



# TOMIRA and Belabeliku.Com as MSME Product Marketing Media in Kulon Progo Regency

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## A B S T R A C T

The Kulon Progo Regency Government has implemented various policies to improve the economy and welfare of the community, including the Bela Beli Kulon Progo program and the Belabeliku.com marketplace. This study emphasizes the importance of government policies in empowering communities through MSMEs and the marketplace to enhance the economy and improve people's living conditions. To conduct this study, the descriptive qualitative research method was used. The People-Owned Stores Economic Development Policy (TOMIRA) is a special policy that has been developed by the local government in Kulon Progo Regency to revitalize and improve the welfare of Micro, Small, and Medium Enterprises (MSMEs) in the area. The policy involves collaborating with modern stores to safeguard local products and traditional markets from the capitalist system that exists in Indonesia. The government's commitment to preserving traditional markets and local products can be seen in the Kulon Progo Regency Regional Regulation Number II of 2011 on the Protection and Empowerment of Traditional Markets and the Structure of Shopping Centers and Modern Stores. The implementation of this policy began in 2014 and continues to this day, with approximately 19 TOMIRA in Kulon Progo Regency partnering with modern stores the government's collaboration with modern shops involves marketing, provision of business locations, and acceptance of MSME supply from big businesses. The TOMIRA policy is an important step in improving the economic growth and welfare of the region, and it sets an example for other local governments to prioritize innovation and prioritize MSMEs.

## INTRODUCTION

The Kulon Progo Regency Government's policy in improving and growing the people's economy can be well appreciated. Considering that up to this moment the Kulon Progo Regency Government is still consistent with improving the people's economy. This can be seen from the various innovations that have been carried out by the Kulon Progo Regency Government, one of which is community empowerment through the tagline Bela Beli Kulon Progo. Community empowerment actually refers to the word empowerment as an effort to realize the potential of the community (Rahmadani, Hakim, & Setiawati, 2019). Hence, basically community empowerment is an increase in existing human resources to be able to play an independent role in utilizing regional potential. The innovations concerning to community empowerment have been widely carried out, accordingly there have been many studies that discuss community empowerment. The community empowerment through the tagline Bela Beli Kulon Progo is very helpful for the community in terms of improving the economy and welfare, besides, it can also reduce the poverty rate in Kulon Progo Regency.

The Bela Beli Kulon Progo program aims to empower the local community by encouraging them to buy and sell local products (Rahmadani & Setiawati, 2019). The program provides a platform for local micro, small and medium enterprises (MSMEs) to showcase their products to a wider audience, which in turn helps to increase their sales and revenue (Widiastuti & Purnama, 2019). This program has been successful in promoting local products and improving the economy of Kulon Progo Regency. The government's policy of requiring modern shops to sell at least 20% of local MSME products has also played a significant role in

promoting the local economy. This policy not only benefits the local MSMEs but also promotes the use of local products among the community. It also helps to create a sustainable local economy by supporting local businesses.

The existence of policies that have been implemented by the Kulon Progo Regency Government will be simply helpful for the community in terms of increasing welfare for the community and helping to improve the national economy. As long as with the policy, a lot of small, micro and medium enterprises yearning to growing-up in Kulon Progo Regency. Given small, medium and micro enterprises have a central role in the growth of the national economy, in accordance with the statement from (Rifa'i, 2013) argues that small, micro and medium enterprises have a very vital role in realizing national economic growth, This is evident of gross domestic product (GDP) which continues to increase every year. Thus, many local governments have begun to develop policies to preserve and improve the welfare of their citizens as a result of their central role. The improvement of welfare can also be done by empowering the community. As said by Triyono (2014) that community empowerment can be done by involving CSR to implement posdaya, especially by paying attention to the pillars of Health, Education, Economy and Environment.

Small, micro, and medium enterprises are known to play a crucial role in driving economic growth, as evidenced by their contribution to the gross domestic product (GDP) of countries (World Bank, 2019). Many local governments have recognized the importance of small, micro, and medium enterprises in promoting economic development and have thus developed policies aimed at preserving and improving the welfare of their citizens (United National Industrial Development Organization, 2018). By providing support and incentives to these businesses,

such policies can encourage their growth and contribute to the creation of jobs, increased incomes, and poverty reduction (Asian Development Bank, 2018).

