

Empowerment of MSMEs in Bhinneka Village, Setu Babakan, and Pulau Untung Jawa Tourist Villages Through Web Applications and Indonesian Tourism Village Award Assessment

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ABSTRACT

The advent of information technology has permeated all aspects of life, facilitating a myriad of conveniences in daily human activities, including those within the tourism industry. The nomination of Bhinneka Village, Setu Babakan Betawi Cultural Village, and Pulau Untung Jawa tourist village for the 2021 Indonesian Tourism Village Award underscores the integration of technological advancements in the tourism sector. Nevertheless, Micro, Small, and Medium Enterprises (MSMEs) operating within these tourist villages confront several challenges related to the production, marketing, and sales of their offerings. To mitigate these challenges, tailored assistance and training programs are being deployed with the objective of empowering MSMEs to enhance their business operations and to adeptly leverage digital platforms for promotion, marketing, and sales activities. This initiative necessitates a collaborative approach, wherein managers of tourist villages, Pokdarwis, and MSME stakeholders collectively endeavor to execute both traditional and digital marketing strategies, thereby ensuring optimal service delivery to tourists. The deployment of the Wisataqu.id application emerges as a pivotal tool in this context, offering substantial support to tourism village managers and surrounding MSMEs in their pursuit of digital promotion and marketing. This integration of digital tools is poised to not only elevate the visibility and accessibility of these cultural destinations but also to stimulate local economies by fortifying the tourism sector's foundation—the MSMEs.

A. Introduction

Well-managed tourist villages are a large source of PAD (Regional Original Income) and are the driving force of the people's economy. Tourism villages will not be completely explored at any time, they will even get bigger and provide benefits for all people involved in the world of tourism villages (Junaidi, 2020). Tourism villages generate a multiplier effect on all economic activities within society. For instance, a tourism village necessitates accommodation facilities, culinary businesses, homestays, and other supporting amenities. A well-established tourism village creates significant employment opportunities, absorbing a substantial workforce. Furthermore, it fosters the growth of various local enterprises, supplying a diverse range of services and products within the tourism village (Rudwiarti et al., 2021).

The economic chain resulting from the activities of a tourist village, driven by the multiplier effect, propels the economy of all stakeholders involved in the tourism village (Maisyaroh, 2018). Information Technology is a technology that is used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely: information that is

relevant, accurate and timely (Cholik, 2021). Indeed, modern tourist villages greatly benefit from technology for marketing, documentation, and data collection, which are crucial for supporting their development.

The Ministry of Tourism and Creative Economy in Indonesia is bolstering tourism villages through the Indonesian Tourism Village Award (ADWI) program. Launched in 2021, ADWI aims to catalog and evaluate tourist villages across Indonesia, establishing a ranking system based on various categories. This initiative not only fosters growth but also showcases Indonesian tourism villages to relevant stakeholders. The assessment process, taking several months, revolves around seven established criteria. In ADWI 2022, these aspects include visitor attraction, homestay facilities, digital and creative innovation, souvenir quality, public toilet facilities, adherence to cleanliness, health, safety, and environmental sustainability (CHSE) standards, and the management of village institutions. This comprehensive evaluation framework ensures a holistic approach to developing and promoting tourism villages in Indonesia.

B. Literature Review

The limited availability of accurate data and information about tourist villages in Bantul Regency contributes to a general lack of public awareness. Difficulty in accessing comprehensive information discourages people from actively seeking out details about tourist villages, resulting in a deficiency of knowledge regarding these areas (Redjeki et al., 2018). Setu Babakan Betawi Cultural Village serves as a dedicated creative space, focusing on preserving Betawi culture and heritage. Visitors have the opportunity to engage with Betawi culture firsthand through various physical and non-physical interactions. On the other hand, Untung Jawa Island, situated within the Thousand Islands archipelago, spans approximately 40.10 hectares. Its proximity to Jakarta contributes to its popularity as a tourist destination, ensuring easy accessibility. Notably, since 2002, Untung Jawa Island has been designated as a Fisherman Tourism Village, further enhancing its appeal to visitors (Sukaesih et al., 2019).

"Eduwisata Bhinneka Village" in RW 06 Kebon Kosong Village, Kemayoran District, is a pioneering concept in public education focusing on environmental awareness. It introduces the innovative idea of a thematic village aimed at addressing fundamental needs, particularly the enhancement of residents' housing quality and basic settlement infrastructure (Parlina et al., 2020).



