

Enhance Economic Village into a Digital Platform Tourism Industry: Case Study in Makasar Indonesia



Ni Wayan Sri Aryani¹, Sherlinda Octa Yuniarsa²

¹Faculty of Engineering, University of Udayana, Bali Province

²Faculty of Economic and Business, University of Brawijaya

ABSTRACT: Indonesia has a high level of community productivity. Where, in some corners of the rural areas still have little knowledge about the introduction of industrial digital products which in fact currently has become a necessity to always work. As people who work in rural areas, there is a gap that is less than the maximum, making sensitivity to economic progress stagnant. It is known when conducting a survey of several rural residents, that they are eager to move more actively in the diversity of business results that are produced directly by micro businesses and of course there is help from social entrepreneurs who are competent in their fields.

The methodology used conceptual method, in which several social entrepreneurs can provide assistance to some business people in a sensitive movement in the field of technology. This is influenced by several supporting factors such as, knowledge, experience, and expertise possessed by local residents through the economy.

As the digital economy continues, it was expected to be able to sustain the local community, and to be more active and creative in developing micro businesses through the digital economic tourism industry. Where, output of the experiment is able to invite all young people, both social entrepreneurs and local communities to introduce rural areas, such as studying the environment by social media to support their product. Some of these concepts and applications, it can invite local residents, the general public, local government as well as the central government, and stakeholders to be able to work together maximally, well structured, and balanced through adequate human resource needs with a youthful social community. It is hoped that this experiment can be immediately applied in increasing economic income in Indonesia.

KEYWORDS: social entrepreneur, economic industry, productivity

INTRODUCTION

Samalona is a small island that located in Makassar, South Sulawesi province. A distance is about seven kilometers from the city of Makassar. Samalona Island has a beach with white sand and the sea water that is pure blue. In this island, there are many coconut trees that give dramatic nuance over the beauty. Samalona Island is also famous for the beauty of the underwater. Those who visit this island can do swimming and diving, while seeing the beautiful coral reefs with colorful sea fishes. In addition, the island is also keeps some mysteries about the sinking of ship relics from World War 2. There are at least seven ships were sunk in the area of the island. Among them is the Maru ship (a Japanese warships that were sunk at a depth of 30 meters), Lancaster Bomber Ship, Hakko Maru Cargo Ship made in the Netherlands and several other vessels. Currently, these vessels have been transformed into a reef and become a home to hundreds of marine life. The tourists are usually come to the island to swim amongst the wrecking ships.

In the area of this island there are several food stalls that offer a wide variety of seafood, it taste fresh and delicious to be enjoyed with family or friends. Mushala and public toilets are also available here. Besides, the diving equipment and rental services for snorkeling is also available.

Currently Samalona Island is not very well known by the surrounding community, especially local and international tourists, so the island is quite quiet. Residents' activities only offer snorkeling equipment rentals, selling drinks, food, to renting out bathrooms. This is a portrait of the life of the surrounding community that there should be a structured discussion from the central and regional governments to raise the tourism potential and businesses of the citizens of the island of Samalona. In this case, local residents can be taught in the processing of marine fish with innovation and sell to visitors or in the long run can sell online. The

Enhance Economic Village into a Digital Platform Tourism Industry: Case Study in Makasar Indonesia

role of the government must help in alleviating the burden on local communities, because the source of life for coastal areas is through fish catches. There are other problems that make it quiet as possible because the price of boat rental, snorkeling equipment rental, and facilities on the island are quite expensive.

As with many other local areas in Samalona Island about economic policy throughout most of the world has undergone a radical reorientation in recent years. The government role has shifted from one of direct intervention in the form of subsidies and protect for local industry from competition, to one of focus upon an external business environment and the conditions that influence it was competitive. During 1980s, industry has a progressively for more global in its outlook. As such, it was investment decisions were increasingly for being determined by external environment factors, such as comparative labour costs in different countries and countries transport, then communication link. For old style industry policy, which is focus on the national economy in isolation and on distinct sectors within it, has become increasingly less effective and relevant to meet for the need of national economies operating in an open trading environment, where business investment and strategy are assessed in global terms.

