



Identification of Potential and Product Development Strategies for Micro, Small and Medium Enterprises (UMK) in Sunan Giri Religious Tourism, Giri Village, Gresik Regency

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ABSTRACT

The tomb of Sunan Giri is one of the religious destinations located in Bukit Giri in Giri Gajah Village, Kebomas District, Gresik Regency. Several supporting facilities such as a shopping center for various products are sold at the Tourism Market as a center for selling MSEs. Transportation accommodation to the tourist area is quite complete where there are public transportation, motorcycle taxis, and gigs. However, the MSE products sold are still very limited both in terms of quality and quantity. The products sold are various, ranging from food, drinks, crafts, books related to the Islamic religion, skullcaps and crafts related to religious tourism to Sunan Giri's tomb. The problem is that the potential for MSEs has not been identified and the MSE product development strategy in Sunan Giri's religious tourism has not been implemented optimally. The purpose of the research is to identify the potential and develop a strategy for developing MSE products. Research Outputs: 1. Research Report that can be used as input for relevant agencies and MSEs in Sunan Giri religious tourism. 2. Enrichment Journal: Journal of Management: Sinta 4. The research method used is a qualitative descriptive method, with a sample of several MSEs in Sunan Giri religious tourism. Research Results: Based on the results of the SWOT analysis, the right MSE development strategy in Giri Village, District, was obtained, namely the SO (Growth) Strategy. SO strategy is a strategy that utilizes existing strengths to increase its competitive advantage. Through the SO (Growth) strategy, MSEs in Giri Village, Gresik Regency are expected to carry out product development.

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1. Introduction

Gresik Regency is one of the cities in East Java Province which has many tourist attractions, ranging from tourist attractions in the form of beaches, playgrounds to the most famous, namely religious tourism. One of them is the Religious Tour of the Sunan Giri Tomb. Based on data from the Gresik Disparbud, the average number of visitors to Sunan Giri Religious Tourism per month reaches 100,000 to 200,000 people. The tomb of Sunan Giri is one of the religious destinations located in Bukit Giri in Giri Gajah Village, Kebomas District, Gresik Regency. The tomb of Sunan Giri has an area of 900 m² and is surrounded by about 30 graves of his family and students and there is also an old mosque built by Sunan Giri. The Sunan Giri Tomb area is divided into 3 zones, namely the first zone is the place of the Sunan Giri Tomb where this location is at the highest place because it is a sacred zone, the second zone is the tomb of the ancestors and the Giri people in the past, and the third zone is the parking area. visitors. The Sunan Giri Tomb religious tourism complex is also equipped with the Sunan Giri Museum which is located on the west side of the entrance gate to the Sunan Giri tomb complex. This museum is a public museum where the collection is not limited to objects related to Sunan Giri but also contains relics from the para-historical, classical (royal) and colonial times. Other than that, there are

several supporting facilities such as a shopping center on the path in zone two and also on the stairs leading to the tomb. Transportation accommodation to this tourist area is also quite complete where there are public transportation, motorcycle taxis, and gigs. The Sunan Giri Tomb Complex has also provided electricity sourced from the State Electricity Company (PLN). Some of the facilities and infrastructure that are not yet optimal are clean water whose needs are not balanced with the number of tourists visiting, telecommunication networks that have not reached hill areas or zone 1 and the number of trash bins is not enough. The Sunan Giri Tomb Complex has also provided electricity sourced from the State Electricity Company (PLN). Some of the facilities and infrastructure that are not yet optimal are clean water whose needs are not balanced with the number of tourists visiting, telecommunication networks that have not reached hill areas or zone 1 and the number of trash bins is not enough. The Sunan Giri Tomb Complex has also provided electricity sourced from the State Electricity Company (PLN). Some of the facilities and infrastructure that are not yet optimal are clean water whose needs are not balanced with the number of tourists visiting, telecommunication networks that have not reached hill areas or zone 1 and the number of trash bins is not enough.

The crowds of people who make pilgrimages to Sunan Giri's food have caused the growth of small micro entrepreneurs around Sunan Giri's grave. The products sold by micro-entrepreneurs range from food, beverages, crafts, books related to Islam, skullcaps and crafts related to religious tourism to Sunan Giri's tomb. Besides visitors on pilgrimage, they also buy food, drinks, souvenirs, books related to the Islamic religion offered by the Giri village community. However, food and beverage products, souvenirs are only limited to what they can make and sell. Most of the MSEs are concentrated in the tourism market, but there are also many residents around the stairs leading to the tomb of Sunan Giri who also sell various products.

