

DEVELOPMENT OF MICRO SMALL AND MEDIUM ENTERPRISES IN TOURIST DESTINATIONS AROUND THE NUSANTARA CAPITAL

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Abstract: The East Kalimantan region is a region with rapid development following the designation of the National Capital in one of its regions, namely North Penajam Paser Regency. Therefore, East Kalimantan Province needs to increase MSMEs in tourist destinations as a form of the government's role in optimizing the tourism sector in East Kalimantan. Assuming that the development of the area around IKN will occur rapidly due to the presence of IKN in East Kalimantan, it requires more effective policies to promote the tourism sector. The aim of this research is to collect data on the existing conditions of tourism (tourist destinations) around the IKN area as a forum for developing MSMEs, accommodating the problems of the tourism sector, MSMEs and problems that intersect between these sectors as well as identifying the strengths, weaknesses, opportunities and challenges of MSMEs in tourist destinations around the IKN area, to then provide policy recommendations. This research uses secondary data and primary data. The secondary data used is MSME data which is grouped based on the KBLI classification in the form of business scale; venture capital; business risk; and number of workers. Data collection of information on the existing conditions of MSMEs in tourist destinations around IKN is carried out at the Tourism Office in each Regency/City in East Kalimantan. Analysis of qualitative data was carried out using the SWOT technique. The initial step of SWOT analysis is carried out by determining the internal and external factor matrix. The IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices consist of columns, weights, ratings and total values which are the result of multiplying the weights and ratings. Ranking of levels of importance is done with the help of the QDA application. The research results show that the condition of MSMEs in tourist destinations around IKN still needs to be improved. This condition is because MSMEs still do not have NIBs, product patents and trademarks, and there are limited human resources for developing digital marketing and financial management. The resulting recommendations are (1) Promotion and innovation of tourist destinations by highlighting superior natural and cultural tourism, (2) Controlling MSMEs related to business licensing, business clustering, and assistance in preparing business financial reports, (3) The government coordinates the use of funds. CSR and other assistance for the development of tourism facilities and MSMEs, as well as (4) Coordination of promotion of local products at tourist destinations as well as training assistance to increase product innovation.

Keywords: National Capital, Micro, Small and Medium Enterprises, Tourist Destinations

1. Introduction

Sector tourist the more grow rapid , thing This seen from the territory of Indonesia which has lots potential riches nature and culture abundant that has been developed government. Optimization sector tourist done Government implement development state institution in the form of the Ministry of Tourism and Economy Creative in 2015. (Padin , 2012) describe draft planning tourist sustainable where tourist can reach growth economy and justice social population and sustainability environment .

The East Kalimantan region is region with development rapid follow setting The capital city of the country in one of its territory, namely in the Penajam Paser Utara Regency. The relocation of the capital city provides effect improvement need as impact from increase amount population . A total of 16,990 ASN/TNI/POLRI will move to IKN in 2024 and will increase to 1.9 million in 2045.

In general In general , East Kalimantan is region parts of Indonesia that are known with riches natural resources (Nala & Indriani , 2020) . Potential the utilized area as source acquisition good natural resources from sector agriculture, forestry and fisheries; mining and quarrying; and tourism (providers accommodation and meals drinking). PDRB data based on field efforts published by BPS show that third sector the own trend positive for 10 years last. Sector mining and quarrying Still become sector featured in East Kalimantan, where contribution sector the almost reaching 50% of the total GRDP. On the other hand others, existence sector mining impact on degradation environment live and have characteristic Non-renewable. Non-renewable resources is the wealth that exists on earth and can utilized For various continuity life human. However will finished if Keep going continuously used or taken from nature. Different with sector agriculture, forestry and fisheries, as well as sector tourist with objective utilization natural reseorces for human need. However Renewable reseources and Non-renewable resources results in a way sustainable. Contribution to each sector as following .

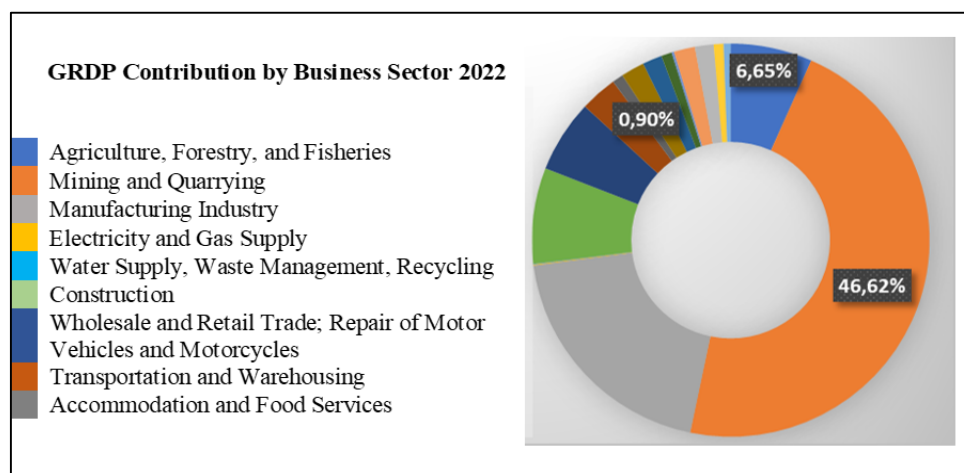


Figure 1. Contribution of GRDP according to Business Fields in East Kalimantan 2022

