

Marketing Policy Strategi for Micro, Small, and Medium Enterprises in Bintan Tourism Area

Erlin Christinia Halawa¹, Annisa Arrum², Eki Darmawan³
{christiniahawawa@gmail.com¹, arrumannisa@gmail.com², ekidarmawan@umrah.ac.id³}

Program Studi Ilmu Pemerintahan, Universitas Maritim Raja Ali Haji¹
Program Studi Ilmu Pemerintahan, Universitas Maritim Raja Ali Haji²
Program Studi Ilmu Pemerintahan, Universitas Maritim Raja Ali Haji³

Abstract. The purpose of this study is to describe the marketing policy strategy of micro, small, and medium enterprises in the Bintan tourism area. The analysis technique in this study is a type of qualitative analysis that refers to the theory of Miles and Huberman. The results of the study show that the marketing policy strategy carried out is to create an MSME development program issued by the government, namely by facilitating Micro Enterprises to become Small Businesses in the development of production and processing, marketing, human resources, as well as design and technology. The obstacle that is still often faced is in digital marketing, namely the lack of skills of MSME actors in utilizing existing technology.

Keywords: Strategy, Policy, MSMEs

1 Introduction

Indonesia is a country rich in potentials that can make it one of the countries with a large economy [1]. This potential lies in abundant natural resources and diverse and potential human resources, in addition, the investment climate in Indonesia is also relatively conducive, providing opportunities for significant economic growth [2]. However, Indonesia is also still faced with various problems, such as high unemployment rates and poverty in several regions. The role of Micro, Small, and Medium Enterprises (MSMEs) has an important impact in driving the Indonesian economy, one of the benefits is its ability to absorb labor and increase people's income [3]. Even when there is an economic crisis, the MSME sector often survives better than other sectors. Therefore, the government needs to take appropriate policy steps to increase the capacity of MSMEs, both in terms of quantity and quality. Entrepreneurial culture needs to be instilled and encouraged so that more individuals who have an entrepreneurial spirit and dare to start a business help improve the number and quality of MSMEs in Indonesia as a whole as well as the existing marketing policy strategies for micro, small and medium enterprises and propose

new steps in an effort to increase the role of MSMEs in overcoming the problem of unemployment and poverty in Indonesia. MSMEs have a vital role to play in strengthening the local economy, but they often face obstacles in terms of market access, promotion, and business management [4]. Develop effective marketing policy strategies to increase the competitiveness of MSMEs in the Bintan tourism area. With the right approach, MSMEs can be more successful in marketing their products, reaching a wider market, and increasing their revenue, designing effective strategies [5]. First of all, it is important to understand the potential and uniqueness of MSME products in Bintan by developing added value in the form of authenticity, uniqueness, and environmental sustainability, for example, local handicrafts, regional cuisine, and culture-based souvenirs can be a special attraction for tourists who are looking for an authentic experience, marketing strategies must utilize technology and digital media to increase the exposure of MSME products. Internet and social media, MSMEs have a greater opportunity to market their products to the global market.

Creative and innovative marketing campaigns can help increase brand awareness and consumer buying interest in addition, cooperation between MSMEs can also be an effective strategy to increase their competitiveness. Forming partnerships and cooperation networks between local business actors, MSMEs can support each other in terms of promotion, distribution, and product development, this step will not only increase individual competitiveness, but will also strengthen the business ecosystem in the Bintan tourism area as a whole. Designing marketing policy strategies, it is necessary to pay attention to environmental sustainability and local cultural preservation. Responsible and sustainable tourism must be the cornerstone of every step taken. The use of local raw materials, environmentally friendly business practices, and the promotion of local culture must be an integral part of the MSME marketing strategy.

In this context, it is very important for the strategy of the government and non-governmental institutions to create a supportive regulatory environment, provide financial and technical support, and facilitate cooperation between MSMEs and various other stakeholders. Meanwhile, non-governmental institutions can provide guidance and training to MSMEs in terms of business management, digital marketing, and product development. A comprehensive and sustainable marketing policy strategy is expected for MSMEs in the Bintan tourism area to

grow and develop sustainably. This will not only provide economic benefits for local business people, but will also increase the attractiveness and competitiveness of Bintan's tourism destinations as a whole. As a result, Bintan tourism can be an example for other tourism destinations in utilizing the potential of MSMEs to support inclusive and sustainable economic growth.