Figure 1. The object of community service in the tourist village of the Betawi Cultural Village, Bhinneka Village, Untung Jawa Island

Micro, Small and Medium Enterprises are businesses that thrive in every tourist village. These MSMEs are engaged in services and production which are managed by the community around the tourist village with characteristics according to each tourist village (Kusumadewi, 2021). The development of economic potential based on Micro, Small and Medium Enterprises (MSMEs) is a pillar of the economy that cannot be considered small. MSMEs can be a regional economic booster (Alfrian & Pitaloka, 2020). MSMEs that are developed will also be able to absorb a large workforce. However, these SMEs also depend on tourism potential and tourist visits to an area. Therefore, the development of optimizing tourism villages through MSMEs is very strategic in driving the village economy (Irfandanny et al., 2022).

Kampung Bhinneka is a thematic tourism village with the issue of environmental education with programs for recycling waste, plant conservation, fisheries, and maggot cultivation. MSMEs related to the Bhinneka Village are drinks made from leaves, flowers and plant roots that grow in their location. Setu Babakan Betawi Cultural Village is a thematic tourism village with cultural issues of Betawi village with Betawi cultural activity programs and tourism objects in the form of lakes (Tahir et al., 2020). MSMEs surrounding the tourist village of Setu Babakan Betawi Cultural Village primarily specialize in the service and production of Betawi cuisine. Notable examples include Sanggar Seban 98, which focuses on performing arts, MSC, a fashion enterprise, Kembang Goyang Mpok Uyun, renowned for its culinary delights, Betawi Onlen, offering crafted items, Kangkung Catfish Cultivation, and Pletok Beer Bang Isra, both notable for their culinary offerings. Additionally, the Yellow Betel Farmer Group is involved in agricultural endeavors (Pradini, 2022).

Untung Jawa Island itself is an island in the Thousand Islands cluster which has an area of around 40.10 hectares. Its location close to Jakarta makes this tourist destination so popular because it is easy to access from Jakarta. The fishing village of Untung Jawa Island is a tourist attraction with a tourist attraction in the form of attractions on the beach. Existing tourist attractions are boat games, snorkeling, tours to small islands, water bikes, mangrove forests and others (Andri et al., 2019). MSMEs in the vicinity of Untung Jawa Island engage in various businesses, including Sukun chips, Ceremai candied fruit, and fish food production. One of the island's creative economic potentials lies in its Sukun culinary industry, utilizing the endemic Sukun tree found on Untung Jawa Island. Moreover, local MSMEs are also involved in the development of craft and fashion-based souvenirs.

Based on multiple visits and interviews with MSMEs around the tourist villages of Kampung Bhinneka, Setu Babakan Betawi Cultural Village, and Untung Jawa Island, several challenges have been identified:

1. How to produce MSME services and products in tourist village areas that are of good quality and attractive to visitors.
2. How to promote MSME services and products in tourist villages so that they can be widely known and in demand and have many buyers.

C. Method

The approach to implementing community service for the empowerment of MSMEs in tourist villages such as Kampung Bhinneka, Setu Babakan Betawi Cultural Village, and Untung Jawa Island includes the following:

- 1) Conducting interviews with MSME business owners.
- 2) Gathering feedback through interviews with visitors in tourist villages.
- 3) Providing training sessions aimed at empowering MSMEs.
- 4) Offering training on utilizing the turisqu.id application for MSMEs.



Figure 2. The flow of community service implementing methods

To reinforce our community service activities, we conducted multiple visits to the tourist villages of Bhinneka Village, Setu Babakan Betawi Cultural Village, and Untung Jawa Island tourist village between July and August 2022. During these visits, we engaged with tourism village managers, Pokdarwis (Tourism Awareness Groups), and SMEs. It became evident that the development of tourist destinations requires effective collaboration between the government and various stakeholders, including the local community and tourism awareness groups. This cooperative approach is essential for creating sustainable and thriving tourist destinations that benefit all parties involved (Irfandanny et al., 2022).

Based on interviews and discussions with tourism stakeholders and MSMEs in tourist villages, several key issues were identified that need addressing to enhance the tourism experience and business success. Firstly, there is a clear need for the development of varied services and products that can attract more visitors. Furthermore, existing services and products require improvements in multiple aspects such as quality, packaging, and customer service. There is also a pressing need for innovative approaches in digital promotion and marketing to keep pace with evolving consumer behaviors. Additionally, there is a demand for assistance and training programs designed to boost the sales of services and products. Lastly, there is a necessity to broaden understanding regarding tourism dynamics in the post-pandemic era, emphasizing the need for adaptable and resilient tourism strategies.



