
MICRO BUSINESS BASED BUSINESS DEVELOPMENT IN TOURIST VILLAGE

Bayu Dian Sua Pratama¹, Bobur Sobirov Baxtishodovich²

Silk Road International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan

bayudspratama@gmail.com¹, sobirov.bobur@univ-silkroad.uz²

ABSTRACT

Indonesia is a maritime and archipelagic nation-based country. No wonder Indonesia has many of the best tourist attractions. Indonesian tourism is one of the country's largest sources of foreign exchange, so the presence of Covid 19 has had a huge impact on Indonesia and several tourist areas in Indonesia such as Bali. However, the Indonesian government prepared a new strategy with a focus on developing tourist villages with the aim of popularizing ecotourism and improving the economy of the residents and succeeded in getting people in tourist villages to open micro businesses to simply prepare souvenirs for tourists. In the title above, we will find out some data on micro-enterprises in the village of Lembur Sawah and the impact of the tourism village on the village. This research use qualitative, descriptive-analytical research; the data obtained is in the form of observation results, interview results, and field notes that have been collected. Lembur Sawah has formed a Tourism Mobilization Community that gathers people with the awareness and willingness to process and develop Mulyaharja into a tourist village; the tourism driving group is called "KOMPEPAR MULYAHARJA" and use a promotion mix, promotional objectives, promotional budgets, target visitors, promotional media used, sources of messages and feedback. Lembur Sawah is still very developed to increase visits so that increased visits will help community-owned micro-enterprises, even though they are still trying to organize training, attend exhibitions, and organize events to attract visitors to visit to Lembur Sawah.

Keywords: tourism, tourist village, micro business, development.

Corresponding Author: Bayu Dian Sua Pratama

E-mail: bayudspratama@gmail.com



INTRODUCTION

The tourism industry is growing rapidly yearly; several countries compete to become the best vacation spots in the world, including Indonesia. Indonesia is an archipelagic country with several natural resources and beautiful panoramas, one of the sectors that contribute to the country's economy is tourism (Rahma, 2020). Indonesian tourism is very impactful due to Covid 19; therefore, the government is very focused on developing tourist villages as alternative destinations other than Bali because Bali is experiencing several problems that never end, such as congestion and garbage that litter the beach. Commonly referred to as mass tourism (Vainikka, 2015), mass tourism is an early concept used for decades, often used to designate the early stages of air-based mass tourism since the 60s. According to (Weaver, 2014), mass tourism is a tourism activity in a place where simultaneously there are several thousand people in the same place. Therefore, the government is very focused on developing tourist villages for sustainability and maintaining their nature so that it remains sustainable and develops the economy of the surrounding residents.

According to (Simanungkalit) states that tourism villages are divided into 3 categories, namely embryonic tourism villages (villages that only have potential), developing tourism villages (tourism villages that have potential and have been managed by the community), and advanced tourism villages (tourism villages which has many visitors). In addition, according (Wahyuni, 2018) the

characteristics of tourist villages are divided into 4, namely tourism villages based on the uniqueness of local cultural resources as the main tourist attraction. Tourism villages based on the uniqueness of natural resources as the main attraction such as mountains, plantations and agriculture, the coast. A tourism village based on a unique blend of cultural and natural resources as the main attraction. And tourist villages based on the uniqueness of creative economic activities such as the craft industry as the main tourist attraction.

The main objectives of developing a tourist village include (Wardhani, 2016) supporting government programs in tourism development, exploring village potential for the surrounding community, and expanding employment opportunities in the village. The relationship between tourism and the economy is also very close, and the economy will grow as it grows (Yakup, 2019). In Indonesia, there is one tourist village near the capital city of Jakarta, namely Bogor. Bogor has several tourist villages, one of which is Lembur Sawah. Lembur Sawah is one of the villages expected to be affected by the economy after the village is used as a tourist village. Still, with the lack of development or promotion in the village, the opinion is unstable and has decreased compared to 2021. Here is the data the author got:

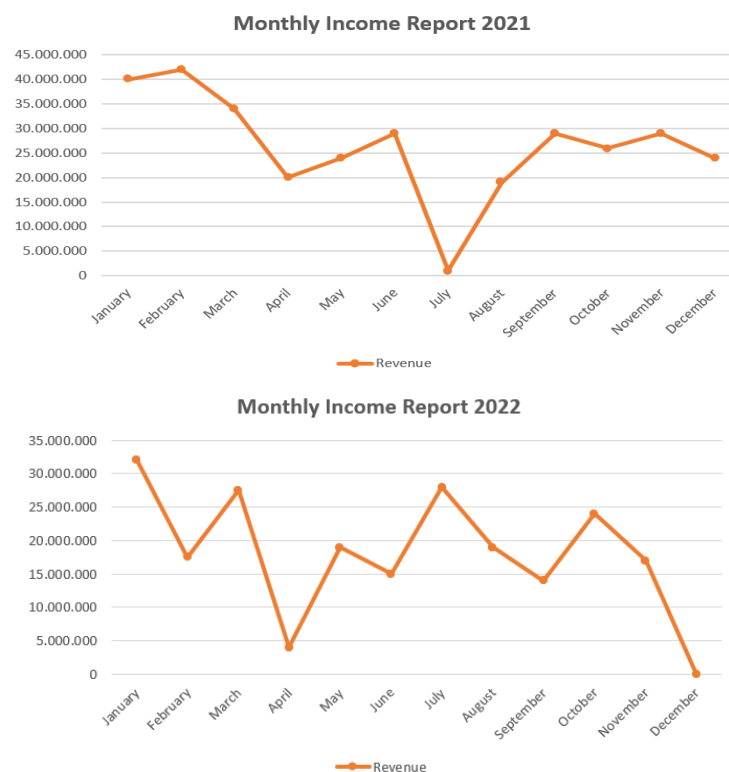


Figure 1. Monthly Income Report 2021 and 2022

The data above shows that the village's declining tourism income is expected to develop its business and promote its business to the wider community because the community does its micro business to meet daily needs to sell to tourists. It is hoped that this village can be used as a Role Model for micro-business development. This research also aims to continue the research results

from (Asep Parantika, 2020) which is expected to be able to the implementation stage of the model that has been designed. And (Parantika, 2022) which is expected people of Mulyaharja Village must upload more and more content about Mulyaharja's special food to social media so that it attracts more and more people's attention, so here it also plays an important role in developing micro-business in the community. Therefore, this study aims to determine the development of the micro economy in the tourist village of Lembur Sawah, Bogor, Indonesia.

METHOD

This research uses qualitative, descriptive-analytical research; the data obtained is in the form of observation results, interview results, and field notes that have been collected. Researchers interviewed several informants who were deemed appropriate and relevant to be able to provide the data needed. In this study, there were two types of informants: key informants and supporting informants. The key informant in this study was Riri, the manager of Lembur Sawah Village, and the supporting informant was wati. Based on the data source, data collection can use both primary sources and secondary sources. Primary data collection techniques in this study were carried out through in-depth interviews and observations. Meanwhile, secondary data of this study were obtained through literature studies and documentation. The data collection process according to Milles and Huberman (Ilyas, 2016) the data analysis stage begins with collecting data from various sources and then reducing the data and then after processing and reducing it, the availability of data presentation from a set of information that has been arranged to allow drawing a conclusion and taking action and finally is data withdrawal or verification, which is a process of conclusions drawn to seek, test, and double-check to conclude clearly.

RESULTS AND DISCUSSION

1. Identification of Lembur Sawah

Lembur Sawah is located in the village of Mulyaharja in the South Bogor district of Bogor, Mulyaharja is a village that is still dominated by Lembur Sawah and green land; of course, this will pamper the residents of the capital Jakarta to enjoy the tranquility and is quite close to Jakarta, Mulyaharja's flagship tourism is impressed by the beauty of nature and the expanse of Lembur Sawah set against the backdrop of Mount Salak.

People in Mulyaharja have a livelihood with the majority of the slippers industry; besides that, for the tourism sector, Mulyaharja has a wealth of culture, history, and education; in the Mulyaharja area, there is Lembur Sawah which has a famous Micro Business namely Saung Eling by providing Sundanese specialties served with a beautiful panorama, Here guests can interact directly with residents to experience the life of the villagers by following several choices of Trip Packages.

Currently, Mulyaharja Village has formed a Tourism Mobilization Community that gathers people with the awareness and willingness to process and develop Mulyaharja into a tourist village; the tourism driving group is called "KOMPEPAR MULYAHARJA" which is a community group that cares about the progress of the region through tourism.

There are also several factors that Mulyaharja has two tourist destinations with, Mulyaharja itself and (Overtime Sawah), so this study author focuses on (Overtime Sawah)

2. Internal Elements to develop Micro Business in Lembur Sawah

Internal elements are very important in developing micro businesses, especially tourist villages. With internal well-being in the village, micro-businesses will also develop (Puriati & Darma, 2021). There are also elements of promotional strategies to develop micro-businesses in the village, including a promotion mix, promotional objectives, promotional budgets, target visitors, promotional media used, sources of messages and feedback (Setiawan, 2014).

In the implementation in the field, the Management of Lembur Sawah does not have an adequate promotional program. The promotion mix element it uses is to participate in exhibitions, hold events to attract visitors to the village and promote on social media and word of mouth. The purpose of tourists visiting Lembur Sawah is to feel the beauty of nature after tired of working in Jakarta; in addition to enjoying several tour packages available, studying with residents to process slippers and learning to make tape as their main livelihood, besides that visitors also want to feel the culinary sensation in Saung Eling.

