



Identification of Tourism-Based MSME Marketing Management Strategies

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ABSTRACT

Sugihwaras Village is a village located in Ngancar District, Kediri Regency. The Sugihwaras Village area includes plantation areas, forestry areas and the Mount Kelud Tourism Area, which means that some economic activities take place in the agricultural and tourism sectors. A well-known agricultural commodity is pineapple with a typical mainstay product, namely "kelud "Madu" pineapple". The superiority of commodities and the implementation of tourism activities in the Mount Kelud Tourism Area has created new job opportunities, namely Kelud "Madu" Pineapple Traders. In practice, Kelud "Madu" pineapple traders are part of Micro, Small and Medium Enterprises (MSMEs) and as an aspect of Tourism Amenities to support tourism activities in the Mount Kelud Tourism Area. The Kediri Regency Government also supports the potential of "Madu" pineapple in Sugihwaras Village by holding a Pineapple Festival to develop and commercialize the potential of kelud "Madu" pineapple. However, the government's objectives are still not in line with the conditions of MSMEs selling kelud "Madu" pineapples. Therefore, this research seeks to examine marketing management by Kelud "Madu" pineapple traders as supporters of the Mount Kelud Tourism Area. This research uses a qualitative method with an exploratory descriptive approach. Data collection techniques use interviews, observation and documentation. Data analysis consists of data collection, data condensation, data presentation, and drawing conclusions. The research results show that marketing by kelud "Madu" pineapple traders is considered to be quite good in terms of potential, personal, operational, relationship and interaction management. The obstacles encountered by kelud "Madu" pineapple traders are related to the provision of facilities, high purchasing prices, and declining sales. Efforts made by the government include organizing festivals and community training, but there is a need for capital assistance for traders.

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Introduction

Tourism is temporary travel from one place to another carried out alone or in groups with the aim of satisfying curiosity and providing entertainment and education (Wirawan & Octaviany, 2022). Tourism is not only recreational and educational, but has also become the

largest industry with consistent development. The consistent development of tourism has great potential to encourage and accelerate economic growth while increasing national income. This is in line with the function and aim of tourism activities to improve and at the same time to increase the welfare and prosperity of the people in accordance with Law Number 10 of 2009 Article 3.

East Java is one of the provinces in Indonesia which has a variety of tourism potential and is divided into several cities and districts. One area in East Java Province that has quite large local tourism potential is Kediri Regency. Mountains, vast forests and plantations are one of the amazing natural attractions of Kediri Regency. Mount Kelud, located in Ngancar District, is one of the most popular natural tourist attractions.

Mount Kelud is one of the natural advantages in Kediri Regency and is one of the active volcanoes which last erupted in February 2014. Mount Kelud has objects and attractions in the form of natural beauty in the form of craters, cliffs and expanses of lush and beautiful forest around it (Yusuf, 2021). This beauty is balanced by the management of tourist attractions by the Kediri Regency tourism office. Mount Kelud has good tourist infrastructure facilities such as accessibility which can make it easier for visitors to get to the crater tourist attraction. This is the reason why Mount Kelud tourism is one of the natural tourist attractions sought after by tourists compared to other natural tourist attractions in Kediri Regency.

The large number of visitors who come to the Mount Kelud Tourism Area has had a positive impact on the social, environmental and economic development of the surrounding area. This condition is in line with the district's tourism development objectives as regulated in the Kediri Regency PERDA Number 2 of 2020, concerning developing the tourism sector which is able to improve the local economy and community. The way to develop an effective community economy is by growing and managing the Micro, Small and Medium Enterprises (MSME) sector.

People who live near the Mount Kelud area, especially the Ngancar District area, have "Madu" pineapple producing commodities. The "Madu" pineapple commodity in Ngancar District is a typical commodity and the only one in East Java. The Kediri Regency Government is trying to expand and introduce the original "Madu" pineapple commodity from Mount Kelud as an icon of tourism and agriculture native to Ngancar District, which has become widely known as "Kelud "Madu" Pineapple" (Anugrah, 2018).

