

## **THE IMPACT OF TOURISM ON DEVELOPMENT MICRO, SMALL, MEDIUM ENTERPRISES (MSMEs) AT SEMBILAN SUMENEP BEACH**

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### **Abstract**

This research based by developing tourism on Sembilan Sumenep beach tourist destination areas. The tourism was developing continuously to increase visitors in tourist attractions on Sembilan Sumenep beach. On the processes of developing tourism will give impact to many people for participate to provide tourism industry, that's with micro, small, medium enterprises (MSMEs). Developing of tourism give motivation for many people to build Micro, Small, and Medium Enterprise, this is based on tourism opportunities. The purpose of this study was to knowing how impact of developing tourism to small and medium enterprise and to analysis how the processes of development tourism give impact for micro, small and medium enterprise from income sector and business growth. Analysis of the data used in this research is descriptive analysis method. Based on the results of descriptive and analysis, so obtained the conclusion that's developing tourism in Sembilan Sumenep beach tourist destination areas could increase of micro, small, and medium enterprise income in tourist destination areas Sembilan Sumenep beach, and was creating opportunities for many people to make new business with thought that's development of tourism will bring in many tourist and a lot of money was shopping in tourist destination areas. This is prove that's tourism could increase people opportunities for the business and growth the business. Advice can be given is still need improvement on developing tourism which has been done in tourist destination areas Sembilan Sumenep beach to accommodation tourist needs so many tourist who visiting and improving economy level of people. And needs help from the government to give education for businessmen to developing their product and market their product extensively.

**Keywords:** *Tourism, Micro Small Medium Enterprises (MSMEs), Sembilan Beach*



## INTRODUCTION

Indonesia is a country rich in natural resources and all its potential. The wealth of natural and material resources contained therein is a great capital for Indonesia's development. The diversity of Indonesia's natural resources such as natural potential, flora and fauna, historical relics, customs, and arts and culture, all of which are owned by this country make a large capital for the development of pariwisata in Indonesia. Tourism is a universal human need that will never die, now and in the future. And also tourism is an entertainment for humans to entertain self-fatigue, tourism is a series of travel activities carried out by individuals or families or groups from their original place of residence to various other places with the aim of making tourist visits and not to work or earn income at the destination. Tourism is an industry that is widely developed in developing countries.<sup>1</sup>

Tourism is one of the industries that can act as a locomotive (drive) for the economic growth of a country or region. Tourism is said to be an industry, this is due to the existence of a group of companies that are specifically engaged in services (products) that provide services to consumers (tourists). In addition, the term tourism industry is basically also used to convince people that the existence of tourism will have a positive impact on the economy of a certain country or region, especially on the multiplier effect it causes.<sup>2</sup> The tourism industry is also referred to as an activity that has a very large ability to create an economic impact that is multiplier effect (multi-double) for the region and related communities. Multiplier effect (multi-double) can be interpreted that, the tourism industry is one of the instruments (tools) to drive business sectors and activities related to regional development and equity as well as community empowerment, especially those residing in remote areas or in rural areas to overcome poverty<sup>3</sup>.

At this time, there have been many developed to developing countries, including Indonesia, which has made tourism as one of the industrial sectors that has received attention from various parties. This is because tourism is considered as one of the sectors that contributes quite a lot to the country's foreign exchange, apart from the petroleum and gas sector. The existence of the tourism industry is also able to play an alternative to expanding employment, encouraging and leveling regional development, and helping in terms of improving the welfare and prosperity of the people<sup>4</sup>. In addition, there is also the main reason

<sup>1</sup> Isbandi Rukmanto, *Perencanaan Partisipatoris Berbasis Aset Komunitas: dari Pemikiran menuju Penerapan*, (Depok: UI Press, 2017), hal 16

<sup>2</sup> Rahardjo Adisasmita, *Membangun Desa Partisipatif*, (Yogyakarta: Graha Ilmu, 2006), hal 34

<sup>3</sup> I Gusti Bagus Arjana, *Geografi Pariwisata dan Ekonomi Kreatif*, (Jakarta: Rajawali Pers, 2016), hal 56

