Micro, Small and Medium Enterprises (MSME) Development in Topejawa Beach Tourist Destinations, Takalar Regency Post Covid 19

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ABSTRACT

The coronavirus (COVID-19) outbreak is increasingly spreading and spreading rapidly and is becoming the biggest global polemic for now. It also affects limited SME activity and fewer direct-to-consumer purchases than usual. The development of MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency in the Recovery of the Covid-19 Pandemic, in addition to requiring strategies that can affect the Development of MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency, is a marketing strategy. Based on the background description above, the researcher is interested in conducting research and compiling a thesis, with the title "Analysis of MSME Development in Topejawa Beach Tourist Destinations, Takalar Regency After Covid-19, the problem was formulated in this study, namely Whether Marketing Strategies Affect the Development of MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency in recovering from the Covid-19 Pandemic. Benefits This research is theoretically and beneficially. The population in the number of 63 MSMEs. The sampling method is Purposive sampling samples taken by 63 people for the development of MSMEs at the Topejawa Beach Tourism location, Takalar Regency. something that the questionnaire would measure. Data analysis techniques debgab Conduct validity tests and significance tests of a variable are said to be reliable if they have a Cronbach Alpha > 0.60. In this study, using multiple linear regression analysis using the Statistical Program for Social Science (SPSS) Application Program for windows. This can be seen based on the regression results that have been obtained by researchers, namely T count 13,383 > T table 2,684 with a significance level of 0.002 which means it is smaller than 0.05. Marketing strategy with a Sig rate value of 0.002 < 0.05

KEY WORDS: Development; MSMEs;Destinations; Tourism ; Topejawa ; Takalar; Covid 19

INTRODUCTION

Currently, the world is being shaken by the spread of the corona virus (COVID-19) outbreak which is increasingly spreading and expanding rapidly and has become the largest global polemic to date. Even the coronavirus outbreak has been designated as a global pandemic by the World Health Organization (WHO) some time ago. (Kriswibowo et al 2020). This is what is now the talk and discussion of the public that is happening all over the world. The Corona Virus (COVID-19), which is currently a global health problem, has a very big impact on all sectors of life throughout the world. (Sjuchro et al., 2022)

Starting from the economic, educational, social, tourism sectors and so on. This happens because COVID-19 causes a sense of fear of danger and risk, which based on the news and facts that are spread today, which can lead to death (Asma, S., 2021). Various economic activities ranging from the tourism sector to trade were forced to close their businesses and manage their employees. This also supports government regulation 21 of 2020 concerning Large-Scale Social Restrictions to implement social distancing.

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During the pandemic, 94.69% of businesses experienced a decline in sales. Based on business scale, the decline in sales of more than 75% was experienced by 49.01% of ultra-micro businesses, 43.3% of micro enterprises, 40% of small businesses, and 45.83% of medium enterprises. Based on the length of business, the decline in sales of more than 75% was experienced by 23.27% of businesses aged 0-5 years, 10.9% of businesses aged 6-10 years and 8.84% of businesses that have been running for more than 10 years. (Desiana, et al. 2021).

It also affects limited SME activity and fewer direct-to-consumer purchases than usual. In other words, businesses can coordinate by opening an online store or selling through e-commerce. E-commerce is a system in which electronic products are used to sell, buy, and market products (Armstrong in laura Hardilawati, W. 2020).

Graph 1.1 MSME Development in Talalar Regency by business type
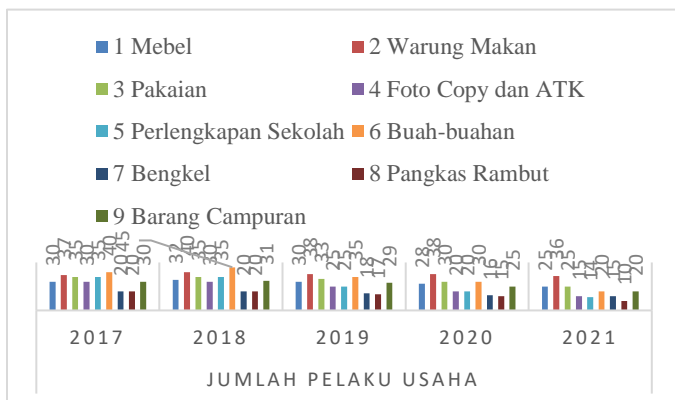
Source: Office of Cooperatives, SMEs and Trade of Takalar Regency 2021

Based on chart 1.1 above, it shows that MSMEs in Takalar Regency before and since being affected by the Corona Virus 19 have increased and decreased, and it can be explained that with the presence of Covid-19, many MSMEs have experienced a drastic decline. Many micro, small and medium enterprises (MSMEs) are confused because their companies are blocked and cannot even develop. In general, the supply chain has been weakened due to the impact of Covid-19 In addition, MSME actors are worried that the businesses they run will be affected by

the crisis. Moreover, activities across the tourism sector also have an impact on other economic actors.

