

Analysis of Small Business and Cooperative's Growth in Tourism Areas Integrated with Nurmilad Boarding School at Lempong, Wajo Regency, South Sulawesi

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ABSTRACT

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This research is entitled Analysis of Small Business and Cooperative's Growth in Tourism Area Integrated with Nurmilad Islamic Boarding School (NBS), Lempong, Wajo Regency, South Sulawesi. The purpose of this research is to find out and analyze the growth, constraints, and efforts in overcoming the obstacles that occur for small businesses and cooperative in tourism area integrated with Nurmilad Boarding Islamic Boarding School. This research used descriptive qualitative analysis method where data collection obtains by observation and interviews involving six informants.

Based on the descriptive and analysis results, it can be concluded that the growth of small businesses and cooperatives in the sharia tourism area integrated with the Nurmilad Boarding School is very significant. The growth of the sharia tourism area has an impact on the growth of small businesses and cooperatives because of the integration policy between the tourist area management and the Nurmilad Islamic Boarding School. The obstacles found were the lack of human resources, inadequate accessibility of infrastructure, lack of maximum promotion, and the mindset of the people who were still influenced with agrarian mindset. Therefore, the efforts made are to collaborate with local governments to improve road infrastructure, maximize promotions so that more visitors come, and always analyzing consumer needs.

1. INTRODUCTION

Indonesia is a country with abundant and unlimited natural resource potential. The wealth of natural and material resources contained therein is an important asset for Indonesia's development. This provides a very large capital for the development of the Indonesian tourism industry. The tourism sector also makes a significant contribution to the country's economic growth and plays a very important role as a foreign exchange earner in Indonesia's national development.

The positive impact of the existence of tourism for the community is to encourage and support economic business activities that are interconnected with tourism activities so as to increase people's income. Activities in the tourism sector will trigger the growth of business actors such entrepreneurs to support tourism in the form of Micro, Small and Medium Enterprises (MSMEs) or Cooperatives in order to meet the needs of tourists such as souvenirs, food, and beverages in accordance with the mandate of Government Law no. 10 of 2009 where tourism can actually be felt positively by tourism service business actors, especially for local entrepreneurs in order to generate the local economy, including one of them in the form of MSMEs (Undang-undang Number 10 on Tourism, 2009).

One of the famous tourist areas in Wajo Regency is the Telaga Biru swimming pool tourist area. This tourist area which consists of a swimming pool, fruit garden, and miniature wonders of the world carries the theme as sharia tourism and is located in an integrated area with the Nurmilad Islamic Boarding School (NBS).

Sharia tourism is an activity that is supported by various facilities and services provided by the community, entrepreneurs, central and regional governments that comply with sharia provisions (Ministry of Tourism, 2015). Sharia tourism is used by many people because of the universal characteristics of its products and services. Tourism products and services, tourist objects, and tourist destinations in sharia tourism are the same as tourism products, services, objects and destinations in general as long as they do not conflict with sharia values and ethics. So, sharia tourism is not limited to religious tourism.

Based on the above understanding, the concept of sharia which does not conflict with the values and ethics of sharia is related to the concept of halal and haram in Islam. Halal means justified, while haram means prohibited. The Ministry of Tourism and the Indonesian Cleric Council (MUI) determine that halal standards are not only limited to halal products and are safe for tourists to consume but also the availability of access to places of worship and services that are in accordance with sharia, so that halal tourist destinations not only provide comfort for Muslim tourists but also non muslim tourists (Jaelani, 2017).

The existence of a tourist area that is integrated with the Nurmilad boarding school provides opportunities for the community to improve welfare through small businesses in or around tourist areas and the Islamic Boarding School Cooperative. The good performance of the Cooperative boarding school can not only improve the welfare of the students or the boarding school itself but is able to provide solutions to problems that arise related to the life of the institution or the surrounding community (Rozaidin & Adinugraha, 2020).