Source : <https://kaltim.bps.go.id>

Sector Provider Accommodation and Meals Drink is sector with condition small contribution to GRDP, but own level growth in 2022 is more high compared to sector others . Sector tourist is sector congested work so that with good development can help create field Work new, improve income tax area, as well as give support for other sectors in particular economy . For example , the effects tourism - induced spillovers increase request capital goods and materials standard that drives growth economy in various sector like transportation, communication, hospitality, crafts hand, product consumers, services, restaurants, etc.

East Kalimantan needs increasing MSMEs in destinations tour as form role government in optimize sector tourism in East Kalimantan. With assumption development area around the IKN will happen in a way rapidly due to the presence of the IKN in East Kalimantan need more policies effective For promote sector tourism . Besides that, condition area as IKN provides

impact increase population and visits traveler so that sector tourist need reinforced with recommendation the right policy.

Realize progress area, needed movement empowerment a society based on utilization riches source Power nature and culture owned by the environment place public stay (Puriati & Darma, 2021) . Where condition tourism that is of a nature congested work on the utilization of natural resources, suggests support growth sector the will create absorption power Work Good in a way direct or non direct, reduce degradation environment alive, and resurrected perpetrator sector tourism that finally expected create growth economy.

More further, study (Sudarmayasa & Lanang) Nala , 2019) with theme impact tourism in East Kalimantan narrow down to a conclusion that tourist give impact social for economy society. Economy people is Supporter from tourism that provides influence double for started with development destination tourism. Of course , the existence of destination tour need support policy from government as determinant direction development area. Government own role For direct development destination tour in accordance with potential object tour (Elsye, 2022). Next as provider goods public, the government also has role for perfect and/ or complete support facilities and infrastructure as well as infrastructure. However, in the area East Kalimantan, infrastructure Supporter has available with Good with existence two airport international, port, toll access, availability of internet that supports traveler for visiting East Kalimantan.

Government support to improvement tourist shown in Regional Development Plan 2024-2026 of East Kalimantan Province. Where in the aspect region, expressed “Growth” problem sector Featured not maximum (agriculture) in meaning area, industry processing, tourism and creative economy, MSMEs)”. Based on affairs government, said conditions of MSMEs with productivity that is still low. While For sector tourism, it was mentioned that not the maximum development ecosystem economy creative, as Supporter Tourist attractions , especially in the subsector economy creative featured (Culinary, Crafts, Applications and Games) and Subsectors economy potential (Art Performances, Photography/Videography, Music). Conditions isting the need alertness role government .

Alertness role government for the relationship between MSMEs and tourism is what is needed is development of MSMEs that supports existence destination tourism. The assumptions that are built is the more developing MSMEs that produce and sell product from public will the more Good condition tourist in bentroncontribution to economy area . (Agusetyaningrum et al., 2016) in his studies state that Development of MSMEs can done with stimulan against 1. Increase UMKM performance; 2. UMKM capitalization; 3. Increase Quality of MSMEs (digitalization, infrastructure and human resources); and 4. Role Partnership.

Underlying research that area need increasing MSMEs in destinations tour as form role government in optimize sector tourism in East Kalimantan. Where sector tourist as receptacle For development of UMKM. Research This carried out in the region East Kalimantan, in particular specifically in the area around the IKN. Basis for selection location with assumption development area scattered will happen in a way rapidly due to the presence of the IKN in East Kalimantan need more policies effective For promote sector tourism . Besides that, condition area as IKN provides impact increase population and visits traveler so that sector tourist need reinforced with recommendation the right policy.

The purpose of this researc is (1) Collecting tourism existing data condition (destination tourism) around IKN region as receptacle development of MSMEs (2) Accomodating the problems of sector tourism, MSMEs and related issues between sector (3) Identification factor strengths, weaknesses, opportunities and challenges of destination MSMEs tours around IKN

region , for furthermore give recommendation policy development of destination MSMEs tours around IKN region .

2. Literature Review

According to Johnson (2020) management strategy is a management process For to form vision, mission, determine purpose, to compose strategy, implementing and doing strategy mentioned, as well as do corrections and revisions to vision, goals and implementation are considered need. Besides that, management strategy can also interpreted as art and science For formulate, implement, and evaluate decision cross functional that makes a organization reach objectively.

