

## MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)

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**ABSTRACT:** Sendang Senjoyo is a pond that has its own spring and has a beautiful view. Located in Tegalwaton Village, Tingkir District, Salatiga Regency, Central Java, making it a tourist location that promises to be natural beauty with a cool atmosphere with the freshness of cold and clear water making it a suitable tourist spot to unwind and relax with family. With the existence of this tourist attraction, it helps the economy of the surrounding community through MSMEs that stand at the tourist attraction. This research method uses a qualitative descriptive approach, the purpose of this research is to find out how the agglomeration of SMEs and Image Branding Destinations in Tourism Village Development as an Economic Improvement of Village Community with the focus of research on SMEs in the tourist attraction of Sendang Senjoyo, Salatiga. The resource persons taken in this study amounted to 4 people consisting of the Head of Tegalwaton Village, Semarang Regency, the tourism object manager (BUMDES) Sendang Senjoyo, MSME actors in Sendang Senjoyo and the surrounding community or tourists. The results of this study indicate the management of the Senjoyo tourist attraction is carried out by the Tegalwaton Village government in collaboration with the Village-Owned Enterprises (BUMDES) and local communities. Image Branding Destination Sendang Senjoyo tourist attraction was built with the concept of spiritual, nature, entertainment, tree museum and springs. The lack of facilities and infrastructure at the Senjang Senjoyo tourist attraction which is still not optimal and not functioning properly, as well as the absence of natural resource development for MSME actors to be given training in improving the ability to manage business. The arrangement of selling places at the Sendang Senjoyo tourist attraction is also still not neatly arranged and the development of merchant places is not evenly distributed because many permanent buildings still use wood and tarpaulin.

**Keywords:** Agglomeration, UMKM, Branding, Tourism, Image Branding Destination



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## INTRODUCTION

The role of MSMEs in the economy is very helpful for a country's economy (Jan, 2015; Junaidi et al., 2014), for that it is necessary to pay attention to the development of MSMEs (Lestantri et al., 2022; Nguyet, 2022; Tamvada et al., 2022). In the development of MSMEs, several ways are needed, including: MSME agglomeration by empowering the community (Marco-Lajara et al.,

# MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)

Utami, Susanti, and Sholeh

---

[2022](#); [Sarfiah et al., 2019](#); [Smallbone et al., 2022](#); [Srijani, 2020](#)). MSME agglomeration is believed to be a better approach because the business network formed through concentration will increase competitiveness ([Ashary et al., 2021](#); [Li et al., 2022](#); [Putra, 2018](#); [Wulandari et al., 2016](#)). MSME agglomeration in an area will run by utilizing the potential of the area ([Dwiputra & Barus, 2022](#); [Ján, 2015](#); [Mulyani, 2021](#); [Yao et al., 2022](#)), one of which is in Objects Senjang Senjoyo tourism, Salatiga which is supported by tourism potential and community empowerment ([Wahyono et al., 2015](#); [Yu & Liu, 2021](#)).

Umbul Senjoyo is located in one of the villages at the end of Salatiga City. With the potential for cool air, clear water, and still kept clean. This tourist location offers the beauty of a natural spring pool that is clear and soothing ([Suwarti & Trenggono, 2022](#)). One of the uniqueness of this Sanjoyo pennant is swimming around with koi fish ranging from small to medium in size. The friendliness of the local residents of the Salatiga area is one of the attractions for local and foreign tourists, besides Sendang Senjoyo is a historical tour of Prince Jaka Tingkir ([Herbasuki & Chasanah, 2019](#)). For a tourist spot that is quite beautiful and comfortable, this place is still not well known or not too many tourists from outside the city of Salatiga know this place, therefore it is necessary to build a destination branding image to introduce this tourist attraction ([Hereyah & Kusumaningrum, 2019](#); [Yüzbaşıoğlu et al., 2014](#)).

Research purposes:

1. How is the Agglomeration of SMEs in Tourism Village Development as an economic improvement for the Village Community in the Sendang Senjoyo Tourism Object, Salatiga.
2. How is Image Branding Destination in Tourism Village Development as an economic improvement for Village Community in Sendang Senjoyo Tourism Object, Salatiga.
3. What is the concept of attitudes, beliefs, ideas and impressions that tourists have on the tourism destination of Sendang Senjoyo, Salatiga?

By implementing MSME Agglomeration and Image Branding Destination Tourist Attractions in Tourism Village Development as an increase in the economy of the Village Community in Sendang Senjoyo Tourism Object, Salatiga. Through the strengthening of the Image Branding Destination, it is hoped that this tourist village can be recognized by the wider community to be visited by domestic and foreign tourists so that it can help improve the economy of the surrounding population.