Meanwhile, based on the results of an interview with the head of the Lembur Sawah management organization, the author can conclude that there are several problems in developing this micro-business due to promotional media that has not been managed perfectly.

In developing microeconomics-based businesses, it is necessary to provide some training for the community by looking at the situation and livelihood in the village, then the importance of increasing promotional activities. In promotional activities have involved elements of communication involving the management organization group in Lembur Sawah (Istiatin & Marwati, 2021).

ORGANIZATIONAL STRUCTURE OF LEMBUR SAWAH

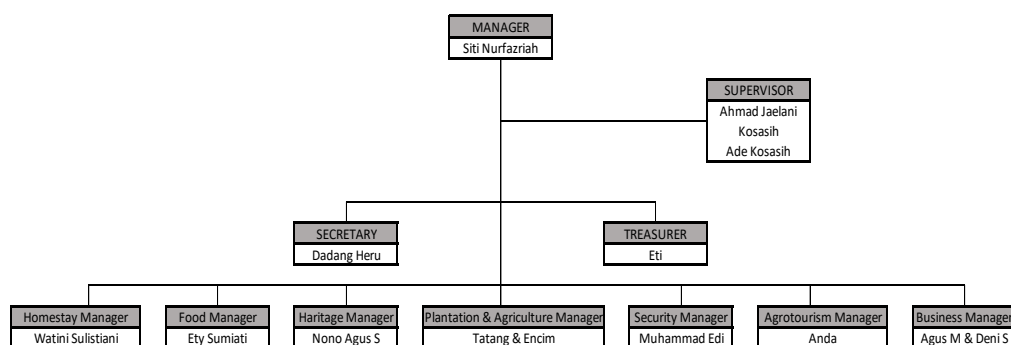


Figure 2. Organizational Structure

With the existing organizational structure, promotional activities involve elements of communication, with the existence of a structure; this organizational structure acts as a communicant and ultimately gets a response to promotional messages with icons located in the village, such as art and culture (Rahmadani, 2021), while visitor data for the last two years are:

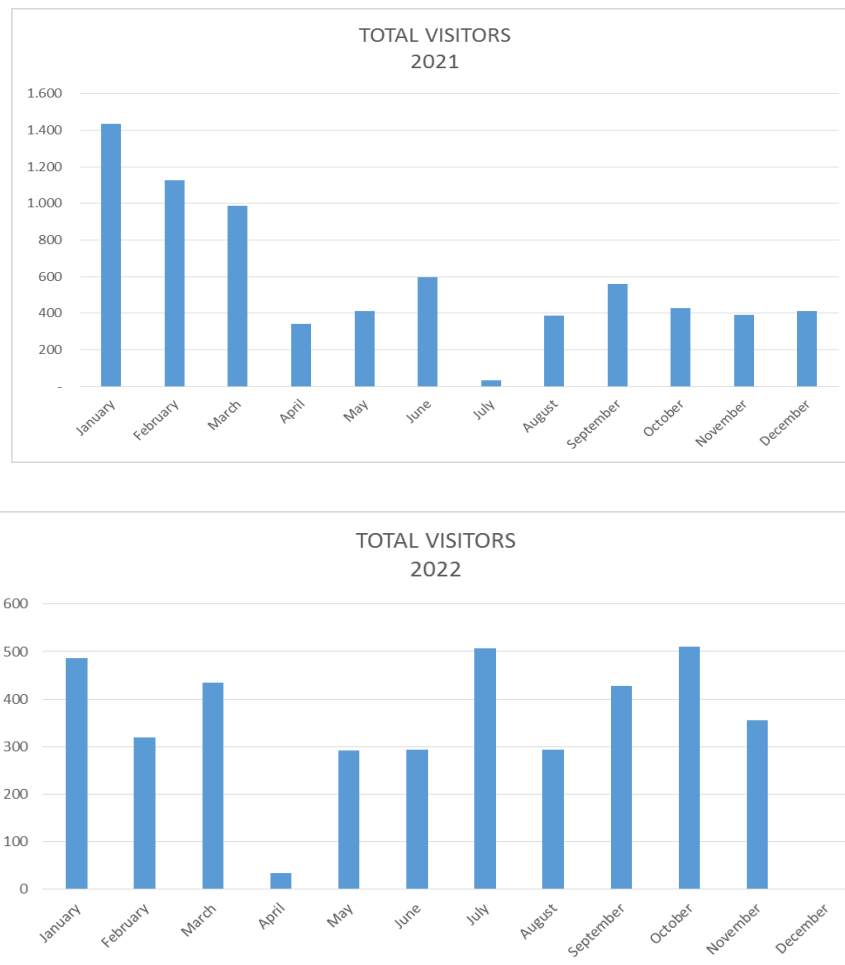


Figure 3. Total Visitors 2021 and 2022

With the data above, it is stated that the visitor data in 2021 was 7,111, very inversely proportional to the total number of visitors in 2022, with 3,954 visitors. For the future process, the Organizational Structure of Lembur Sawah Tourism Village has a table that explains the Strategy Resume for the next few years to develop micro-businesses in the Lembur Sawah village while the Resume Strategy is:

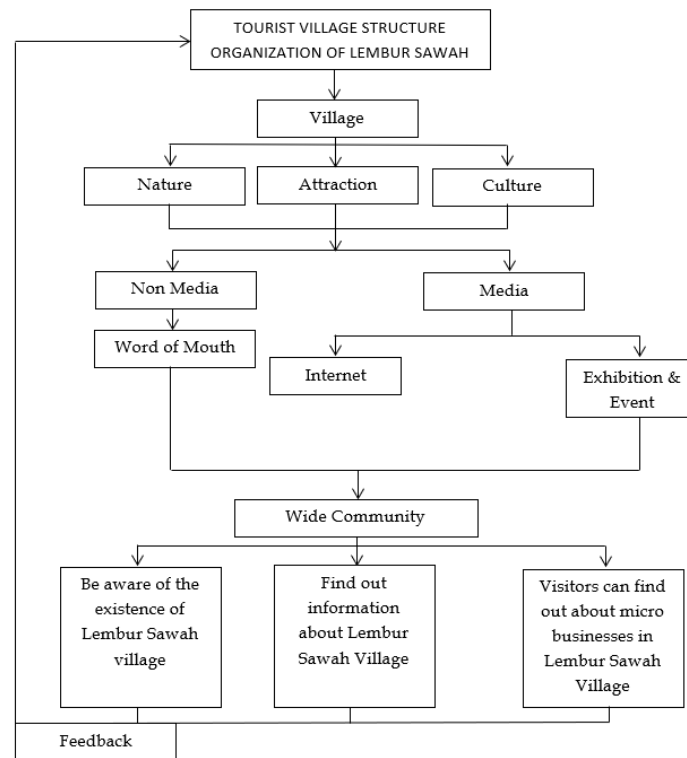


Figure 4. Strategy Resume

The importance of a resume strategy in developing a business is to neatly arrange future planning to carry out promotions. According to (Budianto, 2015), promotion is one of the ways companies communicate to consumers the goal and the aim of introducing products so that consumers are willing to buy them.

Lembur sawah has two types of businesses: slipper artisans and traditional cake makers. Of course, the purpose is to be marketed to tourists who visit as souvenirs to be used as a memento, as for the population data obtained by the author, namely:

Table 1. The Population Data

Name	Type of Business
Mr Ija	Slipper Craft
Mr Panji	
Mr. Egi	
Mr. Juli	
Mr. Nedih	
Mr. Aat	
Mr. Ojak	
Mr. Nedih BudiYansah	
Mr. Budi	
Mr. Marga	
Mr. Yantna	
Mr. Judin	
Mr. Nanang	

Name	Type of Business
Mr. Subarna	
Mr. Oman	
Mr. Suparni	
Mr. Otim	
Mr. Endang	
Mr. Cucun	
Mr. Ajo	
Mr. H. Asep	
Mr. Aep	
Mrs. Ratna	
Mrs. Nia	
Mr. Atma	
Mr. Aay	
Mr. Nyai	
Mrs. Iim	
Mrs. Darsih	Traditional Cake Maker
Mrs. Lena	
Mrs. Otih	
Mrs. Amah	
Mrs. Ogoy	
Mrs. Enyin	

In the development of micro-businesses in Lembur Sawah. This tourism village organization has not been optimal in promoting its village and the work of its community micro-businesses, as well as people who rely too much on tourism in the village and do not try to market their products outside. It will become very dependent on tourists who visit Lembur Sawah.

CONCLUSION

Based on the description that the author has previously conveyed, the arrangement of the tourist village in Overtime Sawah is still very much developing to increase visits so that increased visits will help community-owned micro businesses; even so, they still try to hold training, take part in exhibitions, and organize events to attract visitors to be able to visit. The Overtime Sawah tourist village has several objectives, namely promoting its nature, existing attractions, and culture, and of course to improve the economy in the village. The goals of tourists visiting the village of Overtime Sawah also vary, from enjoying the beauty of nature, experiencing some of the packages available to studying with residents. If identified, most visitors come from Jakarta because of its proximity to Bogor. In spreading the promotion, Overtime Sawah has used social media such as Instagram, YouTube and TikTok. Apart from that, the Overtime Sawah manager also always attends exhibitions outside the area to introduce his village. Further research will be more interesting if it discusses in more depth aspects of several events held at Overtime Sawah to introduce the village to the wider community.

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