

Boosting Economic Welfare Through Tanggulangin's Bag and Leather Craft Center

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Abstract

This study investigates the impact of the Tanggulangin Revitalization Program on the economic welfare of SME communities in the handicraft center of bags and leather. Utilizing a descriptive qualitative approach, data were collected through interviews, documentation, and observations. The findings reveal that the program significantly boosts sales and supports the existence of the local handicraft and leather industry. It has successfully achieved the objectives set by the district's industry and trade office, benefiting cooperatives, business owners, and the local community. Key initiatives of the program include the construction of access roads and the development of a leather handicraft center. This revitalization effort demonstrates effective strategies for enhancing the economic prosperity of SMEs in niche markets.

Keywords

Application of Tanggulangin Revitalization Program, Economy Welfare, Revitalization Program

Introduction

The SME business in Indonesia started to grow around 1970. Around 1975-1990, leather industry centers began to emerge in several areas such as Magetan, Garut, Madiun and Tanggulangin. At the time the number of factories also increased, from around 200 factories to 500 factories (Thee Kian Wie, 1996). The economic welfare of the community is something that must be achieved so that in a region in this case the small and medium industry is one of the efforts made to achieve this. Small and Medium Industries (SMEs) are one of the important sectors in Indonesia's economic development. SMEs are considered important for the Indonesian economy because

they are able to provide many jobs, so SMEs can be used as a source of income for many households in Indonesia. The existence of small industries in a region will be able to support the economy of a region. In the era of regional autonomy and decentralization, local governments have the authority to develop their local economies in accordance with the potential of their respective regions (Wardhana, 2020). Local governments develop the SME sector as a form of effort to increase regional economic growth. Local governments manage resources in accordance with the potential of their regions. SME development areas are identical to villages and small people. Therefore, making SMEs a vital role in driving the regional and national economy, so that local governments need to pay more attention to the development of the SME sector. The growth and development of the SME sector is often interpreted as an indicator of successful development, especially for countries with low per capita income. Indonesia has a good economic strength in small and medium industries or known as SMEs, the area that is the biggest supporter of SMEs is East Java Province.

The number of small and medium industries in East Java has increased significantly after the covid-19 pandemic in 2020. Based on infographic data from the East Java Office of Cooperatives and Small and Medium Enterprises released in September 2022, there was a development in the gross value added generated by small and medium enterprises and cooperatives in East Java in 2021-2022 which reached 58.36%, this figure increased by 0.55% compared to 2022 which reached 57.81%. In this data, three districts / cities that occupy the top three ranks are the city of Surabaya, Pasuruan Regency and Pasuruan Regency.

Various types of SMEs in East Java, the leather and leather goods industry is one of the SMEs that is in demand by the community because it has material business value. The leather processing SMI participated in the achievement of the growth of small and micro industrial manufacturing production of East Java Province which beat the growth of national small and micro industrial manufacturing production with a percentage of 4.53 percent in 2022. The following is the number of leather industries spread across various districts / cities in East Java listed in the Table 1.

Table 1. Data on the leather industry in East Java in 2019

No	City Name	Total
1	Pacitan	5
2	Ponorogo	12
3	Trenggalek	12
4	Telungagung	27
5	Blitar	28

6	Kediri	27
7	Malang	59
8	Lumajang	7
9	Jember	19
10	Banyuwangi	39
11	Bondowoso	10
12	Situbondo	4
13	Probolinggo	8
14	Pasuruan	48
15	Sidoarjo	118
16	Mojokerto	58
17	Jombang	73
18	Nganjuk	17
19	Madiun	11
20	Magetan	23
21	Ngawi	6
22	Bojonegoro	7
23	Tuban	16
24	Lamongan	24
25	Gresik	64
26	Bangkalan	4
27	Sampang	8
28	Pamekasan	7
29	Sumenep	5
30	Kota Kediri	6
31	Kota Blitar	16
32	Kota Malang	39
33	Kota Probolinggo	2
34	Kota Pasuruan	15
35	Kota Mojokerto	10
36	Kota Madiun	2
37	Kota Surabaya	65
38	Kota Batu	3

Data source: Central Bureau of Statistics, 2020

Based on Table 1, it is clear that the small and micro industries in the leather industry sector are prominent only in Sidoarjo district with a total of 118 industries and ranked first in the leather industry sector in East Java. One of the centers of leather handicrafts in Indonesia is East Java Province, precisely in the Tanggulangin District of Sidoarjo Regency. Judging from the statistical

data of East Java Province, leather bag products provide a large value to the total leather products as a whole with a total production value of leather crafts in 2000 of more than 20 billion. Of the total value, leather bags contributed the largest percentage worth more than 14 billion (17.42%) (Direktorat Jenderal Pengembangan Ekspor Nasional, 2013). This indicates that Sidoarjo Regency has the best potential in the leather industry sector. In driving its economy, Sidoarjo Regency relies on the industrial sector. The processing industry occupies the top position compared to other sectors in contributing to the Sidoarjo Regency GRDP. there are several industrial centers in Sidoarjo Regency, as in the following table:

Table 2. List of Sidoarjo district small industry/small business centers

No	Center Name	Total
1	Shoe Industry	159
2	Sandal Industry	103
3	Bag and Luggage Industry	86
4	Tofu Industry	84
5	Pot and Flower Industry	33
6	Fertilizer Industry	25
7	Soy Sauce Industry	19
8	Tempeh Industry	18
9	Salt Industry	10

