

Research Article

Sumolewomart's Existence: Kejawanan, Small Medium Enterprise Prosperity

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ORCIDEmma Yunika Puspasari: <https://orcid.org/0000-0002-4565-9322>**Abstract.**

Creative industries in Kejawanan that are based on the wisdom and attributes of local culture must be developed, one of which is the work of handicraft and culinary products from Kejawanan. Sumolewomart product based on local culture is an important part of people's identity in Kejawanan and can help facilitate the industrial development in the area. Bumdes Sumolewo Mart is a community business forum owned by the village Kejawanan that sells several commodities needed by the village community, at a relatively cheap price compared to other shops. Apart from that, Sumolewo BUMDes also sells other kinds of products such as snacks, instant noodles, drinks, toiletries, cigarettes, groceries, stationery, etc. Products sold at BUMDes are based on community needs. In this study, researchers used a new institutional economics paradigm, interpretative qualitative paradigm, narrative study, and rapid rural appraisal (RRA) for reconstructing the existence of local cultural attributes in the design of Kejawanan. Based on the results of the analytical reconstruction, it can be concluded that the existence of the antecedents of the creative ethnicity of Bumdes products contributes significantly to the development of entrepreneurship in the people of Kejawanan.

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1. Introduction

The micro industry in Kejawanan is a creative industry sub-sector that needs to be developed. According to the opinion expressed by Pangestu (2018) the folk craft industry is a continuous creative activity with a creative process, production, distribution of output produced by craftsmen, starting from the initial design to product finishing, including the output of natural stone crafts, natural fibers and made of leather, rattan, bamboo, wood, precious metals, glass, porcelain, cloth, marble, clay and lime. This craft industry has good prospects for development. The long-term prospects for SMEs in Kejawanan are quite good in line with the growth of the domestic market which continues to increase significantly.

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Resilience of the creative industry Sumolewo mart Kejawanan has a strategic position in East Java's industrial development policy, namely building a strong industrial center area structure, competitive advantage in the domestic market and export market with a local content intensive approach. The industrial center area, including the Sumolewo UKM, is a form of creative economy that can absorb unemployment in the Kejawanan region. According to Oyaana and Fisesha (2019) SMEs are one of the main keys in alleviating poverty in a region. The blueprint for achieving the target of developing the creative industry is [a] stabilization and expansion of the market with the aim of infreezing the value of creative business actors so that it is easier to build stable creative industry strength, [b] strengthening the linkage of Kejawanan SMEs, both the upstream industry, the supply chain production, distribution, marketing and innovation of the creation chain with indigenous culture in Kejawanan.

Kejawanan is one of the rural located in Gempol District, Pasuruan. Kejawanan is a rural with a fairly large area and consists of 12 hamlets. Kejawanan people have diverse livelihoods in the agricultural sector, as well as creative industry entrepreneurs. Therefore the Kejawanan Village government provides a forum as an effort to build, strengthen the village economy and optimize the potential of the Kejawanan Village residents by forming a Village Owned Enterprise (BUMDes). BUMDes in Kejawanan Village are named BUMDes Mandiri Sejahtera and in collaboration with all MSMEs in Kejawanan Village BUMDes are also formed with the aim of increasing local revenue (PAD) which will have an impact on people's welfare. One of the businesses under the auspices of the Mandiri Sejahtera BUMDes is the Sumolewo Mart minimarket which provides various needs such as groceries, stationery, snacks, photocopying services and other services to typical Kejawanan MSME products.

Bumdes Sumolewo Mart is a community business forum owned by the village Kejawanan which sells several forms of the needs of the village community, which is the price which is offered at the Bumdes Sumelowo Mart has a relatively cheap price compared to other shops. Apart from that, Sumolewo BUMDes also sells various kinds of products such as snacks, instant noodles, drinks, toiletries, cigarettes, groceries, stationery, and many others. Products sold at BUMDes are based on community needs. BUMDes is also present is expected to increase the regional original income (PAD) of Kejawanan village so that community welfare increases. The formation of a BUMDes is expected able to maximize the form of the potential possessed by the village community in terms of economic aspects, natural resources and humans (Ubi Laru & Suprojo, 2019). In fulfilling its production needs, the Sumolewo Bumdes prefers to carry out product stock activities such as toiletries, soap, cigarettes, stationery, instant noodles