Actually, as a religious tourism area, the Giri village community has the potential for entrepreneurship selling products around Sunan Giri religious tourism. The potential of this tourist area is actually still very possible to be developed. The existence of MSE products is an additional source of income and opportunities for the surrounding community, but has not been used to its full potential. With the Covid 19 pandemic, the income of MSEs has decreased, especially after the PPKM was implemented where Sunan Giri religious tourism was closed, so the impact of the tourism market was also closed. This has caused MSEs in the tourist market and around the tomb of Sunan Giri to lose their livelihoods. The problem in this study is how to identify the potential of Micro and Small Enterprises (UMK) in religious tourism in Sunan Giri, Giri Village, Gresik Regency and how to develop UMK product development strategies in Sunan Giri religious tourism, Giri Village, Gresik Regency. This study discusses 6 aspects that are the main problems faced by MSEs in the area of Sunan Giri's religious tomb, namely capital, production, technology, marketing, human resources, facilities and infrastructure.

Based on the existing problems, we intend to conduct research with the title Identification of Potential and Product Development Strategies for Micro and Small Enterprises (UMK) in Sunan Giri Religious Tourism, Giri Village, Gresik Regency.

2. Methods

In compiling this research, a series of complementary activities will be carried out, including:

- a. Initial survey through social media, conducted an initial survey to be able to provide a general description of the condition of MSEs in Sunan Giri religious tourism, Gresik Regency
- b. Conduct indept interviews to find out the condition of MSEs' business activities in Sunan Giri religious tourism, Gresik Regency.

2.1 Data Types and Sources

The data used in this study were obtained from secondary data and primary data. Data collection activities in this research activity used several techniques, namely as follows:

- a. Questionnaire by collecting data which is done by providing a series of list of questions to the sample MSE respondents

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- b. Interviews by collecting data by conducting questions and answers to data sources in depth according to the problems studied
- c. Documentation by collecting data using data that has been collected by other agencies/units related to the identification of potential activities and strategies for developing UMK products in religious tourism

2.2 Data analysis

Data analysis in this study is descriptive qualitative, namely by describing what happens to MSEs in religious tourism Sunan Giri, Gresik Regency. This research is to identify the potential and strategy for developing UMK products in Sunan Giri religious tourism based on existing conditions and then associated with a theoretical review. After obtaining both primary and secondary data, an analysis will be carried out to obtain conclusions and recommendations for the direction of developing UMK products in Sunan Giri religious tourism in terms of tourism product aspects (attractions, accessibility, and amenities). The development strategy is carried out with a SWOT analysis.

2.3 Stages of Research Implementation

In general, the implementation of this study is grouped into stages, namely:

a. Preparation phase

In the preparation stage, activities that include the following activities:

- 1) Preparing Study Designs that are continuously refined
- 2) Coordinate with various parties for the common perception and preparation of data collection
- 3) Preparing Research Instruments and maturation of survey officers
- 4) Prepare other supporting administrative activities

b. Data collection stage

The data collection stage is the stage for deploying researchers to the field to obtain the required data using the techniques described above. This data collection stage requires a relatively long time in order to obtain valid and valid data.

c. Data Analysis Stages

The data analysis stage is the stage for sorting, grouping, analyzing and explaining various field data findings according to the focus and direction of the study. This stage is expected to provide an in-depth, detailed and valid description of the focus of the study. Therefore, to achieve this purpose, at this stage, it will be reproduced by a discussion process among experts to get a truly comprehensive analysis result.

d. Report Preparation Stage

After the data is analyzed, the next step is to compile a study report. The study report compiled consists of two types of reports, namely:

- 1) 70% report
- 2) Research result seminar
- 3) 100% Final Report

3. Results and Discussion

3.1 Description of Research Object

a. Village Condition

Giri Village is located in East Java Province, Gresik Regency, which is included in the Kebomas District, geographically it is located at 112.623014 latitude/LU -7.172511 East Longitude/W. While administratively, Giri Village is bordered by Kebomas Village in the north, in the east by Kawisanyar Village in the west by Klangonan Village, while in the south Sekarkurung Village, the typology of Giri Village based on Industry/Services with the Village classification is SWASEMBADA which has the category The village is MULA, with an area of 18.25 Ha. Giri Village has an orbit (distance from the center of government) that is from the district government center 1 km, from the city government center 7 km, and from the provincial capital 22 km. Giri Village does not have superior commodities based on planted area and economic value.