<sup>4</sup> Nyoman S Pendi, *Ilmu Pariwisata: Sebuah Pengantar Perdana*, (Jakarta: Pradnya Paramita, 1986), hal 72



for a certain region to develop tourism, this is strongly associated with the economic development of a certain area, or in other words, the existence of tourism development in a certain area will always be taken into account with benefits and benefits for many people. The important thing that is the main basis when developing tourism is that it must have a tourism potential that can later be developed into a tourist destination. In addition to the availability of tourism potential that can be developed, another supporting thing that is also needed is the availability of facilities, infrastructure, and infrastructure supported by the role of tourism stakeholders in developing tourism. One of the roles of tourism stakeholders is associated with the support or participation of the local community, especially to develop attractive tourist attractions, create an atmosphere in pleasant tourist attraction areas, and later be able to maintain sustainable tourist attractions<sup>5</sup>.

Community participation is defined as an action in the form of participation from the community in the process of identifying problems and potentials that exist in the community, selection and decision making regarding alternative solutions in facing and dealing with problems (problem solving), and community involvement to evaluate changes that occur. In addition, local community participation is also the involvement or participation of the community to actualize the willingness, willingness and ability of the community in planning, compiling, and implementing a tourism development program that is implemented. Based on the above opinions, it can be concluded that the participation or support of the local community can be used as the main foundation in the development of tourism. This is because, the community is the host of tourist attractions developed in their area<sup>6</sup>.

Tourism development is also expected to provide benefits to the surrounding community from tourism activities in the area. The participation of local communities is one of the important things to ensure that tourism development can be realized, because the participation of local communities is something that has a direct impact on tourism development. The community is also a stakeholder, so without the support of the community, tourism development will not be optimally sustainable<sup>7</sup>.

The development of tourism today does not occur only in developed and fairly well-known cities or districts. However, this also happens in Sumenep Regency which is one of the

<sup>5</sup> I Gede Pitana dan I Ketut Surya, *Pengantar Ilmu Pariwisata*, (Yogyakarta: C.V Andi Offset,2009), hal 30.

<sup>6</sup> Hertifa Sumarto, *Inovasi, Partisipasi, dan Good Governance*,( Jakarta: Yayasan Obor Indonesia,2004),hal 20

<sup>7</sup> *Ibid*, hal 22



regencies located at the eastern end of Madura small island in East Java Province. Sumenep Regency currently also does not want to be outdone by other regions in developing tourism which is supported by the existence of tourism potentials that are currently being managed and introduced to areas outside Madura. The development of tourism in Sumenep Regency can be proven by the number of tourist visits to Sumenep Regency which currently manages to be ranked 5<sup>th</sup> out of 38 regencies or cities in East Java after Surabaya City, Malang Regency, Batu City, and Banyuwangi Regency. Sumenep Regency for the 2013-2017 period has enough potential to be further improved in the following years. Realizing this is certainly not easy, so more complex actions are needed from various stakeholders or related parties in terms of managing the existing tourism potential, in order to realize better tourism development in Sumenep Regency to attract the number of tourist visits. At this time, parties related to tourism development matters have slowly taken action. One of them can be proven by the existence of the Sumenep Regency Government (Pemkab) program in collaboration with the Cultural Office of Youth Tourism and Sports (Disbudparpora) of Sumenep Regency which sparked the theme "Visit Sumenep 2018". The existence of this program is expected to be able to attract tourist visits and at the same time realize a sustainable tourism development process with a tourism governance system that is able to meet the needs of tourists and the community in tourist destinations, while maintaining the environment and at the same time increasing opportunities to meet needs in the future. In this study, how is the impact of tourism development on the development of MSMEs in the Sembilan coastal area in terms of business growth?

## **Theoretical Foundations**

### **Tourism**

Tourism is a consciously carried out human activity that receives alternating services between people in a country or abroad including the study of people from other regions (a certain area, a country or continent) for a while to seek a variety of satisfactions. Tourism is basically looking for a meeting point between the demand side and the supply side or in other words, the realization of a match between the needs of the demand / market side and support for the development of the supply side / tourist products or tourist destinations that are different and different from what they experience, where they get a permanent job<sup>8</sup>.

