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The Portrait of Digital-Based Small and Medium-Sized Enterprise Partnership to Realize Conservation Tourism in Indonesia

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Abstract:

Despite the growing concern about small and medium-sized enterprises (SMEs), a paucity of research explores the role of digitally-mediated partnerships between SMEs, creative industries, and tourism in the actual market. To fill such a void, the present study aims to reveal how SMEs, creative industries, and tourism partner with a digital-based economy to advance national income. Data for the study were garnered through surveys, focus group discussions, and participatory training. Findings suggest that local entrepreneurs were aware of their lack of a digital-based economy and the rapid advancement of such digitalization. Therefore, they gradually enacted the digital-based economy by cooperating with young entrepreneurs in promoting their products. The application of digital-based MSMEs will help market MSME products. Making a digital website for the MSME product market is necessary to advance its business.

Keywords: partnership, digital transformation, conservation tourism; micro-, small, and medium enterprises.

以数字为基础的中小企业伙伴关系在印尼实现保护旅游的肖像

摘要:

尽管人们对中小企业（中小企业）的关注越来越多，但很少有研究探讨了中小企业，创意产业和旅游业之间数字中介合作伙伴关系在实际市场中的作用。为了填补这一空白，本研究旨在揭示中小企业，创意产业和旅游业如何与数字经济合作以提高国民收入。这项研究的数据是通过调查、焦点小组讨论和参与性培训收集的。调查结果显示，本地企业家意识到他们缺乏以数字为基础的经济，以及这种数字化的快速发展。因此，他们通过与年轻企业家合作推广他们的产品，逐步实施了基于数字的经济。基于数字的MSME的应用将有助于市场MSME产品。为MSME产品市场制作数字网站是推进其业务的必要条件。

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关键词: 伙伴关系, 数字转型, 保护旅游; 微型, 小型和中型企业.

1. Introduction

As a tropical country with a wide range of biodiversity, Indonesia has abundant water resources, waterfalls, rivers, and tropical forests. Its exotic, wonderful nature bears affluence and distinctive social and cultural values. The condition places Indonesia as a popular tourism destination with great potential for conservation tourism (Indonesia's tropical resource wealth) (Purwanto et al., 2021). Meanwhile, three protruding social values of cooperativeness, kinship, and togetherness (following Pancasila ideology) have led the Indonesians to be great business partners. Many Indonesian citizens are involved in the three most popular business sectors: small and medium-sized enterprises, the creative industry, and the tourism industry. Cooperation between these three sectors can escalate natural resource utilization, galvanizing tourism development (Ghassani & Wardiyanto, 2015).

The recent disruption era obligates all small and medium-sized enterprises, creative economies, and tourism activities to adopt digital transformation. However, their inability to digitalize their business will slow down their enterprises. The urgency to digitalize grows during the Covid-19 pandemic, where everyone is required to minimize their activities outside their homes (Yamani et al., 2019). People mostly satisfy their needs online; thus, the producer and distributor should trade their products online. Thus, the latest issue faced by small and medium-sized enterprises and tourism business lies in the business people's low IT skills, while IT skills become essential as it is required to digitalize their business. Therefore, IT training and learning expedited by a third party, such as a university member, are needed to enhance their IT skills. As members of universities are obliged to conduct research and community service, this study facilitates the development of small and medium-sized enterprises and tourism business actors' IT skills to open up a wider market for their products. Therefore, investigating small and medium-sized enterprises' initial needs and required training is vital for their digital transformation. In this study, the training was carried out through a forum group discussion (FGD) and direct website operation of small and medium-sized enterprises' products in conservation tourism (Yoga et al., 2019).

