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EMPOWERING MSMES IN SUPPORTING THE TOURISM INDUSTRY BY FACILITATING MSMES FEATURES IN SMART TOURISM APPLICATIONS

PEMBERDAYAAN UMKM DALAM MENDUKUNG INDUSTRI PARIWISATA DENGAN MEMFASILITASI FITUR UMKM DALAM APLIKASI SMART PARIWISATA

Scope:
Applied Science

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ABSTRACT

Background: *PT. Yoy International Management is a sharia-based hotel development and management company that formed in October 2020. It was born during the Covid-19 pandemic that hit almost all sectors of the tourism and hospitality industry in the world. PT. Yoy Management take a role in the recovery period and enable the tourism, hospitality and MSME sectors to support tourism by carrying out the sharia concept (trust, transparency, accountability).* **Objective:** *To empower MSMEs so that their products or services can be accessed in the Smart Tourism application.* **Methods:** *The method used to carry out learning in the form of sharing, focus group discussions and consultation with MSME actors and providing facilities for products and services in smart tourism applications. Sharing session approach as many as 6 activities for 2 months. MSME actors can enter products and services offered to tourists through the Sharia-based Smart Tourism Information System managed by PT. Yoy Management. The total number of MSMEs participating consists of 23 people, i.e. 13% tourism object managers; 21,7% restaurant managers; 17,4% car rental managers; 17,4% MSME managers; 21,7% hotel managers; and 8,7% tourists.* **Results:** *Based on questions about the product displayed on the Yoy application, the following answers were obtained: 65,2% very well; 30,4% good; and 4,4% less. Based on questions about tourist payments for service/product orders, the following answers were obtained: 43,5% very easy; 52,9% easy; and 4,3% difficult.* **Conclusion:** *The empowerment of MSMEs in the tourism industry is expected to increase MSME income and regional income.*

ABSTRAK

Latar Belakang: *PT. Yoy International Management adalah perusahaan pengembang dan pengelola hotel berbasis syariah, dan di bangun sejak Oktober 2020. Pandemi Covid-19 sangat mempengaruhi sektor wisata, perhotelan, dan UMKM di dunia ini. PT. Yoy Management berperan aktif memulihkan kondisi tersebut melalui membangun kembali sector wisata, perhotelan, dan UMKM dengan mengusung konsep syariah (kepercayaan, transparansi, akuntabilitas).* **Tujuan:** *Memberdayakan UMKM agar produk atau jasanya dapat diakses melalui Aplikasi Smart Tourism.* **Metode:** *Metode yang digunakan berupa penyuluhan, FGD, dan konsultasi dengan para pelaku UMKM serta praktik penggunaan Aplikasi Smart Tourism. Program ini sebanyak 6 kegiatan dan dilakukan selama 2 bulan. Pelaku UMKM dapat memasukkan produk dan jasa yang ditawarkan kepada wisatawan melalui aplikasi tersebut, dengan menerapkan prinsip syariah. Jumlah peserta sebanyak 23 orang, yang terdiri atas 13% pengelola objek wisata; 21,7% manajer restoran; 17,4% pengelola persewaaan kendaraan; 17,4% pengelola UMKM; 21,7% manajer hotel; dan 8,7% wisatawan.* **Hasil:** *Berdasarkan survei terkait tampilan aplikasi, didapatkan bahwa 65,2% mengatakan sangat bagus; 30,4% mengatakan bagus; and 4,4% kurang bagus. Selanjutnya berdasarkan kemudahan pengoperasian aplikasi, didapatkan bahwa 43,5% mengatakan sangat mudah; 52,9% mengatakan mudah; and 4,3% mengatakan sulit.* **Kesimpulan:** *Pemberdayaan pelaku UMKM dapat memulihkan roda perekonomian Kembali melalui Aplikasi Smart Tourism sehingga dapat meningkatkan pendapatan UMKM dan Daerah.*

INTRODUCTION

The Covid 19 pandemic has not ended before the close of 2021. The tourism industry has been affected very significantly because the number of tourists has dropped drastically. Tourist attractions must improve themselves to face challenges during the pandemic. It is undeniable that so far the tourism sector has contributed to community and regional income (Cornellia & Hermawan, 2020). Various regions have begun to improve to welcome tourists with various tourism developments based on local wisdom (Ghani, 2017), health protocol policies and the use of applications for reservations and payments (Zhu et al., 2014).