## METHOD

The research method was carried out with a qualitative descriptive approach ([Creswell, 2017](#); [Creswell & Creswell, 2018](#); [Norman K. Denzin & Lincoln, 2017](#); [Guba & Lincoln, 1994](#)). The author uses purposive sampling technique in determining the research sample ([Bungin, 2017](#); [Moleong, 2018](#); [Sugiyono, 2014](#)). This technique is done by selecting subjects and research locations to study and understand the conditions and problems studied by the informants in this study, namely tourist attractions managers, MSME actors, surrounding communities and tourists. Data collection is done by triangulation, observation, documentation and interviews, conducting data analysis to find a description of the development of the Sendang Senjoyo tourist attraction and the agglomeration of MSMEs as an increase in the economy.

# **MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)**

Utami, Susanti, and Sholeh

---

To maintain the credibility of data validity and quality of research results, expanded observations during the research process, test results by confirming sources as verification and also focus group discussions internally by the research team and with external colleagues. In the end, conclusions can be drawn that deserve to be used as research results to be published as research results ([Miles & Huberman, 1994](#))

## **RESULT AND DISCUSSION**

The informants of this study were selected by purposive sampling with the following terms and criteria:

1. Tegalwaton Village Government, Semarang Regency
2. Tourism object manager (BUMDES) Sendang Senjoyo
3. SMEs in Senjang Senjoyo
4. Local tourists

This research was conducted to several informants who have been determined according to the provisions described previously. Research informants are:

1. Head of Tegal Waton Village, Mr. Tri Wuryanto
2. BUMDES Treasurer Mr. Mamik as the manager of Sendang Senjoyo
3. MSME actors : Bpk. Danang, Mr Thorik
4. Local Tourist : Nurhiddayah

The initial stage carried out on informants in this study was to conduct interviews related to the purpose of this study, then all answers would be analyzed to find out the specifics, characteristics and similarities of the answers to the main ideas. This is done to find the main answer and to get one of the input materials to draw conclusions. From the interview questions asked to all the informants, all the answers have the same meaning. The results and summary of interview answers are as follows:

Question 1:

How is the Agglomeration of SMEs in Tourism Village Development as an economic improvement for the Village Community in the Sendang Senjoyo Tourism Object, Salatiga.

Answer:

1. The management of the Sendang Senjoyo tourist attraction is fully managed by the Village-Owned Enterprises (BUMDES).
2. BUMDES manages all MSMEs in Sendang Senjoyo with a total of 50 MSMEs, including campgrounds, horse tours, water duck rides, underwater photos, and traders.
3. MSMEs are the agglomeration centers for improving and supporting the community's economy in Tegalwaton Village, Semarang Regency.

## MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)

Utami, Susanti, and Sholeh

---

Question 2:

How is Image Branding Destination in Tourism Village Development as an economic improvement for Village Community in Sendang Senjoyo Tourism Object, Salatiga.

Answer:

1. *Brand*Senjoyo was built with the concept of spiritual, nature, entertainment, tree museum and water sources.
2. Religious ritual activities are the main attraction for tourists.
3. Holding art events such as reog, wayang, jaran kepang (kuda lumping) and the ritual of the Padusan belief to commemorate the night of one suro and the beginning of Ramadan.

Question 3:

What is the concept of attitudes, beliefs, ideas and impressions that tourists have on the tourism destination of Sendang Senjoyo, Salatiga?

Answer :

1. The future concept that is being designed by the manager is to build an entertainment area, such as building an outbound, swimming pool, which will increase income for the Sendang Senjoyo tourist attraction.
2. The uniqueness of the Sendang Senjoyo tourist attraction is by creating a social fundraising program for compensation for orphans and underprivileged communities which is implemented through the waiver of retribution for entrance fees.
3. From the community to the community, tourists visit without having to spend a lot of money but shop at MSMEs located in the location so that MSME actors earn income every day.

The development of Senjang Senjoyo Tourism Object as a tourist attraction located in the village of Tegal Waton, Semarang Regency is still not optimal. Based on the results of observations and interviews, the lack of interest of tourists visiting Senjang Senjoyo tourist destinations is due to the lack of introduction or destination branding of Senjang Senjoyo tourism to the public which results in people not knowing and knowing these attractions.