This study seeks to a) identify information related to the potential of conservation tourism, b) investigate the initial need for digital-based management of small-and medium-sized enterprises, c) create digital media to facilitate cooperation among small-and medium-sized enterprises, and d) formulate concrete means to develop conservation tourism. The research area is limited to only one of many tourist areas in Indonesia that are equally beautiful in terms of their natural and social environments. Likewise, the characteristics of micro-

small, and medium enterprise (MSME) business actors in the research area are similar to those of the MSME actors in Indonesia. The demand for information technology (IT) for the development of digital-based tourism and MSME businesses can also run smoothly. The MSME and tourism training participants, entrepreneurs belonging to the pre-millennial generation, have been replaced by their children, who are considered to have better IT skills (Hasanah et al., 2021).

Studies on conservation tourism have grown enormously. In Indonesia, the most popular types of conservation tourism are natural-environmental tourism and social-cultural tourism, and both have stimulated the development of tourism-related business activities and the cooperation of small-and medium-sized enterprises between regions (Prasetyo, 2021). This growing cooperation leads to increased economic activities that respond to local potential and engage youth. Small-and medium-sized enterprises that support the development of conservation tourism are linked to transportation, housing, the restaurant industry, art and performance, fruit shops, flower markets, and tourist guide businesses (Istiqomah et al., 2019).

Previous studies on conservation tourism show that 1) highlands tourism (Situ Gunung Sukabumi Jawa Barat) that promotes the tropical forest, waterfall, river, and small lake of the area is popular among youth and 2) tourist villages facilitate natural and cultural conservation, along with harmony between humans and nature, since they offer beautiful living far from crowded urban areas (*Travel Experience: The Story of Indonesia*, Kemenparekraf dan GNFI, 2020). As in the previous example, the Tenon Tourism Village in Semarang, Indonesia, has been given support to conserve its local language and traditional dance to captivate the interests of national and international tourists.

An example of socially, historically, and culturally based conservation tourism in Indonesia is Solo, popular for its batik, Kasunanan, Mangkunegaran keraton, Klewer market, temples, zoo, plantation, food offerings, and wayang shows. Local people embrace local culture-based conservation tourism as an appropriate policy (HG. Quaritch Wales) as local culture attempts to preserve its identity (Yunus Abidin). It subsists of noble values adopted in society to protect and preserve the environment (Law No. 32 Year 2009 on environment protection and supervision).

In most of Indonesia's society, small-and medium-sized enterprises are prominent. Interestingly, during the economic downturn caused by the COVID-19 pandemic, small-and medium-sized enterprises played an important role in supporting the national economy through the provision of jobs, their contribution to national gross domestic product, and their stabilizing

effect on the economy. This is because most small-and medium-sized enterprises use local natural resources and are involved with both rural and urban populations that span different socioeconomic backgrounds (Kurniawan et al., 2021).

The three main roles of MSMEs in the national macro economy are to increase employment opportunities, generate income, and provide economic stability. These roles are easy to see in the real world because MSMEs, apart from being owned individually, employ workers of varying levels of education and work position, employ workers from local areas around their place of business, and allow flexible working hours (Law No. 20 of 2008, concerning SMEs). They contribute to increasing national income, as they have raised the income of new and old employees. Finally, in terms of the role of national economic stability, MSMEs have proven to be pillars and saviors in the national economy during a crisis.

The economic activities of MSMEs are very close to the activities of the creative economy business sector. This is because, nationally, almost all MSME business branches are fields of creative economic activity. The economic activities of MSMEs, the creative economy, and tourism business activities are a unified group of economic activities that support each other and require partnerships with each other. One line of business in SMEs, the creative economy, and tourism cannot be separated. This is so much the case that the Indonesian government has included these activities, mostly carried out by MSMEs, within the same ministry: the Ministry of Tourism and Creative Economy.

Due to the role and links between MSME activities, the creative economy, and tourism, it is clear that the economic activities of tourism need the support of MSMEs and creative economy activities; without the support of MSME business activities and creative industries, tourism activities will not develop quickly. In the digital era, the three business actors can complement each other and accelerate the growth of their respective businesses. The role of digital technology, in addition to being able to spur the development of each business area, will also create product–market synergies among these business actors. Therefore, the three business actors must be able to adapt to advances in digital technology.

