

The Role of SAMOTA Tourism Development in Enhancing the Revenue of Micro, Small, and Medium Enterprises Customers in the Region of Big Sumbawa

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ABSTRACT

This research examines the growth of SAMOTA tourism and the increase in income of small and medium enterprises (MSMEs). The author of this study used a qualitative descriptive data analysis method primarily to collect information about the tourist attractions used as research locations. Qualitative research is based on interpretive philosophy or postpositivism and is used to conduct research in natural conditions, where the researcher acts as the primary tool. The data is usually qualitative because it combines observation, interviews, and triangulated documentation. Data is analyzed inductively or qualitatively, and the results are the result of research. The research results show that tourism in the Samota region is experiencing development. The area on Sumbawa Island called SAMOTA has been designated a Biosphere Reserve by the UN and UNESCO. The tourism development process increases the number of visitors to the SAMOTA tourist area. That can increase income and encourage people to build new MSMEs to meet increasing visitor demand. Developments in the SAMOTA tourist area have tremendously impacted the MSME sector. Samota's tourism development helps make more money. MSME players are happy with the many events in Sumbawa because they benefit from them

INTRODUCTION

Small and medium enterprises (MSMEs) have strategic potential to reduce unemployment and poverty levels. According to (Andriani, 2022), the term MSMEs is usually used to describe productive economic entities owned by individuals or companies that meet specific requirements. With certain limits on wealth and annual sales proceeds, MSMEs are regulated by Law in Indonesia and function as drivers of the community's economy (Fathan et al., 2022). Home processing is the main business of most MSMEs in Indonesia, a pillar of a strong economy. Besides, although many large companies closed during the 1997 monetary crisis, MSMEs continue to advance the Indonesian economy (Widianingsih & Ashlihah, 2022). The national economy can depend on MSMEs, mainly since the monetary crisis occurred in 1998. So that MSMEs can continue to develop and become a respected industry and increase regional income, action is needed.

Every country must develop its economy to improve the welfare of its people (Santoso, 2019). MSMEs are one way for economic development to occur because MSMEs can influence a region's PAD income (Sutanty et al., 2022). Government Decree Number 23 of 2018 concerning MSMEs, which revised the previous PP Number 46 of 2013, reduced the final tax on MSMEs from 1% to 0.5%. That significantly impacts the development of MSMEs (Halim, 2020), as well as opportunities for technological progress and human resources. Every year, the increase in MSMEs benefits the Indonesian economy. There are 44 MSMEs in Sumbawa Regency that have enormous MSMEs potential in Sumbawa Regency, such as making fish floss, dry cakes, salt, dried fish, eucalyptus oil, rice, and ginger sherbet. Sumbawa MSMEs products, apart from Likewise, there are mainstay products such as genuine Sumbawa honey, milk candy, salt, atomic crackers, and organic Robusta ground coffee, which still require improvement in terms of production and promotion. Sumbawa Regency has 12,648 MSME companies as of 2019. From January to August 2019, 1,050 new businesses were established. The regional government hopes that 500 MSEs can be issued as IUMK. 310 UMK have been issued. Usada MICE (Meeting Incentive Convention Exhibition) Gathering appeared at the 2019 Moyo Festival with the theme "Expanding the MSME Market through the Industrial Revolution 4.0" (Sutanty et al., 2022).

Limited capital and management (production, marketing, management, and human resources) are several obstacles that hinder the growth of MSMEs in Indonesia (Setyaningrum et al., 2023). Apart from that, MSMEs face coaching and supervision problems, such as solutions that need to be on target, lack of monitoring and supervision, and overlapping programs between organizations or institutions (Crew, 2019; Sandi, 2023). Some of the problems faced by MSMEs in the SAMOTA area are (1) Capital problems, (2) Official licensing problems, and (3) Lack of new products. On the one hand, MSMEs can build their businesses well and are creative to help improve the country's economy. On the other hand, MSMEs set up their businesses only because they follow trends or things that are viral around them, (4) Do not have a customer loyalty program to maintain relationships with customers, customer loyalty programs such as

registering to become a customer member, providing regular promotions, and joining with the customer community, (5) Lack of technology for MSMEs in the Internet marketing sector.