Physical tourism management also needs to be supported by wise management through applications in the current pandemic era. There are several ways that can be taken so that tourists can enjoy these attractions. First, implementing smart tourism and only for local tourists. Second, tourists outside the area can choose virtual tour packages (Soekadijo, 2000). Tourism in collaboration with MSMEs makes tour packages consisting of virtual travel trips, traditional foods and souvenirs (Wibowo, 2008). Smart tourism is defined as the use of an integrated ICT tourism platform which integrates the role of technology in providing information to tourists (Redjeki et al., 2018). Some applications that include Smart tourism are Jogja Pass and Visiting Jogja. Tourists need to make reservations in advance.

PT. Yoy International Management has a business in the management services sector. This company is a hotel management company that was newly formed in October 2020. This company is a sharia-based hotel development and management company with a focus on providing consultants and solutions to hotel owners and investors in the management of hotel units, by achieving maximum results by optimizing financial value and the business as a whole. Yoy offers strategic direction and business development services derived from the expertise and experience possessed by management in the hospitality industry sector. Yoy designs smart tourism management solutions that aim to maximize profits by increasing revenue, reducing operating costs and increasing the efficiency of the tourism industry. Yoy developed a pinta tourism application that integrates reservations and payments for visits to tourist attractions, lodging, transportation, accommodation and buying souvenirs for tourists.

MSMEs have a very high role in supporting the tourism industry. They run businesses such as managing tourist attractions, car rentals, restaurant businesses and selling souvenirs and souvenirs (Hermawati, 2020). The empowerment of MSMEs in relation to the tourism industry is very important because they are also affected by the 2019 Covid pandemic. The main problems they face are: 1). The decline in income due to a pandemic that is not yet clear when it will end; 2). The system for ordering and selling products or services does not yet use technology: 3). The lack of knowledge and skills of managers in using technology. All of these problems are expected to be minimized by the existence of a program to empower MSME actors through increasing knowledge, skills and the use of smart tourism technology. Smart tourism technology is expected to integrate all tourism industries with the MSME actors mentioned above (Pavithra et al., 2008).

METHOD

The method used is to carry out learning in the form of sharing, focus group discussions and consultation with MSME actors and providing facilities for products and services in smart tourism applications (Moleong, 2007). This activity lasts for 3 months from September to November 2021. Based on the solution from the planned implementation of the community service program for the partners that have been determined, namely the MSME actors above, the team determined the approach method as follows:

1. The FGD method is in the form of group discussions between the community service implementation team, MSMEs and the management of PT. Yoy Managemen Internasional. This method is used to exchange information and science and technology in order to overcome problems in MSMEs. This FGD was held at the YAI UPI Auditorium and was also held online. The FGD was conducted through questions and answers, discussions and application demos to help MSMEs use the application. Methods of consultation and sharing with MSME actors from competent

sources. MSME actors can gain knowledge and skills about the tourism industry and smart tourism knowledge from resource persons.

2. Making smart tourism applications to overcome the problems of SMEs supporting the tourism industry during pandemic conditions.

3. Trial and application of smart tourism applications for the empowerment of MSME actors. This trial was carried out by inputting tourism-supporting MSME products or services through the web-based Yoy application. Tourists can search, order and pay for MSME products and services through the Android-based Yoy application.

4. Filling out a questionnaire to see the response of MSME actors in using the application and analyzing their proposals and suggestions for applications that have been tested.

RESULT AND DISCUSSION

Indonesia is a topic country that is rich in natural, cultural and tourism resources. Diverse natural and cultural resources serve as a driving force for the tourism economy (Fentri, 2017). The large number of tourism objects in Indonesia can be managed properly with application-based management. Smart tourism applications (smart tourism) will integrate the interests of many parties so that tourists can make reservations (Liu & Liu, 2016).