b. Population Condition

The total population of Giri Village is 4,078 people, the most aged 18-55 years amounting to 2,455 people with 1,103 family heads. Most of the population's occupations/livelihoods are other jobs, totaling 2,812 people, *Identification of Potential and Product Development Strategies for Micro, Small and Medium Enterprises (UMK) in Sunan Giri Religious Tourism, Giri Village, Gresik Regency (Ayun Maduwinarti MP, et al)*

in the second place, working as craftsmen totaling 381 people, in the third place being entrepreneurs/traders totaling 60 people, in the fourth place working as employees (PNS and Private/BUMN) totaling 14 people, in the fourth place the services are 12 people, and the last is pensioners with 5 people. For the level of public education there are 3,131 people who graduated from general education and 379 people who did not graduate / did not go to school, with the ratio of education and health to the ratio of students and teachers in Kindergarten (140: 16), Elementary School (480: 36), Junior High School (393: 33).), high school (194: 16).

c. Village Facilities and Infrastructure

- 1) village office
- 2) Polyclinic (1 unit), Posyandu (4 units), Doctor's Practice (2 units).
- 3) Badminton field sports infrastructure (1 unit).
- 4) Educational infrastructure Kindergarten School Buildings: 2 units, Elementary School Buildings: 2 units, Middle School Buildings: 2 units, High School Buildings: 1 units, Religious Education Institutions: 6 units, Other Educational Infrastructures: 2 units.
- 5) Mosque worship infrastructure (2 units), Musholla (14 units).
- 6) Village Road transportation infrastructure (Asphalt/Concrete) along 2 Km.
- 7) Clean water infrastructure for Rainwater Storage (180 units), Pump Wells (11 units), Clean Water Tanks (2 units).
- 8) Sanitation and Irrigation Facilities for Public MCK (2 units), Family latrines (1,059 units), Drainage Channels (Yes).
- 9) PLN Electricity Lighting and Energy Infrastructure : 1,057 units and No Lighting : 2 Families.
- 10) Entertainment and Museum Tourism Facilities (1 unit).
- 11) TPS Cleaning Facilities and Facilities : 2 locations, Waste Crushing Equipment : None, Garbage Carts : 2 units, Trash Cans : 25 Units, Cleaning Task Force Members : 3 Persons, Scavengers : 2 Persons, Waste Management Sites : None, Environmental Waste Management /RT : Self-help.

d. Financial Condition

Total Village/Kelurahan Budget and Revenue Total : Rp. 2,214,725,095.00

Village Institutions:

1. LPM (Community Empowerment Institution) Number of Management : 10 people, Number of Scope of Activities : 3 Types.
2. Customary Institutions Customary Stakeholders: Yes, Customary Management: Yes, Customary Activities: Customary Deliberations, Customary Sanctions.
3. TP PKK Number of Management : 5 People, Number of Scope of Activities : 10 Types.
4. BUMDES Number of BUMDES : 1, Number of BUMDES Management : 4 people, Types of Activities : 2 Types.
5. KARANG TARUNA Type of Activities : 2 Types, Number of Management : 1 person.
6. RT/RW Number of RW : 5 RW, Number of RT : 19 RT.

Village Security and Order

Giri Village has 3 Kamling Posts with 3 members of linmas/hansip.

TABLE 1

LIST OF POTENTIAL MICRO AND SMALL ENTERPRISES (UMK) IN GIRI VILLAGE 2021

No	Name of UMK Potential	Total MSE	Information
1	craftsman	22	Economic Potential
2	Eating Business	49	Economic Potential
3	Drink	23	Economic Potential
4	Shop	52	Economic Potential
5	Shop	47	Economic Potential
6	Wet and Dry Cake	90	Economic Potential
7	street vendors	2	Economic Potential
8	Service	30	Economic Potential
9	Stall	5	Economic Potential
	Total	322	

Based on the conditions and potentials of Giri Village mentioned above, the existence of Micro and Small Enterprises (UMK) should be able to be developed, but with the Covid 19 pandemic, the reality is that until *Identification of Potential and Product Development Strategies for Micro, Small and Medium Enterprises (UMK) in Sunan Giri Religious Tourism, Giri Village, Gresik Regency (Ayun Maduwinarti MP, et al)*

now it is still on the road in place, some are even not running at all alias closed. . The problems faced by Micro, Small and Medium Enterprises (UMK) in Giri Village, Gresik Regency, apart from the current pandemic, are related to capital issues, product development and marketing of their products. In addition, the empowerment, training and assistance that have been carried out by related parties have not been able to provide maximum results, on economic development in Giri Village. This is also due to the decline of pilgrims to Sunan Giri's grave due to the COVID-19 pandemic.