at several available sales by choosing lower prices because the BUMDes themselves are still unable to carry out production formation activities. of the product. However, Bumdes Sumolewo Mart also cooperates with the Joint Business Group (KUB) “Kejapan Makmur” which aims to build and strengthen unity, optimize business activities, and increase income, so that the welfare of members, families and the wider community can be realized. The Joint Business Group (KUB) was formed in 2020 which currently has more than 34 products which are divided into 3 fields, namely 26 products in the food sector, 5 products in the craft sector, and 3 products in the creative economy sector where the products from KUB is sold at Bumdes Sumolewo Mart.

Domestic market interest in derivative and processed products at Sumolewo Mart is quite large, however during the Covid 19 pandemic there was a significant decline in production accompanied by market shockdown conditions and an economic recession during the pandemic. In addition to these conditions, there are problems that are serious enough to provide alternative solutions to solve them so that the entrepreneurial potential of the people for the existence of the Sumolewo Mart economy can be sustainable. The development of local design aspects is one of the critical points for the development of the industry. Consumers of processed Sumolewo Mart products demand continuous changes according to the needs of the domestic market. Based on the opinion written by Masri (2010) design development can be done by means of a visual element exploration strategy and a material exploration strategy. So the strategy used to increase the market price of a craft product is the uniqueness of its design so that design is an important element inherent in the development of the Sumolewo Mart creative industry. However, reality reveals other facts, including that along with economic development in this era of disruption it has also brought a significant influence on people's civilization in the form of a shift in local culture, biotechnology and local cultural designs to become perfunctory designs. The blue print for the development of the Kejapanan industrial cluster can be achieved through empowering Bumdes business actors with a product design development model that refers to creative ethnic visual exploration originating from the local culture of the Kejapanan community. The goal of developing people's entrepreneurship is to achieve an increasingly efficient Sumolewo mart industry in the aspect of industrial linkage and the value chain network of Sumolewo mart products. Thus the synergy between academics and industry players through the development of creative ethnic designs becomes a necessity that cannot be postponed, with the aim that Sumolewo mart businesses have independence and confidence in developing and marketing their products.

2. Literature review

The great of the potential of natural resources in Malang has not been followed by ensuring the welfare for people. The definition of tourism by Matheison & Wall quoted by Chris Cooper is as follows: tourism is a temporary movement to destination outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of tourist (Cooper, et al, 2019). According to Jackson (in Gde Pitana, 2015: 101) an area that develops into a tourist destination is influenced by several important things, such as attractive to clients. Facilities and attractions., Geographical location, Transportation routes, political stability, Healthy environment, No government restrictions/restrictions. A destination must have various facilities needed by tourists so that a tourist's visit can be fulfilled and feel comfortable. The various needs of tourists include transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items (Gde Pitana, 2015: 101). The availability of various facilities needed will make tourists feel comfortable, so that more and more tourists visit. One of the biggest attractions in a tourist destination is an attraction, whether it be in the form of art performances, recreation, or the presentation of a unique and preserved local cultural package. Attractions can be in the form of all the daily activities of local residents along with the physical setting of the village location that allows the integration of tourists as active participation such as learning dance, language, batik as in Krebet Tourism Village, playing traditional musical instruments, plowing rice fields, planting rice, seeing community cultural activities. local government, and others (Ministry of Culture and Tourism, 2019: 13). In accordance with the Law of the Republic of Indonesia No. 10 of 2019 concerning tourism, explains several definitions of the term tourism, among others, tourism is a travel activity carried out by individuals or groups visiting a place and aiming for recreation, personal development, or to learn the uniqueness of the attractiveness of a tourist place visited for a temporary period of time. . Tourism is a variety of tourist activities that are supported by various service facilities provided by the community, businessmen, government, and local governments. tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. The ease and condition of abundant resources should be an opportunity for a person or a group to realize their vision. This phenomenon is widely known as the Resource Curse Theory or the resource curse theory. A phenomenon where countries with abundant natural resources have not succeeded in increasing their status as developed countries. This phenomenon is also known as The Dutch Disease, whose term has emerged since the discovery of large