Indeed, tourism has long been a concern—whether in terms of economics, politics, administration, statehood, or sociology, until now there has been no academic opportunity as

<sup>8</sup> *Ibid*



to what tourism is. But etymologically, the word tourism also comes from Sanskrit which consists of two, namely pari and wisata. Pari means "many" or "tours", while wisata also means "to go" or "to travel" on that basis, the word tourism should be interpreted as a trip made many times or in circles from one place to another, which in English is with the word "tour" as the plural meaning of the word "tourism" Ie. "tourisme" or "tourism"<sup>9</sup>. Tourism can also be concluded that tourism can be formed if there are tourist actors who also have the motivation to travel tours, the availability of supporting infrastructure, the existence of tourist attractions and tourist attractions supported by a good promotion and marketing system as well as services to the actors<sup>10</sup>.

a. Types and Types of Tourism

Tourism is not symptomatic as a singular, the term is common in nature that describes several types of travel and lodging that correspond to the motivation underlying the departure. People also travel to obtain satisfying destinations and various desires when traveling. . In addition, for the purposes of planning and developing tourism itself, it is also necessary to distinguish between tourism and tourism and other types of tourism, so that the types and types of tourism developed will be able to manifest as expected from tourism itself. But actually tourism as a symptom, manifests in several forms which include: According to geographical location, where tourism activities develop are distinguished by:

- (1) Local tourism is a type of tourism whose scope is narrower and limited in certain themes. For example, the tourism of the city of Bandung.
- (2) Regional tourism (regional tourism) is a tourism activity that is developed in a certain area, can be regional in the national environment and can also be regional in the international scope. For example, tourism in Bali, Yogyakarta and others.
- (3) National tourism (national tourism) is a type of tourism developed within the territory of a country, namely where the participants not only consist of their own citizens but also foreigners who are silent in the country. For example, tourism that exists within the territory of an Indonesian territory.

b. Tourism Type Business

<sup>9</sup> Gamal Suswanto, *Dasar-dasar Pariwisata*. (Yogyakarta: Andi Yogyakarta, 2004), hal 45

<sup>10</sup> Bambang Sunaryo, *Kebijakan Pembangunan Destinasi Pariwisata: Konsep dan Aplikasinya di Indonesia*. (Yogyakarta: Gava Media, 2013), hal 70



Arising from the existence of various kinds of needs and needs for tourists will encourage the emergence of various types of tourism service businesses that provide needs for tourists and aim to help smooth the journey of prospective tourists.

1. Exploitation of tourist objects and attractions

Natural tourism object and attraction entrepreneurs are efforts to utilize natural resources and environmental systems that have been completed as tourist objects and attractions to make tourist suggestions.

2. Tourism facilities business

Tourism facilities businesses are grouped in:

- a) Provision of accommodation is an effort to provide rooms and other facilities as well as services that are needed.
- b) The provision of food and beverages is the business of managing food and beverages and food and beverages as an accommodation provider.
- c) According to the Ministry of Culture and Tourism 2004, the provision of tourism areas is a company whose activities are to build or manage areas with a certain area to meet tourism needs<sup>11</sup>.

### **Micro, Small and Medium Enterprises (MSMEs)**

Micro enterprises are productive businesses owned by individuals and / or individual business entities that meet the criteria for Micro Enterprises as regulated in this law. A small business is a stand-alone productive economic business carried out by a corporate person or business entity that is not a subsidiary or not a branch of a company that is owned, liked, or is part of either directly or indirectly from a medium-sized business or large business that meets the criteria of small business as intended in the law.

Medium Enterprises are productive economic enterprises that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part either directly or indirectly with Small Businesses or Large Enterprises with a net amount or annual sales proceeds as stipulated in this Act. Business development is a form of effort to the business itself in order to develop for the better and to reach a point or peak towards success. Business development is carried out by businesses that have begun to process

<sup>11</sup> Oka A Yoeti, .2008.*Ekonomi Pariwisata: Introduksi, Informasi, dan Implementasi*.(Jakarta: PT Kompas Media Nusantara,2008), hal 23.