The development of MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency in the Recovery of the Covid-19 Pandemic, in addition to requiring motivation and business capital, there are other factors that can affect the development of MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency, is a marketing strategy. Marketing Micro, Small and Medium Enterprises (MSMEs) products in MSME Development in Topejawa Beach Tourist Destinations, Takalar Regency

This pandemic condition significantly affects the decline in the activities of Micro, Small and Medium Enterprises (MSMEs), especially in the culinary sector players who have to face a situation of decreasing sales quantity, so that culinary MSME players must be for CULINARY SECTOR MSME players in order to be able to maintain existing strategies and adopt new innovations due to the demands of change and conditions, while for policy makers in order to carry out assistance and training related to strategies and innovations needed by MSME actors in the culinary sector so that they can survive for CULINARY SECTOR MSME actors in order to be able to maintain existing strategies and adopt new innovations due to the demands of change and conditions, while for policy makers to provide assistance and training related to strategies and innovations needed by MSME players in the culinary sector so that they can survive (Aryansah et al 2020).

Based on the background description above, the researcher is interested in conducting research and compiling a thesis, with the title "Analysis of MSME Development in Topejawa Beach Tourist Destinations, Takalar Regency After Covid 19".

Based on the background that has been described, problems can be formulated in this study, namely aMarketing Strategy That Affects the Development of MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency in the Recovery of the Covid-19 Pandemic. This research has the following objectives: To Measure how much influence the Marketing Strategy has on the Development of MSMEs in the Topejawa Beach Tourist Destination, Takalar Regency in the Recovery of the Covid-19 Pandemic?

Based on the formulation of the problem above, this research has benefits as a blessing. Theoretical This

research is expected to be able to add insight to the development of science and knowledge, especially related to innovation, business capital and marketing strategies for the development of micro, small and medium enterprises (MSMEs).

Practical Benefits This research is expected to be an input for the government and institutions that are directly authorized to develop MSMEs in Topejawa Beach Tourist Destinations, Takalar Regency in the Recovery of the Covid-19 Pandemic. So that it can be used as a reverence for industrialistic development in accordance with the expectations of the community and small and medium entrepreneurs in Takalar Regency.

METHODOLOGY

The research approach used is a quantitative research approach. With the survey method the types of data used in this study are quantitative data, primary data sources and secondary data. The population in this study is all actors or heads of the Micro, Small and Medium Enterprises (SMEs) group located in Topejawa Beach Tourism, Takalar Regency, a total of 63 MSMEs. The sampling method used is Purposive sampling so that the sample taken as respondents is 63 MSME actors in Topejawa Beach Tourism, Takalar Regency, Data Collection Instruments, Observations, Questionnaires (Questionnaires) and Documentation

With Data Analysis Techniques and Validity Tests something that will be measured by the questionnaire. The significance test was performed by comparing the calculated r value (Corrected-item-Total Correlation value at the output of Cronbach alpa) with the table r value for degree of freedom (df) = n – 2 (n is the number of samples with a significance level of 0.05).

A reliability test is carried out on question items that are declared valid. a variable is said to be reliable if it has a Cronbach Alpha > 0.60. In this study, using multiple linear regression analysis using the Statistical Program for Social Science (SPSS) Application Program for windows.