amounts of natural gas off the north coast of the Netherlands. Determining the strategy in developing a tourist village is very important to do with the aim of getting a model for developing a tourist village as a follow-up recommendation from planning a tourism village development area. In connection with the above, it is necessary to carry out the stages of a tourism village development model that is expected to be implemented in the buffer zone of the Gunung Kawi area, including: 1. In terms of institutional development of tourism villages, the need for proper initial planning in determining proposed programs or activities, especially for tourism awareness groups in order to be able to increase community knowledge and skills through the implementation of tourism village development training programs, such as: training for tourism awareness groups, management training catering and homestay arrangements, making souvenirs, training guides / tour guides including the skills to become an outbound instructor. 2. In terms of developing tourist objects and attractions, there is a need for early planning from the community to be good hosts for tourists and be able to bring in tourists from various potentials owned by the community, as well as the need for socialization from relevant agencies in order to promote *Sapta Pesona* and village packages. integrated tourism. In terms of developing tourism infrastructure, initial planning from the government needs to be directed to the development of new tourism infrastructure such as: outbound equipment, construction of gates, special buildings for tourism village managers, local souvenirs, and restaurants.

3. Methodology

This research was designed in an exploratory research scheme with an interpretative qualitative approach. Researchers explore information derived from experience, knowledge, understanding, views of historical actors and tourism business actors in Wonosari village through narrative interviewing. Narrative interviews were used by researchers so that informants were willing to share experiences and events related to the development of spiritual-based tourism in Gunung Kawi. According to Cresswell (2012) narrative interviews are a characteristic of qualitative research that focuses on the study of individuals in giving meaning to their experiences through the stories told. The location of this research was carried out in the village of Wonosari Gunung Kawi, Malang Regency. The data collection in this research is based on three basic components, namely space (space or research place), actors (business actors in the Wonosari village around the Gunung Kawi tourist area) and activities (activities to manage the Wonosari village tourism area). Researchers act as human instruments

in the field. The data collection technique was carried out using the Rapid Rural Appraisal (RRA) approach. This RRA approach has actually developed since 1980, several economists often use this approach for their studies, including Ellis and Biggs (2001) who state that Rapid Rural Appraisal (RRA) is one of the participatory approaches to obtain information as well as research and assessment data in Indonesia. field in a relatively short time. This RRA technique is used by researchers because it is considered as one of the appropriate data collection techniques to build economic independence for community groups in an area. This RRA technique is often used for rapid rural community development research methodologies. Rapid Rural Appraisal is a method of collecting data using extensive, informal communication techniques with research subjects to observe and explore important information regarding economic, social and cultural conditions related to the research theme. The advantages of the RRA technique used by this researcher are obtaining information in a relatively fast time, saving research costs, accurate and in-depth information that can be used as an indicator of action planning in Wonosari village development research. The research procedure was carried out through several steps described as follows, the initial stage of the researcher conducted interviews with research informants (Gunung Kawi tourism managers and tourism supporting business actors in Wonosari village), the interviews conducted were narrative interviews which were selected by the researchers because they were considered to have knowledge, historical experience and relevance to this research topic. In the second stage, the researchers conducted a focus group discussion (FGD) with research informants, followed by observation and direct observation of Gunung Kawi Tourism. the development of Gunung Kawi tourism. Configuratively, the researcher describes scheme of exploratory studies as shown in Figure 1 below.

The researcher uses a qualitative descriptive analysis technique based on primary and secondary data obtained and analyzed to achieve the objectives of this research, which are configured by the researcher into three research objectives that must be achieved, namely:

1. reveal the dynamics of the development of the Gunung Kawi religious tourism business which was reconstructed based on the narrative of the informant
2. identify the problems faced by religious tourism managers and local businesses
3. determine the priority program for the development of the Wonosari religious tourism cluster management.