Figure 3. Discussion, mentoring and training for managers, pokdarwis and MSMEs

D. Results and Discussion

The development of SMEs within tourist villages offers a multifaceted approach, necessitating collaboration between tourism villages, MSME actors, and local government. Supported by tourism village managers or Pokdarwis, the local government aims to transform the village into a tourist destination bolstered by MSME activities. This involves integrating natural and cultural attractions, local culinary delights, handicrafts, public tourism amenities, and ensuring easy access, all while preserving the traditional lifestyle of the village community.

Kampung Eduwisata Bhinneka Tourism Village, recognized among the top 500 in the 2021 Indonesian Tourism Village Award (ADWI), exemplifies the concept of environmental education, focusing on plantation, fisheries, and waste recycling. The creation of both liquid and non-organic solid compost is essential for fertilizing local crops and maintaining the vegetation at the Bhinneka Village site. It is anticipated that this edutourism concept will appeal to potential visitors, particularly schoolchildren, enriching their understanding and skills regarding productive plants, fisheries, and plantations.

The distinctive potential of Bhinneka village lies in the utilization of spaces within residential areas for the cultivation of various vegetables, fruits, and medicinal plants by MSME actors. Nonetheless, this initiative still requires mentorship from multiple stakeholders to realize its full benefits. Beyond fisheries, the area is also known for its plantations, particularly rosella plants, which stand as an emblem of Central Jakarta. The local community processes the rosella flower into a beverage marketed under the brand name "Kaini," certified halal by the MUI. These products, priced at IDR 12,000.00, are available both offline and online, with the government facilitating sales opportunities through event registrations or weekly bazaars.



Figure 4. Training on making Kaini drinks from Rosella plants

MSMEs in the Setu Babakan Betawi Cultural Village predominantly focus on fashion, handicrafts, and culinary arts, featuring unique Betawi cultural products. Given that the surrounding area is predominantly inhabited by Betawi people, most MSMEs specialize in Betawi culinary delicacies, fashion, and handicrafts. Notably, one SME in the Betawi Cultural Village, Setu Babakan, specializes in producing Pletok cakes and beer. To enhance the quality of these MSMEs, training sessions were conducted specifically aimed at several housewives on crafting Pletok cakes and beer. The objective is for participants to eventually establish their own ventures, generating income through the sale of Pletok cakes and beer, which are marketed in packaged and bottled formats.



Figure 5. The results of the Pletok beer and cake training

The tourist village on Untung Jawa Island is accessible via a 30-minute fishing boat ride from Tanjung Pasir or a 1-hour journey on the Arwana boat from Kali Adem Harbor. Situated within the Thousand Islands, Untung Jawa Island boasts the shortest distance to Jakarta, making it a preferred destination for tourists seeking a quick escape from the city (Muflih et al., 2015). In the tourist village on Untung Jawa Island, MSMEs primarily operate in the sectors of souvenirs, culinary delights, and restaurants, which mainly offer lunch and dinner to guests staying at homestays. The Sukun tree, known for its abundance on Untung Jawa Island, produces fruit that is transformed into chips, serving as a unique souvenir for visitors. The production of Sukun chips by local artisans is largely traditional, featuring simple packaging. As a result, support is being provided to enhance the quality of the Sukun chips and to improve packaging, making it more appealing, in addition to obtaining a household-scale industrial business permit. Besides the Sukun chips business, Untung Jawa Island also hosts an MSME-run restaurant, Mrs. Sani's, which caters to visitors with distinctive side dishes made from various fish sourced from the surrounding seas. Numerous visitors have enjoyed lunch and dinner at Mrs. Sani's restaurant, expressing satisfaction with the culinary offerings.



Figure 6. Breadfruit Chips Business Assistance and RM bu Sani's culinary business

Training and mentoring for MSMEs in the tourist villages of Kampung Bhinneka, Setu Babakan Betawi Cultural Village, and Untung Jawa Island were conducted from August to September 2022. Interviews with managers, Pokdarwis (Tourism Awareness Group), and several MSME operators led to the development of requirements for a web-based integrated tourism village management application. This application aligns with the criteria set by the Indonesian Tourism Village Award (ADWI) assessment, which in 2022 encompassed seven components: visitor attraction, homestay availability, digital and creative solutions, souvenir quality, public toilet facilities, adherence to cleanliness, health, safety, and environmental sustainability (CHSE) standards, and village institution management.