The focus offered by the Smart Tourism application is to provide the best way to manage and develop tourism. Managers and actors in the tourism industry, as well as the community, will receive education so that they understand how best to make tourism objects and SMEs an attraction for tourists. Many parties can be included in the Smart Tourism application with their respective efforts. Managers who run the Smart Tourisme application can be local governments or private parties (Ferdiansyah H., Cipta E., Heryadi R., 2020).

PT. Yoy Manajemen Internasional was established in August 2020 and is engaged in the business of: hospitality management, business management, asset management and foundations. PT. Yoy International Management offers a hotel business using the sharia concept. PT. Yoy cooperates with several parties, especially hotels, using the sharia system. PT. Yoy wants to involve parties supporting the tourism industry to be integrated through the application. The Smart Tourism application combines the tourism industry which consists of tourism object management, hospitality, transportation accommodation management, restaurants and MSMEs that sell souvenirs, food and typical souvenirs around tourism objects. Based on discussions in the form of FGDs with the management of PT. Yoy International Management, an agreement was obtained to prepare the following requirements:

1. Yoy application was developed with a web-based approach for PT. Yoy, namely the hotel, tourist attraction manager, car rental manager, restaurant manager and MSME actors.

2. Partners of PT. Yoy manages services or products, transaction management and business monitoring through an account in the web-based Yoy application

3. The mobile-based Yoy application is used by tourists to make reservations and payments for services or products of PT. Yo.

4. Payments from tourists are made by bank transfer method to partner accounts and pay on the spot.

The second thing that the Smart Tourism application offers is to create an integrated e-Tourism. PT. Yoy together with his partners will arrange materials regarding e-Tourism in an integrated manner which is filled with data (profiles, services, transactions) of partners of PT. Yoy is complete and organized so it's easy to use. The data in question is of course all about tourism places and MSMEs supporting the tourism business. Empowerment of MSMEs supporting the tourism industry is carried out at the beginning by educating them about the importance of smart tourism. Education about smart tourism is in line with reducing the number of Covid-19 patients in Indonesia. Education is provided in the form of sharing and consultation sessions between participants, namely MSME actors and resource persons from the management of PT. Yo. This sharing session is intended to provide education to MSME actors about

the meaning of Pindar tourism to integrate MSME businesses into the tourism industry.
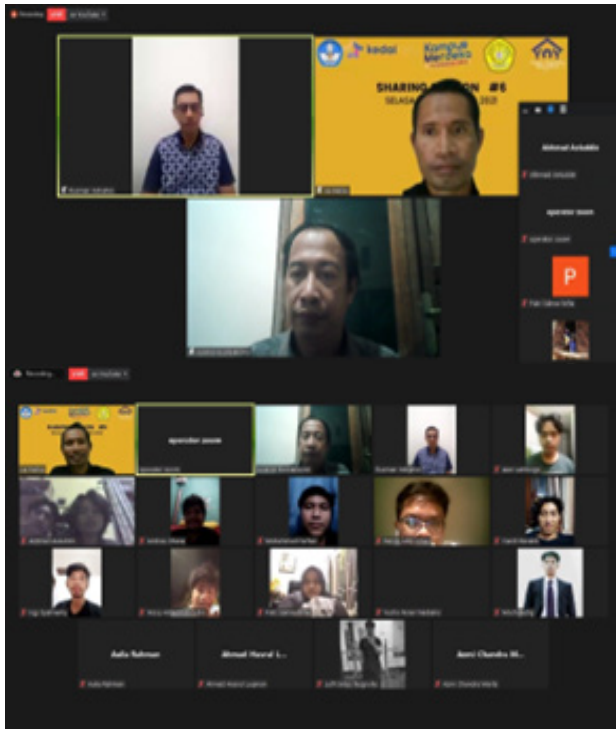

Figure 1. Sharing, FGD and consultation session between the team, management of PT. Yo and MSMEs.