The Kediri Regency government's efforts to optimize the potential of "Madu" pineapples in Kediri Regency can also be seen from the holding of the Pineapple Festival or pineapple festival which was held on May 7 2023. Holding this festival is the aim of the Kediri Regency government to develop and optimize the potential of kelud "Madu" pineapples.

The Kediri Regency Government is also making efforts to increase the development of commercialization of Kelud "Madu" Pineapple products as competitive local regional products. The Kediri Regency Government's efforts are listed in the RPJMD (Regional Medium Term Development Plan) for Kediri Regency 2021-2025, namely the mission to develop superior agricultural commodities and develop local resources, this of course has a good impact on developing the potential of kelud "Madu" pineapples.

The potential for natural resources in the form of "Madu" pineapple in Ngancar sub-district is very abundant, but this is not balanced with its management. There are problems that arise regarding the Kelud "Madu" Pineapple Trader MSMEs. Various problems experienced by traders such as low pineapple sales due to a decrease in consumers due to the lack of tourists visiting, lack of adequate trader facilities. This condition is inversely proportional to the plan to industrialize "Madu" pineapple by the Kediri Regency government. There needs to be maximum management and empowerment of "Madu" pineapple traders from the Kediri Regency government to support the tourism potential contained in the Mount Kelud Tourism Area.

Theoretical review

Tourist

Tourism is a movement or rotation from one particular place and returning to its original place (Wirawan & Octaviani, 2022). Tourism is an activity and process of spending time, traveling in an effort to travel, recreation, relaxation and pleasure while taking advantage of the availability of commercial facilities (Eddyono, 2020). Tourism is characterized as activities related to leisure travel in the Big Indonesian Dictionary.

Article 1 Tourism Law no. 10 of 2009, states the definition of "tourism" as follows: "Travel activities carried out by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited for a temporary period of time." The implementation of tourism activities is supported by the availability of various facilities and services which then become the responsibility of the community, tourism entrepreneurs and the government.

Tourism Amenities

Amenities are various facilities that are available and provided by a tourist attraction and have the function of meeting the needs of tourists who come to the tourist attraction (Rossadi and Widayati, 2018). Amenities can take the form of accommodation facilities, hotels, shopping places and other facilities supporting tourism activities. According to research by Yuliardi et al., (2018), amenities in the tourism industry are divided into two types

- a. Basic amenities for general tourist needs at tourist attractions include accommodation, food provision, places for entertainment and relaxation and also basic infrastructure supporting tourist attractions.
- b. Special amenities according to the potential, characteristics of the tourist attraction and the resources available at the tourist attraction. These special amenities can be in the form of regional characteristics, local potential, and the natural characteristics of tourism objects.

Micro, Small and Medium Enterprises (MSMEs)

Small, Micro and Medium Enterprises (MSMEs) are trading companies founded by people who concentrate on profitable economic businesses with various micro, small and medium needs. Article 1 Law no. 20 of 2008 states that MSMEs are defined in three categories based on the relevant requirements listed in Article 6 of Law no. 20 of 2008, namely micro, small and medium enterprises are the three categories.

Micro Business as stated in the Law, "Is a productive business owned by a person or individual that has a net worth of no more than IDR 50,000,000 (fifty million rupiah) and has annual net sales of a maximum of IDR 30,000. 000 (thirty million rupiah) this does not include assets such as land and buildings."

Second, the Small Business Requirements are outlined in the Law which reads, "Having assets of more than IDR 50,000,000 (fifty million rupiah) up to a maximum limit of IDR 500,000,000 (five hundred million rupiah) excluding land and buildings". The criteria for small businesses stated in the law are "having annual sales of more than IDR 300,000,000 (three hundred million) to a maximum of IDR 2,500,000,000 (two billion five hundred million rupiah)".