LITERATURE REVIEW

The development of a country is very dependent on its economy. Indonesia has excellent resources to develop its economy, especially the tourism sector, because of its abundant natural and material resources. According to (Kasriyati, 2019), the tourism sector has great potential to improve the Indonesian economy because Tourists' interest in visiting local tourist attractions means the tourism sector continues to grow. According to (Yun & Zakiah, 2019), tourism is one of the sectors driving growth. Further review (Urbanus & Febianti, 2019) shows that tourism is an essential component of a region because regions that realize their potential can place tourism as an essential part of their economy. Tourism plays a significant role in increasing national income and community welfare. This industry has developed rapidly in developing countries over the last thirty years (Prayudi, 2020). It is clear from the number of tourist attractions developed, built, and promoted by developing countries using various promotional tools.

Tourism development means improving services and facilities at tourist attractions so that visitors feel comfortable (Chaerunissa & Yuniningsih, 2020). Efforts to increase tourism also benefit the economy: this industry can increase Original Local Government Revenue through taxes, tickets, and foreign tourists (Kalebos, 2019). Tourism can also increase the income of local communities by supporting interconnected economic enterprises. The tourism sector has a close relationship with MSMEs. MSMEs have a strategic role in reducing unemployment and poverty (Khairisa, 2023). The connection between tourism and MSMEs is that if tourism is developed, then MSMEs actors will fill these tourist destinations, trying to serve the tourist visitor community, with various merchandise such as culinary tourism services, homestays, and souvenirs. *MSMEs* are businesses with a reasonably high role, especially in Indonesia, which is still classified as a developing country. According to Wijayanti & Santoso (2022), there are more job opportunities for residents around these tourist destinations with the large number of MSMEs.

Tourism development in several areas still needs to be improved. SAMOTA tourism, which is still relatively new, has several shortcomings, for example, the lack of security guards at several tourist attractions, so there is often damage to the facilities provided, criminal acts often occur, there is still much rubbish strewn around, and there is a lack of lighting. As a distinctive icon in the urban center of Sumbawa Besar Regency, SAMOTA tourism must be managed better through outreach, training, and assistance to the community. This research aims to increase community knowledge and skills through community empowerment. Several studies that examine this problem focus more on mistakes in determining tourism policies that do not adapt to community conditions (Kariaman et al., 2021), tourism as a factor in export income, job creation, business, and infrastructure development (Prayudi, 2020), Implementation of tourism

development policies in developing MSMEs (Darvin et al., 2020). This research's state of the art is the development of tourism in increasing MSME income.

SAMOTA Tourism is in Sumbawa Besar Regency, West Nusa Tenggara Province, and there are many things you can do there. The SAMOTA Bridge, built over the Brang Biji River, is one of the icons of the SAMOTA region. Based on the website (Firmansyah, 2019), on Saturday, 7 September 2019, H. In Bale Prajak, Prajak Hamlet, Batu Bangka Village, Moyo Hilir District, Badrul Munir, was a speaker at the Local Investor Forum (FILO). According to the man familiarly called Om Bam, the SAMOTA region comprising 15 sub-districts and 83 villages combined into three districts (Sumbawa, Dompu and Bima) has extraordinary natural potential. The SAMOTA region's natural potential can influence entrepreneurs' entry into various industries to support economic growth. MSME players are essential in developing tourism in the SAMOTA region because typical products from local MSMEs will become a unique attraction and add value for visiting tourists. In other cases, MSMEs can also maximize existing opportunities because they benefit the region and society. The vital role of MSMEs in supporting local tourism is that a tourist attraction is incomplete if no sellers offer food and souvenirs typical of the area (Calundu & Hasan, 2023). The presence of typical food and souvenirs is essential to support tourism so that it can be better and more attractive.

Data for 2015 shows that SAMOTA's production value is IDR. 4.55 billion. "Imagine, from SAMOTA alone, the value of fisheries production is equivalent to the total value of Sumbawa's Realization, Realized local government budget for three years," he said. The extraordinary tourism potential of the SAMOTA area can attract investors to invest in various tourism sectors. The development of tourism in the SAMOTA area impacts MSMEs by meeting the needs of incoming tourists, residents, and communities, and the business world continues to strive to build businesses. The existence of MSMEs that support tourism, such as food and drink, shows that tourism positively impacts the surrounding community. Tourists may also have needs such as accommodation, car rental, restaurants, and other facilities (Setyaningrum et al., 2023).