As research conducted by (Rifa'i, 2013) that the government's lab site development program for fish cracker craftsmen may assist the community in expanding fish cracker production and increasing the potential of the existing area, as well as increasing production income. Community empowerment, which is carried out through micro and small business, is another means to carry out economic growth. This is similar to the research done by (Gunawan et al., 2019) that in Sruni Village, community empowerment is achieved through the use of micro and small companies to manage agricultural potential, which has the potential to enhance the community's economic situation.

The Kulon Progo Regency Government is one of the governments that is concerned with providing policies to the community, and where many innovations have been created for the realization of community welfare. The existence of the Belabeliku.com marketplace is the most recent policy in terms of enhancing the economy and public welfare. The utilization of the Belabeliku.com page, according to the Head of the Kulon Progo Regency Trade Office, is a major milestone in the effort to achieve community empowerment and alleviate poverty (jogja.tribunnews.com, 2018). The community benefits greatly from the measures implemented by the local government, particularly in terms of strengthening the economy and welfare. Kulon Progo Regency is one of the regencies with significant regional potential, one of which is the regency's local product.

The existence of community empowerment is also able to increase community participation. As research conducted by (Kristianto, 2015) community engagement can be increased through human resource empowerment, however community participation in Bela-Beli Kulon Progo is still low. Essentially, the community can enhance their standard of life through this purchasing and selling program because the community is encouraged to manufacture items based on the region's potential, and the community will then acquire these products. To summarize, community empowerment through the management of regional potential can promote community engagement and improve people's living conditions, as well as the community's economy. Community empowerment is an economic development idea that incorporates community values to create a new paradigm in participative, people-centered development (Andayani et al., 2017).

Empowerment is a term used to describe a person's or a group's ability to gain authority, access to resources, and benefits over the course of their lives. (Ramos & Prideaux, 2014). Integration or collaboration between governments and other parties is also required in empowerment to empower valuable resources in order to expand current resources and solve community concerns. This effort can be accomplished in a variety of ways, one of which being the establishment of government-sponsored initiatives aimed at improving the community's economy. The presence of MSMEs can help to improve the community's economy, as MSME performance can be improved by making local production rather than relying on outside manufacturing materials (Saheb, Slamet, & Zuber, 2013). The development of cooperatives, micro, small, and medium enterprises, which will be prioritized in economic development, will make it possible for the community to be self-sufficient and capable of improving the economy. As a result, previous research has primarily focused on problems related to community

empowerment and the maintenance of regional potential. However, no research has been conducted on government policies aimed at empowering communities through the marketplace.

Whereas, with the advancement of a more modern era, it is necessary to have policies that favor MSME actors in order to compete on a national level. Considering that there are still very many MSME actors in Kulon Progo Regency, including 137 who have been registered and 160 who have not registered (kominfo.kulonprogokab.go.id). Since, many MSME actors in Kulon Progo Regency, the government must take special measures to protect and market local products so that they can compete with other products on a national scale.

## METHOD

The descriptive qualitative research method was used in this study. Qualitative research is research that aims to understand the phenomena of what research subjects experience holistically and through descriptions in the form of words and language, in a specific natural context, using various natural methods (Moleong, 2012). Qualitative study has the following characteristics: (1) research data is collected from the field, rather than from a laboratory or controlled research; (2) data mining is done naturally, with visits to the subject's natural situations; and (3) in order to obtain a new meaning in the form of answer categories, the researcher is required to develop a dialogical situation as a scientific situation (Salim, 2006). According to Patton (1987) qualitative data collection can be done in three ways, namely in-depth interviews, observations and supporting documents. While in this study the technique used is an interactive model, which consists of data reduction, data visualization and conclusion making (Miles, Huberman, & Saldaña, 2018).



Figure 1. Data Analysis Techniques

The approaches to data collection techniques used in this study include the following: in-depth interviews, group discussion forums, and documentation. The resource persons in this study include heads of SME offices, MSME actors, MSME associations, modern store managers. In the group discussion forum, participants are brought together in a moderated setting to discuss a specific topic or issue. The goal is to encourage open dialogue and the sharing of diverse perspectives and experiences. To process and analyze the data collected from group discussion forums, researchers typically use transcription software to transcribe the recorded conversations into written text. Then read through the transcript's multiple times, looking for patterns and themes that emerge from the data. Authors use a coding framework to categorize the data into meaningful groups and to identify key themes that emerge from the discussions. Ultimately, the goal of data analysis is to extract meaningful insights and conclusions from the raw data that can inform the research question and contribute to a broader understanding of the topic being studied.

