

Wisatabatuseru Website as an Effort to Develop the Batu City MSME Network

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ABSTRACT

This study aims to analyze the importance of developing MSMEs by building digital literacy for MSME actors. Batu City as a tourism city has potential not only in terms of geography, but also the social potential of the community as the main resource for developing MSMEs into a sector that supports Batu City tourism. This research is a development research with a research stage that adopts the Borg and Gall development stage. The stages of development in this research are analysis, website planning, initial development and testing, website revision, final testing and website revision, testing and final testing, and implementation and dissemination. The result of this development research is the [wisatabatuseru.id](http://www.wisatabatuseru.id) as one of the marketing and promotion media for MSMEs in Batu City.

Keywords: MSMEs, Digital Marketing, tourism

1. INTRODUCTION

Indonesia as one of the countries with the nickname Biodiversity has natural wealth that has the potential for tourism activities. [1] [2] [3]. Indonesia has been recognized by the world as a country with natural wealth which attracts both domestic and foreign tourists. Some areas that are ogled by tourists include Bali and Lombok, West Nusa Tenggara, which are famous for their beautiful beaches as the main tourist attraction. In addition, cultural traditions are another factor that attracts foreign tourists and investors. [4] [5]

However, it is not only in terms of natural wealth that is a tourist attraction. Other supporting potentials include agricultural potential that supports the economy of the local community or we can call it the use of Local Economic Development (LED). [6] East Java as an example of how the development of tourism is increasing with the potential for local economic development. One area that is quite well known for the development of LED-based tourism is Batu City, East Java.

Batu City is one of the cities in East Java with agricultural potential and geographical conditions to support the development of ecotourism. [7]. The characteristics of tourism in Batu City are quite interesting including being located in the highlands so that the agricultural potential is quite promising to support economic activities. One of the farms is apple and flower plantations. In terms of ecotourism, natural

potential such as tourist sites for tourists is also a factor for the development of lodging in Batu City. To attract the attention of tourists, this inn is attractively designed according to the characteristics of Batu City, namely in the highlands.

The development of this tourist spot is not only a driving factor for the development of lodging in Batu City, it also encourages the development of other supporting businesses such as transportation services, tour guides, and culinary businesses. To further support this, the potential of plantations actually encourages community creativity to create new innovations with local potential, such as souvenirs from Kota Baru and handicrafts. These business actors are formed in Micro, Small and Medium Enterprises (MSMEs) which are one of the supporters of national foreign exchange through non-oil exports and become one of the fields that absorb labor.

In connection with the contribution of MSMEs in Batu City for the welfare of the community, it is necessary to empower and develop MSMEs to realize sustainable development. So the focus of this research is how to develop MSMEs in Batu City through information technology literacy as a support for developing MSMEs in modern times like today. Why is literacy in Information Technology (IT) needed? In the midst of modern society in the era of the industrial revolution 4.0, the need to master technology has become

a daily necessity, including as a medium to increase the development of MSMEs in Batu City.

Based on the potential of Batu City, an Information Technology (IT)-based MSME development is needed to support the sustainability and development of MSMEs in Batu City.

2. METHOD

The basic principle of development in this research adopts the Borg and Gall development model. Which can be described in the scheme below:

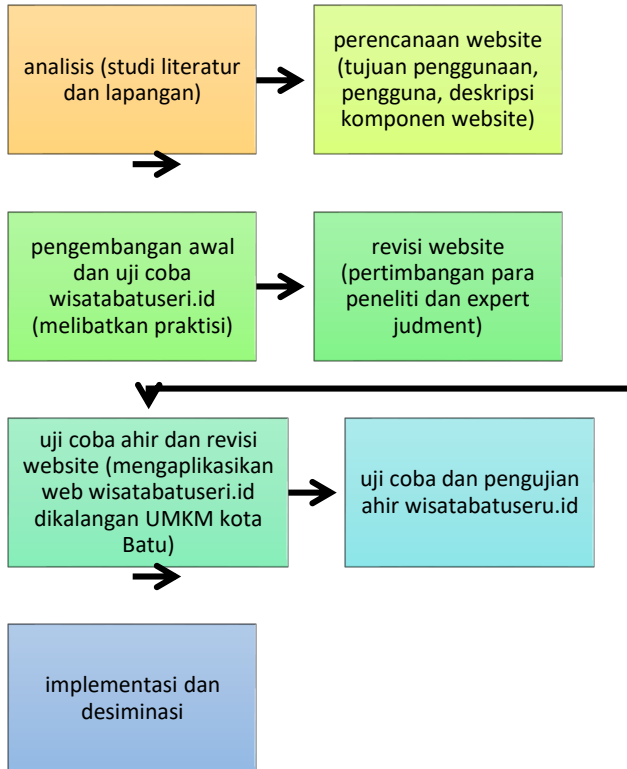


Figure 1. Stages of implementation of development, referring to the Borg and Gall model

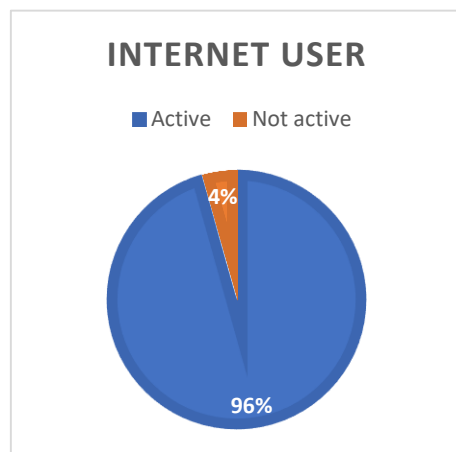
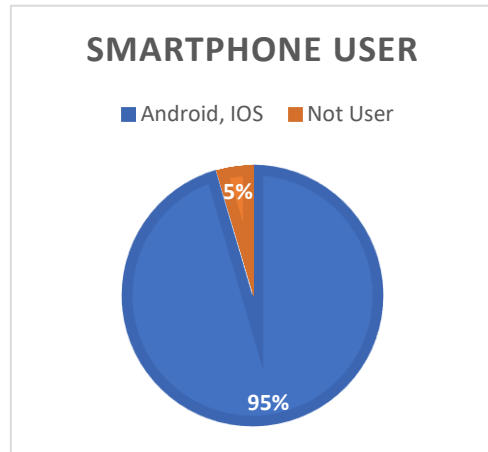
The initial stage in the development scheme above shows the need for analysis carried out by means of a literature study to find concepts that strengthen the creation of the Wisatabatuseri.id website. Then a field study to determine the size of the need and research on a small scale, using a survey in the form of distributing questionnaires to MSME industry players in the city of Batu. The second stage is the formulation of website planning/design which includes: the purpose of use, who is the user of the game, and a description of the web component and its use. The third stage, the development of the initial website in the form of a rough draft, the creation of which involves experts/practitioners, which is then carried out an initial trial (desk evaluation). The fourth stage, trials by experts who are judgmental, based on analysis and logical considerations from researchers and experts. The fifth stage, the implementation of the final trial conducted at a meeting with MSMEs, by

observing the trial process for the improvement of the initial website. The sixth stage, after revisions based on previous trials, trials and improvements were carried out in a larger number of samples. The seventh stage, after the final form of Wisatabatuseri.id is produced, is the implementation and dissemination of the website.

3. RESULT AND DISCUSSION

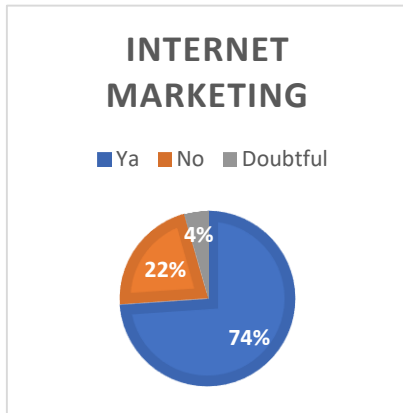
Results

Based on the background, as one of the cities that has potential in the tourism sector, MSMEs are a supporting sector to complement tourism in Batu City. From the results of data collection from MSME actors in Batu City, researchers explore information about IT needs. Most of the SMEs in Batu City already have a smartphone. Of the 23 participants, 22 of them have used smartphones. Of these smartphone users, they already have social media. Thus, the majority of MSME actors in Batu City are active internet users.



