



## OPTIMIZATION OF MSMEs BASED TOURISM VILLAGES THROUGH THE LOCAL BRANDING TOWARDS SUSTAINABLE OF TOURISM PULO PANJANG VILLAGE SERANG

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### Abstract

This research activity aims to explore and develop the potential of MSME-based tourism villages through local branding. This development is one of the efforts to drive the community's economy, where the MSMEs in Pulo Panjang Village have not been able to be developed optimally. The local branding design was carried out in Pulo Panjang Village, which has many MSMEs and tourist attractions with excellent development potential. The research method uses qualitative methods through observation, interviews, Forum Group Discussion (FGD), and documentation presented as data. This research shows that developing MSME-based tourism villages with local branding must apply the Penta helix method. There must be a collaboration with several parties, such as the government, entrepreneurs, local media, academics, and the community in Pulo Panjang Village.

**Keywords:** Optimization; Tourism Village; MSMEs;

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### INTRODUCTION

A tourist village is an area or rural area with a unique attraction that can become a tourist destination. In tourist villages, residents still adhere to original traditions and culture. Several supporting activities such as farming systems, gardening, and traditional food also contribute to the coloring of the tourist village. Apart from these factors, environmental factors that are still pristine and well-maintained are essential factors that must be present in a tourist village (Zakaria, 2014)

According to the Ministry of Culture and Tourism Regulations, a tourist village is a unity between accommodation, attractions, tourism-supporting facilities, and infrastructure in a community life structure integrated with prevailing traditions. Pulo Panjang Village is one of the tourist villages in Serang Regency, Banten. Pulo Panjang Tourism Village is located on Panjang Island in Banten Bay. It is located just a short distance from mainland Banten, 45 minutes from Karangantu, and 30 minutes from Bojonegara. The famous attraction of this island is Munir Beach and its beautiful panorama. There is also a mangrove forest that tourists can visit.

With the enormous tourism potential in Pulo Panjang Village, the number of tourists visiting is also high; several village residents are also using this golden opportunity to open businesses. Some of the MSMEs that have been established are Dola-ola seaweed, fish crackers, salted anchovy cultivation, coffee, and mangrove flour. The potential for developing MSMEs in This village is quite significant. Unfortunately, this great potential is different from marketing capabilities in building branding. Meanwhile, MSMEs can support economic growth. The development of economic potential based on Micro, Small, and Medium Enterprises (MSMEs) supports an economy that cannot be considered small. MSMEs can boost the regional economy. Advanced MSMEs will also be able to

absorb a large workforce. However, these MSMEs also depend on tourism potential and tourist visits to an area. Therefore, developing and optimizing tourist villages through MSMEs strategically drives the village economy.

The development of this MSME-based tourism village can be carried out by involving the participation of all village residents. Through this research, ongoing assistance will be provided to MSMEs. Based on this, the implementation of research in Pulo Panjang Village began by identifying potential MSMEs that could be developed and managed by the residents of Pulo Panjang Village. The research identified three types of MSMEs that support the development of the Pulo Panjang Tourism Village. The development model is focused on branding marketing efforts through tourism promotion media. Based on this, there needs to be an introduction or promotion to people in the village and outside the village so that it will attract tourists to come to the tourist village. Promotion is vital in tourism development, as it provides information about local branding to increase tourist visits. According to Manap and Adzharudin (2013), maximizing the use of promotional media must be implemented to convey tourism promotional messages more effectively.

Based on the data presented above, this research aims to identify the potential of MSMEs in Pulo Panjang Village, Serang Regency, as an effort to develop a tourist village through local branding. Apart from that, optimizing promotional media as a means of tourism marketing so that an MSME-based tourist village can be created. Problem Formulation: The potential of tourist attractions and MSME products in Pulo Panjang Village cannot yet be developed optimally; marketing capabilities for branding local products still need to be developed, there is a lack of tourism promotion facilities, and there is no collaboration between Pulo Panjang Village and academics local media, MSME actors and the community.

## METHOD

This method uses the descriptive qualitative method through observations, interviews, FGD documentation, and evaluation presented as data to determine the effectiveness and role of MSME-based tourism villages. With local branding in Pulo Panjang Village, Serang Regency. The place of this research is in Pulo Panjang Village, Pulo Ampel District, Serang Regency. This village has the potential for marine tourism and MSME products that must be developed to improve the community's economy. With this research, we can create a sustainable tourism village by optimizing MSME-based tourism villages through local branding in Pulo Panjang Village.

