

Analysis of Culinary MSME Management Development and Training Programs in the Maros and Pangkep Geopark Areas

Lily Dianafitry Hasan¹, Muhammad Musawantoro¹, Muhammad Anas¹, Faisal Akbar Zaenal¹, Muh. Zainuddin Badollahi²

Abstract

This research focuses on the development and challenges within the culinary tourism industry in the Geopark Maros-Pangkep region, which is one of the crucial sectors in the tourism industry. Culinary tourism holds significant potential for increasing revenue in the tourism sector and contributes to the overall advancement of the tourism industry in this area. The findings of this research reveal that the efforts made by the Maros city government in developing the culinary tourism industry have yielded significant results. Government support is evident through the organization of various culinary events, such as food festivals, and consultations with food tourism bodies aimed at preserving the authentic characteristics of the region while staying attuned to global culinary trends. However, the culinary tourism industry in the Geopark Maros-Pangkep region also faces several challenges. One of the primary obstacles frequently encountered by culinary tourism stakeholders pertains to financial constraints. This challenge deserves serious attention from both the government and stakeholders in the region. Nevertheless, these stakeholders exhibit a strong determination to sustain, expand, and preserve the culinary tourism industry, and they eagerly anticipate continued support from the government. The role of the Maros Regency government is pivotal in the development of the culinary tourism industry in this geopark area. Through guidance provided to industry players, their contributions, and efforts to introduce the region's culinary offerings to tourists and the local community, the government has played an active role in advancing this industry.

Keywords: *Culinary Tourism, Government, Tourists*

Introduction

The development of SMEs and Cooperatives is directed at becoming competitive economic actors through strengthening entrepreneurship and increasing productivity which is supported by efforts to increase adaptation to market needs, utilize innovation results and apply technology. SME development is an integral part of structural changes that are in line with the modernization of agribusiness and agro-industry, especially those that support food security, as well as strengthening the production base and industrial competitiveness through developing industrial clusters, accelerating technology transfer, and improving the quality of human resources. Meanwhile, developing micro businesses is a strategic choice to reduce income gaps and poverty. Cooperatives are developing increasingly to become an effective vehicle for creating collective efficiency for cooperative members, both

¹ Jurusan Hospitality, Politeknik Pariwisata Makassar, Indonesia

² Program Studi Antropologi, Universitas Tadulako, Indonesia

Email: lilydianafitry@poltekmakassar.ac.id

producers and consumers, so that they become economic actors capable of supporting efforts to improve socio-economic welfare.

Currently, many business people use digital technology to facilitate service to their customers. In fact, information technology really helps accelerate services and disseminate information effectively and efficiently. Implementing good business management will certainly influence business development for the better. From carrying out the business planning process, implementation and evaluation are an inseparable part for small business actors to carry out. Yohana (2015) states that business plans are very useful for identifying consumer needs, the most desired product attributes and ensuring company plans in various aspects, such as production, distribution, pricing and marketing. These small business actors are hampered by the lack of knowledge regarding making business records. The potential use of this information system requires people to be technologically literate, therefore socialization and training in the use of information and communication technology is needed. It is hoped that this community service activity regarding comprehensive management training for culinary businesses can provide knowledge and understanding and can inspire small business actors to utilize technology as a tool to run their business. Apart from that, SME management still experiences various obstacles, low public knowledge and skills due to a lack of information and training on good and appropriate management standards (Sulila, 2021).

According to Wulaningrum, et al. (2020) improving governance is also a form of business management so that the business being run can run as it should. Hasmidyani, et al. (2017) stated that the aim of this business planning training is to foster an entrepreneurial spirit in the younger generation so that they have the mindset to start their own business using their talents/hobbies and utilize existing resources and capital to create goods of economic value. The author and team are interested in examining the extent of understanding of business management in a comprehensive manner.

Public interest in tourism with natural nuances combined with artificial nuances is increasing and social media which is currently developing can become a forum for visitors to show their existence when traveling. 60 percent of photos shared on social media mostly show each person's trip with fellow travelers. This shows that most people uploading their travel stories to social media is trending and has a positive impact on the travel industry.

The Geopark site is an integrated concept for the welfare of local communities that there are at least three important activities that must be carried out in the geopark, namely conservation, education and geotourism. Indonesia is an archipelagic country that is blessed with very rich natural resources, including a lot of geological diversity (geodiversity). A lot of geological diversity is an important geological heritage (geoheritage) which is important both in terms of education and training. Tourism Funds. To preserve geological heritage by making sustainable use of it for local communities from the existence of such geological heritage, the concept of development through the development of Earth Parks or Geoparks is now an attractive option also in Indonesia.