There are a total of 6 sharing sessions running via the Zoom Application from October 5 to November 9, 2021, every Tuesday. The topics of the sharing sessions are as follows: Smart Tourism, Entrepreneurship, Hospitality Management, Business Startup Strategy after the Pandemic-19, Soft Skills and Hard Skills and Hotel Revenue Management. The material presented by resource persons from the management of PT. Yoy is very useful for increasing the capacity and quality of MSME actors.

The next method to do is create a Yoy application that applies the Smart Tourism concept. The application is developed based on the requirements that have been agreed between the team and the management of PT. Yoy by involving various parties to use the application. The Yoy application involves 7 parties, namely the management of PT. Yoy, hoteliers, tourism object managers, restaurant managers, car rental managers, MSME managers who sell souvenirs and souvenirs and tourists. Tourists use the Yoy application via mobile devices, namely cellphones. The remaining parties use the web-based Yoy

application to input profiles, services and monitor tourist booking transactions.
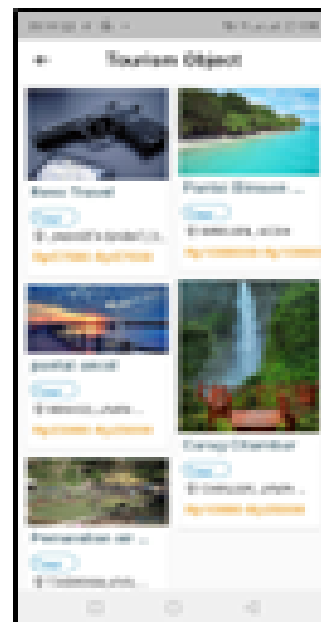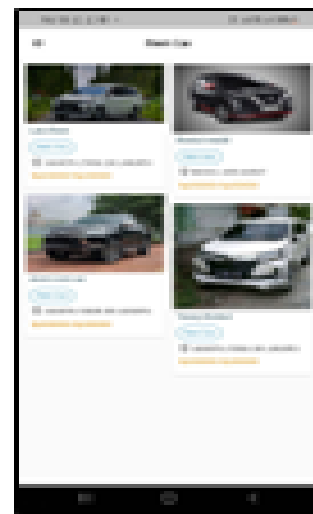

Figure 2. Some of the Yoy application interfaces.

SMEs supporting tourism are asked to test the Yoy application by inputting their products. The purpose of this trial is to test whether the application meets the expectations of MSME actors. This trial is to improve the Yoy application which involves

7 parties with an interest in the tourism industry. Each MSME can input its product or service as much as possible, not limited by the number and storage capacity. This is an effort to empower MSMEs in facing the technology-based tourism industry. Products that have been inputted through the web-based Yoy application will automatically appear in the mobile application used by tourists. Mobile applications can be run on mobile phones that use the Android and IOS operating systems.