3.2 Discussion

This study discusses the study of Potential Identification and Product Development Strategies for Micro, Small and Medium Enterprises (UMK) in Sunan Giri Religious Tourism, Giri Village, Gresik Regency seen from 6 aspects, namely capital, production, technology, marketing, human resources, facilities and infrastructure.

Information related to these six aspects was collected using questionnaires and interviews. The results obtained indicate that there are several obstacles faced by the Development Sector MSEs in Giri Village, Gresik Regency, including:

- a. In the aspect of capital, some MSEs still use their own capital and do not use access to credit because of concerns in terms of repayment besides most of them do not have adequate collateral. Others, MSEs borrow from the Women's Cooperative, but are often unable to repay the debt, so they are no longer allowed to borrow from the kopwan.
- b. In the production aspect, most MSEs still use simple production equipment, although this provides an advantage in terms of affordable production costs, but traditional equipment makes production less efficient, especially if there are large production orders. They never develop their products so that the products sold are very limited.
- c. In the technological aspect, most MSEs have not used technology for their production and marketing processes in their operational activities, such as implementing online marketing.
- d. In the marketing aspect, most MSEs have not patented products, there is no product differentiation and do not have cooperation with large companies related to raw materials or product sales. Because the current pandemic forces them to sell online, but for those who are clueless, it is very difficult to market their products.
- e. In the aspect of human resources, most MSEs do not yet have innovative knowledge and skills. Products do not vary. In terms of financial management, many MSEs have not separated their personal finances from their business.
- f. In terms of facilities and infrastructure, some MSEs do not yet have adequate facilities and infrastructure for business development.

Several obstacles faced by MSEs are the main concern in this study. Therefore, this study tries to identify the Potential and Strategies for Product Development of Micro and Small Enterprises (UMK) in Religious Tourism Sunan Giri, Giri Village, District to analyze what strategies are appropriate in developing MSEs, especially in the MSE product development sector in Giri Village, Gresik Regency. SWOT. SWOT analysis is considered appropriate because in addition to looking at the strengths and opportunities possessed by MSEs, in determining the strategy, the weaknesses and threats that will be faced by MSEs are also seen. The identification of each aspect is grouped in a SWOT analysis to then obtain a SWOT matrix. In identifying the potential and strategy for developing UMK products in Giri Village, Gresik Regency, the first step is to identify the potential of MSEs in 4 (four) indicators, namely Strengths, Weaknesses, Opportunities, and Threats. Table 5.3 is an analysis of the grouping of indicators in four categories of strengths, weaknesses, opportunities, and threats contained in the SWOT matrix.

The results of the SWOT analysis show that there are 9 (nine) indicators of strength in general, including aspects of capital, raw materials, labor, production equipment, packaging, product quality, promotion, and marketing. Meanwhile, there are 7 (seven) indicators of weakness, including aspects of capital assistance, financial knowledge, production equipment, product differentiation, marketing, and market information. Then for opportunity analysis, there are 7 (seven) indicators including access to credit, raw materials, labor training, new market opportunities, membership of entrepreneur associations, partnerships, facilities and infrastructure. Meanwhile, there are also 5 (five) threats, including aspects of capital assistance, relations, raw materials, inflation rates and the covid-19 pandemic. In the SWOT Matrix Table, 4 (four) development strategies are also formulated based on the identification of the potential of the four previous indicators, including the SO

(Growth) strategy, the WO (Stability) strategy, the ST (Diversification) strategy, and the WT (Defend) strategy. To determine which strategy is appropriate for the development of MSEs in Giri Village, Gresik Regency, the researchers analyzed qualitatively descriptive.

4. Conclusions

Based on the results of the analysis and discussion that have been described previously, it can be concluded that there are problems faced by Micro, Small and Medium Enterprises actors in Giri Village, Gresik Regency, including aspects of Capital, Production, Technology, Marketing, Human Resources, Facilities and Infrastructure. The results of the production of MSEs in religious tourism are still very limited, both in terms of quantity and quality. SWOT analysis is used to identify potential and product development strategies for MSEs. The right strategy for developing MSEs in Giri Village, Gresik Regency is the SO (Growth) Strategy. SO (Growth) strategy is a strategy that utilizes existing strengths to increase its competitive advantage.

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