RESULTS AND DOSCUSSION

Validity Test

Validity tests are used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statements on the questionnaire are able to reveal something that the questionnaire will measure. In order to test the validity of the instrument, Sugiyono (2010: 125) stated that the Construction Validity test (Construct Validity), was carried out by the procedure of looking at the total correlated item numbers through SPSS statistics with a significance level of 5%.

$$d(f) = n - 2$$
$$d(f) = 69 - 2$$
$$d(f) = 67$$
Information:
$d(f)$ = degree of feedom (r table)
n = number of respondents

Table 1. Marketing Strategy Questionnaire Validation (X)

Variable	Items	r table	R count	Information
Marketing Strategy	X.1	0.3038	0.630922	Valid
	X.2	0.3038	0.580660	Valid
	X.3	0.3038	0.545694	Valid
	X.4	0.3038	0.346714	Valid

SPSS Data Processing Results 2022

Based on the results of the calculation of the validity test, the first variable in the form of Marketing Strategy (X) is declared valid because the results of r calculate > r table (r table, 0.3038 with the number n = 69). Therefore, in the research questionnaire data X as many as 4 statements are valid.

Table 2. Validation of the MSME Development Questionnaire (Y)

Variable	Items	r table	R count	Information
MSME Development	X.1	0.3038	0.701316	Valid
	X.2	0.3038	0.761323	Valid
	X.3	0.3038	0.733817	Valid
	X.4	0.3038	0.701316	Valid

SPSS Data Processing Results 2022

Based on the results of the calculation of the validity test, the first variable in the form of MSME Development (Y) is declared valid because the results of the r count > r table (r table, 0.3038 with the number n = 69). Therefore, in the Y data research questionnaire, as many as 4 of these statements are valid.

Reliability Test

Reliability is actually a tool for measuring a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answer to the statement is consistent or stable over time. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 (Ghozali, 2006). The Alpha value < 60% this indicates that there are some respondents who answer inconsistently and must see one by one the inconsistent respondents' answers should be discarded from the analysis and Alpha will increase (Ghozali, 2011).

Table 3. Research Variable Reliability Test Results

No.	Variable	Crombach's Alpha	Standard Values	Ket
1	Marketing Strategy (X)	0.713	0.6	Reliable
2	MSME Development (Y)	0.771	0.6	Reliable

SPSS Data Processing Results 2022

Based on the results of the reliability test of the variable marketing strategy and MSME Development in table 4, it produces an alpha coefficient (Cronbach's Alpha) > 0.60 so that it can be concluded that the instrument used is reliable

Multiple Liniear Regression Analysis

Multiple linear regression analysis is the relationship linearly between two or more independent variables and dependent variables. This analysis is to determine the direction of the relationship between independent variables and dependent variables (Multiple linear regression test between Marketing Strategies (X) Towards MSME Development (Y)).

Whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is usually scaled at intervals or ratios. From this calculation, the following results were obtained: Multiple linear regression test between Marketing Strategies (X) towards MSME Development (Y).

Table 4. Multiple Linear Regression Test Outputs Marketing Strategies (X) On MSME Development (Y)

Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.595	3.204		2.058	.043
	Peng_umkm Y	.602	.165	.408	3.658	.001

a. Dependent Variable: Strategi_bisnis x3

SPSS Data Processing Results 2022

Based on the Coefficientsa table above, it can be explained that the multiple linear regression efficiency: Y= a +b x What has been found between Marketing Strategies (X) on MSME Development (Y) is: Y= 6,595 + 0.602 It can be concluded that, there is a positive influence between Marketing Strategies (X) on MSME Development (Y).

The constant (b) = 0, = 6,595 means, if the business steategi (X3) increases by units then the value of MSME Development will increase = 0.602 units.

Hypothesis Testing: F Test

Using the F test with the aim of measuring and knowing how much influence the independent variables have on the dependent variables. If the significant value is less than 0.05 (< 0.05), then the independent variable simultaneously affects the dependent variable. Hypotheses for the simultaneous test of F include:

Ha: Marketing Strategy (X) has a significant effect on MSME Development (Y)

Ho: Marketing Strategy (X) has no significant effect on the Development of MSMEs (Y).

The results of test F of the multiple linear regression statistical test in the table include:

Table. 5 ANOVAa

ANOVA[a]

Type	Sum of Squares	Df	Mean Square	F	Sig.