Lastly, medium-sized businesses have criteria stated in the law, namely, "Having net assets of more than IDR 500,000,000 (five hundred million) to IDR 10,000,000,000 (ten billion rupiah) excluding land and private buildings." Meanwhile, the criteria for annual sales results are more than IDR 2,500,000,000 (two billion five hundred million) and a maximum of IDR 50,000,000,000 (fifty billion rupiah).

Research Methods

The type of research used by researchers in conducting research related to MSME marketing identification research carried out by Kelud "Madu" pineapple traders is descriptive research with qualitative methods. Qualitative method research is a research process based on perceptions of a phenomenon with a data approach that produces descriptive analysis in the form of verbal sentences from a research object (Sahir, 2021). The reason the researcher used a qualitative descriptive research method was that the researcher wanted to examine more deeply the marketing efforts of kelud "Madu" pineapple traders by conducting direct observations and interviews. Apart from that, qualitative descriptive research was able to dig deeper into the conditions, phenomena and obstacles that emerged from Kelud "Madu" pineapple traders during the research in depth.

The location of this research is in Sugihwaras Village, Ngancar District, Kediri Regency. Sugihwaras Village is the central area for selling "Madu" pineapples in the Mount Kelud Tourism Area. This is shown by the large number of "Madu" pineapple traders selling there because this area is the access to Mount Kelud Tourism. For this reason, it is hoped that researchers will be able to take research data and explore the phenomena that occur to the maximum. This research produces two data sources that are used in exploring and obtaining data, namely primary data sources and secondary data sources. Meanwhile, the data collection techniques used in research are observation, interviews and documentation. The data analysis technique uses analysis from Miles Huberman and Saldana (2014) which goes through 4 stages in the data management process, namely: 1) Data collection; 2) Data condensation; 3) Presentation of data; and 4) Drawing conclusions.

Discussion

Kelud "Madu" Pineapple Traders as MSMEs and Tourism Amenities.

The economic activities of kelud "Madu" pineapple traders in Sugihwaras Village are a form of MSMEs, this is shown by the characteristics of kelud "Madu" pineapple traders who are managed independently by individuals and the community. MSMEs selling kelud "Madu" pineapples have been proven to have a role in improving the economy of the community in Sugihwaras Village. Reviewed based on the MSME criteria in Law Number 20 of 2008, Kelud "Madu" pineapple traders are included in the micro business class. This classification of micro businesses is considered because Kelud "Madu" pineapple traders have small operations. Kelud "Madu" pineapple traders are also not subsidiaries of companies or branches of large businesses.

Kelud "Madu" pineapple traders are one of the components of tourism, namely amenities. As a tourism amenity, Kelud "Madu" pineapple traders play a role in supporting tourism activities in the Mount Kelud area in terms of fulfilling tourist needs through aspects of amenities or facilities. According to the theory put forward by Rossadi and Widayanti (2018), amenities are part of tourism which has the function of meeting the needs of tourists who come to tourist destinations. Tourists show interest in buying kelud "Madu" pineapple products after visiting the Mount Kelud Tourism Area, this is related to kelud "Madu" pineapple products which are rarely found in other areas. Most tourists buy "Madu" pineapple as a souvenir, or want to taste the taste of kelud "Madu" pineapple.

Kelud "Madu" pineapple traders in Sugihwaras Village and the Mount Kelud Tourism Area are included in the special amenities, because they are unique in terms of the "Madu" pineapple product itself, apart from that, Kelud "Madu" pineapple is a local product that can only be obtained in the Mount Kelud area. Based on theory according to Yuliardi et al., (2018), the amenity components in tourism are divided into two types, basic amenities and special amenities. Basic amenities are basic facilities to support tourists' needs, such as toilets, places

to relax, and others. Special amenities are supporting facilities that are unique to a tourist attraction, referring to local potential, resources and the characteristics of a particular tourist attraction.

As a micro-enterprise and an amenity component, it can be assessed that Kelud "Madu" pineapple tourism traders have a good role and contribution to supporting tourism activities in the Mount Kelud Tourism Area. This condition is in line with the opinion of research by Rossalina and Wahyudin (2021), where MSMEs have good performance to support tourism activities and support the regional economy.