However, of the internet users, only 17 participants used the internet to market their MSME products. This is because the IT literacy of MSME users still needs to be improved. It is evident that many participants do not know the procedures for marketing using the marketplace

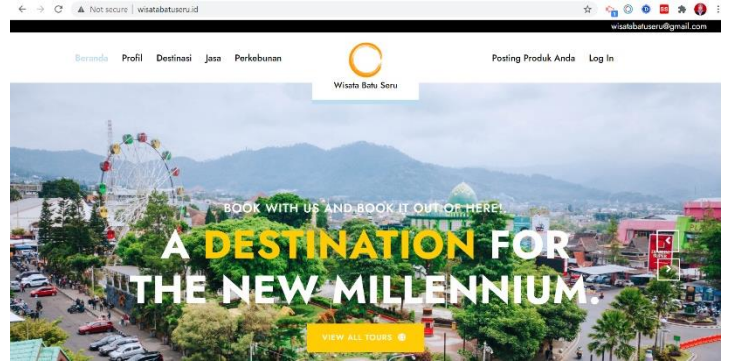
or e-commerce. In this study, in addition to using the training method as an effort to improve IT literacy, a website page managed by MSMEs in Batu City will also be developed to market MSME products.



Although most of the MSME actors in Batu City are active internet users, and some have done marketing via the internet, they still have not built a broad network that is more helpful for MSMEs in marketing their products. Cooperation is needed by the Batu City MSME Association in marketing products through an interactive media that attracts tourists when visiting Batu City. In addition to helping improve product marketing for MSMEs who have used internet media, the development of interactive media will also increase motivation for MSME actors who have not used the internet as a medium in marketing.

Based on the needs analysis examined by researchers from MSME actors in Batu City, the business carried out by Batu City MSMEs requires a marketing concept that is sustainable. In addition, based on the potential of Batu City, namely tourism, sustainable marketing will be the goal in increasing Batu City MSMEs. The development of this website media will increase digital literacy for MSME actors in Batu City.

Seeing the analysis of these needs, the researchers developed the website Wisatabaruseru.id as one of the sustainable marketing media. This website contains information about Batu City's tourism potential as well as information about MSMEs as a tourism buffer for Batu City. The website wisatabaruseru.id contains tourist information about Batu City which can be a guide for tourists who will visit Batu City.



The development of this website is one of digital support for MSMEs in Batu City as a collaboration between MSME actors in developing superior product marketing as a buffer for Batu City. With this website, tourists will not find it difficult to find references to tourist destinations and souvenirs typical of Batu City.

Analysis (literature and field studies)

At this stage, the researcher made observations by visiting the Environmental NGO Pusaka Foundation as an NGO driving MSMEs in Batu City. From the results of this observation, researchers obtained some information about the potential of Batu City from the side of the MSME sector. Then the researchers also dig up information about the needs of SMEs in terms of marketing. Marketing of MSME products in Batu City is still done individually and there is a lack of collaboration between business actors so that a solid community has not been established in the development of MSMEs in Batu City. Based on this needs analysis, the researchers designed a website development that is managed in a community so that in addition to digital marketing that can attract consumers more broadly, it is also a place to promote Batu City tourism.

Website planning

Through a needs analysis that has been analyzed by researchers in observation, a website is developed which aims to provide marketing media and promotion of MSME products in Batu City. Wisatabaruseru.id website is a website that provides an overview of Batu City tourism making it easier for tourists to find information about Batu City MSME products such as culinary, souvenirs, crafts, transportation, and tour guides.

Initial development and trial

The initial development of this website involved a third party to create the website page based on discussions with researchers regarding the content and purpose of making the website. The trial was carried out by involving MSME driving practitioners to assess the feasibility

according to the needs of Batu City. Suggestions for developing this website are about adding links to make it easier for MSMEs to add new products.

Website revision

Website revisions are carried out by third parties by considering suggestions from practitioners regarding additional content and menus that will be pasted on the website page. In revising this website, in addition to third parties, researchers continue to assist in the revision stage to provide input regarding the website revision process.