Management of the Sendang Senjoyo Tourism Object is managed by the Tegalwaton Village government and the Tegalwaton Village community and is managed by the community independently because it already has a certificate as a strong legal basis. To realize good tourism object management, an organizational structure is needed, therefore the Tegalwaton Village Head established an organization named the Village Owned Enterprise (BUMDES) to manage Sendang Senjoyo tourism which has the responsibility as a parking attendant, handling MSMEs in the area. in locations, sections of religious and artistic events in accordance with their respective duties. BUMDES has full authority to manage the Sendang Senjoyo tourist attraction, the role of the village government is only to provide support and support and does not play a direct role in its management.

In the Sendang Senjoyo tourism development plan, the village government has never made a special program, ideally to advance a tourist attraction it is necessary to plan and support programs for the progress of the tourism object to be even better. The progress of the

## **MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)**

Utami, Susanti, and Sholeh

---

development of the Sendang Senjoyo tourist attraction so far has only been based on the ideas, thoughts and initiatives of the direct manager, in this case Mr. mamik as the treasurer of BUMDES. The steps taken by the manager by making improvements and adding rides to the game and always trying to maintain the cleanliness of the Sendang Senjoyo tourist attraction so that it is always clean to create the comfort of visitors / tourists.

The village government does not collaborate with any private parties to develop the Sendang Senjoyo tourist attraction because the concept used by the village government is a community self-help system "from the community for the community". The village government wants to apply the concept of the Sendang Senjoyo tourist attraction as an independent tourism by empowering the surrounding community in the development of the Sendang Senjoyo tourist attraction without involving the private sector to interfere. By applying the concept of the Sendang Senjoyo tourist attraction as a tree and spring museum tourism, it is hoped that it will be unique and can attract tourists to visit and enjoy Senjoyo without spending a lot of money so they can shop at MSMEs that have locations to advance and improve the community's economy.

MSMEs are the agglomeration centers for improving and supporting the community's economy in Tegalwaton Village, Semarang Regency. The Sendang Senjoyo tourist attraction is expected not only to become a tourist spot that is increasingly widely known but can have benefits for the surrounding community to be able to support the economy for the surrounding community by creating new jobs and making Tegalwaton Village more advanced. MSMEs in Sendang Senjoyo are managed by a Village-Owned Enterprise (BUMDES) Tegal Waton Semarang Regency, led by a chairman and a secretary who also serves as treasurer. In Sendang Senjoyo, there are 50 MSMEs who are members of it, including those engaged in culinary, handicrafts, photography, water rides, campgrounds, horse riding, flying fox and guest houses. The perpetrators of MSMEs in Sendang Senjoyo are local residents, where they are charged a retribution fee of Rp. 10,000 per week. The management of MSMEs in Sendang Senjoyo is based on the principle of the community for the community, so there is no entry fee for visitors, only a parking fee of Rp. 10,000 for 4-wheeled vehicles and Rp. 5,000 for two-wheeled vehicles.

For parking management, there is a problem that vehicles parked on the border road with the next village are taken by other villages, not handed over to the management of tourist attractions, thereby reducing income. In addition, there is a box of social funds that are voluntary in nature, from which the social funds are used for donations to orphans and people in need around the village of Tegal Waton. The management of the stalls/places for MSME actors has not been well organized, MSME actors make their own stalls in the sense that they are not made by the manager due to limited funds, this causes the environment to look untidy and seem perfunctory so it is not very attractive to visitors who want to taste Sendang Senjoyo specialties such as Jembak, Bakwan Cassava Leaves, Cassava Cheese, Grilled Corn etc.

All income from MSME actors is used for the development of the Senjoyo spring, such as repairing roads, making gazebos, repairing bridges, lamps, chairs, etc. The development of the Senjoyo spring is carried out in stages considering the limited funds and the absence of intervention from the local government or companies that also benefit from the senjoyo spring. Until now, the company that has disbursed its CSR funds is Bank Rakyat Indonesia (BRI) for the improvement of facilities in Sendang Senjoyo. The management of MSMEs in Sendang Senjoyo

## **MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)**

Utami, Susanti, and Sholeh

---

has only been active since 2019 after the inauguration of the new Tegal Waton Village Head, namely Mr. Tri Wuryanto, who later formed BUMDES to manage the Sendang Senjoyo Tourism Village to improve the economy of the surrounding residents.

*Image Branding Destinations* Sendang Senjoyo tourist attraction was built as a family tour with the concept of spiritual, nature, entertainment, tree museum and springs. In the eyes of tourists, Sendang Senjoyo is famous for its beautiful, cool, cheap tourist attractions with abundant springs. So it's not surprising that many tourists come with their families to swim while playing with the fish, take selfies, play water rides, ride horses, camp or just sit around enjoying the fresh air while eating jembak, instant noodles, warm fried bananas and drinking coffee at the beach. River flow. Sendang Senjoyo has existed since ancient times, also known as the Jaka Tingkir petilasan, so usually school children who are camping will be retold about the legendary Jaka Tingkir story.

