



The impact of the existence of green open space on the existence of msme in supporting the concept of green economy. Phenomenological Study of City Park of Tolitoli Regency

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ABSTRACT

The green economy in Indonesia is one of the strategies and solutions in an effort to realize sustainable development. In this case, Green Open Space in the form of a City Park has an important role to make it happen. The existence of MSMEs food and beverage stalls in Tolitoli City Park is one of the social phenomena that needs to be studied related to the growth of the green economy in Tolitoli Regency. The results of the qualitative descriptive analysis found that a total of 15 MSME units felt benefited by the existence of Tolitoli City Park as a place to carry out economic activities. Environmental education is also obtained in the form of a statement of willingness to manage the environment through the ownership of the Environmental Management Statement Letter document.

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INTRODUCTION

Green Economy is an economic development concept that does not override environmental sustainability aspects in every process or stage (Anwar, 2022; Firmansyah, 2022; Herawati et al., 2023). This is also an effort to reduce the impact that occurs on climate change (Djihadul Mubarak, 2023; Lumbanraja & Lumbanraja, 2023). As is well known, the impact of climate change makes significant changes to the state and conditions of nature in the world (Hamidi, M. P., Fadli, M. A., & Wilion, 2022). This concept seeks to juxtapose economic development activities with environmental sustainability aspects so that in its implementation, policies and commitments of all stakeholders are needed. Various global references support the creation of the concept of a green economy which is an important part of economic, social and environmental sustainability (Behl et al., 2022; Mukherjee et al., 2020; Singh et al., 2018)

Basically, the green economy can be developed through green open space management policies in every country and even in every region in Indonesia. Green Open Space needs to be

optimized not only related to how large the area is but also related to its utilization and function as part of the community's economic development (SALIM, A., & MAULIYADI, 2018). This is also currently being developed through the fores city development method in the capital city of the Indonesian archipelago (Ichwan, M., Reskiani, U., & Makmur, 2022). Regarding the implementation strategy and also the use of RTH, there needs to be support from all parties in this case, both in terms of policies, regulations and in terms of human resources, including street vendor business actors who are included in the MSME category (Putri et al., 2022).

Basically, MSMEs are the main supporters of economic growth in Indonesia and even in other countries (Novitasari, 2022; Windusancono, 2021; Zaelani, 2020). Especially in Indonesia, MSMEs can make a large contribution to GDP with a percentage rate of 60.5% and can absorb up to 96.9% of the workforce. In addition, the number of units which reaches 99% of all business units shows the existence of MSMEs that need to be maintained and developed in all regions in Indonesia (Siaran pers, 2022).

One of the regions in Indonesia, precisely in Tolitoli Regency, Central Sulawesi Province, has a city park with the name Gaukan Moh City Park. Bantilan which has a fairly large area and is used by various street vendors (MSMEs). The following is an overview of economic activity in the city park in question.

The existence of RTH, in this case Taman Kota, provides real economic benefits for the community. In addition, this is also one of the sources of Regional Original Revenue of Tolitoli Regency through the Business Services Levy. This clearly makes the existence of RTH not only seen from the aesthetic and health side but also from the economic side, especially the people's economy.

Based on this description, it is important to conduct research to find out and examine more deeply the impact of the existence of Green Open Space in supporting the concept of Green Economy in Tolitoli Regency. The economic impact is an increase in income because the function of RTH as a city park can be a place to sell goods and services, even though it is not the dominant one, and this can increase the income and welfare of MSME actors. Therefore, the author plans to conduct research with the title "The Impact of the Existence of Green Open Space in Supporting the Green Economy Concept. Phenomenological Study on City Park, Tolitoli Regency. The problem raised was how the impact of the existence of Green Open Space on the existence of MSMEs in supporting the concept of Green Economy in Tolitoli Regency City Park. The goal is to obtain the results of a phenomenological study related to the impact of the existence of Green Open Space on MSMEs in supporting the concept of Green Economy in Tolitoli Regency City Park.