For new approach to local industrial policy, being widely adopted by many advanced countries, to focus on improve those factors which shape a nations competitive. Eventually, this can involve shifting away from particularly entrepreneur sector and to target what are referred and to as framework condition for local economic industry. Such condition have been the subject of a series of recent reviews by OECD, which found that the following initiatives are form the basis of a new industry competitive policy. The promotion of investment in physical and human capital that human capital in particular and an existence for a sound skills base that there are seen as crucial and attract global business and ensure for long-run economic growth. A reduction in non-wage employment costs, such as employment social security and pension contributions. Many government see these costs as too high and as a severe limitation on competitive and local employment creation.

So, many promotion about innovation can encourage for greater levels of resource and development. In this case, support for small and medium size enterprise (SMEs) have received by particular attention due to their crucial role in enhance unique innovation, create employment, and contribution to skills development, especially in high technology local areas. For the improvement for infrastructure, this can include both of physical local transport, such as roads, ports, fish auction, fabrics for a new product and processed by fish, handicrafts from local workers, and information highway. Many protection for local people of intellectual property by more effective and of patent, then copyright for other small island around Morotai Island. By reinforcing the law in these areas, it was hope to encourage firms and to develop for new product, then commit from themselves to economic research.

The aim for this research is to create partnerships between local governments and businesses to share responsibility in developing clusters such as entrepreneurs in fish processing and marketing. Its activities include dissemination to potential stakeholders about proposals for cluster plans and form a partnership forum for stakeholders for selected clusters.

THEORITICAL

Social entrepreneurship

Social entrepreneurship holds the mission of the firm as its ultimate purpose. Creating wealth is necessary for social entrepreneurs if they are to survive and thrive but wealth is more of a means to an end that benefits society. The Benefit Corporation is a new corporate form that makes it possible for social entrepreneurs and other like-minded business people to promote the social good as well as wealth creation. Sustainability reports, otherwise known as social responsibility reports, measure how well the firm achieves the triple bottom line of planet, people, and profit. Integrating reporting is becoming increasingly prevalent as firms try to pull and reporting together into a comprehensive format.

Teams Characteristics and Satisfaction

A significant characteristics that distinguishes highly creative local people for those are less creative lies in the way about human resource management. Highly creative will showed that a respect for individualism and value diverse opinions, then local governments. Eventually, they have value consensus, but not at an expense of deadening diversity in their employees thinking, behavior, or actions. They can control about initiative for new product such fish, drink from coconut fruit, and rent for boat that can increase for wage. Hence, they provide individual considerable scope to define and execute their job tasks. This helps satisfy the individual's need to influence over how they go about achieving for their task and provides scope for individual to derive self satisfaction through achievement and recognition inside entrepreneurship, then make a good decision together to respect an economic growth.