Up until recently, SMEs and tourism business actors were still conventional players. After the COVID-19 pandemic, however, there was an increased demand for IT skills to meet MSME and product–market needs; this resulted in the demand for high IT literacy along with appropriate insight or behavior. Therefore, in this research project, we developed a website for business and tourism players to provide information and market their products. More concretely, we conducted workshops and training on the application of IT; in particular, the use of websites for the benefit of the product market.

2. Method

2.1. Design of the Study

The research was designed with a mixed method of quantitative and qualitative. The quantitative method is carried out through a survey to describe the characteristics of conservation tourism areas and the characteristics and business needs of MSME actors. The qualitative method is carried out through focus group discussions (FGD) for related parties and workshops for developing digital-based MSME governance to describe the process of changing MSMEs from conventional methods to digital ways. The result is the creation of digital media partnerships in the MSME market by producing a product market partnership website for MSME actors.

The determination of Batu area as a research location is because, apart from being a tourist area based on natural beauty and the environment, it also has characteristics that can represent a typical Indonesian tourist area. Batu City is located in East Java, Indonesia. It has characteristics as a tourism city based on the potential of natural resources and the environment, partnership values as local social and cultural potential, and many MSME actors who can support their regional tourism activities. Based on its local characteristics, this research area is suitable to be directed as a conservation or environmentally friendly tourism area.

The research population includes stakeholders involved in efforts to realize regional conservation tourism activities and MSME actors in the research area. Some research samples can provide information and data about regional conservation tourism activities and the activities of SMEs supporting tourism. Some research samples that become research information sources are village government officials, community leaders/elders, non-governmental organizations, MSME actors, and managers of regional tourism objects. The research sampling method starts with key people, then expands to a larger and wider direction (such as the Snow Ball Sampling method).

2.2. Data Collection and Analysis Procedures

Questionnaires were used to obtain information about conventional and more advanced SMEs and explore the needs of MSMEs for developing their business governance, business support digital technology, and partnerships for marketing their business products. The condition of ownership of an Android handphone supports creating a partnership website for the MSME product market. Meanwhile, data analysis was carried out in a descriptive way to describe the direction of MSME governance needs from the conventional one to the change towards IT-based management - digital. The different tests of IT-digital literacy data for MSME actors before (pre-test) and after training (post-test) were analyzed.

For producing the meaning of conservation tourism, the questions are directed at the conservation of natural resources - the environment and the conservation of

socio-cultural values. Conservation of natural resources and the environment is directly related to tourism economic activities, while the conservation of socio-cultural values is closely related to the activities of MSMEs supporting tourism. Socio-cultural values are manifested in the values of togetherness, cooperation, or partnerships in MSME business activities.

FGD activities and workshops are focused on accommodating the portrait of MSME businesses regarding their needs and directing the governance and market for digital-based MSME products. The FGD activities involved MSME business actors, village officials, community leaders, NGOs, and universities and were assisted by the IT service team. The product of the workshop activity is the creation of an MSME product market partnership website, which is named "wisataabuseru.id". After the workshop completion, MSME actors continued to improve their business profiles included on the website. In order for the content of the MSME website to continue to develop better and become more attractive, the IT Team continues to monitor and provide development directions for filling out the business profile of MSME actors.

3. Findings

Three main points of the findings of this research data include: 1). SMEs' insight on conservation tourism, 2). Insight into the need for partnerships between MSME actors themselves and between tourism actors and other parties, and 3). SMEs' insight into the need for IT support for business development.