and it seems that there is a possibility to be even more advanced, business development is a condition of increasing sales turnover. According to Jeaning Beaver in Muhammad Sholeh, the benchmark for the success rate and development of small companies can be seen from the increase in sales turnover. Meanwhile, Thooha in Shofi Elmia A indicated the development of small businesses in terms of increasing revenue. In this case, tourism can trigger the development of small businesses with indications that MSME players have an increase in income along with the development of tourism, MSMEs in the tourism sector are able to trigger the emergence of new entrepreneurs<sup>12</sup>.

a. MSME Development

Micro, Small and Medium Enterprises or called MSMEs are also one of the business sektors that are able to provide equitable welfare for the community, because every community has the same opportunity to carry out business activities to meet their living needs. Therefore, MSMEs must continue developed by the government.

b. Supporting Factors for Micro, Small and Medium Enterprises (MSMEs)

The development of micro, small and medium enterprises (MSMEs) has also experienced a lot of support in various aspects. Such as the existence of companion programs from government work units and from institutions formed by local governments as partners that provide knowledge and experience to industry players, micro, small and medium enterprises (MSMEs) by holding them as training, debriefing, coaching SMEs. However, the quality of human resources itself proves that the ability and creativity of MSME actors owned by each individual can make the industry creative. There are also factors that hinder and are considered to be running the mikri, small and medium enterprises such as capital problems, lack of quality raw materials, marketing infrastructure. Industrial business owners for MSME actors admit that marketing problems are still carried out to the extent of their ability to cooperate with people.

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<sup>12</sup> Wika Undari, “Usaha Mikro Kecil Dan Menengah (Umkm) Dalam Meningkatkan Kesejahteraan Masyarakat”, *Jurnal Penelitian dan Pendidikan Sosial Humainora*, Vol. 6, No. 1, 2021, hal. 12

## RESEARCH METHODS

### Types of Research

This research uses qualitative research methods based on descriptive studies. The selection of this study is because this study only describes naturally what is in the research location. However, the author's analysis remains a force to enrich the results of the study. This research was conducted at the Sembilan Gili Genting Sumenep beach tour. Or more precisely on MSMEs located near the Sembilan gili genting beach.

According to Sugiyono, qualitative research methods are research methods based on the philosophy of postpositivism used or interpretive, used to examine the condition of natural objects, where researchers are key instruments, the data produced tends to be skinative data, data analysis is inductive / qualitative and the results of skinative research are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses<sup>13</sup>. Research methods are more commonly used by humanities, social and religious academics<sup>14</sup>. This research uses a qualitative descriptive method in which the collection of materials and objects of the researcher uses field research (field research), namely research that uses information produced from the research target who directly enters the research place, and henceforth this research suggestion is called respondents and informants through data collection instruments such as questionnaires, observations, interviews, and so on. With this qualitative descriptive method in taking materials and objects, researchers use field research, namely research that uses information produced from the research target by directly entering the research place and henceforth this research is called respondents and informants through data collection instruments such as questionnaires, observations, interviews and so on. The approach and type of research presented in the study is to analyze the problems carried out with data encountered in the field, namely regarding "The Impact of Tourism Development on MSME Development in the Nine Sumenep Beach Tourism Area.

### Research Location

The research location is the place or object where the research is carried out, determining the location of the object of study is very important to make it easier for the author to conduct research. The location of this study is on the object of tourism objects of Sembilan Gili Genting Sumenep beach.

<sup>13</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, (Bandung : Alfabeta, 2017), hal 50

<sup>14</sup> Lexy J Moleong, *Metodologi Penelitian Kualitatif*.(Bandung: Remaja Rosdakarya Offset, 2012), hal 72.





### **Data and Data Sources**

The data sources in this study consist of two, namely primary data and secondary data. The primary data in the study are research informants, namely MSME actors who are around the Sembilan beach, in addition to the nine beach managers, from them will be produced data related to the understanding and management they apply. Secondary data comes from document documents related to MSME actors such as marketing, services, and also research documents in the form of journal articles, books and student final projects which are used as a theoretical basis to strengthen the findings of this research.