Management strategic defined as a process of evaluation, planning, and implementation that is designed For maintain or increase superiority competitive (Sammut-Bonnici, 2014). Evaluation process related with environment external and internal. Planning involving business model development, direction company, tactics competitive, strategy international, acquisitions, and actions collaborative. Phase implementation need leadership For build structure appropriate organization, develop culture management, controlling strategic processes, and directing organization through governance company.

Because it does not There is organization that has source not limited, compiler strategy must decide alternative which strategy will give profit most. Formulation decisions strategy tie organization to product, market, source specific power and technology for period long time. Strategy determine superiority competitive Long term (Larasaty et al., 2023). In conditions good and bad, decisions strategic own consequences in various part functional and effects term long to organization. Manager level on own corner view best in understand in a way full influence decision formulation strategy ; they own authority For set source power required For implementation.

Micro, Small and Medium Enterprises (MSMEs) have long been bone back Indonesian economy. The development of MSMEs has give contribution big in creation field work, poverty alleviation and development economy (Valaei, Rezaei, & Wan Ismail, 2017). MSMEs are business units productive standing alone, carried out by individuals or business entity in all sector economy (Tambunan, 2012). In principle distinction between business micro, business small, business medium, business big generally based on value asset beginning (not including land and buildings), average turnover per year, or amount worker remains. However, the definition of MSMEs based on three tool measuring This different by country. Therefore That of course difficult compare importance or the role of MSMEs between countries (Tambunan , 2019).

Micro, Small and Medium Enterprises in Indonesia are experiencing growth positive, meaning micro, small and medium enterprises continue experience growth. Obstacles faced by micro, small and medium enterprises is internal and external factors. According to Bank Indonesia, there are two type obstacle that is often become discussion of the actors business micro, small and medium enterprises in Indonesia. Internal constraints are related constraints with factors in company whereas internal factors are obstacles that arise from factor from outside the company more difficult controlled entrepreneur (Warsono , 2022) .

Based on Constitution Number 20 of 2008 concerning MSMEs, then definition from each business is as following :

1. Micro Business is business with riches clean not enough from 50 million rupiah or produce sale not enough from 300 million rupiah during One year.

2. Small business is business with riches between 50 to 500 million rupiah or produce sale between 300 million up to 2.5 billion rupiah during One year.

3. Medium Enterprises is business with riches between 500 million up to 10 billion rupiah or produce sale between 2.5 to 50 billion rupiah during One year.

According to Maduretno and Agus (2019), the contribution of MSME GDP to base price valid (*Current Prices*) shows trend improvement in form square since 2000 amounted to 760,089.5 billion to 7,704,635.9 billion . The average occurred GDP growth of 14.73% per year.

Based on studies conducted Juminawati , (2021) results calculation statistics show that UMKM is good in a way partial and also simultaneous influential significant to growth economy, things This shown with mark higher probability small from 0.05. This is in line with research conducted by Maduretno and Agus (2019) which stated existence the influence of MSMEs on growth economy. Micro, Small and Medium Enterprises (MSMEs) provide contribution important in economy in Indonesia. MSMEs contribute 99.99% of the total number of business actors businesses in Indonesia or 56.54 million units. Micro, Small and Medium Enterprises has capable prove its existence in Indonesian economy. Micro, Small and Medium Enterprises has be one of priority development agenda in Indonesia, things This proven with Still its survival SME sector in times of crisis big 1998. Compared with other sectors that are more big, no capable endure from crisis .

3. Method

Location Research

Research carried out in the area around the IKN, namely Penajam Paser Utara Regency , Kutai Kartanegara Regency, Balikpapan City, and Samarinda City .

Instrument Research

Research This requires secondary data and primary data. Data collection information condition isting the existence of destination UMKM tour around the IKN is carried out at the Service Tourism in each Regency /City in East Kalimantan (Kutai Kartanegara Regency, Penajam Paser Utara Regency , Balikpapan City, Samarinda City .

Furthermore For more information complex will done primary data collection . In study Here, primary data is collected with technique collection interviews and observations. In the interview process will done collection information condition tour Featured East Kalimantan around the IKN, power pull tourism and dimensions strengths, weaknesses, opportunities and challenges of MSMEs as information policy development of UMKM. Interview done with question closed to visitors destination For view pull data tourism in dimension attraction, accessibility and amenities. Where in the dimensions amenities the existence of MSMEs can detected the score. Score use scale Likert from 1-4 so as not to there is the answer “ doubt ” by the respondents. In the interview conducted with question open adopted from some study [(Ananda & Susilowati , 2017) , (Machmud & Sidharta , 2013)] with instrument as following .