Tourism is travel or visits undertaken for recreation. Tourism consists of various types of entertainment and is enriched by various facilities and services provided by individuals, companies, and central and local governments. In English, "tourism" is used to describe tourism, where the word's etymology is not precise (Kodyat, 2019). The term "tourism" comes from Sanskrit, where "pari" means "all", "full", and "repeatedly", while "tourism" means "journey", so from that understanding, tourism can be interpreted as a complete journey, which starts from one place and ends in another place before returning to the original place. Another definition of tourism is that it can be interpreted as activities outside their daily routine where people make short trips to destinations outside the area where they live and work where they have many goals while there, including recreational visits. This understanding is also reinforced by (Setiawan et al., 2020). Tourism is a conscious human action where people receive services, in turn, both at home and abroad, including individuals who visit from various locations (regions, countries, or continents) to seek satisfaction in various forms

of daily experiences while still carrying out their work routines. Another definition is that individuals or groups travel from their place of residence to a place to gain extraordinary experiences, which is called tourism (Hidayah, 2021).

From a historical perspective, tourism is essential to the country's development. As stated in People's Consultative Assembly Number 1, Indonesia has been trying to increase tourism since 1978. According to IV/MPR/1978, tourism must be improved and developed to increase the country's foreign exchange, employment opportunities, and cultural integration (Widyani, 2019). The tourism sector is considered to have great potential to advance the Indonesian economy (Kasriyati, 2019). The government must encourage the tourism sector for three main reasons. First and foremost, because tourism is the third largest foreign exchange contributor after palm oil, coal, and palm oil, tourism can potentially increase the country's foreign exchange. Second, because the tourism sector has the characteristics of an industry that quickly generates foreign exchange, it boosts the Indonesian economy. Third, the tourism sector can reduce poverty and increase employment opportunities.

Development is a process or action that results in growth, progress, and positive change. The goal is to develop something by improving what already exists and making it functional (Luh et al., 2022). Utilizing theories and rules of science to improve the function, benefits, and application of existing science and technology or create new technology is one form of development (Amsari & Windu Anggara, 2023). "Development" is a term that refers to an activity that continuously develops new tools or methods, which is a process of evaluation and development through changes in individuals that enable them to work more effectively (Soeda et al., 2019).

Tourism development is an effort to improve, improve, and improve tourism conditions as a tourist attraction to attract tourists (Sapitri et al., 2019). Tourism development can generate profits for investors, government, tourists, and even local communities in tourist areas. Tourist objectives and attractions, tourism facilities and infrastructure, infrastructure, society, and the environment are four essential components in developing tourism in a tourist destination. Tourism development is a collection of efforts to make various tourism resources more consistent (Soeda et al., 2019). Tourism development covers all non-tourism aspects related to the continuity of tourism development, both directly and indirectly. Tourism development planning reaches an agreement between supply and demand (Bagus et al., 2019). There is a match between market needs from the demand side and development support from the supply side. The market has a strategic position when viewed from the principle of balance. This place will be the basis for the goal of the product or its development. Increasing community income is tourism development's ultimate goal, which can ultimately improve community welfare and economic growth (Frasawi & Citra, 2021).

Increasing income is an action to increase the income or earnings of a person, family, or organization to improve financial conditions, financial stability, payment of living necessities, and quality of life (Sularsih & Nasir, 2021). There are several ways to increase income, including (1). Providing high salaries or compensation; (2). Open a privately owned business (3). to look for new

business opportunities. Looking for part-time work, taking part in freelance projects, or investing; and (4). Investment. Apart from the above, increasing overall income can also be achieved through sound financial management. Increasing income can also mean balancing income and expenses to achieve financial stability and security.

MSMEs have many definitions in various literature, institutions, and even laws. Micro businesses are productive activities owned by individuals or business entities that meet the criteria described in the Law (Ode et al., 2020). Productive economic activities carried out independently by individuals or business entities not part of a subsidiary or branch of a company that is part of a Medium Enterprise or Large Enterprise and that meet the requirements of a Small Business as intended in the Law are referred to as Small Businesses. Medium Enterprises are stand-alone productive economic activities carried out by individuals or business entities that are not included in the category of subsidiaries or branch companies related to small businesses or large businesses and have net worth or annual income that meets the criteria as intended in the Law (Faturrahman, 2021).