2 Research Methods

This study aims to discuss qualitative research methods for literature studies and field studies. This research method applies a qualitative type through literature studies and field studies. The results and discussion of this research include reviews of qualitative research methods, literature studies, field studies, and a combination of both.

3 Result and Discussion

The Riau Islands Province has an area of about 251,810 km², with about 96% of its territory made up of oceans, while the rest, about 4%, is land made up of small islands [8]. This significant amount will have a positive impact on economic growth in Bintan Regency in terms of the government, as the party responsible for economic progress, has issued policies to facilitate the development of Micro, Small, and Medium Enterprises (MSMEs) in a comprehensive, optimal, and sustainable manner. This is done through the creation of a conducive climate, providing business opportunities, support, protection, and business development at large, so as to increase the position, role, and potential of MSMEs. Micro, Small, and Medium Enterprises (MSMEs) in the Bintan area have experienced interesting developments over time.

The development of the tourism sector in Bintan in the early 2000s, Micro, Small, and Medium Enterprises (MSMEs) began to experience significant growth. This happens in line with the increase in the number of tourists visiting Bintan. MSMEs are starting to explore new business opportunities in the tourism sector such as small hotels, local food and beverages, and souvenir sales. Support from local governments and related parties is a key factor in expanding the market and improving the quality of MSME products and services [9]. Furthermore, MSMEs in Bintan continue to experience growth with product diversification and increased innovation. The availability of adequate infrastructure such as ports and transportation networks also contributes to facilitating the distribution of MSME products to local and international markets.

As one of the main pillars in the local economy, MSMEs in Bintan make a significant contribution to economic growth, job creation, and strengthening local cultural and tourism identity.

The development of MSMEs in Bintan Regency does not only focus on achieving quantity, but also on the ability of MSMEs to develop according to their own standards in order to have a positive impact on the economic sector. The Bintan Regency Government is active in formulating policies to support the development of local MSMEs, such as providing assistance to MSME actors. The assistance includes business development costs, capital goods and equipment, as well as facilities to facilitate the business licensing process and obtain halal certificates. MSMEs operating in Bintan Regency include various business fields such as the production of atomic crackers, catering, pastries, wet cakes, and sweet potato chips. The Bintan Regency Government has provided assistance to MSMEs with the aim that they can develop better. The assistance includes costs, capital goods, consumables, as well as the ease of facilities to obtain a P-IRT permit and Halal certificate.

MSMEs play a very important role in supporting the tourism industry in Bintan as a provider of various products. MSMEs also help in enriching the local economy and strengthening regional cultural identity. The Bintan tourism area has a variety of MSMEs, such as culinary businesses, souvenir shops, handicrafts, lodgings, and others, this is shown from data from the Office of Cooperatives, SMEs, Trade and Industry There are 126 Fostered MSMEs focusing on the Culinary sector of Bintan Regency in 2023, 241 creative economy actors, 18 Dekranasda craftsmen, and 86 Dekranasda MSMEs that sell staples in Bintan Regency.

The policy strategy issued by the government is contained in the Strategic Plan of the Riau Islands Province Small and Medium Business Cooperative Office for 2021-2026, namely developing micro, small, and medium enterprises by expanding the MSME database, providing guidance and empowerment of business management, improving the ability of human resources, using technology in production and marketing through e-commerce, providing access to capital, and facilitating the branding of superior products. In addition, the discussion of this marketing policy is also contained in the Strategic Plan of the Manpower, Cooperatives, and Micro Enterprises Office for 2024-2026, namely improving the quality of Micro Business human resources through training, coaching, and assistance and facilitation of product standardization.

This is evidenced through the MSME development program issued by the government, namely by facilitating Micro Enterprises to become Small Businesses in the development of production and processing, marketing, human resources, as well as design and technology.

In detail, referring to the Penta Helix theory recommended by the Ministry of Tourism of the Republic of Indonesia, as stipulated in the Regulation of the Minister of Tourism Number 14 of 2016 concerning Sustainable Tourism Guidelines, has become a guide for each region in the development and marketing of local tourism. This model has gained popularity among regions around the world as a source of innovation in advancing the tourism sector in each region [10]. This regulation emphasizes the importance of encouraging tourism development through the optimal role of Academician, Business, Community, Government, and Media (Publication) or commonly abbreviated as ABCGM in order to create good integration in improving the quality of activities, facilities, services, experiences, and benefits of tourism, which will provide benefits and benefits for the community environment [11]. The policy strategy issued by the government for the marketing of MSMEs in the Bintan tourism area is contained in the Strategic Plan of the Department of Manpower, Cooperatives, and Micro Enterprises for 2024-2026. The development of MSMEs in Bintan continues to show rapid progress along with the expansion of the product market, serious support from the Bintan Regency Government can be seen through pro-MSME programs quoted from Batam News, such as 0 percent interest subsidies, business training, (technical guidance) of MSMEs and product curation that has been carried out at the PLTU Building (Integrated MSME Service Center) in Bintan.