In building an Image Branding Destination, currently, Sendang Senjoyo does not have a social media account or website, more precisely, has had an account but stopped because the manager of Sendang Senjoyo has not been able to return to paying compensation to the admin of social media accounts since the Covid 19 pandemic. continue to carry out Image Branding Destinations through events held, including padusan before Ramadan, monthly recitations, 1 Muharam rituals, art attractions such as reog, wayang, jaran braid and gamelan. In addition to the events carried out, Central Java YouTubers and tourism activists in Central Java in particular have done several reviews on their respective channels and blogs with the aim of introducing this Sendang Senjoyo Tourism Village at the National and International levels.

The development of the future concept of the Sendang Senjoyo tourist attraction which is being designed by the manager is to build an entertainment area, such as building an outbound, swimming pool, which will increase income for the Sendang Senjoyo tourist attraction. However, this does not get support from the village government related to the policies that apply in the Semarang city government and the village government's concern about illegal levies from irresponsible parties to take advantage of the situation. One of the uniqueness of the Sendang Senjoyo tourist attraction is by creating a social fundraising program for donations to orphans and underprivileged communities which is implemented through the exemption of entrance fee levies, from the collected funds will be distributed to orphans and underprivileged residents for the welfare of the community around the village of Tegalwaton. By carrying out the concept of the community for the community, tourists visit without having to spend a lot of money but shopping at MSMEs located in the location so that MSME actors earn income every day.

The management of MSMEs under the Tegal Waton Village Owned Enterprise (BUMDES) is deemed very appropriate, because the benefits of managing the Tourism Village will be more targeted for use, in accordance with the principle of the community for the community. With the development of Sendang Senjoyo, Tegalwaton Village, Semarang Regency, of course, has a positive impact on the surrounding community, opening up new jobs, improving the community's economy and building the image of a Tourism Village that has its own uniqueness. The development of the Tegalwaton Tourism Village cannot run alone in the sense that it is only managed by local village administrators, but cooperation is urgently needed between companies that take advantage of the benefits, the Regional Government and the Central Government.



Image : MSME Agglomeration Concept & Image Branding Destination in Sendang Senjoyo

## CONCLUSION

The conclusions of the results of this study are as follows:

1. The management of the Senjoyo tourist attraction is carried out by the Tegalwaton Village government in collaboration with the Village-Owned Enterprises (BUMDES) and local communities. The presence of the Sendang Senjoyo tourist attraction is felt to be able to contribute to the surrounding community in improving the economy by opening up job opportunities for the Tegalwaton village community. The existence of the Sendang Senjoyo tourist attraction can also further help the economy for traders at the tourist attraction if it is managed properly through image branding destinations by promoting the Sendang Senjoyo tourist attraction through social media to attract more public attention so that it is increasingly visited by visitors so that the income of traders at the Senjoyo tourist attraction has increased from year to year.
2. *Image Branding Destinations* Sendang Senjoyo tourist attraction was built with the concept of spiritual, nature, entertainment, tree museum and springs. One of the characteristics that distinguishes the Sendang Senjoyo tourist attraction from other tourist objects is the social fundraising program as a substitute for the entrance fee, which later on the collected funds will be distributed to orphans and underprivileged residents, by prioritizing the concept of traveling while doing charity and from the community. for society. In addition, religious ritual activities are one of the promotional programs that are activated by village managers and government, such as holding art events such as reog, wayang, jaran kepang

(kuda lumping) and Padusan belief rituals to commemorate the night of one suro and the beginning of Ramadan.

3. The management of this Senjoyo tourist attraction seems to have gone quite well, but there are some things that still need to be improved. Such as facilities and infrastructure at the Senjang Senjoyo tourist attraction which are still not optimal and not functioning properly, including prayer rooms that are not well maintained and the number of bathrooms is still limited and still improvised. The absence of natural resource development for MSME actors to be given training in improving the ability to manage business. The arrangement of selling places at the Sendang Senjoyo tourist attraction is also still not neatly arranged and the development of merchant places is not evenly distributed because many permanent buildings still use wood and tarpaulin. The rental fee charged by the manager can be said to be relatively cheap, which is Rp. 10.

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**MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)**

Utami, Susanti, and Sholeh

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**MSME Agglomeration and Image Branding Destinations in Tourism Village Development as an Economic Improvement for Rural Communities (Case Study at Sendang Senjoyo Tourism Object, Salatiga City)**

Utami, Susanti, and Sholeh

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