MSME Marketing Conditions by Kelud "Madu" Pineapple Traders

According to a research study by Sianggaran (2020), there are important aspects that need to be known in business management, namely aspects of product potential, personal, operational, and external interactions or relationships. The condition of MSME marketing management by kelud "Madu" pineapple traders can be seen and reviewed based on these aspects.

a. Product Potential Aspects

Judging from the aspect of product potential, kelud "Madu" pineapple has advantages in terms of abundant product quantity. The abundance of pineapple products is caused by geographical factors, namely the soil conditions are fertile and suitable for cultivating "Madu" pineapples. Another factor that causes Kelud "Madu" pineapples to become a typical tourist product is only cultivated in the Mount Kelud area. The potential condition of kelud "Madu" pineapple as a tourism product is in line with the theory put forward by Gamal Suwantoro in research by (Kiswantoro, 2020), tourism products are typical products at tourist attractions and show the uniqueness of the areas visited. The potential of Kelud "Madu" pineapple has a large role as a superior commodity product to support economic and tourism activities in the Mount Kelud Tourism Area.

b. Personal Aspect

Judging from the personal aspect, kelud "Madu" pineapple traders are considered capable of reading the opportunities and advantages of their commodities and exploiting their potential to support the economy. The people of Sugihwaras Village are making adjustments to meet economic needs by adapting as traders of kelud "Madu" pineapples around the Mount Kelud Tourism Area. Another driving factor is demonstrated by the potential for kelud "Madu" pineapples and active tourism activities in the Mount Kelud Tourism Area directly. A strong personal aspect is also assessed through the sustainability of traders who are able to continue running their business. The existence of strong beliefs and the need to support the economy means that Kelud "Madu" pineapple traders can survive for a long time.

c. Operational Aspects

According to theory from Aditama (2020), operational aspects can show how good the condition of business management is. To find out the management conditions of Kelud "Madu" pineapple traders, it can be reviewed through factors found in operational aspects such as product condition, product distribution, product availability, sales, location and service.

Judging from the condition of the product, traders of kelud "Madu" pineapple are generally able to manage their main product optimally, namely kelud "Madu" pineapple. This condition is demonstrated by the existence of variants of pineapple products sold by traders, apart from that there is also a grouping of kelud "Madu" pineapples based on price and size. In general, "Madu" pineapple traders can be considered to have utilized their products efficiently, with the aim of meeting needs and making it easier for consumers to compare the products they want to buy.

Judging from the types of distribution channels, kelud "Madu" pineapple traders generally get their products from collectors and sell them to consumers, both tourists and those outside

the city, so it can be said to show an indirect distribution pattern. Another finding shows that there are "Madu" pineapple traders who are also "Madu" pineapple farmers, which shows that there is a direct distribution pattern. The differences in product distribution patterns are based on the abilities and personal conditions of kelud "Madu" pineapple traders, this is demonstrated by several kelud "Madu" pineapple traders who are also farmers and collectors of pineapple products.

The abundant and unlimited availability of "Madu" pineapple products is one of the advantages, this is because "Madu" pineapple products do not experience product scarcity and are available all year round. This condition is due to the existence of a good strategy for managing the planting period and harvest period among kelud "Madu" pineapple farmers. The existence of a strategy for managing the planting and harvest periods between farmers means that kelud "Madu" pineapples can be harvested throughout the year and sustainably.

Judging from location factors, the strategic location according to the distribution of traders is on Jalan Wates-Ngancar and the Kelud crater parking area. The assessment of the two locations is based on environmental conditions and the perspective of tourist visits. The strategic location of kelud "Madu" pineapple traders on Jalan Wates-Ngancar is based on the perspective of tourist visits here, where this location is at the initial entrance to Sugihwaras Village so it is the first known to tourists. Meanwhile, the parking area is based on ease of access and environmental conditions in the tourist stopping area towards the crater of Mount Kelud.