MSMEs are essential to a country's economy because they significantly encourage community economic growth (Aliyah, 2022). MSME practices can influence the country's economic recovery and potentially equalize income. The presence of MSMEs plays an essential role in improving the country's economy and can contribute to the redistribution of people's income. People can more easily experience an increase in income with the initiative to establish MSMEs because they can survive amid big business and optimize productivity with a more efficient workforce; MSMEs also play a role in stabilizing the Indonesian economy (Rusliati et al., 2019). The government has launched policies, programs, and activities to encourage empowerment to increase the strength of the MSME sector. Several researchers have also spent much time conducting research and trying to provide an overview of how MSMEs in Indonesia can develop. As shown by research conducted by Supriyanto, MSMEs can be a solution to alleviating poverty in Indonesia. This research found that MSMEs significantly contribute to employment, reaching more than 99.45% of the total workforce and contributing around 30% to GDP. Efforts to promote and develop MSMEs will be able to absorb more of the current workforce. They will improve the welfare of the workers involved, which will ultimately help reduce unemployment and end poverty (Sutanty et al., 2022).

Tourism studies function to achieve development that can increase MSME income profits. The development of the tourism sector shows that tourist attractions can encourage local economic growth through the development of MSMEs. According to business motivation analysis, the more tourists there are, the more entrepreneurs will start businesses because of the opportunities offered by tourism. The description above is the basis for research entitled "SAMOTA Tourism Development in Increasing the Income of MSME Actors in Sumbawa Besar." This research aims to discover how SAMOTA tourism is developing and what the potential of this area is to increase MSME income.

METHODOLOGY

This research considers several findings in the field, using a qualitative descriptive approach to explain the subject or object of research. According to Bogdan and Tailor, qualitative methodology is a research procedure that produces descriptive data in written or oral form or policy actions (Subandi, 2019). The author of this study used qualitative descriptive data analysis techniques; specifically, they use these techniques to collect data or gather information about research locations. Qualitative descriptive research displays results from original data without a change process. Qualitative descriptive research allows researchers to find theory or knowledge about research (Noor (2011: 138), 2020). The author uses this method to explain the growth of tourism and the increase in MSME income in the SAMOTA Region.

This research focuses on the influence of tourist attractions on the income growth of MSMEs. This research uses literature study methods or articles from previous journals and internet tools such as the web, Google web browser, Google Scholar, and several library newspaper collections to research this topic, after which various procedures will be used to analyze the information. The data that has been collected is then proofread, and improvements will be made to improve the quality of the data in order to eliminate doubts about the authenticity of the data (Sutanty et al., 2022). Researchers must be careful and thorough when encrypting data after it has been encrypted. The data will then be sorted based on the previously created categories. The final stage is processing information, which is very important for success in research. The data is processed to produce conclusions to help researchers solve the problem at this stage.

This research collects data at the research location using a triangulation method that combines observation, interviews, and documentation, and then the data is processed for analysis (Abdussamad, 2021). Data was obtained from interviews about income, observation, and document analysis. The collected data is examined thoroughly, and conclusions are drawn based on the researcher's opinion. The Miles and Huberman model is used to analyze research findings, which consists of several stages: (1) Data collection, (2) data reduction, and (3) data presentation. Finally, the final step is drawing conclusions or verification (Kase et al., 2023). Miles and Huberman's analysis was chosen because it aligns with the stages or processes in this research, how to collect, process, and analyze data, so it becomes a reference for data collection until the final research results. Even though the resulting data may be better than the data provided, Miles and Huberman stand by their theory. In this research, the author uses Miles and Huberman's theory as a reference for each step, process, data, and desired results.

RESULTS AND DISCUSSION

Development of SAMOTA Tourism Destination

On June 19, 2019, the area on Sumbawa Island called Saleh, Moyo, and Tambora Bay (SAMOTA) was designated as a Biosphere Reserve by UNESCO and the United Nations. This area was built on 16 plots of land covering an area of almost 70 hectares, combining a wealth of marine resources, tourism, mountains, agriculture, livestock, and geo-tourism. The wealth of natural resources is expected to meet the community's and tourists' needs throughout the year and become a new landmark for Sumbawa Regency. The regional government received a field visit from the SAMOTA Regional Investment Development Acceleration Team to speed up development. This field visit aims to increase knowledge and understanding of SAMOTA development methods for world-class tourism and maritime economic destinations.