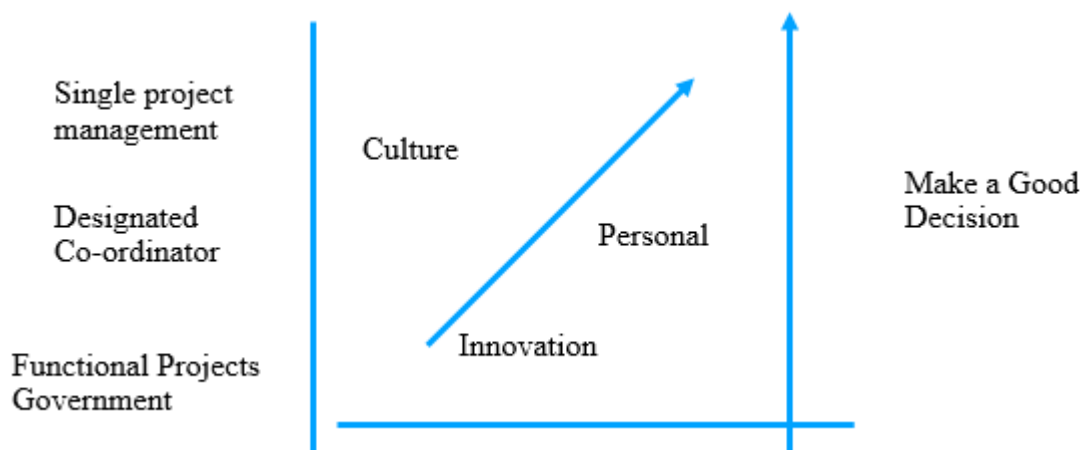


Figure 1. Coordination and Communication

Corporate Public Policy

Corporate public policy is a firm’s posture or stance regarding the public, social, or ethical aspects of stakeholders and corporate functioning. It was a part of strategic management, particularly enterprise-level strategy. Enterprise-level strategy is the broadest, over arching level of strategy, and it was focus on the role of the organization in society. A major aspect of enterprise-level strategy is the integration of important core values into company strategy. The other strategy levels are include the corporate, business, and functional levels. The strategic management process entails six stages, and a concern for social, ethical, and public issues may be seen at each stage. In the control stage, the social audit, social performance, sustainability report is crucial.

Public Affairs

Public affairs can be described as the management function that is responsible for monitoring and interpreting a corporation’s noncommercial environment and managing it was response to that environment. Public affairs is intimately linked to corporate public policy, environmental analysis, issues management, and crisis management. The major functions of public affairs departments today can include government relationship, political action, community involvement or responsibility, issues management, global public affairs, and corporate philanthropy. Public affairs executives are positioned to increase their future status and influence as they embark on such challenges as help and create values-based enterprises, exerting themselves as through leaders in their companies, and help seek alternatives arenas of resolution as they broaden issues to embrace global considerations. Some companies do not use public affairs departments, but choose to organize these activities into different departments such as sustainability, corporate social responsibility, and ethics offices.

METHODOLOGY

This research used a qualitative method with case study approach, and conceptual method. A substantial substances contained that can be explored in depth (Yin, 2009). In this research, it was to explore how many local communities in Samalona Island can sets a goals and drives for achievement ideas and innovation to an organization. An extent to discuss for critical informations are identified, collected, communication, and creativity. For other case, the important place for generate and evaluation for the next ideas of product, then a way about individualism and involvement is nurtured as part of a human relations and drives for motivation between personal and teams in the Samalona Island areas.

CONCLUSION

This research have a new initiative that they are to be truly effective and likely to require coordination and integration. Since, they are represent a radical departure from established by local industry policy. As a consequence for a new department of competitive that may not be out of the question as industry policy enters for the new millennium. Supporters of the free market claim that interventionist local industry government policy is based on a false analysis. Local peoples in Samalona Island suggest that industry for poor investment performance and due to market rigidities, such as managerial inertia and union restrictive practices with entrepreneur in Indonesia or in the world. Local government intervention to support local industry weakens market forces and in the long run can reduce, not increase, then industrial efficiency of local product. So, government is to help for local industry, it was best to reduce for a tax burden on industry. It was also best to resist the introduction for minimum wage rates and to reduce the power of labour through trade union reform. Finally, it was better to open market such as local and International by digital

Enhance Economic Village into a Digital Platform Tourism Industry: Case Study in Makasar Indonesia

marketing, then open competition about local product that no trade barrier and no restrictions on international capital movements.

One solution to market failure, advocated by some on the political left, which is nationalization for local areas in west Indonesia. If local industries are not being run in the public and digital economic platform industry interest by the private sector, then bring into public ownership. This way discussed about argument goes to the International market for many correction from government. Problems of monopoly power, externalities, inequality, and others. It can be dealt with directly if local industry is run with the public interest, rather than private gain. For other hand, a failure for local market is best deals with encourage for more competition and for the general can improve to Morotai Islands market. Public ownership really far from serving to the public interest, actually creates more problems and together to solve it such millennial or young generation about learn and to take advantage of the social media. National industries are bureaucratic, inefficient, and unresponsive to customer or tourist wishes and often a burden on the taxpayer.