The membership of the boarding school cooperative consists of people who are inside and outside the boarding school. The cooperative as the economic institutions in this boarding school are not only based on economic activities but are also based on the religious aspect of the relationship between the activities of its members. The goal is to improve the socio-economic conditions of members based on the principles of faith and common goals (Syarbani, 2012).

Just like cooperatives in general, the development of Islamic boarding school cooperatives is influenced by the cohesiveness of congregational activities which are sharia recommendations, but they can also carry out other business activities according to the articles of association and by laws of the boarding school cooperatives.

In addition to cooperatives, the integration of the tourist area with the Nurmilad Boarding School increases the growth of small businesses that are directly located within the tourist area and the NBS Boarding School, Lempong, Wajo Regency, South Sulawesi, as well as those outside the tourist area and the Islamic boarding school. MSMEs, especially Micro and Small Enterprises, play an important role in economic development and growth. Its contribution to employment and growth in gross domestic product (GDP) is the largest when compared to large businesses. However, there are still obstacles in increasing the growth of small businesses and cooperatives in the tourist area and the NBS Boarding School, Lempong, Wajo Regency, South Sulawesi, such as infrastructure accessibility, information systems obtained by the community, transforming agrarian community business units into entrepreneurs.

If these problems can be solved, the integration of the Telaga Biru tourist area and the Nurmilad Islamic Boarding School will have an impact on the growth of small businesses and cooperatives around the tourist area, both inside and outside the area. Therefore, this study aims to analyze the growth of small businesses and cooperatives around the tourist area as well as the efforts that need to be made to overcome the obstacles that hinder the increase in the growth of these small businesses and cooperatives.

2. METHODS

This research was conducted using descriptive qualitative analysis method, which seeks to describe and interpret the object of research in accordance with the data obtained from available sources. The data and information used in this study were obtained through literature and field

studies. Qualitative research is defined as a research procedure that produces descriptive data in the form of written or spoken words from people and interprets phenomena that occur from observed behavior (Moleong, 2012).

Primary data collection techniques are carried out by observation, namely direct observation in the field of the object of research, direct question and answer interviews orally with research informants to get maximum results and other important information that can support research, and study documentation of the data obtained which is then collected for explanation further in a systematic way. In addition, triangulation is also used, namely a technique to check the validity of data that can be used from something else and the triangulation used by researchers is triangulation with sources, where this triangulation is a way of comparing and re-examining the level of confidence in information that can be obtained through time and something different in qualitative studies (Moleong, 2012).

From the explanation above, the results of this study only describe and arrange in-depth interviews with research subjects so that they can provide a clear picture in the Growth of Small Businesses and Cooperatives in Integrated Tourism Areas with the Nurmilad Islamic Boarding School, Lempong, Wajo Regency, South Sulawesi.

The research was conducted in the Telaga Biru Tourism Area which is integrated with the Nurmilad Boarding School Islamic boarding school, Lempong, South Sulawesi from late December 2019 to mid-June 2020 by determining the informants in advance, namely individuals who are involved or experiencing the process of implementing and formulating programs at the research location. The informants in this study amounted to six people, namely:

1. Pariwisata Tourism Manager, Ms. Andi Citra
2. Tourism Operations Manager, Mr. Usman
3. NBS Middle School Principal, Mr. Asnal
4. NBS High School Principal, Mr. Rahim
5. Manager of Pondok Pesantren and Islamic Boarding School Cooperative, Mrs. Ramiah
6. Expert Informant, Mr. Widiyono, SE, MM

3. RESULTS AND DISCUSSION

A. Description of Research Object

The NBS Syariah Swimming Pool (sharia-based swimming pool) which was inaugurated by the Wajo Regent on September 5, 2017 is one of the facilities at the NBS Syariah Wisata Telaga Biru Park which is integrated and located in the Nurmilad Boading School (NBS) Islamic boarding school. The NBS Syariah Swimming Pool is presented as a swimming training facility for Nurmilad's students, but is opened to the public with the main condition that visitors must wear sharia clothing and separate swimming locations for men and women. Public visitors are also asked to pay an entrance ticket where the proceeds from the sale of entrance tickets and parking tickets are used for the development and maintenance of the NBS Syariah Swimming Pool which is also donated to the Nurmilad Islamic Boarding School.