**Data Sources (Respondents)** Based on the description above, the researcher determined informants using the Snowball Sampling technique, namely taking samples of data sources deliberately and with specific considerations. In this research, researchers used informants consisting of the Serang Regency Tourism Office, Pulo Panjang Village, MSME Business Actors in Pulo Panjang Village, tourism managers in Pulo Panjang Village, Local Media, Academics, Tourists, Pulo

## Panjang Village Community.

Research Stage: The first step is to carry out a literature study with the aim of gaining a better understanding of the MSME-based tourism village program. The next stage is collecting primary data in the form of qualitative data through a process of observation, interviews, FGD, and documentation. Data from interviews, field notes, and documentation, organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is essential and what will be studied, and making conclusions. Preparation of the final research report, publication of targeted mandatory outputs, and ensuring that the research stages are scheduled.

## RESULTS AND DISCUSSION



Figure 1: Map of Pulo Panjang Village

The sea geographically surrounds Banten Province, and more than 60 islands surround it, including Panjang Island, which is located in Banten Bay. Administratively, Panjang Island is included in the Serang Banten Regency area, where the government system takes the form of a village named Pulo Panjang, which is led by a village head. Pulo Panjang is bordered to the north by the Java Sea, to the south by Banten Bay, to the east by Pamunjan Besar Island, and the west by Bojonegara District. Panjang Island is surrounded by strategic sea lanes where it is located adjacent to Bojonegara Harbor and is included in the Exclusive Economic Zone of Serang Regency (BPS Serang Regency, 2022)

In terms of area, Panjang Island has an area of 8.2 km<sup>2</sup> with a population of 3,870 people. The people of Pulau Panjang have livelihoods, including fishermen, processing fishery products to be made into salted fish, and seaweed cultivators (Banten Provincial Government, 2022). From the

main livelihood of the people of Panjang Island, it can be concluded that the primary commodities produced are fish and seaweed. Research studies show that from 100 hectares of seaweed cultivation land, 224 tons of dried seaweed commodities are obtained for 45 days (one harvest). It is the same as IDR 3,360,000,000 or 16,800,000 per plot of 0.5-hectare size (Soejarwo, 2017). The abundance of seaweed commodities has the potential for the people of Panjang Island to process them into superior products with competitive value.

Munir Beach, which has a beautiful panorama, and the Mangrove Forest are among the tourist attractions and MSME products in Pulo Panjang Village. Meanwhile, typical MSME products from Pulo Panjang Village include Seaweed Dola-Dola, Fish Crackers, Salted Anchovy Cultivation, and Mangrove Flour. Several tourist attractions and MSME products in Pulo Panjang Village have the potential to be developed well if they are managed with quality human resources according to their expertise.

Every tourist attraction and MSME product in Pulo Panjang Village certainly has its charm, so what can be offered to tourists includes:

1. Munir Beach is a beach tourist attraction with a beautiful panorama and its own charm, such as extensive white sand.
2. Mangrove Forest: This is a tourist forest with mangrove trees in the Pulo Panjang village area. The mangrove forest is its own attraction for visitors.
3. Dola-Dola Seaweed: a food made from seaweed that can be used as souvenirs for visitors or tourists.
4. Mangrove Flour: Mangrove flour is a cake-making ingredient made from mangrove fruit, which can be used to make several types of food.

To optimize several tourist attractions and MSME products in Pulo Panjang village, researchers created output that could help with branding, such as catalogs, brochures, and video profiles of the village.

**Catalog:** The aim of making a catalog is to increase tourist interest in visiting Pulo Panjang tourism, employment opportunities, and the economy of the people of Pulo Panjang village.

**Brochure:** This brochure aims to inform about existing tourist attractions and facilities and MSME products in the Pulo Panjang tourist village.

**Video:** The aim will be to show the profile of the Pulo Panjang tourist village, with the area, population, community activities, potential tourist attractions, and MSME products in the Pulo Panjang tourist village.

## CONCLUSION

Pulo Panjang Village has local wisdom and natural sustainability, which are its characteristics and identity as a "Tourist Village." Through YouTube videos, catalogs, and brochures, local branding

is carried out to optimize existing potential and increase tourist interest in Pulo Panjang Tourism Village. These outputs were carried out to build the image of the Pulo Panjang Village destination as an MSME-based tourist village. Local branding is also expected to create jobs and improve the village's economy.

Desa Wisata Pulo Panjang dapat terus berkembang dan berinovasi jika sistem pengelolaannya dapat ditingkatkan. Dikarenakan potensi-potensi di dalam Desa Pulo Panjang dapat menjadi kunci utama dari Desa Wisata dibarengi dengan perawatan maupun pembaharuan sarana prasarana, inovasi kreatif dari warga setempat untuk mengelola potensi alam menjadi wisata, branding UMKM maupun wisata, hingga sistem pengelolaan yang lebih baik. Terobosan-terobosan baru juga dapat menjadi salah satu faktor dalam pengembangan Desa Wisata Pulo Panjang.

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