3.1. The Condition of SMEs' Insight into Conservation Tourism

MSME business actors believe conservation tourism at the research site needs to be developed. This is because the general public perceives that this research area does have good and potential conditions in terms of natural resources, the environment, and socio-cultural conditions. Among the MSME actors during the training, in the pre-test, 21 (63%) strongly agreed, and 12 (36%) agreed. The post-test showed that 22 (66%) strongly agreed, and 11 (33%) agreed. Nobody disagreed and strongly disagreed in the pre- or post-tests. The data of these findings can be presented in bar charts and pie charts as follows.

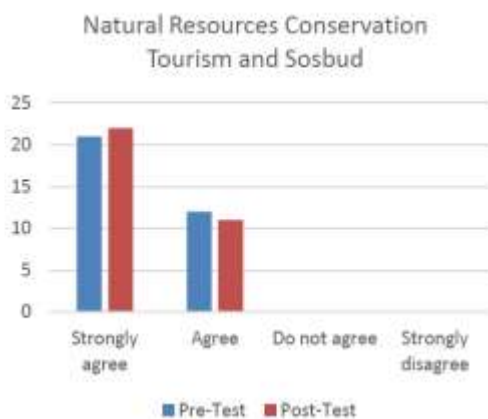


Figure 1. Insights of MSME actors towards conservation tourism in their area

3.2. The Importance of Inter-SME Partnerships

Conditions of Insight of MSME Actors on the importance of Business Partnerships between MSME actors and between MSME actors and tourism actors and creative industry players are seen as important. This is because MSMEs view business partnerships as the key to business development success. It is realized that without a partnership between MSME business actors, their business will run slowly. Very few MSME entrepreneurs feel that their business can run without having to have a partnership. Generally, they are the older generation whose business management is still conventional and running independently (30%). 14 (42%) agree, 8 (26%) disagree, and 1 (2%) strongly disagree. The post-test results show that 11 (34%) strongly agree, 17 (50%) agree, 4 (12%) disagree, and 1 (4%) strongly disagree.

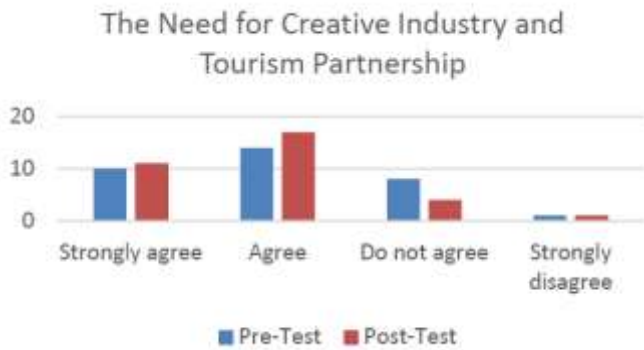


Figure 2. The need for partnerships between MSME actors and outsiders

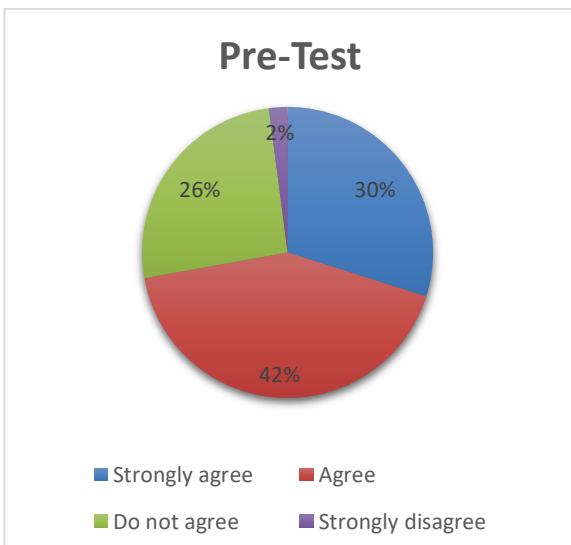
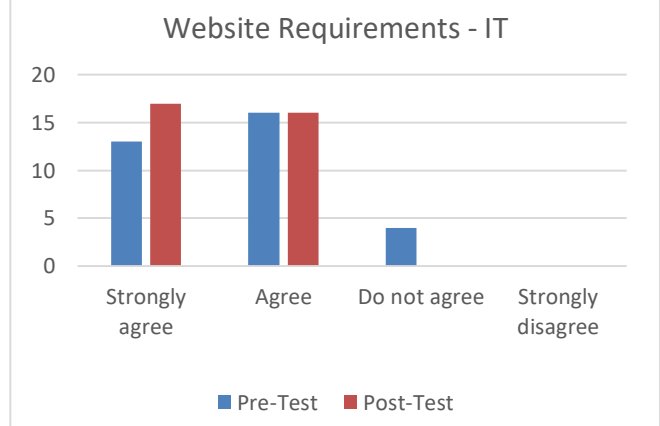