To implement the Maros-Pangkep Geopark as a geopark tourist destination that combines natural beauty and cultural diversity (local wisdom), human resources (HR) are needed with the capacity and receptivity to regional natural and cultural resources. Therefore, they must be empowered, especially in terms of natural tourism management training, tour guides and entrepreneurship training, to become reliable human resources to assist the government in managing geopark areas so that ultimately the family economy can improve and develop. source of regional income can be because, according to Saayman, "tourism has economic value in property development that generates significant income and in its ability to create jobs" (Wibawanto, 2015).

The development of Pangandaran geopark tourism based on local wisdom has its own appeal for community creativity and can support the development of the local community's creative industry. This is in accordance with the position that "the creative economy is not only measured by economic dimensions, but can also be measured by cultural dimensions. The creative ideas that are emerging today are essentially sourced from local wisdom. This means that local wisdom determines the direction of the creative economy. development in Indonesia" (Rakib, 2017).

Therefore, cooperation between stakeholders and related agencies, tourism companies, culture and tourism activists, local communities, etc. The Maros-Pangkep Geopark area is needed to be developed based on available social capital that can be built together with networks, standards and social trust that support coordination and cooperation for the common good.

Indonesia has 3 world heritage sites, 50 national parks and 7 geoparks (Yuliawati et al, 2016). Merangin Jambi Geopark is a form of natural tourism in Indonesia. The development of the Merangin Jambi Geopark can educate tourists about environmental protection, local economic development and sources of knowledge about geological heritage resources (Yuliawati & Sapari, 2014).

Geoparks are areas with unique geology (excellent geology), especially archaeological, ecological and cultural values, and involving local communities in preserving and enhancing natural heritage (UNESCO, 2004). Geoparks are assets whose value increases from the value of indirect benefits and internal or intangible benefits to the added value of direct benefits in sustainability. The aim of Geoparks is to explore, develop, appreciate and exploit the close relationship between the geological, ecological and cultural heritage and values that develop in the region. In developing a Geopark area, it must have 3 (three) elements, namely geological diversity, biodiversity and cultural diversity, so that this area must have at least 3 (three) activities, namely conservation, education and geotourism.

The Maros Pangkep Geopark was designated as a member of the national Geopark in November 2017. This means that Indonesia has 15 national Geoparks, one of which is the Maros Pangkep Geopark, then the Raja Ampat Geopark, Bojonegoro Geopark, Tambora Geopark, Aspiring Belitung Geopark and eight new national Geoparks. established in 2018, the Pongkor Geopark in Bogor, the Karangsambung-Karangbolong Geopark in Kebumen (Central Java), then the Meratus Geopark in Kalimantan, and the Silokek Geopark in Sijunjung (West Sumatra), then the Sawahlunto Geopark in West Sumatra, the Ngaraisianok-Maninjau Geopark in West Sumatra and Natuna Geopark in the Riau Islands and Banyuwangi Geopark in East Java.

UNESCO has officially included the Maros Pangkep Geopark area in South Sulawesi as part of the UNESCO Global Park (UGG). The decision was taken after a UNESCO Global Geopark council meeting in Thailand.

The Maros - Pangkep National Geopark (GNMP) / Maros Pangkep Aspiring Unesco Global Geopark (MPAUGGp) area covers 2 districts, namely Maros Regency and Pangkajene Islands Regency, which administratively includes a land area with an area of 223,629 ha and the Spermonde Islands with an area of 88,965 ha. Maros Pangkep Karst is one of the world-class karsts which has beauty, uniqueness, flora and fauna, high scientific and socio-cultural values.

Maros Pangkep Geopark is one of 15 National Geoparks in Indonesia and the only National Geopark on Sulawesi Island. Maros Pangkep Geopark is the second largest karst area after southern China. Covering an area of 43,000 hectares, this Geopark is a UNESCO Global Geopark. The Maros National Geopark covers two areas, Maros Regency and Pangkajene Islands Regency.

Maros Pangkep Karst is a world-class karst that offers beauty, uniqueness and high socio-cultural value. Maros Pangkep Karst has hundreds of caves inhabited by prehistoric humans. This is proven by the existence of prehistoric paintings that are approximately 40,000 years old. These caves are also home to millions of butterfly species, which is why it is nicknamed the “Butterfly Kingdom”. There are approximately 20 butterfly species protected by the government and required by Government Regulation no. 7 of 1999.

