
The Role of Small and Medium Enterprise (SME) in the Culinary Sector in Improving the Community's Economy in the Banua Anyar Village

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Abstrak

Banua Anyar Kota Banjarmasin, menjadi salah satu kelurahan yang banyak terdapat UMKM bidang kuliner terutama usaha rumah makan yang berada di sekitar tepian Sungai Martapura Kelurahan Banua Anyar. Hal ini membuat kawasan ini menjadi sering dikunjungi oleh wisatawan. Tujuan adanya penelitian ini yaitu mengidentifikasi bagaimana peran rumah makan di Kelurahan Banua Anyar dalam meningkatkan perekonomian masyarakat Kelurahan Banua Anyar. Penelitian ini menggunakan metode deskriptif kualitatif, pengaplikasian metode penelitian ini bertujuan untuk mempermudah peneliti dalam mengkaji berbagai aktivitas masyarakat yang ingin dikaji. Teknik pengumpulan data yang dilakukan yaitu observasi ke lokasi penelitian tepatnya di Kawasan Kuliner Kelurahan Banua Anyar dan melakukan wawancara dengan narasumber yaitu pebisnis/pemilik usaha rumah makan, pegawai rumah makan, pejabat kelurahan serta masyarakat yang merasakan manfaat dari adanya rumah makan. Hasil penelitian ini yaitu pihak rumah makan memiliki peran dalam mengurangi angka pengangguran masyarakat Kelurahan Banua Anyar dengan cara membuka lapangan pekerjaan, mengurangi pengangguran, meningkatkan wisatawan dalam wisata susur sungai serta meningkatkan pendapatan masyarakat.

Kata Kunci: UMKM kuliner, Rumah Makan, Banua Anyar.

Abstract

Banua Anyar, Banjarmasin City, is one of the villages with many SME in the culinary field, especially restaurant businesses around the banks of the Martapura River, Banua Anyar Village. This makes this area frequently visited by tourists. The purpose of this research is to identify the role of restaurants in Banua Anyar Village in improving the economy of the people of Banua Anyar Village. This study uses a qualitative descriptive method, which aims to facilitate researchers in studying various community activities they wish to study. The data collection technique was observed at the research location, precisely in the Banua Anyar Village Culinary Area, and conducting interviews with informants, namely business people/restaurant business owners, restaurant employees, village officials, and the community benefitting from the restaurant. The results of this study show that the restaurant has a role in reducing the unemployment rate in the Banua Anyar Village community by opening jobs, reducing unemployment, increasing tourists in riverside tours, and increasing people's income.

Keywords: Culinary SME, Restaurant, Banua Anyar.

INTRODUCTION

Indonesia is a country that stretches in a group of islands and is surrounded by waters such as rivers and vast oceans. Indonesia is known as a maritime country because it has a very advanced maritime cultural history from ancient times (Prasetya , 2018); (Wiranto, 2020). The City of Banjarmasin is one of the provincial capitals of Indonesia. It is well known as the City of a thousand rivers because it is rich in the rivers surrounding the City of Banjarmasin. The City is several centimeters below sea level.

A river is a form of ecosystem that is a charm for the City of Banjarmasin, especially in attracting the attention of local and even foreign tourists to visit the City of Banjarmasin. With the charm of the river in this City, it is hoped that it will be able to encourage an increase in the ecotourism sector because tourism can be said to be one of the most significant contributors to the country's foreign exchange to date (Abbas et al., 2019); (Ariawan et al., 2022). Therefore the existence of a river in the City of Banjarmasin considered very important considering its significant role in this city. One is between creatures who take advantage of the existence of the river, namely humans.

Socially humans are referred to as *Homo socius*, which means humans are social beings; apart from being called *homo socius*, humans are also referred to as *homo ecologies* which means humans cannot be separated from ecosystems; this causes humans to have the ability to understand their environment. Furthermore, according to Soerjono Soekanto (2002), adapted by (Lantaeda et al., 2017), the role is an aspect of a person's usefulness regarding his status, so if a person or a party has exercised his rights and obligations following the position and status he has, then he has carried out a role. Abu Ahmadi (1982) in (Diana et al.)

According to Toynbee (1935) in Abbas, EW et al. (2019), seeing such conditions reflects a concept of challenges and responses. Based on the theories disclosed, living things, especially humans, will always try to think about how they can survive with all their actions to overcome the natural challenges they face. Therefore, this can strengthen the theory that humans cannot be separated from nature and the environment; for example, most Banjarmasin people still use the existence of the river to support economic activities and support the welfare of their families.