Researchers analyzed research data by classifying data according to the target problem, checking,

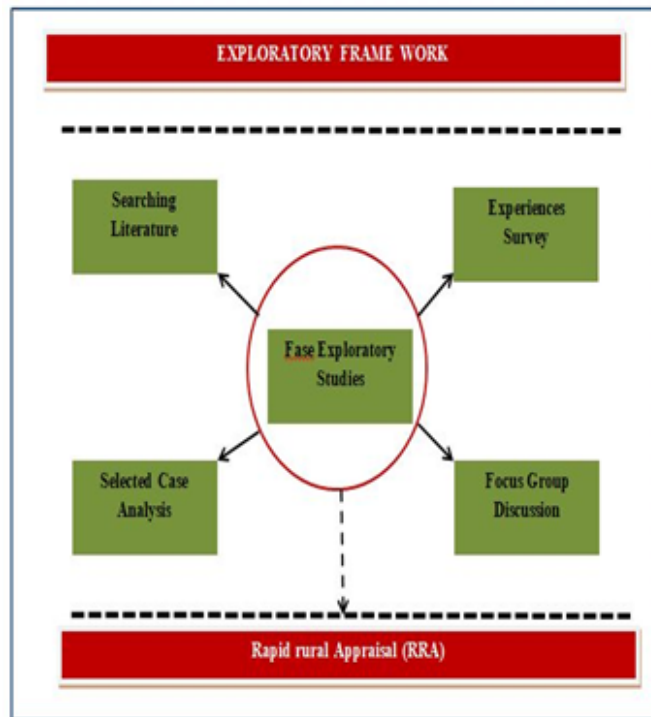


Figure 1: exploratory studies and rapid rural appraisal. Source: The articulation of researcher in 2020.

editing and tabulating adapted to primary and secondary data, the next stage was to interpret the data

from FGD results with this research informant by considering the mix and distribution of primary and secondary data.

4. Results and Discussions

Bumdes Sumolewo Mart is a form of business entity owned by the village This Kejapanan sells several forms of the needs of the village community, which are the prices which is offered at the Bumdes Sumelowo Mart has a lower price than the shop other. In addition, BUMDes Sumolewo also sells various kinds of products such as snacks, noodles instant food, drinks, toiletries, cigarettes, groceries, stationery, and many others. Product sold at BUMDes, based on community needs. BUMDes is also present is expected to increase the regional original income (PAD) of Kejapanan village so that community welfare increases. The formation of a BUMDes is expected able to maximize the form of the potential possessed by the village community in terms of economic aspects, natural resources and humans (Ubi Laru & Suprojo, 2019). Inside meets In terms of

production needs, the Sumolewo Bumdes prefers to carry out stock activities products such as toiletries, soap, cigarettes, stationery, instant noodles in several available sales by choosing a lower price because the BUMDes themselves are still unable to do so production activities of the product. But Bumdes Sumolewo Mart is also working together with (KUB) the Joint Business Group “Kejapanan Makmur” which aims to building and strengthening unity, optimizing business activities, and improving income, so that the welfare of members, families and the wider community can be realized. Group The Joint Venture (KUB) was formed in 2020 which currently has more than 34 products divided into 3 fields, namely 26 products in the food sector, 5 products in the food sector crafts, and 3 products in the creative economy where the products from KUB are sold at Bumdes Sumolewo Mart

In the field of production, there are several problems such as the manufacturing process of Kejapanan village MSME products sold at BUMDes and the lack of product development because of the lack of innovation and creativity of some of the products produced. Several shapes from products produced by BUMDes such as MSME Mr. Milk drink products. Hi, Susu Soybeans, Sari Herbal which appear to use packaging and logos that are still unattractive and innovative, this could have made several forms of BUMDes products that could have been defeated by products produced from outside the village. The importance of the form of high product quality because it is able to increase the advantage in competing in the market company which greatly impacts the company's performance (Hartini, 2012). Not only that's all in the amount of stock produced by some of these products is also still lacking adequate, sometimes the amount of stock is also very limited so that the goods sold in BUMDes are inconsistent.