The SAMOTA area is developing very quickly with the construction of a circuit that will host the MXGP International Motocross Grand Prix championship in 2022. This development has had an enormous impact, resulting in beautiful tourist attractions in the surrounding area. There are many tourist activities in SAMOTA, such as beaches, rivers, and mountains. Some exciting places around SAMOTA are as follows:

Table 1. Tourism Development in SAMOTA

Tourist Destination	Information about Tourist Destinations
1. SAMOTA Arch Bridge	This bridge was built over the Brangbiji River with a length of 240 meters and a width of 7 meters. This bridge is the main icon of the SAMOTA area. Since early 2018, the first arch bridge on Sumbawa Island has been operating. The name SAMOTA comes from the names of Mount Tambora, Teluk Saleh, and Teluk Moyo in West Nusa Tenggara. The SAMOTA Bridge is the starting point of many natural tourism options in the SAMOTA Area on Sumbawa Island. It is considered by the local community to be the entrance to a paradise of natural beauty. Residents use the SAMOTA bridge road as a sports center with river views and rice fields.
2. Lembi Park	Right under the SAMOTA bridge is Lembi Park. The name Lembi Park comes from two regional names, Lempeh and Brangbiji. This park is open to the public. There are many rides for children in this park, including scooters, toy cars, and water ducks, and many MSME stands have been set up in the surrounding area.
3. MXGP SAMOTA International Circuit	The SAMOTA Circuit was built on 20 hectares of land previously used for corn fields. This circuit is 1,800 meters long with 18 corners and eleven challenges. The SAMOTA Circuit is located on the Sumbawa seafont, with Moyo Island in the north as a backdrop. To access

	it, use the iconic SAMOTA bridge from the center of Sumbawa Besar city. This arena is the venue for the first MXGP World Championship, which will be held 24-26 June 2022. With this circuit, there has been rapid development in developments such as accommodation and several culinary businesses involving MSMEs.
4. Ai Lemak Beach	The SAMOTA MXGP circuit, which is very popular as a tourist location in Sumbawa Besar, is only about 1.7 km from the Ai Lemak Beach tourist attraction. Ai Lemak Beach has extraordinary natural beauty, from stretches of white sand, beautiful underwater coral reefs, various types of fish, and stunning sunset views. Camping, swimming, snorkeling, and diving are recreational activities at Ai Lemak Beach.
5. Sandro Pole Beach	Sandro Pole Beach is close to Ai Lemak Beach. Visitors only need to walk for 20 minutes from Ai Lemak over a hill that is not too high to reach this beach. Sandro Pole Beach attracts fewer visitors than Ai Lemak Beach, but its beauty and peacefulness make it a unique attraction for travelers. Often, people choose this place to camp and enjoy the sunrise and sunset views. They can also see the underwater beauty by diving and snorkeling.
Ai Loang Beach	It is very close to the Tanjung Menangis area in SAMOTA Regency. The SAMOTA MXGP circuit is about 4.1 kilometers from Ai Loang Beach and takes about 7 minutes. Because it is still close to other beaches, tourist activities such as diving, snorkeling, white sand, and camping remain the same. Ai Loang Beach tourism has many advantages because it has many facilities, such as hotels, outbound rides, summerhouses, and prayer rooms.
6. Tanjung Menangis	The people of Sumbawa themselves consider Tanjung Menangis to be a historical place. There is a story about the king of Sumbawa who did sambar about the king's daughter who was sick. It is said that whoever can cure him will be considered a relative if he is a woman, but he will be married off if he is a man. In the end, an older man managed to cure him. However, the king broke his promise and gifted the sambar as property. The princess was not approved to marry the older man from Ujung Pandang, who had cured her of a mysterious illness. The older man became very disappointed and left the palace. Finally, the daughter of the king of Sumbawa died in the middle of the sea, crying because she was chasing the man. The cape where they separated is now named Tanjung Menangis to commemorate the tragic story of

	the daughter and man from Ujung Pandang. The land that juts out into the sea is called Tanjung Menangis. There is a rock at the end of the cliff, which provides a fantastic view from above. In this beautiful location, visitors can enjoy the sunset.
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The SAMOTA Bridge, now a regional icon, began construction in 2017 with an arch bridge concept. In 2018, the Sumbawa Regency's provincial government started developing tourism in the SAMOTA area. Since 2021, the wider community has already started to know about this location. SAMOTA tourism development consists of several stages, such as:

Table 2. Stages of Tourism Development in SAMOTA

2017-2018	SAMOTA Bridge Construction Process
2019-2021	It is becoming known to the broader community, providing tourist attraction facilities and promotions.
2022-Present	Development is carried out more intensively. The SAMOTA area has become a tourism icon for Sumbawa Regency after many new tourist destinations were discovered and managed well by the government, private sector, and the community.