Based on the questionnaire, the number of respondents who tested the Yoy application was 23 people, consisting of 13% who were tourism object managers; 21, 7% are restaurant managers; 17.4% are car rental managers; 17.4% are MSME managers; 21.7% are hotel managers and the remaining 8.7% are tourists (figure 3a). Based on questions about the product displayed on the Yoy application, the following answers were obtained: 65.2% answered very well; 30.4% answered well and 4.4% answered less (figure 3b). Based on questions about tourist payments for service/product orders, the following answers were obtained: 43.5% answered very easily; 52.9% answered easy and the remaining 4.3% answered difficult (figure 3c).
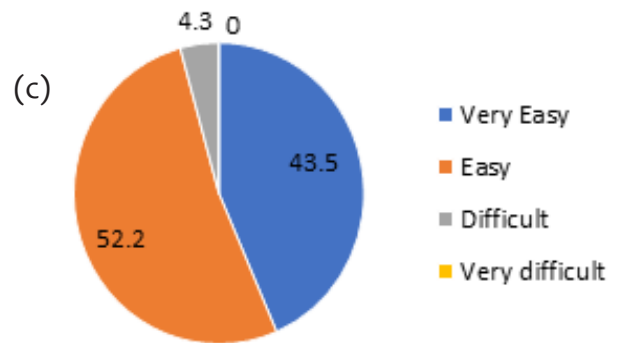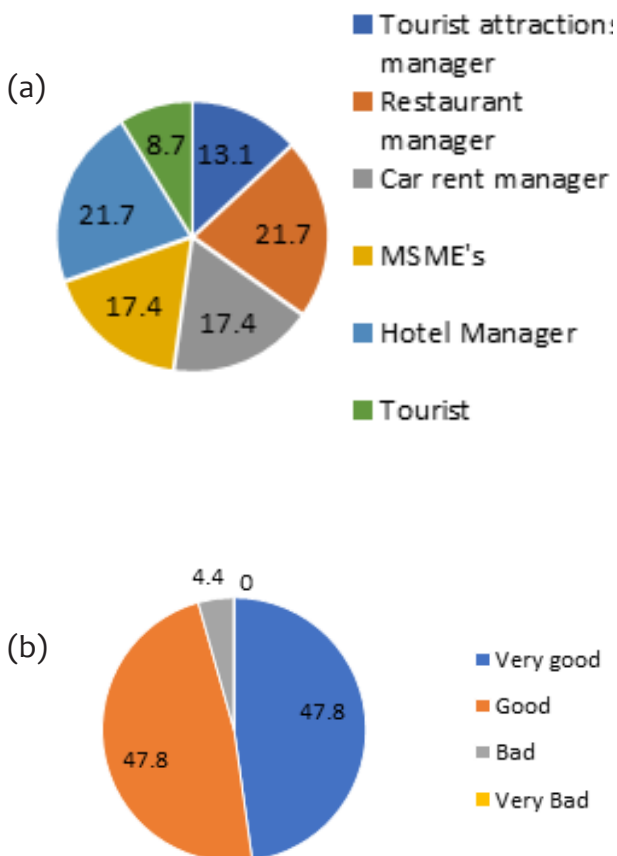

(c)

Figure 3. (a) Categories of respondents; b. Ease of displaying the product; c. Ease of payment for tourists.

Based on the statement about the difficulties faced by users in the Yoy application, the following answers were obtained: 26.1% of difficulties because the interface in the application uses English; 47.8% due to complex interface factors; 13% due to limited mastery of technology and the remaining 13% due to limited memory of mobile phones or laptops (figure 4a). Based on the reservation and payment management questions for MSMEs, the following answers were obtained: 30.4% answered very easy to use; 60.9% answered easy to use and the remaining 8.7% answered difficult to use.
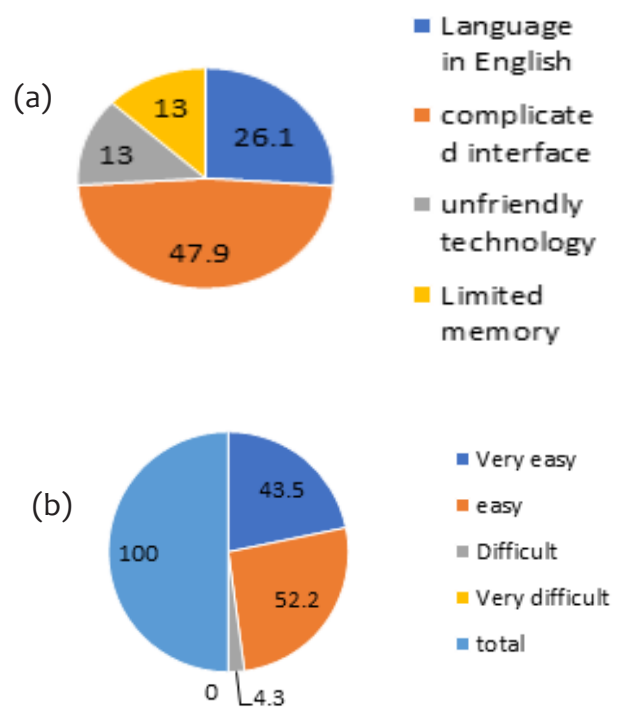

