector, which will support the development of tourism and the local economy locally.

To overcome the challenges faced by MSMEs, reform is needed in the form of concrete steps. This includes providing training and business assistance that can improve managerial capacity and financial management skills for MSME owners so that they can manage their businesses more efficiently and effectively. Apart from that, easy access to business capital is the key to supporting the growth and development of MSMEs around tourist destinations, so the government and related institutions need affordable financing schemes and various other financial support programs. Effective promotion of MSME products is also essential to increase visibility and market attractiveness for local products so that local governments can play a role in promoting MSME products through various tourism events, exhibitions, and online platforms. Lastly, improving infrastructure that supports MSME and tourism activities is essential to create an environment that supports business growth, including developing transportation access, providing adequate public facilities, and strengthening digital connectivity, all of which will help increase the competitiveness of MSMEs and positively impact development. Tourism and the local economy as a whole.

3. RESEARCH METHOD

This research method will use a qualitative approach with a focus on case studies. First of all, surveys and interviews will be conducted with MSME owners around the Situ Gintung tourist destination to understand in depth the challenges they face in running their businesses. The survey will focus on aspects such as access to business capital, managerial skills, and marketing strategies. Interviews will provide more detailed insight into the experiences and perceptions of MSME owners regarding the challenges and opportunities around tourist destinations. In addition, documentation analysis will be carried out regarding policies and program support that local governments and related institutions have implemented to support MSMEs in the tourism sector. Data from surveys, interviews, and documentation analysis will be analyzed thematically to identify general patterns, specific challenges, and opportunities that can be identified to improve the conditions of MSMEs around tourist destinations. The conclusions from this analysis will be used to formulate policy recommendations that can help overcome the challenges faced by MSMEs and increase their contribution to developing tourism and the local economy in Situ Gintung.

4. RESULT AND DISCUSSION

To achieve a deep understanding of the challenges faced by MSMEs around the Situ Gintung tourism destination, a holistic approach was used by combining surveys and direct interviews with business owners. The carefully designed survey focuses on crucial aspects that have the potential to influence the performance and continuity of MSME businesses, including but not limited to access to business capital, managerial skills, and marketing strategies. Through this survey, it is hoped that general patterns and variations in challenges faced by MSMEs will be revealed, thereby forming the basis for a more comprehensive understanding of their business dynamics. Through direct interviews with MSME owners, efforts were made to gain a more in-depth and contextual perspective on the challenges faced and opportunities that may exist around the Situ Gintung tourist destination. By allowing business owners to speak directly about their experiences, these interviews will provide deeper insight into the factors that may influence the success of their businesses. By combining data from surveys and interviews, this effort aims to form a comprehensive understanding of the challenges faced by MSMEs in a dynamic and complex business environment and identify potential solutions and policy recommendations that can improve MSME business conditions around the Situbondo tourism destination. Ginting.

In in-depth interviews with MSME owners around the Situ Gintung tourist destination, researchers aim to explore more profound views and their direct perceptions of the various challenges and opportunities. These interviews give business owners a unique opportunity to reveal their personal experiences, provide in-depth context, and convey valuable qualitative information to researchers. By listening to their stories

directly, researchers can better understand how business dynamics occur in the field and analyze what factors really influence the success or failure of their businesses.

These in-depth interviews also provided an opportunity for researchers to explore the emotional and psychological dimensions of the experiences of MSME owners, which are often not revealed in surveys or quantitative data. Thus, through this qualitative approach, researchers can gain a more comprehensive understanding of the MSME business landscape around tourist destinations, including the challenges faced by business owners and how they respond and adapt to change. Overall, in-depth interviews with MSME owners provide valuable additional information to enrich the survey data and enable researchers to gain broader and deeper insight into business realities on the ground and gain a more holistic perspective in formulating appropriate policy solutions and recommendations.

Documentation analysis was crucial in gaining a more comprehensive understanding of the policy framework and support provided to MSMEs in the tourism sector. Through this analysis, the researchers attempt to trace the policies implemented by local governments and related institutions, as well as any program support implemented to support MSMEs. Examining official documents such as regulations, policies, and program reports aims to comprehensively understand the existing work policy framework and how this support is implemented in the field. Documentation analysis also helps researchers identify gaps or opportunities in the existing policy framework, primarily related to support for MSMEs in the tourism sector around the Situ Gintung tourist destination. By highlighting the successes and weaknesses of policies and programs that have been implemented and exploring differences between implementation theory and practice, researchers can provide valuable input for further improvement or refinement of existing policy frameworks. Documentation analysis provides a complete picture of existing support and a basis for formulating more effective policy recommendations for supporting MSMEs in the tourism sector, especially in the Situ Gintung tourist destination.

Documentation analysis provides an in-depth understanding of the existing policy framework and potential solutions or policy recommendations that can be implemented to improve the conditions of MSMEs in the tourism sector. By analyzing policies and support programs that local governments and related institutions have implemented, researchers can identify weaknesses or gaps in the implementation of existing policies and suggest changes or additions that can increase the effectiveness of support for MSMEs. Thus, documentation analysis provides an essential context for understanding the existing working policy framework and becomes the basis for formulating more effective policy strategies in supporting MSMEs in the tourism sector.

A holistic and integrated approach that combines surveys, interviews, and documentation analysis will help achieve a deeper understanding of the challenges faced by MSMEs in Situ Gintung. By gaining comprehensive insight into MSME business conditions from various points of view, researchers can formulate strategies and policy recommendations that are more effective in improving business conditions and the contribution of MSMEs to local tourism development. Thus, this approach makes it possible to identify existing problems and provides a strong foundation for developing sustainable and results-oriented solutions to support the growth and desires of MSMEs around the Situ Gintung tourist destination. Research conducted by Ng'ora et al. (2023) shows that by focusing on access to business capital and developing managerial skills, as well as through analytical documentation that reveals the policy framework that has been implemented, this integrated approach allows further identification of existing weaknesses in the support that has been provided to MSMEs. Research conducted by Lawson & Samson (2001) shows that access to business capital and the development of managerial skills opens up opportunities to design practical solutions to improve the conditions of MSMEs around tourism destinations. Research conducted by Tambunan et al. (2022) shows that access to business capital and the development of managerial skills pave the way for sustainable and growth-oriented improvement of MSMEs in the local tourism context.

5. CONCLUSIONS AND RECOMMENDATIONS

Through surveys, interviews, and documentation, an in-depth analysis of the challenges of MSMEs in Situ Gintung was realized. Surveys and direct interviews reveal crucial aspects such as access to business capital and managerial skills, while documentation analysis reveals the policy framework that has been implemented. This integrated approach allows the identification of weaknesses in existing support as well as potential solutions to improve conditions for MSMEs. In this way, more effective strategies and policies can be formulated to support the growth and interest of MSMEs and their contribution to developing local tourism around the Situ Gintung destination.

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