1	Regression	21.412	1	21.412	13.383	.001 b
	Residual	107.196	67	1.600		
	Total	128.609	68			

a. Dependent Variable: Strategi_bisnis x3
b. Predictors: (Constant), Peng_umkm Y

SPSS Data Processing Results 2022

Based on the following table, it shows that an F value of 13,383 is obtained with a significant level of 0.001 compared to a significant level (α = 5 %) or 0.05), then the sig value $< \alpha = 0.000 < 0.05$ because the sig $< \alpha$ it can be concluded that Ho is rejected which means that the Marketing Strategy variable (X) has a significant effect on the dependent variable

Coefficient of Determination

The coefficient of determination is used to measure how much the percentage of change or variation of the dependent variable can be explained by the change or variation of the independent variable. The coefficient of determination is used either partially (r) or collectively (R^2) which expresses the magnitude of the reliability of the model used, that is, it is used to measure how much the free variable (X_i) contributes to the bound vaiarbel (Y_i) of the obtained regression equation. The magnitude of the determination coefficiency value ranges from 0 $\leq R^2 \leq 1$. If the value of the coefficient of determination is close to 1, it is an indicator that shows the stronger the change of variables X to the change in variable Y. The purpose of the coefficient of determination is to find out how much the independent variable as a whole is capable of explaining Y or the dependent variable. It can be seen from the magnitude of the value of the coefficient of determination (R Square).

Table 6. Coefficient of Determination Test Results

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408ª	.166	.154	1.26489

a. Predictors: (Constant), Peng_umkm Y

Source: SPSS Data Processing Results 2022

Based on the Summary model and shows that the magnitude of the Adjusted R Square is 0.154 or 15.4%. So that it can be concluded that the development of MSMEs (Y) is influenced by the Marketing Strategy variable (X) of 0.154 or 15.4% and the rest is explained by other variables, namely 0.846 or 8.46% outside the model.

The Effect of Marketing Strategy on MSME Development

In this study, researchers have obtained results that show that factors of marketing strategy variables have a positive and significant effect on the development of MSMEs in the Topejawa Beach Tourism location, Takalar Regency. This can be seen based on the regression results that have been obtained by researchers, namely T count 3,213 > T table 0.3038 with a significance level of 0.001 which means it is smaller than 0.05. Marketing strategy with a Sig level value of 0.002 < 0.05, it can be concluded that the marketing strategy variable partially has a positive and significant effect on the dependent variable for MSME development in Topejawa Beach Tourist Destinations, Takalar Regency, during the Covid-19 Pandemic recovery period.

In implementing marketing strategies, MSME players already have product planning and pricing of products with a product distribution system to increase sales by intensifying communication in marketing to support market development during the Covid-19 Pandemic recovery period (Suni & Badollahi, 2020).

The results of this study are in line with research conducted by Desi Nopita Sari (2020) with the research title the Influence of Entrepreneurial Characteristics, Business Capital and Marketing Strategies on the Development of Micro, Small and Medium Enterprises (MSMEs) and it was found that marketing strategies have a positive effect on the development of MSMEs.

Marketing activities are one of the important points that are needed in business, the best-selling of products is the expectation of all sellers. One of them is with promotional activities carried out using direct marketing, based on research that has been carried out by (Hendrawan et al., 2019). Marketing strategy is one way that can be a winner in competing on an ongoing basis, be it for companies that produce goods or services. The purpose of marketing is to produce high-value goods or services so that they are needed by consumers so that they like and buy them, and can compete with other businesses (Nuraisiah, 2021).

CONCLUSION

Based on the results of the analysis and discussion that has been described , themarketing strategy has a positive and significant effect on the development of MSMEs in the Topejawa Beach Tourism location, Takalar Regency. This can be seen based on the regression results that have been obtained by researchers, namely T count 13,383 > T table 2,684 with a significance level of 0.002 which means it is smaller than 0.05. Marketing strategy with a Sig rate value of $0.002 < 0.05$. The development of MSMEs in the Topejawa Beach Tourism location of Takalar Regency was positively and significantly influenced by variables, Marketing Strategies, amounting to 0.154 or 15.4% % and the rest was explained by other variables, namely 0.846 or 8.46% outside the models and variables in this study.

After seeing the results of the research that has been carried out, the author advises MSME actors to be able to improve marketing strategies to continue to increase profit income by paying attention to the capital they have by collaborating and relating to get outside sources of capital (assistance / loans) to encourage the desire to carry out business development during the recovery period of the Covid-19 Pandemic and d i hope that higher education agencies will conduct education about marketing strategies, product planning and product distribution systems to increase sales by intensifying communication in marketing to support market development during the Covid-19 Pandemic recovery period. For the next study, it is expected to take variables and indicators and other respondents outside of this study if it consists of more diverse business fields and more numbers so that it is more visible comparison and easy to analyze more systematically.

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