Table 1. Indicator Study

Indicator	Topics
Strengths and Weaknesses (Internal factors)	1. Ownership <i>brand name</i> 2. Ownership Specifications product 3. Quality human resources 4. The extent market segmentation 5. Availability material standard

Indicator	Topics
	6. Accountability finance company
	7. Implementation digitalization
	8. Growth turnover
Opportunities and Threats (factor external)	1. Power buy public local
	2. Density resident
	3. Policy stability Price
	4. Influence product outside (competitors) who are more Good
	5. Environment destination superior tourism
	6. Cooperation
	7. Distribution goods
	8. Development Amount traveler domestic and foreign
Direction Policies and roles government	1. Regulation area
	2. Capital and equipment assistance
	3. Human Resources Development
	4. Policy protection business
	5. Policy development partnership

Method Research

Research done with approach descriptive For analyze data in the form of quantitative and qualitative collected For to form recommendation policy development of MSMEs at destinations tourism . Analysis against quantitative data will done with presentation of data in form tables and graphs with Ms. Excel assistance. The data is will give a more detailed description of a symptom or phenomenon with objective for know How development condition establishing MSMEs and regions For become base from strengths, weaknesses, opportunities and challenges in destination UMKM tour.

Analysis on qualitative data done with SWOT technique. SWOT provides a more detailed description of a symptom or phenomenon with objective for know How development in view from strengths, weaknesses, threats / challenges and opportunities of MSMEs. Steps beginning SWOT analysis is done with determination matrix internal and external factors . The IFE (*Internal Factor Evaluation*) and EFE (*External Factor Evaluation*) matrices consist of from columns, weights, ratings and total values which are results multiplication from weight and rating. For column weight and rating filled in accordance with the value which is results from grouping internal and external factors based on level its importance . Sequencing level interest done with QDA assistance . This technique aiming For Positioning of Destination MSMEs tour so that can formed recommendation policy

Formulation strategy arranged use results SWOT analysis is with merge various indicators contained in strengths, weaknesses, opportunities and threats. Combination model use SWOT matrix. The SWOT matrix is results from multiplication weights and ratings given to each IFAS and EFAS. Referring to Figure 4 The selected strategy is strategies that can solve issue strategic based on strengths , weaknesses , opportunities and threats / oppositions of destination UMKM tour .

SWOT matrix is a technique developed analysis For help the planners strategy in the process of making strategy. This technique describe SWOT to be a matrix and then identified all aspect in SWOT (Rangkuti, 2015). The following is table format in analyze and determine decision strategic with approach SWOT matrix :

Table 2. SWOT Matrix

IFAS EFAS		STRENGTHS (S)	WEAKNESSES (W)
		Determine 4 -10 factors strength internal	Determine 4 -10 factor weakness internal
OPPORTUNITIES (O)		STRATEGY SO	STRATEGY WO
Determine 4 -10 factors opportunity external		Create strategy Which using force For utilise opportunity	Create strategy Which minimize weakness For utilise opportunity
THREATS (T)		STRATEGY ST	STRATEGY WT
Determine 4 -10 factors threat external		Create strategy who uses power For overcome threat	Create strategy Which minimize weakness And avoid threat

Source : Processed Data , 2023

This SWOT matrix can produce four sets of possibilities alternative strategic, such as :

1. Strategy (*Strengths and Opportunities*)
Strategy This made based on road thought company that is with utilise all over strength For seize and exploit opportunity as much as possible.
2. ST Strategy (*Strengths and Threats*)
Strengths and Threats is strategy in use the power that is possessed company For overcome threat .
3. WO Strategy (*Weaknesses and Opportunities*)
Strategy This applied based on utilization the opportunities that exist with method minimize existing weaknesses .
4. Strategy WT (*Weaknesses and Threats*)
Strategy This based on activities that are of a nature defensive and try minimize existing weaknesses as well as avoid threat .

Compilation a SWOT formula with use factor external and internal representative are with put stages as following :

1. Weight Value : (a) 1.00 = Very Important ; (b) 0.75= Important ; (c) 0.50= Standard ; (d) 0.25= No Important ; (e) 0.10= Very No Important.
2. Rating Value : (a) 5= Very Important ; (b) 4= Important ; (c) 3= Neutral ; (d) 2= No Good ; (e) 1= Very No Good.
3. Score Value : For determine score mark will counted with use formula as following : (SN= Score Value, BN= Weight Value, RN= Rating Value).

4. Results and Discussion

Dimensions Tourist Attractions Featured Around IKN Attractions

KBBI defines "attraction" as something interesting attention; power attraction; show; spectacle: farewell event That enlivened with magic by children. Attractions in the sector tourist define to tour art, culture, heritage history, tradition, wealth nature, or entertainment, which is Power pull tourists in the area objective tourism. In In general, the attractions available in East Kalimantan are : tour nature and culture/history . In research this, attraction limited to:

1. Tour Well maintained nature and/or Tour innovative creation;
2. Preservation Tourism/Arts/Culture local;
3. Arts / performances/shows other besides tour natural and artificial.