Judging from sales conditions, Kelud "Madu" pineapple traders are considered capable of managing sales of Kelud "Madu" pineapples well, this can be seen from the traders' strategies in managing sales on weekdays and holidays. It can be seen that the sales conditions of traders are greatly influenced by tourists who visit, this can be seen from the differences in visits on weekdays, holidays and events. This condition is in line with the strategy they use in managing sales on that day.

Judging from the service factor, the "Madu" pineapple sword has quite good service quality. According to Tjiptono's theory in research by Abi (2020), service is an action to provide satisfaction to customers, both tangible and intangible. From this theory it can be seen that "Madu" pineapple traders have implemented both forms of service. Tangible services can be seen in the presence of price boards as a form of price transparency for consumers and the cleanliness of "Madu" pineapple traders' stalls. The form of intangible services (intangibles) can be seen from the attitude of traders in serving consumers, giving discounts, and testing products to consumers.

Table 1. Operational Aspects of Kelud "Madu" Pineapple Traders and Information

<i>Operational Aspects of Kelud "Madu" Pineapple Traders</i>	<i>Information</i>
Product	1. Product variants are available to support the main product kelud "Madu" pineapple. 1. There are product groupings based on price and size to make it easier for consumers.
Distribution	1. There are different distribution patterns, namely direct distribution and indirect distribution. 2. Able to manage product distribution efficiently.
Product availability	1. Has abundant product availability. 2. There is no phenomenon of scarcity of kelud "Madu" pineapples. 3. There is a strategy for managing the planting period by Kelud "Madu" pineapple farmers.
Location	1. There is a perception of assessment of the strategic location of each Kelud "Madu" pineapple trader. 2. The condition of the locations of "Madu" pineapple traders which are still widespread.

Continued Table 1. Operational Aspects of Kelud "Madu" Pineapple Traders and Information

<i>Operational Aspects of Kelud "Madu" Pineapple Traders</i>	<i>Information</i>
Sale	<ol style="list-style-type: none"> 1. Product sales are greatly influenced by the number of tourists visiting 2. There is a sales strategy on certain days such as holidays, weekdays, and during events.
Service	<ol style="list-style-type: none"> 1. There are forms of tangible services such as cleanliness of stalls, price openness to consumers 2. There are forms of intangible services such as product testers, traders' attitude in serving, giving discounts for certain purchase amounts.

d. Relationships and Interactions

Kelud "Madu" pineapple traders have good relationships between fellow traders and with the management of the Mount Kelud Tourism Area. This good relationship can be seen from the creation of an association between Kelud "Madu" pineapple traders. With the formation of the traders' association, it will support operational activities among kelud "Madu" pineapple traders. In this association, traders interact to share information regarding pineapple sales, market conditions, pineapple stock conditions and others. The existence of an association between "Madu" pineapple traders also plays a role in knowing market conditions so that traders are able to set uniform prices among other kelud "Madu" pineapple traders.

Another good interaction is between traders and managers of the Mount Kelud Tourism Area. The relationship between traders and managers is a form of cooperation to maintain a clean environment. This interaction condition is considered to have a very good purpose. Collaboration to maintain cleanliness and environmental sustainability of the Mount Kelud Tourism Area will have a positive impact on the comfort of visiting tourists. Apart from that, the good relationship between managers and traders of kelud "Madu" pineapples is in line with the principles of organizing tourism as regulated in Law no. 10 of 2009, where tourism must be organized with the principle of maintaining sustainability and the environment.

e. STP and Differentiation

According to research by Manggu and Beni (2021), to optimize business development and market competitiveness for MSMEs, an analysis of the application of segmentation, targeting, positioning and differentiation is needed. This analysis can be used to determine product characteristics, markets and target consumers, so that it can be used as a reference for determining marketing policies or strategies for developing a business.