Academy

Academics in the penta helix model play the role of concept designers, who identify potential and validate products and human resource skills that support the development of tourist villages. Academics are the source of knowledge that brings the latest concepts, and theories that are relevant to the development of tourist villages [12]. In the development and marketing of Bintan MSMEs, the role of academics is STT Indonesia Tanjungpinang. STT Indonesia Tanjungpinang provides direct assistance for Bintan MSME actors through lecturer service activities involving several students, this activity has programs such as digital marketing and promotion through social media, designing product packaging to increase attractiveness, and

creating a special logo that can help MSME products in Bintan Regency to attract consumer interest more effectively.

The cooperation program between STT Indonesia Tanjungpinang and the Bintan Regency Disperindag is STT Indonesia Tanjungpinang's commitment to the mission of the Tri Dharma of higher education. This is a real effort in carrying out community service, as an expression of concern from academics to help the use of information technology by community, which supports various activities in the economic, social, cultural, educational, and other aspects based on needs and appropriate utilization.

Private/Business Industries

Businesses act as enablers or facilitators who are responsible for increasing the value of goods and services through the processing process. Businesses also provide information and communication technology infrastructure that supports human resource transformation [13].

Community

The community acts as an accelerator or driver of acceleration. A community is a group of individuals who interact in a particular environment, often with similar interests and occupations. The community is involved in the development of MSMEs with various activities that aim to support the development of MSME products and improve the marketing strategy of these products [13]. One of the marketing efforts for MSMEs in Bintan was carried out with the inauguration of the Representative Council of the Indonesian Women Entrepreneurs Association (DPCIWAPI) Bintan branch for the 2022-2027 period by the Regent of Bintan Roby Kurniawan IWAPI is expected to be able to maximize and boost the progress of existing MSMEs. IWAPI collaborates with the Bintan government to create new breakthroughs and answer the challenges of Bintan MSMEs in the tourism area.

Government

The government plays a role as a regulator, monitor, and has the authority to make rules, as well as being responsible for developing tourism potential. The government is involved in all related aspects, ranging from planning, implementation, monitoring, control, promotion, financial allocation, licensing, programs, to laws. In addition, the government also plays an important role in coordinating between stakeholders in the planning process [11]. The policy strategy issued by the government for the marketing of MSMEs in the Bintan tourism area is

contained in the Strategic Plan of the Department of Manpower, Cooperatives, and Micro Enterprises for 2024-2026. Development

MSMEs in Bintan continue to show rapid progress along with the expansion of the product market, serious support from the Bintan Regency Government can be seen through pro-MSME programs quoted from Batam News, such as 0 percent interest subsidies, business training, MSME (technical guidance) and product curation that has been carried out at the PLTU Building (Integrated MSME Service Center) in Bintan.

Media

The media has a role as an expender, namely it can support publications in promotion and create a brand image [14]. The media also acts as a source of information, education, entertainment, and social control. According to [15] media is one of the promotional tools that includes activities such as advertising, personal selling, public relations, word-of-mouth communication, and direct marketing. The media used to market MSMEs in the Bintan tourism area are mass media such as print media, electronic media, and internet media. However, this activity is still constrained by online marketing, MSME actors are expected to be able to take advantage of information technology and social media to increase consumer demand, there are still many residents who are creative in producing various MSMEs but are constrained by marketing.

4 Conclusion

There are several things that can be drawn from this conclusion, namely first, the Bintan government has developed a policy strategy that is implemented through programs such as 0 percent interest subsidies, business training, MSME (technical guidance) and product curation that has been implemented at the PLTU Building (Integrated MSME Service Center) in Bintan. However, in its implementation, there are still obstacles such as the lack of skills of MSME actors in conducting digital marketing. Second, in terms of marketing, the Bintan government seeks to build collaboration through the Penta Helix model, which involves cooperation between academics, the private industry/business, communities, the government, and the media. Through this collaboration, it is hoped that MSMEs in the Bintan tourism area can continue to progress and develop.