To the visitors tourism given three statement For dimensions attractions, with rating 1 if attractions No available and 4 if indicator dimensions attractions available with very good. On the tour Featured in Penajam North Paser has low score For to three indicator dimensions attractions . Score lowest on the indicator “ There is Preservation Tourism / Arts / Culture local ” and “ There are Arts / performances / shows other besides tour nature ” which is 1.25. which shows Still the minimum management attractions on tour Featured in Penajam North Paser. Tour Featured in Kutai Kartangara, has a score above the average on the indicator “There is Arts / performances / shows other besides tour nature” thing the Because tourism in the area the based on utilise source Power nature and has done innovative destination tourism, especially on the island Kumala. However, the procurement Arts / performances / shows other besides tour natural Still not enough initiated by the manager destination tourism. It's the same with Balikpapan city which utilizes tour natural like beach and forest (kebun raya) as destination tour featured, but Not yet carry draft preservation and optimization art show at destination tourism. Different with Samarinda City, which carries preservation tourism at destination tour Featured such as in Ketupat village and Shirathal Mustaqiem Mosque, however attractions tour nature at destination Samarinda City tourism, also not supported with existence Arts/performances/shows.

Accessibility

KBBI defines "accessibility" as matter can made into access; thing can associated; relatedness. In sector tourism, accessibility is availability road connector from One point to location destination along with required devices for support transportation general like stable internet network. Point the main thing measured with airport and/or assumed port as entered non- local tourists . In the research this , dimension accessibility measured with 3 indicators :

1. Access road going to destination;
2. There is stable internet network around destination;
3. Can accessed with transportation general.

As well as with attractions, for visitors tourism given three statement also for dimensions accessibility. Rating 1 if accessibility available However broken and 4 if indicator dimensions accessibility available with very good. On the tour featured in Penajam Paser Utara Regency has back low score for to three indicator dimensions accessibility. This is show in a way infrastructure, accessibility in Penajam Paser still left behind If compared to Regency Kutai Kartanegara, Balikpapan City and Samarinda City. Likewise with accessibility to destination tourism . Score lowest on the indicator “ Can accessed with transportation general ” namely 2 which indicates Still the minimum transportation general and path going to destination No is road common pass transportation general .

Condition This can become attention special local government Sharpener North Paser, remembering the IKN region is located in the region administration Penajam Paser Utara.

Tour Regency Featured in Kutai Kartangara and Balikpapan, have above average score on the dimension accessibility “Access” indicator road going to destination” thing the Because tourism in the area the is at No Far from center city so that available good way. While access road on tour featured in Samarinda City only own score 2.75 because narrow road going to location of ketupat village. For indicator “There is stable internet network around destination”, obtained score more Good for destination tourism in the city compared to the district.

Amenities

In industry tourism, definition amenities is all form facilities that provide service for traveler For all need during stay or visit a place area objective tourism, such as hotels, motels, restaurants, bars, discos, cafes, entertainment centers shopping, shop souvenirs, home eat, travel agency tourism, organizer *outbound*, and others. Facilities this is in general provided by the company or business entity or government For goods public, such as House sick. However For goods private, company or business entity this is what gives service when the tourists visit to a area objective tourism, for example ATMs, accommodation, and others.

Objective provision amenities is increase Power pull from side means Supporter destination tourism, including in it the existence of MSMEs. In research this, indicator dimensions amenities measured with 8 indicators, namely:

1. MSMEs providers Eat drink;
2. MSMEs souvenir provider;
3. MSMEs providers vehicle game/show;
4. MSMEs providers services and/ or photo spots;
5. Facility clean public (toilets and prayer rooms);
6. There is service basic (health center, ATM) in the vicinity destination;
7. There are hotels/homestays/ inns/resorts nearby destination;
8. There is land adequate parking.

There are 4 indicators dimensions connected amenities with MSMEs. As described in the section previously, that provision amenities at the destination featured around IKN area not yet maximum. There is a number of destination that is not provide place for MSMEs to open stalls. For example, at the Shirathal Mustaqiem Mosque -Samarinda; Tunan River Tour -Penajam Paser Utara; and Balikpapan Botanical Gardens-Balikpapan which are closed possibility stall for MSMEs because is region conservation.

In general there is no support amenities others at the destination tour featured in Penajam Paser Utara. This is concluded from score dimensions amenities other namely “public facilities (clean toilets and prayer rooms)”; “There are service basic (health center, ATM) in the vicinity destination”; “There are hotels/homestays/ inns /resorts nearby destination”; and “adequate parking” which only worth 1-1.5 on a scale of 4. Likewise with amnity in tourism the flagship in Samarinda City that has not been adequate. Government need build and repair completeness amenities such as public toilets, land parking, and construction of hotels/homestays/ lodgings /resorts in the surrounding area destination.

Identification Problems of MSMEs in Tourism Featured Around IKN

Identification problem started with grouping problems encountered by MSMEs at the destination tour around IKN. Main problem the is : 1). Tourism development that has not been maximum cause lack of visitors and UMKM stalls become quiet; 2). The quality of human resources is still low, namely tourism information center is work side so that manager No focus in development destination tourism and UMKM management around destination; 3). Quality Low product, where some MSMEs only selling product instant and aside product local results of East Kalimantan IKM; 4). Licensing and Accountability that have not been implemented by SMEs around destination tourism; UMKM only focus on profit daily; and 5). Partnership between sectors involved Not yet awakened. Calculation results frequency problem served as following.