The development of tourism in SAMOTA can be described as follows:

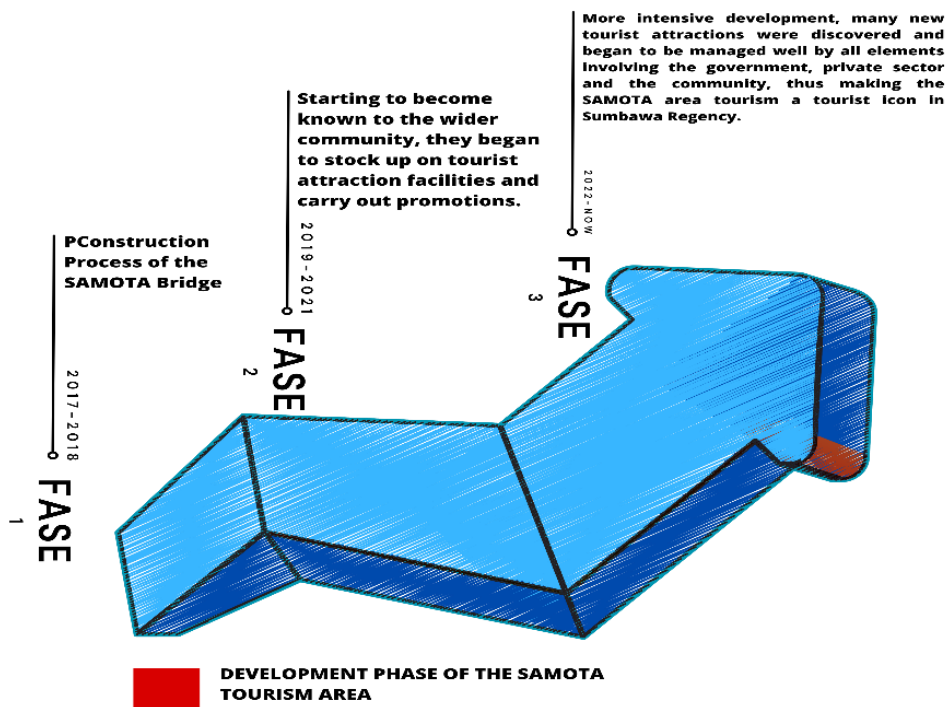


Figure 1. Increased Development of the SAMOTA Tourism Area

Tourist visits have increased due to the development phase of the SAMOTA area. Tourist attractions must improve their facilities and services to increase visitors' convenience, comfort, and safety. There is a parking area, security post, public toilets, places of worship, accommodation, food and drinks, souvenir shops, and a local souvenir center.

Tourism Increases MSME Income

The tourism development process carried out by the management, government, and community in the SAMOTA tourist area has increased the number of visitors. Enhancement this provides opportunities for local communities, especially MSMEs, to meet tourism demand. With the increasing number of tourist visits, the MSME sector must meet tourist needs better (Setiawan et al., 2020). Meeting the needs of tourists can increase income and encourage communities to build new MSMEs to meet increasing visitor demand. The number of MSMEs that have experienced an increase as a result of the tourism development process is shown in the graph below.