1) Segmentation

MSMEs selling Kelud "Madu" pineapples have a segmentation that is tailored to the conditions of natural resource potential and the advantages of tourism activities in the Mount Kelud Tourism Area. The product segmentation of Kelud "Madu" pineapple itself is as a typical tourist product from the Mount Kelud Tourism Area. Market segmentation for Kelud "Madu" pineapple is tourists visiting the Mount Kelud Tourism Area and distribution outside the city (Surabaya, Lamongan, Pasuruan and Malang).

2) Targeting

Judging from product targeting, the Kediri Regency Government has a target to develop downstream local products to expand the reach of the kelud "Madu" pineapple market outside the region. These efforts are listed in the 2021-2026 Trade Agency Strategic Plan, containing the mission to improve distribution facilities for local products. The target market for Kelud "Madu" pineapple traders focuses on tourists who visit the Mount Kelud Tourism Area.

3) Positioning

The Kelud "Madu" pineapple product has a positioning as a typical fruit product from the Mount Kelud Tourism Area. MSME traders of Kelud "Madu" pineapple have understood and exploited the positioning opportunities of Kelud "Madu" pineapple fruit products, as a typical product and for tourists visiting the Mount Kelud Tourism Area. The Kediri Regency Government is also trying to make pineapple products a superior tourist product by holding a pineapple festival. These conditions can certainly strengthen the positioning of kelud "Madu" pineapple.

4) Differentiation

Kelud "Madu" pineapple traders understand how varied consumer desires are. Kelud "Madu" pineapple traders offer many variants of kelud "Madu" pineapple products such as peeled pineapple, cut pineapple with chili sauce, pineapple chili sauce and pineapple jam. This condition shows that there is product differentiation carried out by kelud "Madu" pineapple traders to meet the needs of their consumers. Another thing is shown by the existence of various size and price variants of kelud "Madu" pineapples to differentiate the products they sell.

Constraints and Problems of Kelud "Madu" Pineapple Traders

The first problem experienced by Kelud "Madu" pineapple traders is a decrease in the number of "Madu" pineapple sales. Kelud "Madu" pineapple traders are aware that this problem is closely related to the condition of the number of tourists visiting the Mount Kelud Tourism Area, this is seen by an increase in sales on holidays and a decrease in sales on weekdays. The lack of tourists visiting on weekdays then had an impact on the number of "Madu" pineapple sales which also decreased. In the end, this condition also had an impact on decreasing the income of Kelud "Madu" pineapple traders as well. This condition also has an impact by decreasing sales of "Madu" pineapple and also resulting in leftover pineapple products that are not sold.

In overcoming sales obstacles, Kelud "Madu" pineapple traders have their own way of overcoming obstacles to decreasing sales of "Madu" pineapples. "Madu" pineapple traders generally have managed and considered these obstacles with various strategies that have been prepared. Leftover "Madu" pineapple products that are not sold out are managed and taken by collectors for distribution to other cities or deposited with pineapple processing entrepreneurs such as pineapple juice drinks.

Another problem is related to the purchase price of "Madu" pineapple. The high price of "Madu" pineapples obtained by traders from collectors results in minimal profits obtained by traders. In response to this, kelud "Madu" pineapple traders generally do not dare to increase the price of their products, so they are forced to minimize profits or reduce the stock of products sold.

The problem of the lack of supporting facilities is complained about by Kelud "Madu" pineapple traders, especially traders who sell in the Mount Kelud Crater Parking Area. Kelud "Madu" pineapple traders, especially in the Kelud Crater Parking Area, assess that the conditions of their selling places are inadequate, this is because there are no permanent buildings or kiosks provided by the management of the Mount Kelud Tourism Area for traders.

The background to this problem is the disaster response policy issued by the Kediri Regency Government. This policy is not to build large-scale facilities in the Mount Kelud Tourism Area, due to the condition of Mount Kelud which is an active volcanic mountain. This policy was taken to reduce the large budget to build existing facilities and facilities in the Mount Kelud Tourism Area if there is a possibility of another eruption in the future.

