

FEASIBILITY STUDY ANALYSIS OF BUSINESS MINGGON TOURISM MARKET, JATINAN, BATANG DISTRICT

Ward Mahirdini ¹⁾, M. Taufiq Abadi MM ²⁾

1. UIN KH Abdurrahman Wahid Pekalongan
2. UIN KH Abdurrahman Wahid Pekalongan

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ABSTRACT

Culinary tourism is a form of tourism that focuses on food as an attraction for exploration and tourism purposes. "Minggong Jatinan" is one of the culinary tours in Batang Regency. The purpose of this study is to suggest a framework to be used as a business development strategy for culinary tourism using qualitative research methods (surveys and observations). SWOT analysis is used to identify strengths, weaknesses, opportunities and threats. The findings of this study are related to the "Minggong Jatinan" culinary tourism development strategy, including the importance of implementing the strategy itself, collaboration between stakeholders, promotion of culinary profiles and optimizing the potential of existing forest natural resources to maintain the uniqueness of "Minggong Jatinan" culinary tourism in Batang Regency. has a tradition called Minggong Jatinan which is one of the media for introducing traditional culture in Indonesia. Minggong Jatinan was carried out in the Rajawali City Forest which is next to the northern coast road. Minggong Jatinan has a great attraction for tourists from within and outside Batang. The strategy in the Minggong Jatinan Tradition can benefit many parties. Apart from increasing development through several community groups, this tradition also strengthens relations between communities in Batang Regency

Keywords: SWOT analysis, business feasibility aspects, marketing aspects

ABSTRAK

Wisata kuliner merupakan suatu bentuk wisata yang menitikberatkan pada makanan sebagai daya tarik untuk tujuan eksplorasi dan pariwisata. "Minggong Jatinan" merupakan salah satu wisata kuliner yang ada di Kabupaten Batang. Tujuan dari penelitian ini adalah untuk menyarankan suatu kerangka kerja yang dapat digunakan sebagai strategi pengembangan usaha wisata kuliner dengan menggunakan metode penelitian kualitatif (survei dan observasi). Analisis SWOT digunakan untuk mengidentifikasi kekuatan, kelemahan, peluang dan ancaman. Temuan penelitian ini terkait dengan strategi pengembangan wisata kuliner "Minggong Jatinan", antara lain pentingnya penerapan strategi itu sendiri, kolaborasi antar pemangku kepentingan, promosi profil kuliner dan optimalisasi potensi sumber daya alam hutan yang ada untuk menjaga keunikan" Wisata Kuliner Minggong Jatinan di Kabupaten Batang. memiliki tradisi bernama Minggong Jatinan yang merupakan salah satu media pengenalan budaya tradisional yang ada di Indonesia. Minggong Jatinan dilakukan di Hutan Kota Rajawali yang berada di sebelah jalan pantura. Minggong Jatinan mempunyai daya tarik yang besar bagi wisatawan dari dalam dan luar Batang. Strategi dalam Tradisi Minggong Jatinan ini dapat memberikan manfaat bagi banyak pihak. Selain untuk meningkatkan pembangunan melalui beberapa kelompok masyarakat, tradisi ini juga mempererat hubungan antar masyarakat di Kabupaten Batang

Kata Kunci: Analisis SWOT, aspek kelayakan usaha, aspek pemasaran

INTRODUCTION

The Jatinan Minggon Market emerged against the backdrop of increasingly dynamic developments that have made local culture now being pushed aside. One of them is traditional food. As a form of concern, the Batang Regency Government initiated an activity called "Minggon Jatinan Market" as a way to revitalize and improve the community's economy. Pasar Minggon Jatinan is a market that takes place every Sunday selling traditional food as an effort to revitalize local wisdom. Through this Jatinan Minggon Market, the priority indicators for the Batang Regency Government's activity agenda will indirectly be achieved. The Jatinan Minggon Market is gradually becoming a family tourist attraction every Sunday to fill the fatigue that comes on weekdays. Through the great potential of the region, especially in the field of culinary management, Pasar Minggon Jatinan was established as a forum for increasing the regional economy. With an environmentally friendly concept and a cultural approach, the Minggon Jatinan Market is now gaining popularity. Through buying and selling transactions at the Minggon Jatinan Market, this activity provides a lot of income. With these trade transactions, it is hoped that there will be new entrepreneurial growth rates. Pasar Minggon Jatinan is a unique market that combines culture and culinary. Kuslantasi Union as the Chairperson of the Batang Regency PKK explained that the Minggon Jatinan Market is a routine agenda as a form of the PKK program and a form of support for regional potential. In its realization, Pasar Minggon Jatinan has its own theme as a unique attraction, namely environmental and cultural friendliness. The PKK of Batang Regency was finally appointed as the executor of activities under the auspices of the Batang Regency Government. In practice, Pasar Minggon Jatinan is managed by an organization called Madrasah Bisnis

RESEARCH METHODS

The type of research used by researchers is surveys in a process known as field research used for this research. . Research known as "field research" makes direct observations to collect the data needed for the research planning stage . The next researcher conducted a survey, a survey is a type of qualitative research. The research location that the researchers chose was Minggon Jatinan in Batang Regency, Central Java Province. Because in this place researchers are interested in researching to see the economic potential with a unique concept supported by tourist destinations which are the hallmark of Batang Regency.