Figure 3. The need for partnerships between MSME actors and outsiders

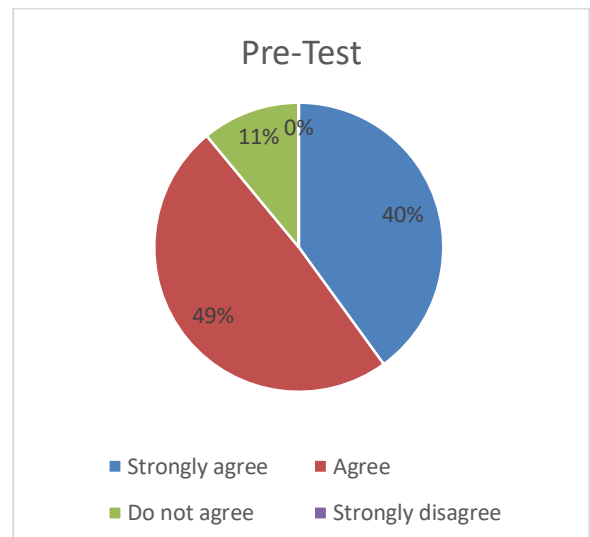
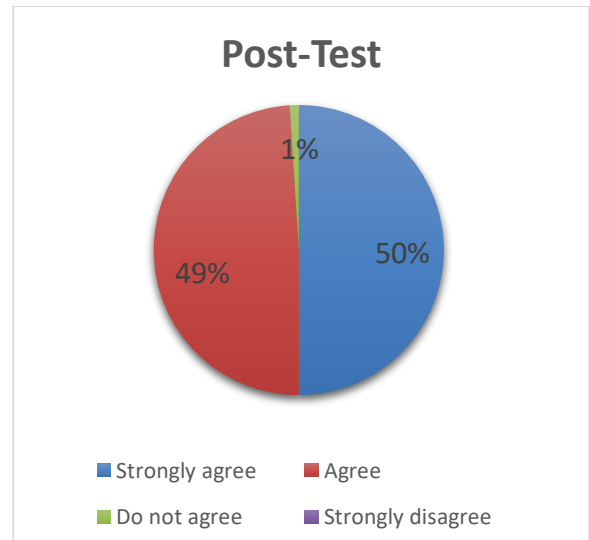
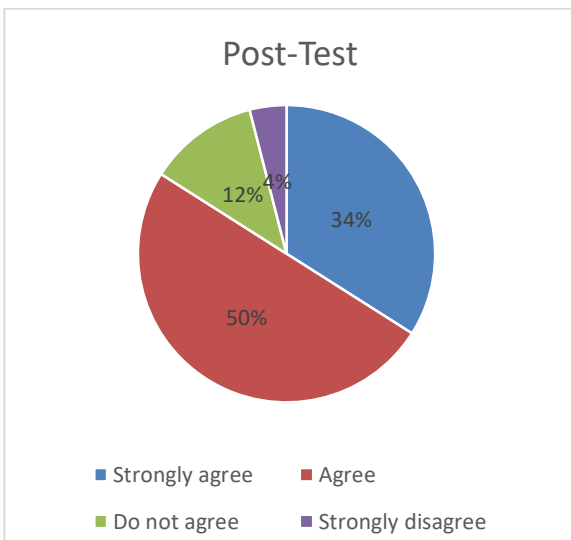


Figure 4. The need for IT support for MSME business development and acceleration



3.3. The Importance of IT Role and Support for MSME Business Progress

MSME business actors, in general, have felt the need for IT support for digital business methods. Moreover, this new development has begun to be felt as necessary after the Covid-19 pandemic condition.