To meet the new paradigm and global demands, Indonesian tourism development must be oriented towards maintaining high standards of care, environmental awareness and concern for the economic interests of the community in accordance with local and community cultural norms and values. One of them is by empowering small and medium business groups that develop creative products paying attention to ecological sustainability and not destroying nature. Indonesian tourism must touch the interests of the poor. This creates a strong lever to overcome the problem of poverty in Indonesia. Sustainable tourism development is an opportunity to celebrate participating together in their growing role. Tourism is balanced, purposeful, purposeful and focused to realize its sustainable goals.

The development of MSMEs in Indonesia is certainly not free from various obstacles. These obstacles may differ in one region from another, or between rural and urban areas, or between sectors, or between business units in the same sector. MSMEs in Indonesia generally do not have the resources to find, develop or expand their own markets. On the other hand, MSMEs in Indonesia are very dependent on their trading partners, for example traveling traders, collectors or trading houses to market their products, or depend on consumers who come directly to their production sites. MSMEs have an important role or a very large contribution to the economy.

One of the industries in Indonesia that is currently developing rapidly is the culinary industry. The culinary industry is currently considered to be the fastest running industry because it tends to have small capital and is supported by people's relatively high purchasing power. The culinary industry also covers a very broad market segmentation compared to other industries. Basically, food is everyone's need. Apart from that, the culinary business is the easiest business to innovate in its presentation (Prasetyo & Wijaya, 2019). MSMEs in the culinary sector are the most popular MSME sector compared to other fields with a total registered of 36% of all assisted MSMEs. The culinary sector is also the most popular sector in the creative economy industry, up to 67.66% compared to 15 other fields that are the focus of the creative economy.

There are several steps that need to be taken to help MSMEs, namely increasing the capacity of MSMEs in the digital world, expanding access to funding for MSMEs, developing product features to support MSMEs (OJK, 2020). MSME players will be less competitive if they do not know or understand technology. Technology has made production, marketing, distribution and overall business processes more efficient and effective. The connectivity that has been built has also enabled many business people to connect with new access to capital and markets. In this context, Philip Kotler explains a Marketing 4.0 or Digital Marketing theory with a new marketing approach to help marketers anticipate and manage the impact of technology. This concept combines online interaction and offline interaction between companies and customers because in reality, when the online world develops, offline touch becomes a strong point of differentiation (Krisnawati, 2018).

Training in this case is a strategy for the Maros Regency SME Cooperative and Trade Service (KOPUMDAG) in providing guidance and development for SMEs. Training is an important organizational investment in human resources. Training involves all human resources to gain knowledge and learning skills so that they will immediately be able to use them in developing their business. Meanwhile, according to the Head of the UKM

Division, the Maros Regency Cooperative, UKM and Trade Service (KOPUMDAG) used to carry out training is allocated from the APBN and APBD.

Apart from education and counseling, government policies have a big impact on strengthening SMEs. Guidelines issued by the government in Kopumdag Kab. Maros acts as direction and guide for SME Development. One of the government policies is PP number 23 of 2015 concerning changes to the authority of camera authorities. According to the Head of the UKM Kopumdag Kabin Service. At that time, Mars was the sub-district head who handled licensing for micro, small and medium businesses directly. At the same time, capital, all types of SMEs are funded by education. Usually, facilities and infrastructure in the form of money are now being replaced into products or goods. The birth of this government regulation is actually a follow-up to the Micro and Small Business Law no. 20 of 2008 is currently So with the current approval the District Leader has a duty to serve the community or business owners to issue business permits.

The emergence of the Maros-Pangkep Geopark tourist destination area as a tourist attraction has had a double economic impact, namely that the existence of a tourist destination that has high attractiveness allows opportunities for entrepreneurship and MSME players to expand and can create jobs which also contribute to improving the quality of life of people who have good economic prosperity. In the Maros-Pangkep Geopark area, many micro-enterprise communities (UMi) and small businesses (UK) have emerged based on handmade crafts and various home-cooked foods, apart from that there are also many medium-sized businesses (UM). Based on the description above, the researcher adopted the title "Analysis of Culinary MSME Management Development and Training Programs in the Maros and Pangkep Geopark Areas".

Methodology

The research method used in this research is a qualitative descriptive research method, namely by describing and describing narratively an object or phenomenon. This research was conducted from March to August 2023 in Maros-Pangkep Regency, South Sulawesi Province, specifically the Geopark area. Primary data was collected by distributing structured questionnaires to 50 Culinary MSMEs who actively sell in the Maros-Pangkep Geopark area. Data Collection Techniques The data collection techniques used in this research are interviews, questionnaires, observation and documentation. The data analysis process begins by reviewing all available data from various sources, namely from interviews, observations that have been written in field notes, personal documents, official documents, drawings, photos, and so on.