### **Data Collection Methods**

Field research (field research), which uses data collection techniques carried out by conducting observations in the field based on existing reality by doing:

- a. Observation. This technique is carried out to see the extent of the impact of tourism development as an effort to develop MSMEs in the Sembilan sumenep beach tourism.
- b. Interview This technique is used to produce information in order to find out accurate data, information and facts about the development of Sembilan beach tourism, interviews are conducted with managers, related employees to produce direct and useful information about the impact of tourism development on the development of MSMEs on the Sembilan coast.
- c. Documentation. This technique is the acquisition of data directly from the research location including relevant books, regulation of distribution, activity reports, photo photos, and relevant documentary films according to the research.

The data collection method is one of the strategic steps in research, because the purpose of producing data. The data collection method is an instrument that determines whether this research is successful or not. The data collection methods used are as follows: Data collection begins with secondary data collection through literature studies. The secondary data that has been analyzed will be used as a guideline to create a list of questions. The list of questions is used later in the interview) to informants and respondents. Also carried out by observation, interviews and also data documenting from respondents was carried out using the accidental sampling method. Based on this method, the respondents selected were respondents who were around tourism locations and local residents.

### **Data Analysis Methods**

The data analysis method used is qualitative data that is inductive. Inductive analysis is a method of thinking starting from existing facts and then drawing a conclusion. The search and its compilation process is carried out in a structured manner from data produced from the results of interviews, observations, and documentation by organizing into categories, then compiling and selecting those that are important and to be studied, then drawing conclusions so that they are easy to understand. The data analysis process is carried out continuously starting with reviewing all available data from various sources. Data analysis is carried out qualitatively on information produced from interviews and literature studies.<sup>15</sup>

### **Data Analysis Techniques**

The nature of analysis in qualitative research is the decipherment of the phenomenon that occurs (descriptive) accompanied by an interpretation of the meaning contained behind the stack (interpretive). The data analysis used in this study is to use descriptive analysis, where the purpose of this analysis is to develop systematically, factually and accurately regarding the facts and the relationship between the phenomena investigated. The analysis was carried out after the data needed in this study was collected. The data obtained regarding the stages of the impact of tourism development on the development of MSMEs in the Sembilan Gili Genting Sumenep beach tourism area.

## **RESEARCH RESULTS**

### **Overview of Research Objects Sembilan Beach Tourism**

Gili Genting, commonly referred to as Sembilan beach, which is located in Bringsang village, Gili Genting islands district, Sumenep regency, East Java, is now continuing to expand into a new destination, the travel time to the island which has white sand is about 30 minutes by boat from Tanjung Port, Saronggi Sumenep<sup>16</sup>.

Origins, the place used to have the name Bringsang beach but after noticing the shape of the island is similar to the number Nine, so the akhrit was named Pulau Sembilan but the local community called it a white beach, because the sand is shaped by itself from a natural

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<sup>15</sup> *Ibid*

<sup>16</sup> Muhammad Imam wicaksono, "potensi pulau gili genting sebagai sebagai kawasan ekowisata di sumenep jawa Timur", *Jurnal Pariwisata*, Vol. 6, No.29, 2019,hal 15



phenomenon and indeed resembles the number nine. That's why tourist visitors to the beach call it beach nine. Even though the locals call the beach by the name of the white beach<sup>17</sup>.

It used to be a small port where many boats flocked before finally proceeding to their destination. However, the boats are actually a crossing boat and connect the island of Gili Genting with a place called Warethen beach, located opposite the coast of Sembilan. Hearing the phrase sembilan beach charm, it certainly makes the heart calm about the beauty of the beach, which is the attraction of the dati place is because the island has the shape of the number Nine and is not in other tours<sup>18</sup>.

The route to Sembilan beach, to be able to enjoy the charm of Sembilan beach, of course, must have reached the previous to this place. For tourists, it is highly recommended to use a vehicle first such as private cars and motorbikes, because for motorcyclists it can be transported but if you use private vehicles such as cars, there is a provision of special parking around the Port. If you want your route to be fast then you can use google maps. If departing from Tanjung Saronggi Port, this crossing process will take about 30 minutes. The cost of individual crossing is Rp:15,000 individual if you bring a motorbike vehicle, the fare is different<sup>19</sup>.