In addition to swimming pool facilities, NBS Wisata Syariah Telaga Biru also provides other facilities such as a prayer room, Silk Gallery, Canteen, Livestock, Photo Spot, and various other facilities that are still under development. To support the operational costs of the Islamic Boarding School, NBS Wisata Syariah in collaboration with the Cooperative Pondok Pesantren (Kopontren) Nurmilad Boarding School conducted trading bottled mineral water produced by NBS Mineral Water and bread or cakes produced by NBS Cake & Bakery. Visitors who purchase admission tickets will receive mineral water and bread at no additional cost.

B. Results

1. Number of Visitors to the Blue Lake Sharia Tourism Area.

The management of the Telaga Biru tourist area which is integrated with the Nurmilad Boarding School Islamic Boarding School and the Islamic Boarding School Cooperative has an impact on increasing the number of tourist visits which directly triggers the growth of stalls and small businesses managed by the surrounding community.

2. The contribution of the Telaga Biru Tourism Area, Islamic Boarding School Cooperatives, and the Nurmilad Boarding School Islamic Boarding School.

Based on the results of interviews with the Telaga Sharia Tourism Manager as informant 1, information was obtained that the provision of mineral water and snacks combined with the sale of entrance tickets became a source of reserve funds in financial management in the Telaga Biru sharia tourism area. This is also reinforced by the statement of the Operational Manager of the Telaga Biru Sharia Tourism Area as informant 2 that the School Cooperative contributes as a provider of mineral water and bread products provided for visitors.

The statements of the two informants above indicate that the integration of tourist areas and boarding school cooperatives increases the income allocated as reserve funds for the management of the Telaga Biru Sharia Tourism Area and supports the marketing of mineral water and various kinds of snacks provided by the Islamic Boarding School Cooperative.

Informants 1 and 2 also stated that the Sharia Tourism Area also contributed to the Nurmilad Islamic Boarding School as a source of operational finance for the school. Not only in the form of finance, facilities in the Tourism Area such as sports facilities such as swimming pools are used by students to practice swimming and develop students' soft skills. So that the tourist area becomes an advantage for the promotion of the recruitment of new students as part of the Boarding School facilities. The integration of tourist areas with Islamic boarding schools is the only one in South Sulawesi.

The contribution and support of the tourist area to the Islamic boarding school was strengthened by the statement of the Principal of SMP Nurmilad Boarding School as Informant 3 and the Principal of SMA Nurmilad Boarding School as Informant 4 who explained that the financial contribution provided by the manager of the Telaga Biru Sharia Tourism Area from the income of the tourist area was used to pay teacher salaries, position allowances, and the operation of Islamic boarding schools.

Interviews were also conducted with the Manager of the Boarding School Cooperative as Informant 5 regarding the contribution of the Boarding School Cooperative to the Nurmilad Boarding School and its support for the Telaga Biru Sharia Tourism Area. From the results of the interviews obtained information that the income from the business unit is used to support the operational needs of Islamic boarding schools and the students. Boarding school cooperatives also contribute to supporting the development and development of Telaga Biru sharia tourism.

3. Community Response

Sharia-based tourism is a new thing and it is still small in number. The Telaga Biru area is the only one in South Sulawesi that uses the sharia concept for its tourist area. Based on the results of interviews with Informants 1 and 2, it was found that the community strongly supports the Telaga Biru tourist area with a sharia theme because the people around the area are known to be very religious.

Tagline those who are carried out traveling while doing charity are factors that influence the community so that they feel they get a lot of benefits by visiting the Telaga Biru sharia tourist area. The swimming pool facility which consists of three pools, namely a children's pool, a men's pool, and a women's pool is an educational process for the community, especially the Muslim community because the swimming pool is not used mixed between men and women and this is in accordance with the religious character of the Wajo community.