Results and Discussion

Development and training programs carried out by the Regional Government to improve the economy of MSMEs, especially in the culinary sector in the Maros-Pangkep Geopark

Community independence is a form of regional economic capacity building to create prosperity and material improvement in a fair and equitable manner which ultimately stems from community empowerment. Community empowerment itself is based on the idea that development will occur automatically if everyone has the right to manage the natural resources they have and use them for community development.

The function of government related to empowerment is to guide its people towards self-sufficiency and development in the interests of creating prosperity in people's lives. In this case, community empowerment means that it cannot be released and handed over to the

community concerned. Community empowerment is the main thing to be able to empower themselves to be better. Regarding the role of government, in this case the role of economic growth. The government has an obligation to develop the community's economy, especially in terms of developing small businesses. Development is an effort to improve technical, theoretical, conceptual and ethical competencies.

In order to support the Maros regent's mission to realize Maros which increases regional economic resilience based on local potential, the Department of Tourism and Culture, carries out activities to strengthen the community economy within the Dispar environment in the context of alleviating poverty, reducing unemployment and encouraging regional economic growth through the development of technology-based industries consisting of from business development training and new entrepreneurial growth training.

The training program was carried out by the Maros Culture and Tourism office. The training participants came from Maros residents who were business actors and prospective business actors with a total of 25 participants per class. This training is carried out to provide knowledge to business actors to develop their businesses, while for prospective business actors to provide business ideas so that they hope to become business actors.

During the training, training materials are provided according to the type of training chosen and followed by a field visit. Training is carried out at different times and places, depending on the type of each job training. Limitations on the number of participants for each type of job training must also be in accordance with those stated in the Decree of the Head of Service. This is based on certain considerations which are adjusted to the job training funds provided by the Government. The time period is from the socialization stage, recruitment stage, to the implementation stage of the job training program in 2023. The decree contains several provisions, namely the composition and details of the duties of the selection and recruitment team, the composition and details of the tasks of executors and instructors, implementation time, types of training activities opened, and competency units that training students must master.

In addition to the above activities, the Maros Regency Culture and Tourism Office held training to increase innovation and hygiene in culinary offerings at tourist destinations. This activity was attended by around 40 participants involving various actors and observers in the tourism sector, including: MSMEs, Gempi (Indonesian Charm Generation), Pokdarwi (Tourism Awareness Group) and Dara-Daeng Maros. Training for culinary business actors is also felt to be very important to understand culinary service standards and hygiene in business premises because culinary is one of the main supporting components in tourist destination services.

Based on the results of interviews with the Head of the Trade Service regarding the role of local government in developing culinary businesses, they are as follows:

"The government's role in this case is to advance the businesses of culinary traders. by promoting Maros-Pangkep that Maros-Pangkep is more than just a geopark visit, but has typical Bugis food tourism in Pangkep (Interview:)"

Based on the interview above, it is known that Maros-Pangkep is not only known for its Geopark site but also has a wealth of local culinary delights that are worth trying when visiting there. The development, training and economic improvement program for MSMEs in the Maros-Pangkep Geopark Area which is being undertaken by the government is by collaborating with tourism stakeholders, in this case the Department of Tourism and Culture together with the Makassar Tourism Polytechnic.

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The training program in Pangkep Regency was carried out at an initiation attended by 30 training participants who were Culinary MSME actors spread throughout the Maros-Pangkep Geopark tourist area. The presenters for this activity consist of Who comes from academics at the Makassar Tourism Polytechnic, Culinary Management Study Program in the field of food processing.

In this training, several materials were presented to participants. This Community Service Activity was opened by the Head of the Pangkep Regency Culture and Tourism Service, Mr. H. Syahrul Sipato, SH, Director of the Makassar Tourism Polytechnic, represented by PUDIR I, Mr. Muhammad Arfin Muh.Salim, S.Pd., M.Pd., Ph.D., CHE gave opening remarks at Community Service Activities. Followed by the signing of a Memorandum of Understanding (MOU) between the Balleaning District/Village Government. Balocci District. Pangkep with the MTB Study Program regarding the development and assistance of Tourism in Balleaning Village/Subdistrict in this case was carried out by the Balleaning Village Head, Mr. Baba, S.Sos and the Chair of the MTB Study Program, Mrs. Lily Dianafitry Hasan, S.Sos., MM., CHE. Head of the Pangkep Regency Tourism Service, Mr. H. Syahrul Sipato, SH, presented material on the Pangkep Regency Government's policies in tourism development. Other presenters in this activity were Makassar Tourism Polytechnic Lecturer, Mr. Syahrul, S.Sos., M.AP, Mr. Nur Salam, S.Sos., M.Pd, Mr. Muh. Taufik Suni, SST.Par., M.AP and Mr. Abdi Nurul Mahsyar, A.Md.Par., S.Pd.. for more details, see table 1.