The WisataQu application serves as a case study in the management of tourism villages like Bhinneka Village in Kemayoran, Setu Babakan Betawi Village, and Untung Jawa Island, focusing on integrating systems between tourist attractions, homestays, culinary businesses, transportation services, and the roles of POKDARWIS and MSMEs in supporting tourism village development. Digital

platforms play a crucial role in providing and enhancing effective tourism experiences through collaboration among various stakeholders in the tourism sector. Technological innovations are key to enhancing consumer welfare by ensuring that the tourism experience is both enjoyable and memorable (Gretzel & Stankov, 2021). The web-based WisataQu platform is designed for the management and staff of Tourism Village Managers in Indonesia to facilitate the approval of partner accounts and to monitor transactions conducted by tourists via the WisataQu application. It mandates that tourism village managers input infrastructure details in alignment with the ADWI (Indonesian Tourism Village Award) criteria and engage in Green Economy activities, which are essential for sustainable practices. This program fosters integration among all stakeholders in the tourism village industry, enabling tourists to seamlessly book homestay accommodations, purchase tickets for tourist attractions, access transportation services, enjoy local culinary offerings, and buy souvenirs—all through the WisataQu application. Moreover, the inclusion of the 5.0 Education Program within the system allows POKDARWIS (Tourism Awareness Group) and MSMEs supporting the tourism sector to enhance their skills and services.

The Wisataqu.id application extends its utility to MSME operators, such as homestays, craft vendors, souvenir shops, restaurants, and transportation or boat rental services. The application's aim is to foster collaboration between tourism village managers and MSMEs in the promotion and marketing of both the tourist villages and the MSME products. Providing training on using the application for tourism village managers, Pokdarwis, and MSMEs within the tourism village is expected to offer fresh perspectives on digital promotion and sales strategies for services and products associated with tourism villages. This digital approach simplifies the process for potential visitors to discover and explore the unique offerings of the tourist village, including the surrounding MSMEs, thereby enhancing visibility and visitor engagement.

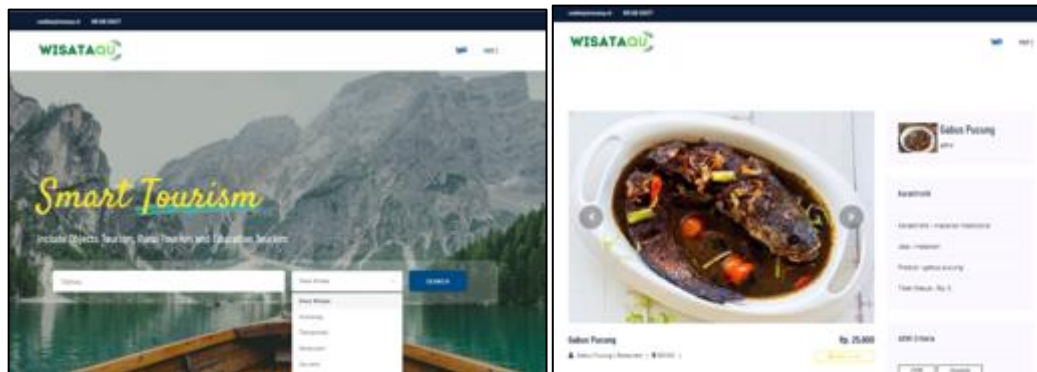


Figure 7. results of training on the display of the Wisataqu.id application for MSME business actors

E. Conclusion

Assistance and training provided to MSME business actors within the tourist villages of Bhinneka Village, Setu Babakan Betawi Cultural Village, and Untung Jawa Island, which occurred from July to October 2022, have been instrumental in enhancing the quality of services and products offered by these MSMEs. This period of mentoring and training, conducted on-site in each of the tourist villages, underscores the importance of collaboration among tourism village managers, Pokdarwis (Tourism Awareness Group), and MSME operators. Together, they are encouraged to harness both conventional and digital marketing strategies to deliver superior service to visitors. In this digital era, the Wisataqu.id application emerges as a pivotal tool, empowering tourism village managers and surrounding SMEs to effectively promote and market their offerings in the digital realm, thereby expanding their reach and enhancing visitor engagement.

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