4. Islamic Boarding School Cooperative Business Unit

From interviews with Informant 5 who is the Manager of Islamic Boarding Schools and Islamic Boarding School Cooperatives, information was obtained that the Islamic Boarding School Cooperative which also manages three small business units around the tourist area generates an

average income of IDR 50-100 million in one year. The income is channeled to help finance the operations of the Nurmilad Islamic Boarding School and the Telaga Biru Sharia Tourism Area.

5. Human Resources

Most of the employees who work in the Telaga Biru sharia tourism area come from the local area and are teaching staff at the Nurmilad Boarding School Educational Institution. Based on interviews with informants, it can be seen that employees who come from the local area and are teaching staff at Islamic boarding schools are very helpful in managing the Telaga Biru sharia tourism area.

6. Growth of Small Businesses and Cooperatives in Integrated Tourism Areas

a. Growth of Small Businesses and Cooperatives in Integrated Tourism Areas with Pesantren Nurmilad Boarding School, Lempong, Wajo Regency, South Sulawesi.

The growth of small businesses and cooperatives around tourist areas is closely related to growth Telaga Biru sharia tourism area because of its integrated management. The income of small business actors and cooperatives increases along with the development of tourist areas. This is in accordance with the statement of Informant 5 that the Pesantren Cooperative has experienced an increase in income since working with the Telaga Biru Sharia Tourism Area.

The growth of small businesses and cooperatives is able to create a tourism ecosystem because it provides various needs of visitors when they are in a tourist attraction. In relation to this growth, Informant 6 as an expert in academics and lecturers explained that the main key to growing small businesses and cooperatives is the ability to understand customer needs and market wants regardless of the product. Therefore, this capability must be a priority in developing small businesses and cooperatives around the area in the future.

b. Constraints in the growth of Small Businesses and Cooperatives in Integrated Tourism Areas with the Nurmilad Islamic Boarding School, Lempong, Wajo Regency, South Sulawesi.

The small business sector and cooperatives also have a significant contribution to economic growth. The small business sector and cooperatives have a broad market and are able to absorb a lot of energy work. However, there are several challenges and obstacles faced by small business actors and cooperatives. These obstacles and challenges are also faced by small business actors and cooperatives around the Telaga Biru Sharia Tourism Area.

From the results of interviews with Informants 1 and 2, it was revealed that the obstacles faced were the distance from Makassar City to Wajo Regency which was quite far and inadequate road infrastructure. The impact of inadequate infrastructure also results in the limited number of vehicles that can reach tourist sites, thus hampering the transportation of raw materials from suppliers. This condition causes suppliers to be unable to fulfill orders needed by tourist areas.

From Informants 3 and 4, it can be identified that there are other obstacles, namely the inability of the tourist area to meet market demand because the cooperative's employees also serve as teachers at the Nurmilad Islamic Boarding School. The limited variety of products offered affects people's interest in buying. The low level of purchasing power is also an obstacle to the growth of small businesses and cooperatives around tourist areas. To save money, visitors to tourist sites bring their own food from home.

As the Manager of Islamic Boarding School Cooperatives, Informant 5 stated that the constraint that affects the growth of small businesses and cooperatives around tourist areas is the ability to estimate the number of visits. This affects the cooperative in determining the amount of production for mineral water and cakes or snacks every day. The lack of manpower is also one of the reasons the Islamic Boarding School Cooperative cannot meet production targets when there are many visitors and orders.

The constraints mentioned above affect the growth of small businesses and cooperatives in the Tourism Area which is integrated with the Nurmilad Islamic Boarding School, Lempong, Wajo Regency. Looking at the academic side, Informant 6 as an expert informant explained that the obstacles faced by small business actors and cooperatives were the inability to understand the existing changes, one of which was changes in market tastes. Consumers today are different from

consumers a few years ago. To anticipate this change, small businesses and cooperatives need to prepare human resources who are able to anticipate the changes in market tastes.