Any policy can provide the complete good solution about unique product that certain or mixes for government policy which is better suited by some situation or coordination with local peoples. It was important for local governments to learn from many experience both within for their own country and in others island, in order to find the maximum solution to each specific problem and can increase economic growth in Morotai Islands.

SUGGESTION

Market-orientated solutions

Supporters of market-based solutions argued that firms are the best judges of where they should locate. Government intervention would impede efficient decision taking by firms. It was better that they argued to remove impediments to the market achieving regional and local balance for example, they favor either or both of the following.

Reducing unemployment benefits

Generally, a reduction in unemployment benefits and other welfare payments would encourage the unemployment in the local areas of high unemployment to migrate and to the more prosperous local areas, or enable firms to offer lower wages in the local areas for high unemployment. In this case, some policy can attempt initially to widen the economic that divided between workers in the different local areas and in order to encourage capital, then labour to move in others. Such as many policy would hardly be welcomed by workers in the poorer local areas.

A site of government offices in the depressed by regions

The government could be change or move for some of it was own departments out of the capital and locate in local areas for high unemployment. It really important to distinguish many policy the merely seek to modify a local market by altering market signals from policies that replace a market for local communities. Regulation replaces a market and unless very carefully devised and monitored that it may lead to ill-thought-out decisions being made. Subsidies and taxes merely can modify to the local market, leave it to individual firms and to make for their good and final location for tourist decision.

REFERENCES

- 1) Booth, Anne, 2001, *Pembangunan: Keberhasilan dan Kekurangan*, dalam Donald K. Indonesia Beyond Soeharto: Negara, Ekonomi, Masyarakat, Transisi (terjemahan). The Asia Foundation. Jakarta, PT. Gramedia.
- 2) Briassoulis, H. (1992). 'Environmental impacts of tourism: a framework for analysis and evaluation', in H. Briassoulis and J. van der Straaten (eds) *Tourism and the Environment*, London: Kluwer Academic.
- 3) Chaffey, Dave and Ellis-Chadwick, Fiona. (2012). *Digital Marketing Strategy, Implementation, and Practice*. Pearson: Sixth Edition.
- 4) Forsyth, T. (1996). *Sustainable Tourism: Moving From Theory to Practice*, London: Tourism Concern.
- 5) Guy, Chao and Bielefeld, Wolfgang. (2014). *Social Entrepreneurship An Evidence-Based Approach to Creating Social Value*. Jossey-Bass. A Willey Brand.
- 6) Harvie, Charles. , 2001, *Sustaining Bussiness Growt and Development After The Asian-Crisis*, Australia, Wollongong University NSW.
- 7) Mannor, James. 1999, *The Political Economy of Democratic Decentralization*. Washintton, DC, The Word Bank.
- 8) Miller, G. (2001). 'The development of indicators for sustainable tourism: results of a Delphi survey of tourism researchers', *Tourism Management*, 22: 351-62.
- 9) Mowforth, M. and Munt, I. (2003). *Tourism and sustainability: Development and new tourism in the third world*, London: Routledge, 2nd edn.

Enhance Economic Village into a Digital Platform Tourism Industry: Case Study in Makasar Indonesia

- 10) Mubyarto, 2000, *Membangun Sistem Ekonomi*, Yogyakarta, Penerbit BPFE.
- 11) Nasution, Muslimin, 1995, *Keterkaitan Industri Besar, Menengah dan Kecil*, Jakarta, AFKAR- Jurnal Tiga Bulanan Cides, Vol. III No.1 Januari – Maret.
- 12) Sharply, R. and Telfer, P. (eds) (2002). *Tourism and Development: Concepts and Issues*, New York: Channel View Books.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.