RESEARCH METHOD

The data analysis method used is Qualitative data analysis techniques, with qualitative data in question in the form of observation and interview data. In the qualitative data analysis technique, an analysis of indicators in the form of emerging issues, understanding the thoughts of participants/informants, and interpreting the meaning of the data is carried out. The problem-solving approach in this study is through phenomenological studies with qualitative descriptive data analysis. a phenomenological study approach regarding the existence of Green Open Space to the existence of MSMEs in supporting the concept of green economy in Tolitoli Regency City Park. Phenomenological studies provide explanations related to certain events or occurrences and phenomena related to research problems (Abidin Achmad et al., 2020; Arimurti et al., 2023; Aulia & Arimurti, 2023; Ginting et al., 2022). This type of research uses a qualitative descriptive method with a phenomenological study approach regarding the impact of the existence of Green Open Space on the existence of MSMEs in supporting the concept of green economy in Tolitoli Regency

City Park. Phenomenological studies provide explanations related to certain events or occurrences and phenomena related to research problems.

Regarding the need for research supporting data that is an indicator of research, it can be seen in the following table:

Table 1. Research Data Needs (9PT, Center)

Variabel	Indikator
Green Open Space	<ol style="list-style-type: none"> 1. The role of RTH as an urban environmental identity 2. The role of RTH in the orientation of travel destinations 3. The role of RTH in creating the beauty of the green system 4. The role of RTH in improving the harmony of the surrounding building layout 5. The role of RTH in improving the comfort of the city
	<ol style="list-style-type: none"> 1. The role of RTH in improving community social interaction
	(Albaroza et al., 2021; Samsudi, 2019).
Green Economy	<ol style="list-style-type: none"> 1. Land cover 2. Smallest garbage 3. Emission Reduction 4. Poverty level 5. Life expectancy 6. Agricultural productivity 7. Workforce
	Bappenas RI, Green Economic Development (Saputra, 2022).
MSMEs	<ol style="list-style-type: none"> 1. Sales Growth 2. Customer Growth 3. Profit Growth
	(Larasati, 2018; Rapih, 2015).

RESULTS AND DISCUSSIONS

Through data collected with a phenomenological method approach, it was found that there are around 15 MSME units in the form of food and beverage culinary stalls in several corners of Tolitoli City Park which is currently called Gaukkan Mohammad Bantilan City Park, Tolitoli Regency. Here is the data that can be collected and has been inferred from several data sources based on supporting theories and facts. This study actually supports the results of previous research that facilities, social factors and accessibility have a significant effect on interest in visiting green open spaces, including city parks (Rawa et al., 2024). With the existence of a city park as a green open space, it opens access to the public in general to gather and utilize the facilities and functions in the city park, including the existence of MSMEs. So that in this case, MSME actors can benefit from the existence of city parks and can increase the income and welfare of MSME actors.

Table 2. Interview Results

Indicator	Result
1. Tolitoli City Park is the identity of the city's environment for the community	The average MSME actor said that Tolitoli City Park is the identity of the urban environment in Tolitoli Regency because of the visualization of beauty and several benefits in it.
2. Tolitoli City Park is one of the destinations for people to travel	Tolitoli City Park is a prima donna for residents because of several benefits in it. In addition, its easy and strategic access makes it possible for residents to visit at any time.
3. The beauty of the green layout can be seen in the layout of Tolitoli City Park	City parks are still dominated by greenery in the form of shade trees that can absorb CO ₂ gas (carbon dioxide) and can reduce noise from the sound of vehicles passing around the city park.