Until now, Pantai Sembilan has been developed by managers and the community, so Pantai Sembilan has made very drastic progress. Where Pantai Sembilan already has the best natural tourism awards in East Java and tourist visits that are felt to be maximized for now spread from remote parts of Indonesia and also neighboring countries<sup>20</sup>.

a. Location and nine coastal routes

Private in the form of a motorbike because it allows it to be transported using a crossing boat. If you come from Surabaya, you can go directly to Suramadu Bridge, then to Bangkalan Tangkel, and east to Sampang and Pamekasan. When going to the tourist location, directions are available or you can also use Google Maps help<sup>21</sup>.

b. Nine Beach Tourism Concept

The concept of Sembilan beach itself is ready to serve tourists who want to travel, namely pantai managers provide an understanding for tourists of the facilities on Sembilan beach

<sup>17</sup> *Ibid*

<sup>18</sup> *Ibid*, hal 17

<sup>19</sup> Luluk Hanifah, "Pengembangan Wisata Pantai 9 Giligenting Dalam Upaya Peningkatan Perekonomian Masyarakat", Al-Musthofa: Journal Of Sharia Economics, Vol.4 No.2, 2021, 149

<sup>20</sup> *Ibid*, hal 150

<sup>21</sup> *Ibid*, hal152

such as using lodging or homestays, then they must pay the rates according to what tourists use or visitors only use tents, the pay rate is Rp: 25,000 individuals, if tourists do not bring tents then the beach provides tent rentals of different sizes but different prices<sup>22</sup>.

c. Nine Beach Operating Hours

In contrast to other tours, the Sembilan beach itself has its own characteristics, namely for the closing hours it is different from other tours, the operating hours of Sembilan beach are 24 hours, for visitors who want to travel it can be but the last crossing from the Tanjung Port to the Port to the Sembilan beach is closed at 16.00.

d. Activities of Sembilan Beach

Namely in addition to offering a panorama that really calms the hearts and minds of visitors, tourists will not be bored, because there are many activities that can be done on Sembilan beach. Because the water is so clear and not too choppy that you don't worry if you play in the water, or play sand on the beach, besides that there are other more exciting activities, namely: playing using an ATV around the Sembilan beach, with the sensation of being on a small island far from the hustle and bustle of the city. But the shade on each beach is very beautiful<sup>23</sup>.

## **The Impact of Tourism Development on the Development of MSMEs in the Pantai Sembilan Area**

### **1. The Potential of MSMEs in the Sembilan coastal area**

Tourism is one of the sectors that is constantly being developed. Tourism is one of the mainstay sectors in regional economic activities. The government realizes that the development of tourism activities in an area will have an influence and encouragement of development in other sectors. The development of tourism can also expand employment and business opportunities<sup>24</sup>.

This research is about the development of tourism towards the development of MSMEs in the Sembilan Sumenep Beach Tourism Area, there are several MSMEs in the Beach Tourism Area, namely:

a. Homestay

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<sup>22</sup> *Ibid*, hal 154

<sup>23</sup> Dedy Arfianto, "Strategi Pengembangan Pantai 9", *Journal MISSY*, Vol. 2, No.2, 2021, hal 38

<sup>24</sup> *Ibid*, hal 39.



Homestays around the beach are lodging places that have been made of wood so that it seems more attractive for visitors to stay or spend the night in the Sembilan beach area, the homestay also has complete facilities.

b. Banana Boat Rental

Banana boat is a game of a kind of banana boat, this inflatable boat without an engine can drive by being towed using an engine boat, this banana-shaped inflatable boat is much loved by tourists who like the sea or the beach.

c. Kios

The stalls around Sembilan beach are apparently not rented out but already owned or tourist facilities where the stalls as a complement are needed by tourists.

d. Gift shop

Shops that sell a variety of food and accessories typical of tourism, so tourists don't have to bother looking elsewhere.

e. Boat Crossings

The boat crossing from the headland to the Sembilan beach tour is as a livelihood for residents around the Sembilan beach and vice versa the boat tenants are only 15000 people.

f. Tent rental

Namely one of the facilities of the Sembilan beach tour, which for visitors can stay if they don't want to use homestay rental, the rental fee is only 25,000 per person.<sup>25</sup>