(a)

(b)

(a)

(b)

Figure 4. (a) User difficulty; b. Reservation and payment management

The empowerment of MSMEs through the Yoy application with the Smart Tourism approach is intended so that MSME services and products can be reserved and paid for easily by tourists. Both domestic and foreign tourists can plan visits to a tourist attraction and also make reservations for lodging, transportation, food orders and souvenirs online. Thus, MSMEs can be integrated into the Smart Tourism application so that MSME management can monitor every transaction that occurs. Learning through sharing and consultation sessions at the previous stage aims to educate MSME actors so that they understand Smart Tourism. Through this Yoy application, the reservation mechanism and payment for MSME products can be done by tourists online.

The limited knowledge and skills of MSME actors in the field of information and communication technology also affects the appearance of products in the Yoy application. They need more knowledge of the product or service and present the product or service in an attractive and persuasive way for tourists to order it. They also need techniques to describe the product or service well, complete, interesting and not confusing for tourists. Further training will be given to MSME actors so that they can understand how the application works, display products properly and completely and describe product descriptions in full and in detail. Display of products or services accompanied by complete information will influence tourists to buy products or services from the managers of attractions, hotels, restaurants, car rentals, souvenirs and souvenirs offered.
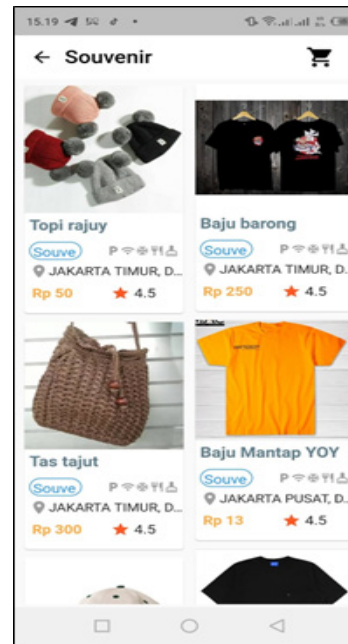
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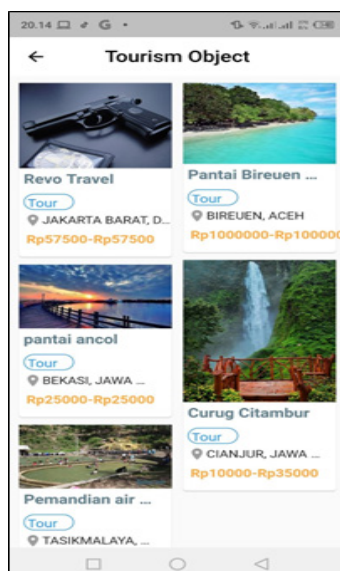
(b)

Figure 5. (a) tourism objects fitur; b. Souvenir fitur

Before enjoying a tour in a certain area, tourists can choose a tourist attraction through the application. For example, visitors who choose to travel in the Yogyakarta area can order hotels, vehicles to be used and special foods such as gudeg cans, wedang uwuh, bakpia pathok, and geplak. For souvenirs, you can choose striated batik, blangkon, dagadu shirts, and various ethnic key chains. Tourists, if they have arrived at the location of a tourist attraction, can when the tourist arrives at the destination on the specified day, then everything ordered through the Yoy application is available and can be used immediately during the time frame ordered through the application. The empowerment of MSMEs in the tourism industry is expected to increase MSME income and regional income.

CONCLUSION AND SUGGESTION

MSMEs supporting tourism have a very important role in the tourism industry. MSME empowerment was carried out through sharing sessions, FGDs and consultations for 3 months. The result of the discussion was a request to facilitate MSME features in the Yoy application to support Smart Tourism. The Yoy application makes it easy for industry and MSMEs to market their products and services through applications that can be run via web and mobile. Tourists can make reservations and payments for MSME products and

services that have been ordered through the Yoy application.

ACKNOWLEDGMENT

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