RESULTS AND DISCUSSION

People-Owned Stores Economic Development Policy (TOMIRA)

Local governments must prioritize innovation because it will improve the region. Local governments can innovate in a variety of ways, including public service innovation, economic development innovation, and so on. Kulon Progo Regency is one area with a high level of innovation, with many innovations already in place. The existence of e-commerce or the digital economy, as well as the implementation of collaboration with modern stores, is one of the most recent innovations to improve people's welfare. The Regional Government does this because Kulon Progo Regency has local economic potential, particularly in terms of community empowerment. Given that there are a large number of growing MSMEs in Kulon Progo Regency, a special policy to revitalize and improve the community's welfare is required.

MSMEs are one of the sectors that have an important role in increasing the country's economic growth. This is stated by (Rifa'i, 2013) MSMEs contribute to national economic development, as evidenced by the increased contribution of Indonesia's Gross Domestic Product (GDP). Based on the ASEAN Investment Report 2022, Indonesia has 65.46 million MSMEs which contribute 60.3 percent to GDP (indonesia.go.id, 2022). Furthermore, MSMEs play an important role in reducing unemployment, as evidenced by Bank Indonesia data from 2016, which show that the MSME sector dominates business units and types of micro-enterprises that absorb labor (Hanoatubun, 2020).

Among MSMEs playing such an important role, it is only natural that local governments have special programs in place to ensure the long-term viability of MSMEs in their communities. Kulon Progo Regency has already implemented numerous innovations to protect MSMEs and their products. The government has innovated by developing e-commerce applications or the digital economy, as well as collaborating with modern stores in the Kulon Progo Regency area. e-commerce is an innovation in digital-based sales methods that can attract customer interest and have a significant impact on business continuity (Purba et al., 2021). E-Commerce is also defined as the application of electronic business related to commercial transactions, electronic marketing (e-marketing) and supply chain management (Syafrizal, 2021; Gao et al., (2023) argues that e-commerce adoption can lead to transaction costs, customer satisfaction and business performance. E-commerce can improve marketing performance cause integrated and effective than shopping offline (Lukiyanu & Yusuf, 2022).

This collaboration certainly has a rather great goal for MSME actors; one of the collaboration's goals is to protect and market local products, so that the original products of Kulon Progo Regency can still compete with national products, even though it is only in the Kulon Progo Regency itself. Given the importance of MSMEs in the national economy, the Kulon Progo Regency government collaborates with modern shops in the area. This collaboration is being undertaken in order to safeguard local products and traditional markets from the capitalist system that exists in Indonesia. The implementation of the government's collaboration began in 2014 and continues to this day, with approximately 16 modern shops willing to collaborate from 2014 to 2019 (Subagyo, 2019). Meanwhile, additional Tomira will be added in 2020, bringing the total Tomira in Kulon Progo Regency to 19 Tomira. Tomira's and their partners' names are listed below.

Table 1. List of Cooperatives Partnering with Modern Stores

Cooperative Name	Tomira Name	Cooperati on Partner
Kopaneka (Koperasi Aneka Usaha)	Tomira Ndekso	Alfamart
KSU BMT Giri Makmur	Tomira Jombokan	Alfamart
KSU Mitra Permadya	Tomira Sujito Wates	Alfamart
KSU Legowo	Tomira Lendah	Alfamart
KPN Sumber Rejeki	Tomira Prolemas Wates	Alfamart
KSU Trijata	Tomira Temon	Alfamart
KSU Binangun Prima	Tomira Jombokan	Alfamart
KSU SAE	Tomira Nanggulang	Alfamart
KOPWAN Dahlia	Tomira Galuh Brosot	Alfamart
KSU BMT Giri Makmur	Tomira Samigaluh	Alfamart
KSU BMT Giat	Tomira Bendungan	Alfamart
KPN Soeka	Tomira Wates	Alfamart
KUD Gangsar	Tomira Sentolo	Indomaret
KOPPAS Mukti Bareng	Tomira Sentolo	Indomaret
KUD Harapan	Tomira Temon	Indomaret
KSU Binaria	Tomira Diponegoro Wates	Indomaret
KSU Peni Kasih	Tomira Gudori Wates	Indomaret
Tirtasari	Tomira Margosari	Indomaret
Kopwan Sempulur	Tomira Wates	Indomaret

Source: processed by researchers.