References

- [1] M. E. I. Sukamto, "Pengelolaan Potensi Laut Indonesia Dalam Spirit Ekonomi Islam (Studi Terhadap Eksplorasi Potensi Hasil Laut Indonesia)," *MALIA J. Ekon. Islam*, vol. 9, no. 1, pp. 35–62, 2017.
- [2] H. Z. Hasid, S. U. Se, S. E. Akhmad Noor, M. Se, and E. Kurniawan, *Ekonomi sumber daya alam dalam lensa pembangunan ekonomi*. Cipta Media Nusantara, 2022.
- [3] F. R. P. Kiswandi, M. C. Setiawan, and M. A. Ghifari, "Peran UMKM (usaha mikro, kecil, dan menengah) terhadap pertumbuhan perekonomian Indonesia," *J. Ilm. Ekon. Dan Manaj.*, vol. 1, no. 4, pp. 154–162, 2023.
- [4] S. A. Tanjung, "Analisis Peran Lembaga Keuangan Mikro dalam Mendukung UMKM," *Lit. notes*, vol. 1, no. 2, 2023.
- [5] H. Wijoyo, A. Ariyanto, and F. Wongso, "Strategi Pemasaran UMKM di masa pandemi," *Insa. Cendekia Mandiri*, 2021.
- [6] L. Pranola, K. Fitri, and S. Ramadhani, "Strategi Dinas Koperasi, Usaha Mikro, Perindustrian dan Perdagangan dalam Mengembangkan Usaha Mikro Berbasis Potensi Kelautan dan Perikanan di Kabupaten Bintan." Universitas Maritim Raja Ali Haji, 2023.
- [7] T. Y. Putri, T. Anggraini, and R. D. Harahap, "Analisis Implementasi Strategi Bauran Pemasaran (Marketing Mix) 11P Pada UMKM Tennis (Teh Nikmat Sidamanik)," *Syarikat J. Rumpun Ekon. Syariah*, vol. 6, no. 1, pp. 37–48, 2023.
- [8] R. Lovina, "Kajian Konektifitas Antar Pulau Di Wilayah Kepulauan Riau," *J. Potensi*, vol. 2, no. 2, 2022.
- [9] K. Sedyastuti, "Analisis pemberdayaan UMKM dan peningkatan daya saing dalam kancah pasar global," *INOBISS J. Inov. Bisnis Dan Manaj. Indones.*, vol. 2, no. 1, pp. 117–127, 2018.
- [10] N. Pringgawati, "Evaluasi Intergrated Marketing Communication Disbudpar Dan Disporapar Dalam Menyiapkan Kota Malang Sebagai Tourism Hub Tahun 2019-2020," *J. Herit.*, vol. 9, no. 1, pp. 1–19, 2021.
- [11] M. A. Hakim, "Strategi Pentahelix pada Perencanaan Pariwisata di Desa Hegarmukti, Cikarang, Kabupaten Bekasi, Jawa Barat," *Destin. J. Hosp. Pariwisata*, vol. 4, no. 1, p. 9, 2022.
- [12] P. D. Rahu and S. Suprayitno, "Kolaborasi model pentahelix dalam pengembangan desa wisata sei gohong kecamatan bukit batu kota palangka raya," *J. Ilmu Sos. Polit. Dan Pemerintah.*, vol. 10, no. 1, 2021.
- [13] A. Y. Kirana, M. Saifudin, M. M. Mukhlisin, N. Fatmawati, and M. I. Ansori, "Transformasi digital terhadap sumber daya manusia sebagai upaya meningkatkan kapabilitas perusahaan," *Digit. Bisnis J. Publ. Ilmu Manaj. Dan E-Commerce*, vol. 2, no. 4, pp. 19–36, 2023.
- [14] C. Thang and R. Iswanto, "Perancangan brand activation untuk Starttr branding beserta media promosinya untuk meningkatkan brand awareness," *J. Vicidi*, vol. 13, no. 1, 2023.
- [15] H. Hasaruddin, "Pengaruh Bauran Promosi (Periklanan, Publisitas, Komunikasi Mulut-Kemulut, dan Promosi Penjualan) terhadap Volume Penjualan di Perusahaan Amplang 'Salbiah Abuk' Kumai Pangkalan Bun," *Magenta*, vol. 6, no. 2, pp. 97–105, 2019.