3.4. Product Workshops and Training about the Website

Workshops and training on governance and improvement of IT literacy have resulted in a partnership website for MSME products. The website is named "wisatabatuseru.id", which can accommodate all MSME business profiles from various businesses.



Figure 5. The website

4. Discussion

4.1. The Importance of Conservation Tourism

Conservation is an effort to maintain and protect something that aims to prevent damage by doing conservation. Conservation tourism can start by preserving nature and culture as a potential in developing tourism activities. Conservation tourism activities are closely related to nature and the environment, so tourism business actors need to know and take steps for environmentally sound business activities to present tourism potential more developed in a sustainable manner (Harahah et al., 2021).

Sustainable development, as a conservation effort without compromising the interests of the present and the future, is important to be applied in tourism conservation actions in Indonesia. Indonesia has attractive tourism potential because most of it intersects with nature and the beauty of the environment. Various examples of natural and environmental potential are the wealth of beaches, waterfalls, reservoirs, lakes, rivers, and mountains. Due to tourism being close to nature, this conservation action becomes the main point of sustainable development policies in the tourism sector.

Tourism in Indonesia is closely related to nature and the socio-cultural life of the community. Therefore, many regions in Indonesia are starting to develop tourism potential based on regional potential, including natural, social, and cultural potential. One of the areas in Indonesia that fulfill this natural, social and cultural potential is the city of Batu in East Java. As a city with highland natural potential, fresh air, and social intimacy, it has given birth to many MSME business actors and creative industries from the community who need to partner with tourism business actors (Purwana et al., 2017).

The results of data processing in this study reveal that the MSME actors of the Batu community indicated the importance of understanding conservation, in terms of natural resources, the environment and socio-cultural aspects. The conservation efforts of MSME actors are through participation in conservation education and planning environmental care education for the younger generation. The younger generation is prepared in the future to be more concerned about the natural conditions, the environment, and their local and

national culture. Thus, it will be ensured that conservation is adopted, *inter alia*, to achieve sustainable development.

Batu City has various MSMEs driven by the local community. MSMEs have developed in various sectors, including transportation businesses, tour guides, local transportation, lodging, culinary, entertainment, handicrafts, and souvenir markets. These businesses support Batu as a tourism city. Such activities have brought in many tourists, domestic and foreign, who always go to the locations of community businesses. The potential of this research has increased people's enthusiasm for undertaking advanced MSME business activities (Susanto et al., 2021).

Besides the conservation of natural resources and tourism, the conservation of socio-cultural values is also important, as it concerns the existence of good values of national culture. The basis of the Indonesian state, namely Pancasila, teaches the Indonesians to maintain the nation's character based on the values contained therein. Conservation of socio-cultural values in the research area involves human capital, including the sustainability of MSMEs with character. Advances in information technology must indeed be adopted, but not to the point of eliminating local and national values. This is important for the younger generation, including tourism business actors and MSMEs. In addition to having an IT perspective, they must also have a local socio-cultural perspective.

4.2. MSME Partnership

Socio-cultural values and partnerships between MSME actors are felt to strengthen the sustainability of MSMEs. In this study, the product produced is an MSME business partnership website as one of the product market media, in addition to being a working partner media between MSME actors with tourism businesses and the creative industry. The website has also been felt to help establish relationships in the marketing of MSME products. This website product proves that MSME business actors need digital media to market their MSME products.