According to Prideaux & Cooper (2009) in (Abbas et al., 2019), the use of the river function does not rule out the possibility that sometimes humans can be negligent in protecting their environment; the thing that is feared is such excessive use of rivers so that it can have a

significant impact on the sustainability of the ecosystem in the river. Therefore, humans should always have a wise attitude in utilizing ecosystems so that these benefits become practical and do not backfire on humans themselves.

The Martapura River is one of the major rivers in the City of Banjarmasin, which is currently used by the surrounding community, especially in economic activities. Banua Anyar Sub-District, Banjarmasin City, is one of the sub-districts where there are many SME in the culinary field, especially around the banks of the Martapura river. With the rise of these culinary businesses, a Culinary Tourism Area was formed in the Banua Anyar Village based on the Decree of the Banua Anyar Village Head No.11 A of 2020, which was issued and ratified on January 4, 2020, as a good response and support from the Government (Jannah, 2022).

This fact makes hope in improving and developing the tourism sector, especially culinary tourism in the City of Banjarmasin is increasing and can also positively impact the economic welfare of the families of the Banua Anyar community who live around the Culinary SME. From the description described above, the author is interested in discussing the role of SME in the Culinary sector in improving the family economy of the Banua Anyar Village community.

METHOD

This research was carried out using a qualitative approach and descriptive method, which aims to understand and describe what events were experienced by researchers directly and thoroughly through narratives and data obtained directly in Banua Anyar Village (Sugiyono, 2018). This research will focus on the location of the Culinary Tourism Area on the banks of the Martapura River, Banua Anyar Village, Banjarmasin RT 04 to RT. 05, to be exact, the researchers took the locations of Soto Bawah Jembatan, Batang Banyu, Jukung Julak, and Soto Bang Amat as the primary research locations in data collection and in conducting theory tests. Based on the interview results obtained,

The results of this study are qualitative data with a process that has followed the concept put forward by Miles and Huberman, which suggests that the activities in qualitative data analysis are carried out interactively and continue continuously until complete and complete (Rijali, 2019). In addition, data validity was also tested by extending observations, member checks, and triangulation. This is done to improve the accuracy and up-to-date data obtained by researchers in the field.

RESULTS AND DISCUSSION

Banua Anyar Village is one of the Villages in the City of Banjarmasin and is quite popularly known for being the Baiman Culinary Tourism Area. The reason why this Village is referred to as a Culinary Tourism Area is because of the widespread presence of SME in the field of culinary delights such as restaurants, and this was welcomed by the Government, especially the Tourism Office of the City of Banjarmasin and further managed to become a Culinary Tourism area that utilizes the view of the river and typical Banjar food as its main attraction. The people of Banjarmasin know very well the names of the culinary businesses considered the most famous in Banua Anyar, such as the Soto Bawah Jembatan, Batang Banyu, Jukung Julak, and Soto Bang Amat restaurants. Apart from that, there are many restaurants in Banua Anyar Village.

Through the opening of the Baiman culinary tourism area, it is hoped that the local Government will allow culinary-restaurant businesses to open up employment opportunities for the community in Banua Anyar and can help increase tourism in the Banua Anyar Village as a sign of reciprocity in establishing businesses in our area. Tourists who come to the culinary tourism area are looking for something unique here to become one of the leading culinary destinations with a river atmosphere that characterizes the City of a thousand rivers. Throughtourists who stop to eat will more or less participate in promoting the culinary tourism area in Banua Anyar.

The Municipal Government of Banjarmasin created a culinary tourism development program on the banks of the Martapura River. One of its objectives is to improve the economy of the people of Banjarmasin City (Febariyanti & Mulyandari, 2020). Efforts to utilize the Martapura river also have the potential to increase the tourist attraction of the City of Banjarmasin, especially in the culinary business sector, because it includes the role of the river as an icon of the City of Banjarmasin as an addition to the beautiful scenery and comfortable atmosphere when visitors are on a culinary tour in Banjarmasin. Furthermore, apart from enjoying the atmosphere of the river, visitors can also enjoy the atmosphere of the many motorized vehicles that cross the Banua Anyar bridge.