Based on the information expressed by the informants above, it can be said that the obstacles in the growth of small businesses and cooperatives around the Telaga Biru sharia tourism area are inadequate road infrastructure, unfulfilled raw material needs due to limited suppliers to reach tourist area locations, people's purchasing power is low, there are not many product choices, and the lack of existing human resource capabilities.

- c. Efforts were made to overcome obstacles in the growth of Small Businesses and Cooperatives in Integrated Tourism Areas with the Nurmilad Islamic Boarding School, Lempong, Wajo Regency, South Sulawesi.

Based on information from Informant 1, the efforts made to overcome the obstacles that occur are by utilizing social media *Facebook* as a means to promote the Telaga Biru Sharia Tourism Area in Wajo Regency. This is considered quite effective because most of the tourist visitors come from outside the city of Makassar and also from outside the province of South Sulawesi. Tourism managers also ask for assistance from the Wajo Regency Government to improve infrastructure, especially road access to tourist areas.

From the results of interviews with Informant 2, to overcome the limitations of raw materials, the tourism area manager seeks to cooperate with suppliers of goods in the city of Makassar who are willing to deliver ordered goods or production materials to tourist sites. By overcoming supplier problems, it is hoped that business growth will be very easy and increase rapidly because the required production materials can be met.

The recruitment of new human resources has been carried out due to the lack of human resources which have been concurrently also by the teaching staff in the Pondok Pesantren environment. From the interview with Informant 3, information was obtained that the management of the tourist area is trying to recruit additional workers from the surrounding community with the aim of empowering the surrounding community and creating new jobs. Informant 4 strengthens this information by stating that recruited human resources must be able to support the ability of tourism area management to always innovate, analyze consumer needs, and provide all kinds of needs that the community needs when visiting sharia tourism areas.

Informant 5 as the Manager of Islamic Boarding Schools and Islamic Boarding School Cooperatives who manage business units in the Telaga Biru Sharia Tourism Area added that the supply of products must be carried out in stages so that there is no over production and if there is a shortage, they can take from traders outside the sharia tourism area. Blue Lake.

Looking at the academic side of the efforts made to overcome the obstacles to the growth of small businesses and cooperatives in the Telaga Biru sharia tourism area, Informant 6 as an expert informant explained that the efforts that can be made to overcome the obstacles mentioned above are by building a small business system and cooperatives include financial reporting systems, structured production systems, human resource management systems, and so on. For external constraints, it is necessary to build a network or good relationship with suppliers or the Regency Government. Understanding competition is also a requirement for small businesses and cooperatives to grow.

4. CONCLUSION

Based on the results of the study, it can be concluded that the policy of integration between the Telaga Biru tourist area and the Nurmilad Islamic Boarding School has a very significant impact on the increasing number of visits that have an impact on the growth of small businesses and cooperatives in the tourist area.

The growth of small businesses and cooperatives in the sharia tourism area is still constrained by the lack of professional human resources due to inadequate infrastructure and the mindset of the people who are still agrarian. Human resources managing independent areas also learn independently so they have not been able to maximize the promotion function properly.

To overcome the existing obstacles, efforts need to be made to collaborate with local governments to improve road infrastructure, maximize promotions so that more visitors come, and analyze consumer needs related to their preferences for tourist areas.

Tourism using a sharia perspective is still few in Indonesia so it is necessary to do other studies with different discussions because of the rapid development of tourism that leads to the concept of sharia tourism. In addition, this study did not make observations on small businesses and cooperatives outside the Telaga Biru sharia tourism area so that comparisons could not be made regarding the development and growth of small businesses and cooperatives in other places.

In connection with this research was conducted before the Covid-19 pandemic that hit the world and especially in Indonesia in mid 2020, so that further research can be done to see whether the location of the tourist area integrated with the Islamic boarding school is affected or not.

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