As a developing country, Indonesia always tries to enhance its economic growth. During a crisis, MSMEs, as one of the sectors that are the backbone of the economy, become one of the resilient sectors (Ghassani & Wardiyanto, 2015). As a city with growing potential for MSMEs, Batu gains support from the city government providing productive means. This assistance is one of the efforts to further develop MSMEs during the COVID-19 pandemic.

A business partnership is carried out between two or more parties in the form of cooperation to strengthen a mutually beneficial goal. This partnership concept is also a part of social responsibility among micro, small, and medium enterprise (MSME) players in Batu City. The principles of partnership (Ghassani & Wardiyanto, 2015) that must be considered include:

- a. The mutual benefit and mutual need between

one party to another.

b. An orientation to increase the resources owned by MSMEs.

c. A realization of healthy price competition while maintaining quality and quantity.

d. Guidance from large entrepreneurs to small entrepreneurs to provide motivation and training, avoid unfair competition (monopolies), and establish synergistic relationships.

4.3. Digital Support for MSMEs

Many business sectors have taken advantage of the boom technology. It is hoped that this technological development will also be a blessing for the MSME sector, especially in terms of the production process and the product market. Basically, the government plays a role in the development and establishment of MSMEs in an effort to meet the economic needs of the community and promote strong competitiveness (Yamani et al., 2019). Local government efforts are in line with the central government in terms of developing the MSME sector, such as providing assistance and direct supervision and increasing marketing opportunities to MSME players. The enthusiasm seen from the MSME community is shown by the healthy spirit of MSMEs (Hendrawan, 2019).

The problem that still hinders the progress of MSMEs is the lack of marketing expansion carried. The narrowness in the marketing area is something that needs to receive more attention from various parties, including local governments and MSMEs themselves. Support is needed to provide wider marketing opportunities. The scope of marketing of MSME products in Batu City tends to be limited to visiting tourists. Marketing conditions are still narrow, and a wider marketing coverage is needed through the support of digital technology (Maylinda & Sari, 2021).

From the results of the survey analysis of MSME players, it can be seen that Batu City MSMEs need digital support to increase wider marketing. This digital support includes the use of web pages and social media for marketing (Susanti, 2020). In Indonesia, IT support for the marketing process is a growing phenomenon. Marketing tools such as e-commerce, marketplaces, and social media are becoming quite effective. This IT support is expected to boost the marketing of MSME products in Batu City.

Seeing the needs of Batu City MSMEs, a website has been developed to support MSME marketing and establish partnerships between Batu City MSME players. The website wisatabatuseru.id has become the answer to the marketing problems faced by MSMEs in Batu City. The development of this website is one of the efforts to increase the product market and promote MSMEs in the area. The development of this website is also a solution to the problem of marketing competition. [Wisatabatuseru.id](http://wisatabatuseru.id) website is a means of marketing partnerships and a promotional medium in introducing the tourism potential of Batu City.

5. Conclusion

The present study reveals novelty in the following conclusions: MSME actors strongly support Batu City's designation as a conservation tourism city. This condition also means that society, in general, supports each other. MSME business actors in advancing their business require partnership efforts between inter-business actors and between MSME actors and other business actors such as MSMEs with creative industries, MSMEs with tourists as producers and consumers, MSMEs with the government, and MSMEs with universities. The MSME actors stated that they needed their business support through the application of digital-based businesses. The application of digital-based MSMEs will help market MSME products. Making a digital website for the MSME product market is necessary to advance its business. The website for the MSME product market is Wisatabatuseru.id. Insights on conservation tourism are not enough only for MSME business actors but also need to be disseminated more widely to all levels of society. The way to do this is through formal and non-formal education and increasing general information through various social media. Several limitations are revealed in the present study. First, since our research is limited to local areas, further research can examine different contexts with the same topic. Second, this research is limited to the pandemic period, so further research can be carried out in normal situations. Lastly, the business actors are generally the older generation, so recruiting the younger generation for future research projects is necessary.

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