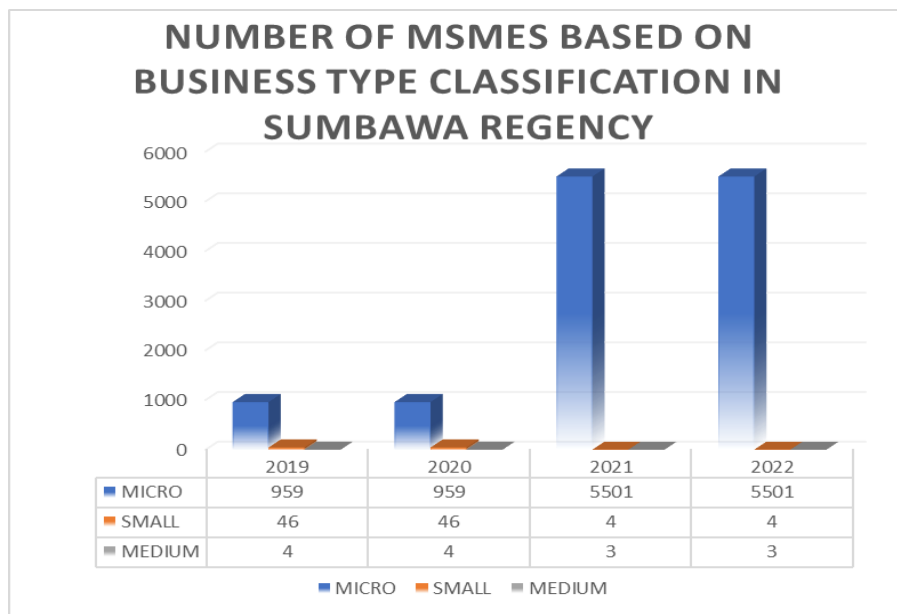


Figure 2. Number of MSMES Based on Business Type Classification in Sumbawa Regency

Source: Number of MSMEs by Type by City Regency, 2023.

The number of MSMEs in Sumbawa Regency continues to increase yearly. This increase is due to the increasing tourism potential, especially in the SAMOTA Tourism Area, and the vital interest of local communities in MSMEs. The SAMOTA Motocross Grand Prix (MXGP) event, held at the Rocket Motor Circuit location in Sumbawa Regency, helped MSMEs. These business people are not only happy with holding this international event, but they also make huge profits from it.

The manager of an MSME selling Sumbawa food, Kartika, said the event could increase his income. The woman from Brang Biji Sumbawa also sells local food such as Manjareal, which is sold for IDR 30,000 per box. Kartika also

said that the Utan Lunyuk honey drink, priced at around IDR 100,000 per 30-milliliter bottle, attracted the interest of audiences from Lombok, Bali, and even Java. Kartika said this product received many positive responses, including from the Governor of West Nusa Tenggara Zulkieflimansyah, the owner. He is grateful for government assistance allowing MSMEs to sell home-made products. MSME owner Annisa Brownis said Sunday (26/6/2022), "This event has attracted thousands of spectators since yesterday." We are grateful and happy with the thousands of people who attended this event. The Baitul Maal wa Tanwil (BMT) Insan Samawa Sharia Cooperative founded an MSME that sells coffee and honey-flavored brownies for IDR 50,000.

Fita Taylor, who lives in Geopark Tambora, Dompu, and operates in the MSME sector, spoke about the great potential offered by the MXGP SAMOTA event in promoting MSME products. Fita said that the extraordinary number of spectators at this prestigious event allowed MSME players to make a lot of money. Fita emphasizes that consumers are more likely to be attracted to goods with a vital local element. "Many people tend to buy goods that have an attractive and unique appearance, especially if we can offer them at an affordable price," said Fita. Fita Taylor details prayer rugs and beach hats made from pandan leaves and covered with typical Dompu woven fabric. A prayer mat is sold for IDR 30,000 per piece, while a hat is only IDR 50,000—even the Chair of the Village Family Empowerment and Welfare Mobilization Team West Nusa Tenggara Province, Hj. Niken Saptarini Widyawati asked for ten prayer mats. Apart from that, there are also products made from woven lace fabric, such as shale, which is priced at IDR 150,000, and the price of woven lace fabric ranges from IDR 400,000 to 600,000. The hijab is also sold for IDR 50,000.

"Thank God, during the two days of selling at this place, we managed to generate a decent income compared to normal days at home," said Anisa Kopi, who brought Mada Dompu MSME products. The "Kopi Lanisa" is a premium Anisa coffee product made using firewood burning. Wild horse milk is another product that has attracted the attention of Commanditaire Vennootschap Nehru, a person from Bima Regency. Efforts to improve MSMEs are similar to those carried out by the Department of Cooperatives and MSMEs in the East Lombok Regency region. "There are eight MSMEs taking part in MXGP Samota," said stand coordinator Saodah. "A variety of products are offered, including snacks, woven fabrics, coffee, and various culinary delights," said Sarah. Saodah said that small banana chips cost IDR 5,000, sticky rice, dodol cost IDR 12,000, dry cakes cost IDR 15,000, and various other products are also available. Sarah hopes the government and private sector will hold more events and activities to encourage MSMEs to sell their merchandise. The owner of UMKM Kemang Langit (Jaidah) in Moyo Hilir Sumbawa sells typical Sumbawa woven products, and UMKM Antik Samawa, which sells home industry snack products, said he was happy with the holding of the MXGP SAMOTA event in Sumbawa. Because with this event they make a profit.