4. Tolitoli City Park looks beautiful and cool	Tolitoli city park can still be said to be beautiful and cool because there are still many trees around it, it's just that there are still people who throw garbage carelessly.
5. Tolitoli City Park gives the impression of being in harmony with the surrounding buildings	With the existence of government buildings, schools and some community housing, Tolitoli city park seems to be in harmony with the buildings around it
6. There is a sense of comfort for the community in the existence of Tolitoli City Park	The existence of Tolitoli City Park provides a sense of comfort and is something to be grateful for because the existence of Tolitoli City Park is a source of life and creates jobs and is enough to provide benefits for MSME actors and their families.
7. Tolitoli City Park is still dominated by reforestation land cover	Tolitoli City Park is dominated by greenery in the form of protective trees and also several other types of ornamental trees such as mahogany, trembesi and tabbuaya.
8. Tolitoli City Park has good waste management	Waste management is still not good because people lack awareness related to maintaining cleanliness. The Environment Agency has also provided garbage cans but they are often lost.
9. The air in Tolitoli City Park has not experienced an increase in air pollution throughout the year	Air pollution such as pollution in Tolitoli does not increase throughout the year because Tolitoli itself still often rains which helps the air around it to be fresher. However, air pollution will increase if the conditions are very hot, causing pollution.
10. The poverty rate in Tolitoli Regency has decreased	The national poverty rate decreased by 4%, as well as in Tolitoli, there were more job opportunities and efforts from the government through the establishment of city park shops. In addition, the number of residents who buy the goods of MSME actors in city parks indicates an increase in people's purchasing power.
11. Residents of Tolitoli Regency always exercise in city parks to support health	Residents of Tolitoli Regency make the city park itself as one of the spots to exercise regularly to support their health. Starting from morning to evening, residents of Tolitoli Regency often exercise such as <i>jogging</i> , soccer, basketball to <i>skate boarding</i> , and even sports have become a routine activity every week at TamanKota.
12. Peningkatan produk makanan dan minuman yang memanfaatkan hasil perkebunan seperti buah-buahan	Overall, there are several types of MSME products produced from plantation commodities such as cold orange drinks, avocado juice drinks, processed young coconuts and others.
13. Proses produksi produk UMKM Taman Kota Tolitoli dibantu oleh beberapa tenaga kerja sebagai laryawan	On average, MSME actors in city parks work independently with their own labor without any employees or auxiliary personnel due to the efficiency of the use of the operational budget. There are also MSME actors who use auxiliary workers who usually come from their respective families
14. Adanya peningkatan omzet penjualan produk UMKM di Taman Kota Tolitoli	There is an increase although not significant. An increase in turnover can occur if there are events from certain moments or times such as tense events that are usually held
15. Secara kuantitas pelanggan produk UMKM di Taman Kota Tolitoli bertambah banyak	In terms of quantity, the number of MSME customers in the city park itself is quite large, but it will increase if major events such as festivals and tenants for MSMEs are being carried out.
16. Rata-rata pelaku UMKM di taman Kota Tolitoli mendapatkan keuntungan	There are many advantages from the MSME business, it can even be said that MSME actors have returned their capital and can even buy houses and also several other goods such as electric motorcycles and others.

With a phenomenological approach, it is a fact that the 15 existing business units have different business characteristics. Of the several MSME units in Taman Kota, around 45% are still unable to provide views regarding the key variable indicators in question. This is due to several technical factors owned by each MSME unit of culinary stalls in the city park. In general, through qualitative descriptive data analysis, the existence of Tolitoli City Park provides benefits for residents, the environment and for existing MSME actors in the culinary sector. This is also supported by the policy of the regional head, the results of the interview show that the local government provides opportunities for the MSME sector to be able to take advantage of the existence of Tolitoli City Park as a place of business as long as it holds an Environmental Management Statement Letter (SPPL) obtained from the relevant agency, in this case the Environmental Agency. Based on data, almost all MSMEs in Tolitoli City parks sell products made

from plantations or certain commodities. Overall, these conditions provide support for the implementation of *the green economy* concept in Tolitoli Regency.

The results of this study reinforce the position of previous research results from (Singh et al., 2018) who concluded that with different research methods, the structural equation model (SEM), shows that environmental commitment and green economy incentives with standard components better explain the readiness of the Circular Economy. The existence of green open space provides a platform for MSMEs to carry out economic activities, especially in the green open space of Tolitoli Regency City Park.

CONCLUSION

Based on the results of research and discussion, it was concluded that the existence of green open space, in this case the Tolitoli Regency City Park, provides a positive impact and considerable space and opportunities for MSME actors to carry out economic activities. There are a total of 15 MSME units that are recorded and get economic benefits with the existence of Tolitoli City Park. This is also supported by the policy of the regional head, the results of the interview show that the local government provides opportunities for the MSME sector to be able to take advantage of the existence of Tolitoli City Park as a place of business as long as it holds an Environmental Management Statement Letter (SPPL) obtained from the relevant agency, in this case the Environmental Agency.

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