Table 1. Training of Culinary MSME Actors in Pangkep Regency

No	Day	Name	Material
1	Friday June 10, 2022	Pangkep Regency Government Policy in Tourism Development	H.Syahrul Sipato, SH
		Food Service Hygiene and Sanitation	Syahrul, S.Sos., M.AP
		Local Culinary Potential	Nursalam S.Sos,M.Pd
		Tourism Village Management	Muh.Taufik Suni,. SST. Par,M.AP
2	Saturday June 11, 2022	Food Management Made from Local Commodities	Abdi Nurul M.A,Md . By. S.Pd

Source: Community Service Report of Culinary Study Program 2022

Based on the table above, it is known that training and mentoring activities for Culinary MSMEs in Pangkep Regency are carried out in collaboration between the Pangkep Regency Government and the Makassar Tourism Polytechnic. The realization of this collaboration is by conducting training for Culinary MSME actors which will be carried out on 10-11 June 2022 at Pangkep Regency.

This training presents 4 presenters who have competence in the culinary field. The first speaker, H. Syahrul Sipto SH, presented material regarding the Pangkep Regency government policy in developing tourism. This material is very important so that culinary practitioners understand policies related to tourism and culinary businesses in Pangkep district. The second speaker was Syahrul, S.Sos, M.AP with his material "Hygiene and sanitation of food services". The essence of this material emphasized that from the time the raw materials are processed until they are served, they must be kept clean in order to maintain the quality of the food. The third material was presented by MUh.Raufik, SST .Par, M.AP about "tourism village management" and the fourth material about "Food processing made from local commodities presented by Abdi Nurul M.A, Md .Par. S.Pd,

the delivery of the material is also interspersed with cooking practices so that it is easier for participants to apply their knowledge.

Apart from providing class material, in this training participants were also provided with several recipes using basic ingredients from local commodities such as Tang Zhong Bread, Mocaf flour, rampah syrup, rich pumpkin jam, milkfish fish sticks, klepon mocaf flour, mocaf sponge cake. With this new recipe, it is hoped that the training participants will be able to recreate the recipe and use it as a culinary reference for resale. And then it can be adopted to develop the creative business empowerment of the Culinary MSME community.

With support from the Pangkep Regency Tourism Office and the Pangkep Regency government, it is hoped that Culinary MSMEs in Pangkep Regency can develop further. The signing of the MoU between the head of the Pangkep Tourism Department, Mr. H. Syahrul Sipato, SH, and the Director of the Makassar Tourism Polytechnic can be used as a guide in developing creative industries, especially culinary businesses in Pangkep Regency.

It is hoped that this activity will be able to provide knowledge about the use of local ingredients in culinary development in the surrounding community. Lecturers in the Makassar State Tourism Polytechnic culinary study program have developed scientific activities by increasing competency in the scientific field through improvements in the field of education and teaching as well as community service research activities, and related to this also by directing students of the Culinary Management Study Program to carry out activities community service in the form of providing counseling and/or training to make and develop local food products.

This Makassar Tourism Polytechnic Community Service Activity is one of the programs in 2023 with the theme, "Use of Local Products in Developing Culinary Quality at Tourist Destinations in Nisombalia Village, Marusu District, Maros Regency". This training is carried out in the form of seminars and socialization as well as direct practice in serving local culinary delights. Training on the use of local products to develop culinary quality in tourist destinations. The resource persons are culinary practitioners, academics and alumni, while the training participants are people who have culinary businesses around Nisombalia Village and from the creative economy sector of the Maros Regency Tourism and Culture Office.

Conclusions

Culinary tourism businesses in the Maros-Pangkep Geopark area also face obstacles. Therefore, culinary tourism actors must improve to further improve their quality and attractiveness so that they can keep up with the times. The Maros city government's efforts to develop the culinary tourism industry have achieved quite good results. Government support for the development of food tourism in Maros can be seen through the holding of food festivals, consultations with food tourism bodies for the purpose of food tourism in Maros being able to follow developments but not be far from the characteristics of a region.

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