RESULTS AND DISCUSSION

Business development in the modern era has developed very quickly and is continuously undergoing transformation. Every business person in every industry must pay attention to any changes that may arise and prioritize the needs of their customers first (Rizqi & Masniadi, 2022). Every business must be able to understand how its customers behave because they are the main factor of success. As a result, only customer-focused businesses will be successful because they have developed values that are superior to their competitors. Therefore, knowing what influences consumer purchase intentions can help business owners create efficient marketing plans. Understanding consumer purchase intentions is critical because it allows businesses to better understand consumer behavior and modify marketing plans to better satisfy their needs and wants. Purchase intention, or a person's propensity to make a purchase, is influenced by a variety of elements, including product features, price, service level, promotions, recommendations of others, brand reputation, and so on. Purchase intentions can fluctuate in response to changing circumstances or other factors that influence purchase decisions (Wahyudi et al., 2020) .

Wanting, information seeking, evaluation of information sources, purchase selection, and post-purchase action. The

knowledge that buyers have as a result of a need represents their decision to buy a product. Consumers realize that the desired state and the actual situation are not the same. Consumers must be efficient in this situation to find a lot of information about the product they are interested in. Cultural, personal social, and physiological factors all have an impact on consumer buying behavior (Sri Ekowati, Meilaty Finthariasari, 2020) Choosing or determining a product to buy is an example of consumer behavior that is carried out to fulfill their needs and desires. In order for consumers to be interested in the things that are offered and to fulfill all their needs, companies must change and innovate more creatively (Lestaria, 2020) .

Indonesia itself is a country with various tribes, cultures, languages and also has various types of typical Indonesian cuisine which are the main attraction in an area in Indonesia. One of them is Indonesian culinary in the form of delicious and unique market snacks that are also characteristic of various regions in Indonesia. One of Indonesia's culinary cultures known as market snacks or traditional cakes is rich in creativity, and a distinctive symbol made from natural ingredients such as rice, cassava flour, glutinous rice and sweet potatoes. With these basic ingredients, various traditional foods can be made such as nagasari, apem, onde-onde, martabak, jenang, pancakes, lapis and others.

Indonesian people have long known traditional snacks or culinary from the archipelago which have been passed down from generation to generation until today. Traditional food is currently becoming less popular in Indonesia as a result of the rapid modernization of society and the influx of foreign cultures, which has led to the emergence of modern food that is more practical and fast. In addition, people's interest in traditional food, especially market snacks, is decreasing due to the incessant advertising and promotion of foreign food which is not matched by traditional food. Situations like this make MSMEs in the Batang area creative to

make Minggon Jatinan performances, which are tourist attractions with a natural concept that serve a variety of Indonesian specialties. Currently, the culinary tourism market with a natural concept is a tourism sector that is currently growing rapidly. Visiting a tourist destination to find or hunt for regional specialties is currently becoming a popular tourist trend.

In addition, the current world development is very fast in the global economy. In today's own marketing environment is characterized by very tight competition. The government and corporate sectors are being challenged by the emergence of advanced technology, which motivates them to master today's technology. In addition, regional MSME business actors must be able to adapt to consumers because in marketing consumers play an active role, meaning that consumers are responsible for making purchasing decisions.

Advertising is also very important for marketing communications which aim to spread knowledge, influence, persuade and expand the target market for business and its goods so that people want to accept, buy and show loyalty to the goods provided by the company. *Advertising* is also to increase sales and market share, increase brand preference in the target market, encourage repurchasing of the same brand, launch new items, and attract new customers, promotion is intended to increase consumer awareness of a product or brand (Muhtarom et al., 2022))

At present there is also a rise in the presence of modern products entering Indonesia, creating competition for traditional business actors to continue to maintain regional characteristics so that their sustainability is maintained. In the current era of globalization, various kinds of problems also arise and become the talk of all circles of society globally. This problem can be seen from the amount of news and information about environmental damage due to massive exploitation by irresponsible companies. What has happened as a result of companies

offering products that are not environmentally friendly in various regions, all of this can be seen from the problems that arise such as forest destruction, temperature changes, pollution and waste problems (Kamalina Din Jannah, 2019) . Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning Environmental Economic Instruments which encourages ministries/agencies/regional work units or agencies to use environmentally friendly products and services, is one of the government's efforts to support environmental saving programs. Economic instruments pay more attention to environmental issues and utilization of natural resources as a result of strict government restrictions and environmental laws, and these factors affect consumers who care about the environment (Dianti & Paramita, 2021) . In response to this situation, many entrepreneurs or MSMEs have developed products that are environmentally friendly, usually known as green products or *Green Products* (Kamalina Din Jannah, 2019) .