Final trial and website revision

This final trial involves previous practitioners to assess whether the input about adding a menu to adding a new product is in accordance with the input in the initial trial. And at this stage, the revised product is judged to be in accordance with the input of practitioners.

Trial and final testing of turisbatuseru.id

The pilot activity in this study involved MSME actors. In addition to introducing this website page, researchers will also conduct training on digital literacy about marketing MSME products in digital marketing.

Implementation and dissemination

Implementation is carried out by MSME actors under the supervision of MSME movers to market products on the website page. From the results of this implementation, several products have been submitted by MSME actors in Batu City.

Discussion

Digital support in digital marketing

Digital marketing is an effort to market a product or brand in the digital world or via the internet. Where the goal in the implementation of this marketing is to reach a wider range of consumers in a relatively faster period of time. This is in line with the marketing needs of the 4.0 industrial revolution and has led to the 5.0 industrial revolution. MSMEs as one of the business actors who need a place to market their products will be greatly helped by using a marketing system through digital marketing.

Batu City tourism is one of the sectors in development which is currently being promoted by the local government by utilizing the various potentials of Batu City. The potential includes natural conditions that support that is located in the highlands with cool air.

Because Batu City is located in the highlands, the potential of Batu City is also related to plantations such as apple and flower plantations as typical fruit of Batu City.

Several types of attractions in Batu City, including:

1. Nature tourism

Nature tourism is a characteristic of Batu City because Batu City is located in a highland which is very possible in the development of Batu City tourism. Tours that take advantage of natural potential include paragliding, various waterfall locations, to pine plantations that are used for Omah Kayu tourism.

2. Shopping trip

Shopping tourism always follows tourism activities in an area such as Batu City. This shopping tour is divided into modern and traditional shopping tours. Modern shopping tourism in Batu City can be seen through several Malls established in Batu City for modern shopping tourism. For traditional shopping tourism, it is seen through several shopping spots that sell handicrafts produced by Batu City MSMEs and snacks from Batu City plantations such as fruit chips (apple, jackfruit, salak, rambutan, taro).

3. Cultural tourism

Just like Yogyakarta which is thick with cultural tourism, Batu City also has a distinctive culture which is a special attraction in supporting Batu City tourism. one of them is bull. Bantengan is one of the traditional cultural performances that combines elements of dance, music, kanuragan, and spells that are thick with magical nuances. The bull is played by two people who act as the legs and head of the bull. Bantengan cultural tourism is not always found in various tourist cities, this will be a special attraction in attracting both domestic and foreign tourists.

4. Religious tourism

Indonesia as a country with many cultures and beliefs, will give rise to many religious relics. Like Stone Town. Batu City has religious tourism such as the tomb of the guardian which is still visited by many domestic tourists.

5. Entertainment tour

Entertainment tourism is very much found in Batu City and is one of the biggest attractions in attracting tourists. Entertainment tours include East Java Park I, II, and III;

Eco green park, Batu Secret Zoo, Museum Angkut, and Batu Town Square.

Seeing the many tourist sites in Batu City, not all of them are developed by the MSME sector. However, the MSME sector plays a role in supporting tourism activities such as transportation, lodging, souvenirs, and culinary businesses. These efforts are known by tourists in supporting the tourism potential of Batu City. Seeing the linkages between the MSME business sector and Batu City tourism, digital marketing support is needed to support marketing and reach a wider range of consumers. Digital marketing requires IT literacy for MSME actors to support these marketing activities. One of the marketing through digital media developed in this research is the www.wisatabatuseru.id where tourists will be facilitated in finding information about tourism, culinary, and other MSME sectors engaged in services and other potentials such as plantations.

4. CONCLUSION

Batu City as one of the areas with natural and socio-cultural potential is currently developing the tourism sector as one of the economic buffers for Batu City. In developing the tourism sector, the role of MSMEs is needed to build collaboration between MSME business actors. However, in the midst of increasing globalization, knowledge of understanding the internet is needed because the internet is currently very useful in human life, one of which is in the field of marketing and establishing new relationships for business actors. With the potential possessed by Batu City, marketing through internet media is needed to reach wider consumers. Media is needed to help marketing MSME products through the website [wisatabatuseru.id](http://www.wisatabatuseru.id).

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