The table above demonstrates the Kulon Progo Regency Government's commitment to preserving traditional markets and local products. Furthermore, this is a form of government commitment to improving the Kulon Progo community's welfare and economy. This type of government commitment can be found in the Kulon Progo Regency Regional Regulation Number 11 of 2011 on the Protection and Empowerment of Traditional Markets and the Structure of Shopping Centers and Modern Stores. The existence of these regional regulations strengthens the government's efforts to safeguard traditional markets and local products in Kulon Progo Regency. A clear flow of cooperation is required to realize the implementation of these regional regulations, so that no one feels disadvantaged between the two parties. Regional regulations have, in fact, regulated.

Table 2. Alfamart's Form of Cooperation with Cooperatives

Scheme of cooperation	
1. Marketing.	1. Alfamart was purchased in installments from TOMIRA's profits.
2. Provision of Business Locations.	2. Alfamart was purchased in installments from TOMIRA's profits.
3. Acceptance of MSME supply from big businesses.	

Source: Kulon Progo Regency SME Cooperative Service.

The collaboration that has been carried out is very beneficial for MSME actors, because MSME products can compete with national products in modern stores. This is one of the implementations of the Regional Regulation of Kulon Progo Regency Number 11 of 2011 concerning the Protection and Empowerment of Traditional Markets and Structuring of Modern Shopping Centers and Stores. With the implementation of these regional regulations, the Kulon Progo Regency Government has made improvements to the economy and community welfare, besides that it has also indirectly introduced Kulon Progo original products to the national level. This is in line with the Belabeli Kulon Progo tagline that has been created by the Regent Hasto, where the purpose of the tagline is to protect the original Kulon Progo products and to empower and prosper the community and increase the economic growth of Kulon Progo Regency.

Tomira, who grew up in the Kulon Progo Regency, is expected to form alliances with local cooperatives. This is to help improve community welfare and local economic growth. Several forms of cooperation have been carried out, including marketing, providing business locations, and receiving MSME supplies. The partnership's profits will be used to make staged or installment purchases of modern stores. This is done in order to obtain a modern store labeled afamart or indomart and convert it completely to Tomira.

They must comply with the flow of cooperation between modern shops and MSME actors in addition to requiring sector collaboration or MSME actors. This is designed to make it easier for MSME actors to sell MSME products in modern stores. The flow of cooperation between MSME actors and modern shops in the Kulon Progo Regency area is shown below.

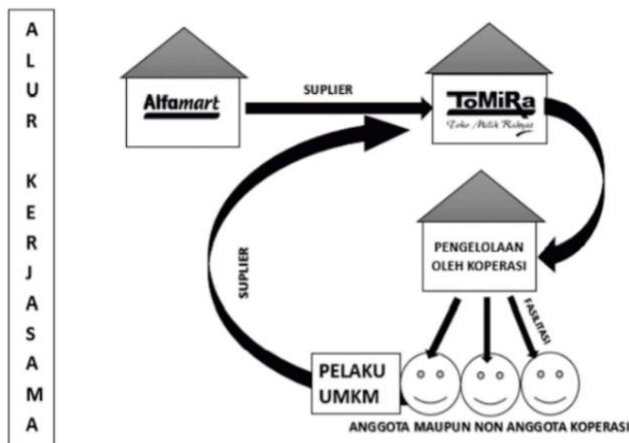


Figure 2. Cooperation Flow of MSME Actors in Modern Stores  
Source: Kulon Progo Regency SME Cooperative Service.

Based on the image above, it is clear that the Kulon Progo Regency Government is concerned about MSME actors, as evidenced by the flow of collaboration. Where MSME actors who are already incorporated in cooperatives and under the auspices of the relevant agencies will be given priority and convenience in marketing MSME products to modern stores, particularly modern stores renamed Tomira. Tomira receives goods from two sources, as seen in the flow, the first from Alfamart and the second from MSME actors in Kulon Progo Regency. It is not mandatory for MSME actors who are already members of the cooperative to put goods into modern stores, but if there are MSMEs who are not yet members of the cooperative, they are also allowed to put

goods into modern stores, provided they have obtained approval from the Government.