In carrying out the activities of the Kejapanan BUMDes marketing process, there is still a lack the use of technology utilization in the process of carrying out these marketing activities, because of things there is still a lack of their knowledge in the use of technology as is the case social media use. Utilization in using social media has potential which helps in the process of connecting meetings with large numbers of people easily and efficiently which is supported by the use of mobile phones or a laptop in carrying out these interaction activities (Purwiantoro et al., 2016). Activity marketing carried out at Kejapanan BUMDes is currently still using several activities online marketing is simple, like still prefer to use online marketing online manually such as doing photo posting activities on Whatsapp or Instagram which ones the content in the content is also still simple. BUMDes Kejapanan is still counted. Product sale carried out by the Cooperation with KUB such as the form of Makrame craftsmen, Mr. Milk drink. Hi, Soy Milk, Herbal Sari is still quite simple in marketing. BUMDes Kejapanan

itself also has several forms of social media such as Instagram, but its use is also still less active in creating content and posting. If reinforcement in online marketing is done consistently then this will become a new thing to attract customers from outside the Kejapanan Village so that BUMDes Kejapanan, which is still relatively new, will be able to survive amidst the boom marketing competition.

The management of BUMDes Sumolewo Mart also still needs to be developed. BUMDes Sumolewo Mart still does not have a Standard Operating Procedure (SOP) used as the basis for daily service. For example, SOP related to how the cashier or BUMDes guards providing services to consumers have not been made. Therefore, action, words, and service procedures performed by the cashier are uncertain. This can have an effect on the impression of the customer himself, if there is a service SOP, then the customer get good service according to the SOP made. In addition, SOPs related to cleanliness There are also no BUMDes. This has an impact on the cleanliness of the BUMDes itself, along with the location BUMDes Sumolewo Mart, which is across the Surabaya-Malang highway, has a lot of dust which entered the BUMDes shelves and also littered the BUMDes floor. With SOPs cleanliness, BUMDes guards or cashiers can be more effective in cleaning BUMDes, this because cashiers or guards can easily find out what needs to be cleaned and how to clean it. From a management point of view, the HR of BUMDes Sumolewo Mart is still not systemized well. This is evidenced by the hampered financial records due to guards or cashiers who don't scan barcodes on products to be purchased by customers. Barcode scanner is a computer technology that can be used for data processing at this time it is very necessary, because the process is very fast with the computer identify encoded information. Barcode is an arrangement of wide vertical line black color which stores specific data such as price information, production code, number identity, etc. (Sukrianto, 2017). Even though BUMDes Sumolewo Mart has been facilitated by several technological devices that up-to-date such as computers and barcode scanners, but Sumolewo Mart BUMDes employees are not yet know how to make a barcode. If this situation continues without assistance and training, then the management of BUMDes Sumolewo Mart cannot well developed. Therefore, there is an urgency in educating employees BUMDes Sumolewo Mart to find out how to make a barcode on each product and realize how important it is to scan barcodes on products to be sold

5. Conclusion

Based on the results of the study, it can be concluded Bumdes Sumolewo Mart is a form of business entity owned by the village This Kejapanan sells several forms of the needs of the village community, which are the prices which is offered at the Bumdes Sumelowo Mart has a lower price than the shop other. The management of BUMDes Sumolewo Mart also still needs to be developed. BUMDes Sumolewo Mart still does not have a Standard Operating Procedure (SOP). used as the basis for daily service. For example, SOP related to how the cashier or BUMDes guards providing services to consumers have not been made. Therefore, action, words, and service procedures performed by the cashier are uncertain. This can have an effect on the impression of the customer himself, if there is a service SOP, then the customer get good service according to the SOP made. In addition, SOPs related to cleanliness There are also no BUMDes. This has an impact on the cleanliness of the BUMDes itself, along with the location BUMDes Sumolewo Mart, which is across the Surabaya-Malang highway, has a lot of dust which entered the BUMDes shelves and also littered the BUMDes floor. With SOPs cleanliness, BUMDes guards or cashiers can be more effective in cleaning BUMDes, this because cashiers or guards can easily find out what needs to be cleaned and how to clean it. From a management point of view, the HR of BUMDes Sumolewo Mart is still not systemized well. This is evidenced by the hampered financial records due to guards or cashiers who don't scan barcodes on products to be purchased by customers. Barcode scanner is a computer technology that can be used for data processing at this time it is very necessary, because the process is very fast with the computer identify encoded information. Barcode is an arrangement of wide vertical line black color which stores specific data such as price information, production code, number identity.

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