It has been proven that Green Products can reduce negative side effects, toxic compounds, health problems, promote recycling, and raise environmental friendly standards. So that many Muslim consumers are currently more interested in consuming types of products, especially natural and traditional foods, in addition to preserving the culture of the area itself as well as for the benefit of the people.

With the circumstances that cause the decision factors on buying interest, the researcher is interested in researching the factors considered by the buying interest of Muslim visitors at Minggon Jatinan Batang. This reminds us that in order to optimize the 2022 Visit to Batang as a return to nature tour, the Batang Government continues to optimize the Minggon Jatinan Market tourist object as a form of instruction in increasing halal tourism based on culinary tourism managed by entrepreneurs and SMEs in the Batang district. . Minggon Jatinan is a tourist attraction in the middle of the Rajawali urban

forest in Batang Regency which sells green food products consisting of various traditional and local food products typical of Batang Regency.

At Minggon Jatinan this is very unique because it serves food on banana leaves or teak leaves. The Minggon Jati Market does not only sell food, but there are 4 aspects that are the main attraction, namely the first is Dolanan Education Village. In this tourist spot, we can try some old school toys that may still be foreign to today's children, such as bakyak, cranks, engrang, gangsingan, rubber, gobak sodor mushrooms, and others. The second is folk entertainment. Every weekend, some forms of folk entertainment which are almost extinct, such as angkluk music and traditional dances, are performed here to entertain the visitors who come. The third aspect is that culinary at Minggon Jatinan is very unique because it serves food on banana leaves or teak leaves. The fourth aspect is Halal tourism, which has a prayer room, obeys sharia law, only serves halal food, and has a characteristic that payments must use kreweng as a means of buying and selling transactions which have previously been exchanged for Rp. 2000,-

MARKETING STRATEGY

A) SWOT analysis

SWOT analysis is an analysis of the internal and external conditions of an organization which will then be used as a basis for designing work strategies and programs. Internal analysis includes an assessment of strengths and weaknesses. Meanwhile, external analysis includes opportunities (Opportunity) and challenges (Threats). Based on the results of research in the field, the discussion regarding the SWOT of the culinary tourism object "Minggon Jatinan" will be discussed further in the form of a description.

1. The strength of the "Minggon Jatinan" culinary tour is the interesting branding of Minggon which means Sunday and

Jatinan which means teak forest. This tourist destination offers traditional Batang culinary specialties with more than 20 variants of food and drinks served on a bamboo bale or lincak in the cool atmosphere of an urban forest which is very strategically located on the Batang Pantura route. Sellers wearing regional clothing and buying and selling transactions using traditional coins or kreweng are a unique attraction for the public to visit these culinary attractions with food and drink prices that are still affordable. This "Mingguon Jatinan" culinary tourism activity involves MSME actors not only in the culinary sector but also typical Batang regional crafts which are managed professionally by the local event organization (EO) by adopting the concept of halal tourism. The existence of accompanying attractions at locations such as the angklung art is a strength in itself for this culinary tour.

2. Weaknesses The weakness of this "Mingguon Jatinan" culinary tourism destination is the absence of official parking fees, especially for four-wheeled vehicles which many visitors complain about and are concerned about affecting people's interest in visiting. In addition, the parking area available for car parking, although it is quite wide, is still in a lot of dust because the surface is dirt and uneven. The lack of public facilities such as toilets and proper seats for people to relax while enjoying Batang's culinary specialties is also a weakness for this tourist destination. Besides that, the lack of public awareness to help maintain the environment of tourist destinations is a separate homework for managers. So far, the involvement of MSMEs in selling activities at the "Mingguon Jatinan" location has only been limited to MSME

actors from Batang Regency. Finally, as is often the case in other regions or regions, the Government's budget support for the tourism sector is relatively limited compared to other sectors such as industry, trade, agriculture, fisheries/marine affairs.