Another problem also emerged based on the results of research identification related to the distribution of "Madu" pineapple traders in Sugihwaras Village covering the Mount Kelud Tourism Area. The distribution of traders' locations is still considered to be very spread out across the main road to Mount Kelud. The distribution of traders is along Jalan Wates-Ngancar, Jalan Kediri-Kelud and the Kelud Crater Parking Area. The non-centralized distribution of

kelud "Madu" pineapple traders can cause inequality between kelud "Madu" pineapple traders.

Government Efforts Made to Manage and Empower Kelud "Madu" Pineapple MSMEs

Efforts to empower potential and community that have been carried out by the government are considered to be quite good, namely by conducting product processing training for the people of Sugihwaras Village, including traders of kelud "Madu" pineapples. Efforts to manage kelud "Madu" pineapple products are carried out with the aim of providing training to traders and the public to manage pineapple fruit by turning it into processed pineapple products such as pineapple chili sauce.

This training is a form of government effort through the Kediri Regency Cooperatives and MSMEs Service, with the aim of fostering and developing products, skills and processing of local "Madu" pineapple commodities in the future. Kelud "Madu" pineapple traders assess that this activity has a good impact, especially providing a solution in managing the remaining fruit they sell that has not been sold out. This training provides skills in processing leftover "Madu" pineapple fruit. Kelud "Madu" pineapple traders also assess that this training can increase creativity in developing "Madu" pineapple fruit into processed products such as pineapple chili sauce, pineapple juice and other processed products.

The government's good efforts in developing the potential of "Madu" pineapple are also demonstrated by holding a pineapple festival or pineapples festival. The pineapple festival is held with the aim of optimizing the potential of pineapples and culture in Ngancar District. This festival will be made an annual event and will be held regularly every year, this shows the serious efforts of the Kediri Regency government in developing the potential of pineapples in Ngancar District. "Madu" pineapple traders assess that the implementation of the pineapple festival has had a positive impact on increasing sales of their products, this is shown by the drastic increase in sales turnover of "Madu" pineapples.

The government's efforts are also assessed in terms of the aspect of capital assistance to MSME traders of kelud "Madu" pineapple. Judging from the capital aspect of kelud "Madu" pineapple traders, it shows that there is still no capital assistance provided by the government. Financing and capital assistance provided by the Department of Cooperatives and MSMEs is considered to be still limited to the cooperative member level. Considering the condition of "Madu" pineapple traders who still sell independently, there is a need for assistance from the relevant agencies to assist with capital and guidance to kelud "Madu" pineapple traders because not all kelud "Madu" pineapple traders are registered with cooperative membership. This condition is certainly not in line with the mission of the RPJMD (Regional Medium Term Development Plan) for Kediri Regency for 2021-2026, to develop Micro, Small and Medium Enterprises by increasing access to financing and capital for MSMEs.

Conclusion

The Kelud "Madu" pineapple traders are micro-enterprises operated by individuals, playing a crucial role in improving the local economy of Sugihwaras Village. They also serve as a vital component of the tourism industry by providing amenities for visitors to the Mount Kelud Tourism Area. These traders have demonstrated effective business management, leveraging the abundant pineapple resources to create diverse products, adopting efficient distribution methods, and maintaining product sustainability through strategic planting and harvest periods. Additionally, the traders have established good relationships with local stakeholders and offer high-quality service to customers, contributing to the overall tourist experience. However, the traders face several challenges, such as declining sales, high purchasing prices for pineapples, inadequate facilities, and a lack of centralized organization.

Despite these obstacles, they have been able to find solutions, though the government's response to these issues has been somewhat lacking. The government has made some efforts to support the traders, such as providing training programs and organizing a pineapple festival to promote the region's produce, but capital assistance is still limited, and more substantial support is needed for the traders to thrive. Addressing these challenges with better capital support and infrastructure improvements could significantly enhance the success and sustainability of the Kelud "Madu" pineapple traders.

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