## **2. Impact of Tourism Development on the Development of MSMEs in the Pantai Sembilan Tourism Area**

Based on the results of observational research and interviews tourism development with the owner or manager of the Sembilan beach, the manager or guard. Facilities and infrastructure of tourist attractions and new attractions in the Sembilan beach area, facilities and infrastructure of tourist attractions also continue to be evaluated and improved for the convenience of tourism when visiting, access to tourism has been integrated, but when since the covid19 outbreak the facilities on the Sembilan beach began to become extinct or damaged but did not reduce the beauty of the tourism and there also visitors were very limited to the occurrence of the outbreak and had to limit visitors who

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<sup>25</sup> Hasil Wawancara dengan pelaku UMKM di Pantai Sembilan

Travel. And adhering to Health protocols since then visitors who want to travel have begun to decline.

a. Development of tourism for MSMEs

According to the results of observations, surveys and interviews on the development of Sembilan beach tourism. At that time, tourism had a very impact on the development of MSMEs in tourist areas and when tourism was affected by a decrease in visitors which resulted in a decrease in turnover or income of tourist visitors. MSMEs in the Sembilan beach area must have an impact on tourism development, which can be opened every day but currently only open on Sundays, but on the sembila beach does not rent stalls or shops, and shops are also built along with facilities from the Sembilan beach area. The impact of such development was an increase in the number of visitors which increased by twenty percent by the end of the year. This can be seen in 2019 when the PSBB was implemented until 2020 which limited the number of tourist visitors so that there were around 100 visitors but in 2021 tourist visitors began to increase. With the enactment of health protocol policies and vaccines, the number of visitors has increased to 150 people and in 2022 there will be an increase in the number of visitors by 250 people<sup>26</sup>.

b. Development of MSMEs

in terms of increasing the income of MSMEs in the Sembilan coastal area, it began to experience a 10 percent increase in revenue in each phase of the tourism development process, most Micro, Small and Medium Enterprises in the Sembilan beach area, between a quiet month, income cannot be predicted with certainty, and sales turnover is small because of the lack of buyers and during the month of crowds of visitors during the holiday season and Eid, that is where income is more promising. MSMEs in the Sembilan imi coastal area are able to increase the development of MSMEs in the Sembilan coastal area, this means that tourism is able to trigger the emergence of economic opportunities for local communities in the form of small businesses, which is said by the increasing development of tourism will bring in many tourists MSME development in the Sembilan coastal area is influenced by various factors including low human resources, limited capital that is only taken from personal business funds, products offered in the Sembilan coastal area which still lacks innovation, MSME market penetration which is still limited to around tourist attractions, and uncontrolled growth of new businesses are feared to weaken MSMEs

<sup>26</sup> Hasil Wawancara dengan pelaku UMKM di Pantai Sembilan



in the Sembilan beach area. The development of tourism in the Sembilan coastal area can be said to be quite good and able to have a positive impact on the communities around the area, it's just that it needs improvement in places that are starting to become extinct to look new again, and good facilities and services for those from the government and from the community. Micro, Small and Medium Enterprises in the Sembilan beach area have products that are still lacking in quality and MSMEs in the Sembilan beach area are still dependent on tourist visits, therefore it is necessary to evaluate business actors in order to be able to create products with distinctive characteristics.

## CONCLUSION

Based on the research above, it can be concluded that tourism around the Sembilan coast is also a mainstay sector in regional economic activities, the Government realizes that the development of tourism activities in an area will have an influence and encouragement of development in other sectors. The growth of MSMEs in the Sembilan Gili Genteng Beach Tourism Area is a business that stands based on the tourism process itself, and also MSMEs develop and grow on the basis of tourism reasons. The relationship between tourism development and the development of MSMEs is closely related to the increase in tourist demand for their needs during tourism, experiencing an increase in income in each phase of tourism development, most Micro, Small and Medium Enterprises in the Nine coastal area, between a quiet month income cannot be predicted with certainty, and sales turnover is small due to the lack of buyers and during the month of crowds of visitors in the season holidays and Eid al-Fitr that is where the income is more guaranteed that MSMEs in the Sembilan beach area are able to increase the development of MSMEs in the Sembilan beach area, this means that tourism is able to trigger the emergence of local economic opportunities in the form of small businesses, which is based on the fact that the development of tourism will bring in many tourists.

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