3. opportunity, tourism has now become a necessity of life, the number of tourists is increasing, both natural tourism, culinary tourism, shopping and religious tourism. The position of the city of Batang, which is located on the north coast between Semarang and Pekalongan, has the opportunity to attract tourists from the west and east. The synergy of all stakeholders to realize the Visit Batang 2022 Program and "Heaven of Asia" which is being promoted by the Batang Regency Government makes opportunities for culinary tourism destinations "Mingguon Jatinan" especially support from the Regional Government as the second activity priority, namely increasing tourism potential and Government support Central, in this case the Ministry of Tourism, so that the regions develop tourist destinations based on regional potential. The influence of IT advancements provides opportunities for culinary tourism destinations "Mingguon Jatinan" to develop "instagramable" tourist destinations, especially for the share of young people as promotions on social media.
4. threats in addition to the development of tourism objects in other areas. Because the "Mingguon Jatinan" culinary tourism location is right on the edge of the pantura route which is frequented by motorized vehicles, many visitors are worried that dust and smoke from the surrounding environment can interfere

with food hygiene. The possibility of losing cutlery because a visitor does not return it to its original place is also a serious threat. For this tourist destination are natural events that occur and cannot be prevented such as the rainy season which makes tourist sites slippery and muddy, environmental damage can also occur due to the development of tourist objects that do not pay attention to environmental conditions.

B. Priority Development Strategy

Based on the results of the SWOT analysis above, the operational strategy for the development of the "Minggong Jatinan" culinary tour in Batang Regency can be carried out with the following steps:

- a. Coordinate well with all stakeholders (Government, MSMEs, and also the community) in managing "Minggong Jatinan" culinary tourism activities
- b. Continuously provide assistance to MSMEs involved in order to maintain the quality of the products sold
- c. Build and add public facilities and infrastructure such as toilets, prayer rooms, seats and parking lots
- d. Prepare a strategy to deal with changes in weather such as the rainy season
- e. Further develop tourist companion attractions
- f. Organizing entertainment events at the "Minggong Jatinan" culinary tourism location to attract visitors as a direct promotional medium
- g. Collaborating with travel agents and the community to participate in promoting tourist destinations in Batang Regency
- h. Open investment opportunities with third parties

i. Conduct empowerment, counseling to raise awareness of the surrounding community about the importance of a tourism-aware society

j. Optimizing the natural potential of teak forests to maintain the uniqueness of the "Minggong Jatinan" culinary tourism object

k. Supervise and maintain existing facilities at tourist sites (Prasetiani & Sutrisno, 2019)

HUMAN RESOURCES ASPECT

The aspect of human resources in managing the tourism market has a crucial role in ensuring a good tourist experience and the sustainability of the tourism industry. The following are some of the main aspects that need to be considered in human resource management (HR) in managing the tourism market:

1. Training and Development: Employees working in the tourism market must be equipped with in-depth knowledge of tourist attractions, local culture and customer service. Tourism market management companies need to provide structured training programs to improve employee skills and knowledge, both in terms of customer service, communication, understanding of culture, safety, and other relevant aspects.
2. Recruitment and Selection: The process of recruiting and selecting employees in the tourism industry must be carried out with care to ensure that employees have the relevant skills, required languages, and have a friendly attitude and are responsive to the needs of tourists. Good interpersonal skills and the ability to adapt to various situations also need to be considered in selecting employees.

3. Compensation and Benefits: Providing fair and competitive compensation is an important factor in motivating employees in the tourism market. Tourism market management companies should provide industry-standard compensation packages, including competitive salaries, medical benefits, performance incentives, and possibly additional bonuses or incentives based on individual or team achievement.
4. Performance Management: Performance management in the tourism industry is important to ensure consistent service quality. Tourism market management companies need to have a clear performance evaluation system, with objective measurements and regular feedback to employees. This can help identify employee strengths and weaknesses, provide additional training if needed, and recognize individual contributions in achieving company goals.
5. Safety and Security: Safety and security is a top priority in the management of the tourism market. Companies must ensure that employees are provided with adequate training in handling emergency situations, firefighting, evacuation and other security measures. Oversight and enforcement of strict safety and security standards must be implemented to protect tourists, employees and company assets.
6. Employee Engagement: Building strong employee engagement is very important in the tourism industry. Tourism market management companies must create an inclusive work culture and provide opportunities for employees to provide input and participate in decision making. Hold a meeting

CONCLUSION

Research on the formulation of a culinary tourism development strategy "Mingguon Jatinan" is limited to using survey and observation methods. In the future, further research is needed regarding consumer or visitor preferences for this tourist destination with a questionnaire. This "Mingguon Jatinan" culinary tourism activity involves many MSMEs, so research and follow-up is needed in the form of community service in providing a training model for the development and management of business management for MSMEs

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