Due to the obvious existence of this collaboration, it is very simple for MSME actors to develop their products, allowing MSME products to compete with national products. Furthermore, this collaboration is very beneficial for MSME actors in improving the economy of the community surrounding Kulon Progo Regency, as well as the regional economy. It has the potential to improve the welfare of the people in Kulon Progo Regency in addition to the economy. As a result, the Kulon Progo Regency Government's policy is very relevant to achieving economic independence in the Kulon Progo Regency area, and it is also relevant to the government's vision and mission.

*Economic Development Policy through Belabeliku.com*

The Kulon Progo Regency Government is currently making new breakthroughs to improve the economy and people's welfare, in addition to collaborating with modern shops and transforming them into Tomira (Kulon Progo Regency MSME Cooperative Service, 2021). One of the breakthroughs is the development of e-commerce with the goal of marketing original Kulon Progo products across the country via the internet. The existence of this marketplace innovation is very beneficial to MSME actors; additionally, the MSME sector feels aided because it has been provided with a forum by the local government to brand MSMEs at the national level.

The government of Kulon Progo Regency does this to improve welfare and the economy, as well as to reduce poverty. Given that the poverty rate in Kulon Progo Regency remains quite high, there is a need for innovations or breakthroughs that the community can feel and use. Furthermore, the government-developed marketplace concept is a form of government support for the smart city concept in Kulon Progo Regency, because one component of the smart city is the smart economy. One of the goals of this concept is to create an MSME database in Kulon Progo Regency as a source of information for MSMEs, ranging from profiles to activities to access to capital.

As a result, it is entirely appropriate for the Kulon Progo Regency government to develop economic policies via the Belabeliku.com marketplace. It is hoped that by creating this marketplace, MSME products will be able to develop and compete on a national and international scale, as well as make it easier for MSME actors to market their products. MSME actors are expected to increase their sales through the use of technology, particularly the Belabeliku.com platform. Based on the rapid advancement of technology, the district government has taken the initiative to develop and implement technology. One of the developments is to empower MSME actors to transition from traditional to technological solutions, allowing MSME products to be widely marketed and compete with national products.

At least four regional apparatus organizations are involved in the implementation and implementation of Belabeliku.com, including the Department of Agriculture and Food, the Department of Industry and Trade, the Department of Marine Affairs and Fisheries, and the Department of Community and Village Empowerment, Dalduk, and Family Planning. The four organizations are charged with empowering MSMEs in the Kulon Progo Regency. With this task, the regional apparatus organization has fostered MSMEs that will be chosen to be able to market their products on the government-provided Belabeliku.com marketplace. The data on MSMEs fostered by the four regional apparatus organizations is provided below.



**Table 3.** MSME Data Fostered by Regional Apparatus Organizations

No	Regional Apparatus Organization	Number of SMEs
1	The Department of Agriculture and Food of Kulon Progo Regency	28
2	Kulon Progo Regency Maritime Affairs and Fisheries Service	30
3	Kulon Progo District Trade Office	30
4	Department of Community and Village Empowerment, Population Control and Family Planning	10
Total		98

Source: Kulon Progo Regency MSME Cooperative Service.

The information presented above is based on the number of MSMEs supported by regional apparatus organizations and invited to participate in the screening. Every regional device organization is being asked to prepare MSMEs that can be recommended to join the belabeliku.com platform. The Office of Cooperatives for Micro, Small, and Medium Enterprises will select a subset of the total MSMEs fostered to qualify for the marketplace page. Based on the results of the screening, only 52 MSMEs have passed, while the remaining MSMEs that did not pass will be encouraged to participate in the next stage of selection. The following MSME data have been entered into the belabeliku.com page between October and December, including the following:

**Table 4.** Number of MSMEs Passing Screening October-December 2018

No	Regional Apparatus Organization (built)	Number of SMEs
1	The Department of Agriculture and Food of Kulon Progo Regency	9
2	Kulon Progo Regency Maritime Affairs and Fisheries Service	19
3	Kulon Progo District Trade Office	21
4	Department of Community and Village Empowerment, Population Control and Family Planning	3
Total		52

Source: Kulon Progo Regency MSME Cooperative Service.