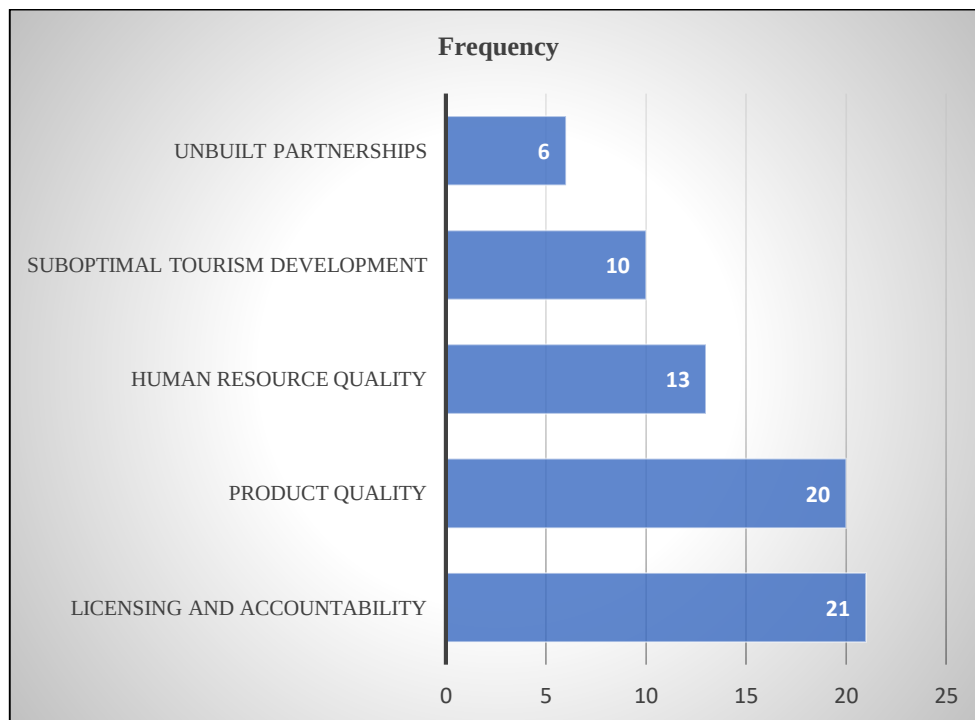


Figure 2. Identification Dimensions Main Problems

Source : primary data, processed 2023

Identification results dimensions problem state in a way cumulative , problems the biggest occurs in licensing and accountability of MSMEs. In general more specific , condition the caused by some big UMKM yet own number permission business (NIB), some large UMKM only selling product instant and not results local SME products so that MSMEs have not own Patent Rights; in accountability of MSMEs has not been done making report finance in a way periodically, but a number of manager has do recording finance; next there is problem yet availability location selling at destination adequate tourism .

The problem with frequency problem most next is in dimension Quality MSME products. In the dimension This has 3 indicators namely : Innovation Product Still limited; Stability Price Product varies; Power competition product. Indicator Innovation Product Still limited is description most frequent problems found in UMKM around IKN destination. This is caused by UMKM only selling product instant and not results local SME products. At the destination tourism, almost No found product results industry local. In more specific, results dimensions and description problem served as following.