The author conducted direct research through interviews with several MSME players in 2023. Mrs. Endang, one of the sellers of packaged rice in the SAMOTA area, said that the number of sales over the last six months has

increased. The average number of monthly servings is 1800, and the average income reaches 10 million. However, there was a decline in April due to the Muslim month of Ramadhan activities, where Mrs Endang did not sell. However, a month later, sales income increased again in May-July until he could sell 2,000 monthly portions. This increase is due to the international MXGP event being held in SAMOTA. A Korean Food seller, a young trader named Melinda, also felt an increase in income. Melinda stated that sales increased because of the event held in the SAMOTA area. Like Bu Endang, sales fell in April but then increased after the MXGP SAMOTA international event.

In contrast to the two previous MSME players, Mr. Amek, a seller of iced teapots, also experienced an increase in income. Revenue continues to increase even though in April, which coincides with the month of Ramadan, sales of this drink increase. The results above show an increase in the income of several MSMEs in 2023 the SAMOTA area. In several months, revenue has decreased because April coincides with Ramadan. However, the average increase in income occurred in June-July. This increase impacts the MXGP event, which was just held in 2023. Hundreds of MSMEs participated in the Lombok Motocross Grand Prix event on 1-2 July 2023. Most sales at this event were for MSMEs offering various culinary delights and drinks.

Sumiyati from Small and Medium Enterprises Bebuak said she started selling on Friday, June 30. Thousands of people crowded the Selaparang Circuit that day to watch the performance of the band Dewa 19 and several other musicians. Friday's sales were quite good, but we must still reach the target. On the other hand, even though the price of the merchandise he brought was around five million rupiah, the sales proceeds had yet to reach that amount. Sumiyati is grateful for the results. Siti Arbaiah from Small and Medium Enterprises Arendi said they made a profit during the MXGP event, even though sales on Friday and Saturday still needed to reach the target. However, sales at Sunday's final event showed better results. As a result, merchandise products such as cold drinks, meatballs, and snacks are almost out of stock. The West Nusa Tenggara Province Department of Cooperatives and SMEs often invites Sumiati and Siti Arbaiah to attend international events. Both of them hope to be able to sell again at the Mandalika MotoGP event next October. The West Nusa Tenggara Small and Medium Enterprises Cooperative Service increased the number of business actors who could participate in the previous MXGP Lombok. The number of MSMEs has risen from 100 to 200 people. MSME entrepreneurs hope such events can be held regularly in Sumbawa and West Nusa Tenggara.

CONCLUSIONS AND RECOMMENDATIONS

The results show that development in the SAMOTA Tourism Area has dramatically impacted the surrounding community, especially on MSMEs. Development is a process or action that results in development, progress, and positive change. The goal is to develop something by improving what already exists and making it sound. Tourism is a trip or visit carried out to carry out recreational activities or holidays. Tourism development is an effort to improve and enhance the state of tourism by making it a tourist attraction that tourists can access. It can positively impact tourists, investors, the government, and even local communities in tourist areas.

The main aim of tourism development is to increase people's income, which will ultimately impact increasing people's welfare and economic growth. In addition, the growth of tourism improves the economy. Four essential components in planning, organizing, and developing tourism are tourist objects and attractions, facilities and infrastructure, infrastructure, and society/environment. Samota's tourism development helps MSMEs make more money. That can be seen from the events held in the Samota Area. On June 19, 2019, the United Nations and UNESCO designated the Saleh, Moyo, and Tambora Bay (SAMOTA) area on Sumbawa Island as a Biosphere Reserve. That increases tourist interest in the SAMOTA area. In 2022, a circuit was built in the SAMOTA area to host the MXGP International Motocross Grand Prix. The SAMOTA area has become a tourism icon for Sumbawa Regency after many new tourist destinations were discovered and managed well by the government, private sector, and the community.

The tourism development process carried out by the management, government, and community in the SAMOTA tourist area has increased the number of visitors. This process can increase income and encourage the community to build new MSMEs to meet the increasing demand for visitors, which is caused by the increase in tourism potential, especially the SAMOTA Tourism Area, and the vital interest of the surrounding community in MSMEs. As a result, the number of tourists coming has increased due to this phase of development of the SAMOTA area. Tourism development, both by managers, the government, and the community in the SAMOTA tourist area, causes an increase in MSME income. MSMEs said they were happy with implementing MXGP SAMOTA in Sumbawa, even though the profits they received were small. They hope there will be an event like this every month in Sumbawa and West Nusa Tenggara.

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