The restaurants (RM) included in the SME in the Baiman culinary tourism area include RM Soto Bang Amat, RM Bawah Jembatan, RM Batang Banyu, RM Jukung Julak, and so on, which also opened culinary businesses. Restaurants in this area have been around for several years; even the longest is Soto Bang Amat, established 20 years ago. SME also innovate to continue to be able to maintain their existence in the world of entrepreneurship. The existence of SME has excellent economic potential, such as being able to absorb labor, create jobs,

survive, and become the driving wheel of the post-crisis economy. This encourages the Government to develop Micro, Small, and Medium Enterprises (Putri, 2021); (Setiawan, 2021).

In a growing social reality, society faces many choices regarding innovations that follow the development of science and technology and entrepreneurship. Not infrequently, some entrepreneurs switch professions due to not being able to adjust to developments in science and technology in designing innovation and a good strategy, so that workers underneath also feel the impact that leads to a reduction in the number of workers and the worst is the closure of businesses or factories. However, on the other hand, the latest innovations are needed to increase the competitiveness of SME so that these businesses can survive for a long time and get maximum profits (Suci, 2017).

Each restaurant has employees from Banua Anyar and outside Banua Anyar, depending on the ability of the incoming application under work responsibilities. A restaurant in this culinary area also opens jobs for the community. The success of SME in creating and opening employment opportunities is assisted with full support from the Government, one of which is establishing a culinary tourism area in Banua Anyar to further enliven the enthusiasm of MSME actors. This is in line with what is stated in Constitution Number 20 of 2008 concerning Micro, Small, and Medium Enterprises; SME are business activities that can expand employment and provide general economic services to the community and can play a role in the process of equity and increasing people's income, encourage economic growth, and play a role in realizing national stability.

Absorption of labor from SME also means reducing the number of unemployed, significantly impacting the economy. SME recruit employees in the Banua Anyar area and outside the area. Indirectly also reduce the number of unemployed in society. The recruitment process seeks, finds, invites, and determines the number of people from within and outside the company as prospective workers with specific characteristics. Process recruitment of workers in some restaurants did not go through the hiring process. As for one of the restaurants, the workforce is still in the family circle. This means that most of these businesses do not apply a selection process for hiring workers based on education, skills, and factors that qualify a worker to work in a restaurant. The contribution of SME to the unemployment rate can be seen in employment opportunities, job creation work, recruiting workers, and creating their income/income. Therefore, the percentage of the unemployment rate can be reduced with the contribution of SME (Zahrah & Wijaya, 2019); (Kadeni, 2020).

Culinary SMEs in the Baiman culinary tourism area are located right on the banks of the river, so every restaurant provides a place for arrivals klotok for the traveler who travels

along the river. So this makes it easier for the kelotok to stop and also becomes an attraction for river trips. Therefore, culinary Tourism affects Riverwalk tourism, seen from visitor arrivals to Culinary Tourism and visitor curiosity about Riverside Tourism (Harisantoso, 2022); (Hutabarat, 2015).

In addition, SME have experienced an increase in income through the convening of this culinary area because this area is increasingly known by the community and is centralized, and is very characteristic of Banjar cuisine with a distinctive atmosphere around the river. As a result, MSME entrepreneurs get a positive impact, and employees who work and earn income can become income in the family economy.

CONCLUSION

The location of Banua Anyar Village is in the eastern part of Banjarmasin City. Banua Anyar Village is located within the East Banjarmasin District area, which has a distance of ± 2 km from the government center of Banjarmasin City. Banua Anyar Village is one of the Villages in the City of Banjarmasin and is quite popularly known for being the Baiman Culinary Tourism Area. This Kelurahan is called a Culinary Tourism Area because of the widespread presence of SME in the culinary field, such as restaurants. The restaurants in the Banua Anyar Culinary Tourism Area take advantage of the view of the river and typical Banjar food as the main attraction.

This research focuses on four restaurants: RM Soto Bawah Jembatan, RM Batang Banyu, RM Jukung Julak, and RM Soto Bang Amat. The role of restaurants obtained from research is to reduce the unemployment rate; if the unemployment rate is higher, it has a negative potential for the Indonesian economy (Haudi et al., 2021). Therefore, the restaurant has a role in reducing the unemployment rate by opening up jobs for the community, both as employees, essential players, and providers/sellers of typical Banjar souvenirs around the restaurant to become a place for kelotok owned by the Banua Anyar community. In addition, culinary tourism also impacts riverside tourism, making tourists curious about Singga.

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