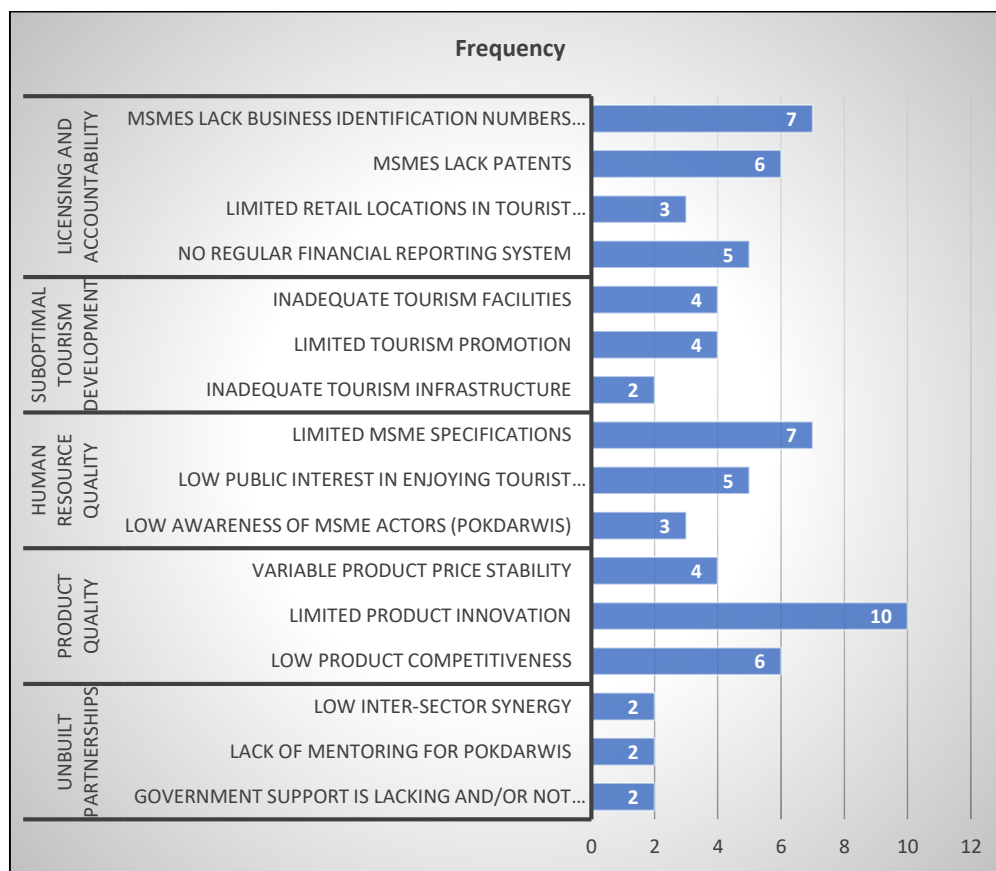


Figure 3. Identification Description MSME problems

Source : Primary Data

Description problem with frequency height is also found in the dimensions Quality of human resources. In the dimension This found Problems : 1). The specifications of MSMEs are still not enough as many as 5 points; 2). Low desire public For enjoy destination tour as many as 5 points; and 3). Awareness Business Actors (pokdarwis) have not maximum as many as 3 points. In general, condition This can minimized with UMKM training for create product innovative local with utilise source Power local, and mentoring group aware tourism (pokdarwis) for promotion destination tourism. This is related with dimensions “Tourism development” problem Not yet maximum” where Still required optimization manager destination tourism, besides do development destination facilities and infrastructure (amenities) tour .

Furthermore, data processing is also carried out for see relatedness between description problem said. With help QDA application obtained order problem that the problem of “MSMEs has not have NIB” and “MSMEs has not own Patent Rights” becomes base problem development of MSMEs at destinations tourism. Next description “Stability ” problem Price Product varied”; “The specifications of MSMEs are still less”; Tour infrastructure not adequate”; “Low synergy between sector” and “Low desire public For enjoy destination tourism” becomes hierarchy level two from problems faced by SMEs around destination tour. Visually sorting hierarchy UMKM problems as following .

Strategy Development of MSMEs in Destinations Tour Featured Around IKN

Formulation strategy marketing done after identification and determination to factors internal and external strategic factors. next internal strategy included in the IFAS (Internal Factors Analysis Summary) matrix, while factor strategic external entered into the EFAS (External Factors Analysis Summary) matrix, and combined from second matrix the generate Cartesian Diagram for know place tour which diagram it is on.

1. IFAS Matrix (*Internal Factors Analysis Summary*)

IFAS matrix is obtained based on results identification factors the company's internal strategy which is strengths and weaknesses. Identification results factors internal strategy is obtained from nine factor strength and six factor Weaknesses. Factors strengths and weaknesses the Then given weight and rating by respondents, results weighting and rating of factors internal strategy that has counted according to weight and rating. From the results analysis in the table in attachment 1, it is concluded that the power that resides in the Black River Samboja still more small than the other, so too with place other tours except for the Shirathal Mustaqim Mosque Samarinda .

2. Matrix (External Factors Analysis Summary)

EFAS matrix is obtained based on results identification factors strategic external the company which is opportunities and threats. Identification results factors strategic external obtained four factor opportunities and four factor threats . Factors strengths and weaknesses the Then given weight and rating by respondents

3. Cartesian diagram

In the calculation the strategy need affirmation from existence position in the axes That between strengths and weaknesses, as well as all opportunities and threats depicted in lines positive and negative. For look for its coordinates, can done with method as following :

Coordinate Internal Analysis

$$(\text{Total Strength Score} - \text{Total Weakness Score}) / 2 = (3.77 - 3.00) / 2 = 2.27$$

Coordinate Analysis External

$$(\text{Total Opportunity Score} - \text{Total Threat Score}) / 2 = (3.37 - 7.82) / 2 = -0.54$$

From the results the above calculation so known point coordinate his located at (2.27; -0.54).

The coordinate results the presented in a matrix diagram Cartesian for know position company so obtained a diagram like the one below This.