Selection still be made from a total of 52 MSMEs that pass the screening, while the next selection is the digital literacy selection. In the case of information technology used by MSME actors, it is the government's responsibility to provide digital literacy education. As a result, the Kulon Progo Regency Government re-selected MSMEs who entered the Belabeliku.com page to ensure that they understood and understood digital literacy. The following are examples of MSMEs that have passed the digital literacy selection:

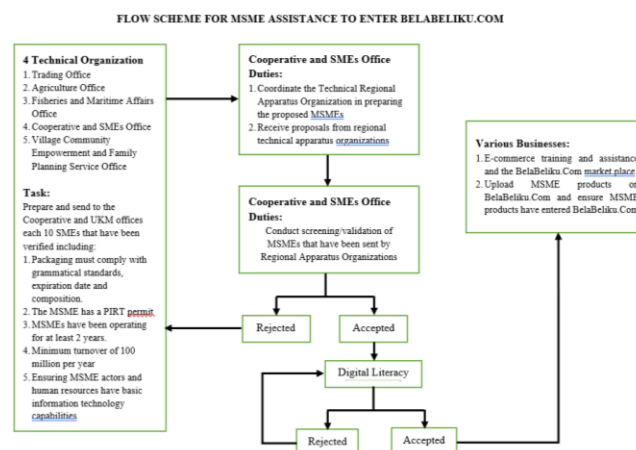
**Table 5.** Number of MSMEs Passing Digital Literacy October-December 2018

No	Regional Apparatus Organization (built)	Number of SMEs
1	The Department of Agriculture and Food of Kulon Progo Regency	6

2	Kulon Progo Regency Maritime Affairs and Fisheries Service	17
3	Kulon Progo District Trade Office	13
4	Department of Community and Village Empowerment, Population Control and Family Planning	3
Total		39

Source: Kulon Progo Regency MSME Cooperative Service

The Office of Cooperatives, Micro, Small and Medium Enterprises, Kulon Progo Regency wants to ensure that the products marketed on the belabeliku.com page are superior products worthy of being marketed at the national level through several selection stages. Furthermore, the relevant agencies ensure data validation in areas such as the products produced, the length of time the MSMEs have been in operation, the turnover they have owned, and information technology literacy. Based on the results of the selection, the government will not only stop at the selection stage, but will also continue to provide guidance for MSMEs that do not pass validation, both initial validation and information technology validation. Meanwhile, MSMEs that have passed both the initial validation and the information technology validation stages will continue to be accompanied by the government in order to ensure the quality of the products marketed on the belabeliku.com page. The flow of the MSME assistance stage to be able to enter the belabeliku.com page is as follows.



**Figure 3.** MSME Assistance Flow Scheme to Enter Belabeliku.com

Source: Kulon Progo Regency MSME Cooperative Service.

Based on this flow, it is clear that the steps to enter the belabeliku.com page are very strict, indicating that the products sold on the page are of high quality. This is why MSME products in Kulon Progo Regency are now among the most popular; in addition to being sold in modern stores, they are also distributed via the Belabeliku.com platform. The existence of this policy has made it easier for MSME actors to market MSME products, allowing these products to compete with other products at the national level, and their marketing has also become more widespread.

### CONCLUSION

Based on the findings of the analysis, it is possible to conclude that the Kulon Progo Regency Government has a very pro-people's-economy policy, as evidenced by the growing and developing modern shops in Kulon Progo Regency. When a

modern shop's contract expires, it can have its contract extended if it wants to cooperate with the government and change its name to Tomira. Furthermore, at least 20% of the total number of goods available in the modern store must be marketed by local MSME products. The proceeds or profits from Tomira will also be used by the government to improve the welfare and economy of the community. This policy is very effective for MSME actors, particularly in expanding MSME product marketing at the national level. MSME actors in Kulon Progo Regency, particularly those marketed through the Belabeliku.com page, feel this effect. Marketing through the marketplace will greatly assist MSME actors and the government in improving the regional economy and community welfare. However, to enter the marketplace page, a very strict selection must be performed, ensuring that the products marketed through the marketplace are superior products that have been proven. The research limitation in this study is that it only focuses on one specific local government (Kulon Progo Regency) and its policies regarding MSMEs and marketplace development. This limits the generalizability of the findings to other regions and their policies. Additionally, the study only uses a descriptive qualitative research method, which may not provide a comprehensive understanding of the impact of the TOMIRA policy on MSMEs and the marketplace. The study would benefit from a more comprehensive approach, including quantitative data and comparative analysis with other regions or policies.

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