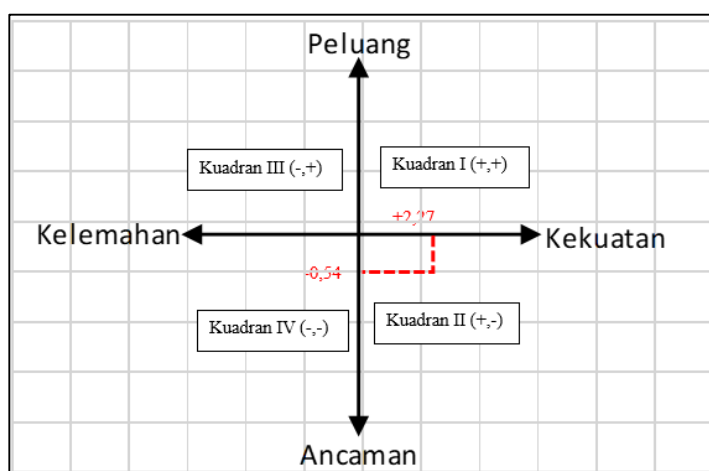


Figure 4. Cartesian diagram Strategy Development of MSMEs in Destinations Tour Featured Around IKN

4. SWOT Matrix

SWOT matrix can describe with clear How appropriate UMKM strategy based on strengths and weaknesses that are owned in frame respond opportunities and facing existing threats . Analysis matrix This will produce four type strategy main namely : SO, WO, ST, and WT strategies as presented in the table.

Based on results calculation , position of MSMEs at destination tourism around the IKN is in quadrant II (ST). Where support strategy verified by MSMEs. This is because UMKM has strength accompanied by high threat from external . The strength of existing MSMEs at the destination tour around the IKN are 1). Attractions especially in Kalimantan which has attractions beautiful nature and tourism superior culture/history; 2). Product Local with characteristics East Kalimantan become interest traveler foreign For memories from the area that was once visited ; 3). Have good service to tourists; and 4). Price Product can accessible to all circles (circles lower, middle and upper). But there are also threat/challenge in development of MSMEs, namely : 1). Promotion destination Still lost compete; 2). The number of seller No official in around area tourism; 3). Price Product a very strong *competitor* compete, and 4). Lack of training improvement capacity manager destination from government and implementation standard eligibility (product and health) to be issue lack of consumption product. **Recommendation** as strategy development of MSMEs at destinations tourism around the IKN is presented visually as following .

Table 3. Results of SWOT Analysis of MSME Research at Destinations Tour Around IKN

EFAS	IFAS	<i>Strengths (S)</i>	<i>Weaknesses (W)</i>
		1. Attractions specifically in Kalimantan 2. Product Local with characteristics East Kalimantan 3. Own service Which Good on tourist 4. Product prices are affordable for all levels (lower class, middle and on)	1. Availability material standard on product special East Kalimantan 2. Accountability of UMKM sales has not been maximum 3. Marketing/ product promotion not yet maximum. 4. Product stock local Still limited , whereas part big UMKM sells product instant
Opportunities (O)		Strategy SO	Strategy WO
1. Own traveler external and local		1. Promotion and Innovation destination tour with lift tour nature and culture Featured	1. Policy distribution Provision material standard
2. Improvement amount residents and visitors post IKN		2. Hotel/ lodging development around destination Featured	2. Training finance, digitalization and licensing business
3. Opportunity connection Work The same Which Good with party private and government .		3. Government do coordination to utilization of CSR funds and assistance other For development means tourism and MSMEs, as well as coordination promotion product local to destination tour	3. Government do coordination to utilization of CSR funds and assistance other For development means tourism and MSMEs, as well as coordination promotion product local to destination tour
4. Rapid economic development in East Kalimantan participate increase request signature product original .		4. Policy openness price UMKM products	4. Help training packaging products and innovation product
Threats (T)		Strategy ST	Strategy WT
1. Promotion destination Still lost compete		1. Promotion and Innovation tourist destinations that highlight superior natural and cultural tourism	1. Promotion and Innovation of tourist destinations by highlighting natural and cultural tourism featured .
2. The amount seller No official in around area tour		2. Regulation of related MSMEs licensing business , clustering business , and mentoring compilation report finance business	2. Training finance, digitalization and licensing business
3. Price Product competitors Which very compete.		3. Government do coordination to utilization of CSR funds and assistance other For development means tourism and MSMEs, as well as coordination promotion product local to destination tour	3. Mentoring marketing UMKM products
4. Lack of training improvement capacity manager destination from government and implementation standard eligibility (product and health) to be issue lack of consumption product		4. Help training improvement innovation product	4. Help training improvement management destinations at Pokdarwis , and training development / utilization source Power local For product special East Kalimantan for SMEs

5. Conclusions

1. Based on condition data existing tourism (sample on 30 destinations) around IKN region as receptacle development of MSMEs, conditions of MSMEs at destinations tour around the IKN still need more improvement.
2. The problem sector tourism, MSMEs and related issues between sector mentioned in the surrounding MSMEs destination IKN tourism based on identification factor strengths, weaknesses, opportunities and challenges among others as following :
 - a) Does not have Business Registration Number;
 - b) Does not have product patent and trademark rights;
 - c) Having limited human resources for digital marketing development and financial management.

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