Source: Processed by the author, 2021

Table 2 shows that there are three small and medium-sized industries that use leather as their material, and these are the shoe, sandal and luggage bag industries. This means that the leather industry dominates the industrial sector in Tanggulangin sub-district with a very famous product, namely the Tanggulangin Leather, Bag and Luggage Industry. The beginning of Tanggulangin leather handicrafts used to focus only on bags and suitcases. In the 1960s, the Tanggulangin IKM established INTAKO, Intako is a forum for entrepreneurs and craftsmen of leather, bags and luggage and covers 5 villages namely Kedensari, Kludan, Kalisampurno, Ketegan and Randegan. In 2006, the hot mud flood resulted in many of Tanggulangin's leather craft industries going out of business and only a few survived (Kurnia Sari, n.d). With such conditions, leather craft SMEs must devise the right strategy to increase their profitability. In the past, along the Kludan Tanggulangin highway, there were approximately 280 leather craft entrepreneur shops. Previously scattered in 5 villages because 2 villages namely Randegan and Ketegan villages are no longer part of the center of the Tanggulangin Bag and Luggage Industry because they cannot survive after the Lapindo mud disaster. The Lapindo mud disaster that hit Sidoarjo Regency in 2006 resulted in 2 villages, Randegan and Ketegan, no longer being part of the center of the Tanggulangin Bag

and Luggage Industry. Tanggulangin is a leather handicraft area that has hopes of better development in the future. Until now, the region still relies on 60% of its product sales from the sale of women's bags, and the rest are other necessities ranging from traveling bags, wallets, belts, and leather shoes (Pratama, 2012).

Tanggulangin sub-district, especially the Tanggulangin leather craft center, was not physically affected by the Lapindo mudflow, but the impact of the Lapindo mudflow was felt by Tanggulangin leather craft businesses. They felt that after the mud disaster, the business of their leather craft shop was increasingly deserted from visitors and even many went out of business, this happened because of the public's assumption that Tanggulangin bags were affected by Lapindo mud. The impact made the prestige of the Bag and Leather center in Tanggulangin become increasingly invisible but the craftsmen and business owners continue to innovate and promote at the provincial and national levels. That way slowly the craft center continues to grow in order to continue to help in improving the economy in Sidoarjo district. The following is visitor data at the Tanggulangin leather bag and luggage industry center.

Table 3. Visitor/tourist data at the Tanggulangin Luggage Bag Leather Industry Center

Year	Number of visitors	Unit
2019	198.041	People
2020	97.132	People
2021	100.871	People
Total	396.044	People

Source: East Java Culture and Tourism Office, 2021

Based on Table 3 the number of domestic tourist visits experienced a significant decline in visits in 2019 is still crowded with visitors but has declined in 2020 due to the pandemic. Although the number of visitors at the end of this year due to the impact of the pandemic, the Bag and Leather Handicraft Center industry center has many model business units or product variations that make customers still interested in returning and become a mandatory list of local and foreign tourists who must be visited when traveling to Sidoarjo Regency. However, a year after the end of the pandemic was only able to increase by around 3,739 people, in this case this figure is still far from the year before the pandemic hit. Since the leather handicraft industry began to rise again, entrepreneurs who were previously 'asleep' have come back to enliven the competition there. This revival was not achieved by accident, but by hard work. For example, entrepreneurs in Tanggulangin held events oriented towards such exhibitions in malls or in traditional markets

(Tanggulangin Shop Sumber Wirausaha Baru, 2011). The following is data on the number of business units of bags and luggage in Tanggulangin sub-district in 3 villages as follows:

Table 4. Data on the number of business units in the leather, bag, and luggage craft center of Tanggulangin sub-district

Village	Year			
	2020		2021	
	Number of business units	Number of craftsmen	Number of business units	Number of craftsmen
Kludan	50	25	46	22
Kedensari	43	227	38	223
Kalisampuno	2	14	2	14

Data Source: Sidoarjo Regency Trade Department 2021

Based on Table 4, it can be seen that the largest number of bag and luggage SMI business units is in Kludan village while the largest number of craftsmen is in Kedensari village. This decline is due to a lack of interest, which causes a decrease in the demand for goods produced by business actors, which in turn will have an impact on the supply side of goods. The occurrence of a decrease in the intensity of purchases from the community which makes business income decrease. The decrease in the amount of business income also has an impact on the production side of bags and luggage which has decreased. With the decrease in the amount of production that occurs, it will have an impact on the labor used. The role of local government is very important to grow SMEs in the region because local governments are in direct contact with the internal and external conditions of SMEs (Koestedjo, 2015).

In order to support and support the improvement and stimulate the development of these business centers launched by the Ministry of Industry which also cooperates with the Sidoarjo Regency Government to conduct the Tanggulangin Revitalization program. With reference to the regulations of Law No. 3 of 2014 Article 74 paragraph 1 (a) on the empowerment of SMEs and Permenperin RI No.9 / M-IND / Per / 2/2016 on technical guidelines for DAK in the field of industrial facilities development in 2016 (Permenperin RI, 2016).Tanggulangin Revitalization has a program focused on 3 things, namely the construction of access roads to the leather industry center, then the construction of a cultural park, besides that shopping tours have been formed, namely the leather industry center, bags and luggage. In reality, what has been achieved is the construction of a cultural park located in Kedensari village, a welcome gate and sidewalks that have been built along the Kludan and Kedensari highways. With the aim of improving comfort and safety for visitors as well as the course of marketing products that have made Tanggulangin

Sub-district in order to revive the glory of Tanggulangin in the leather, bag and luggage industry. However, in reality, the revitalization is still in the form of facilities and infrastructure, it would be more complete if the government improved the quality and innovation of products and empowered craftsmen who have been needed by the Tanggulangin IKM Bag and Luggage Center.

Based on the initial research that has been done, it is found that the problems in the Tanggulangin revitalization program for IKM Bags and Suitcases, such as the statement of business actors Mr. Khoiruddin as follows, the matter of revitalization is true but the obstacle is the lack of land for parking vehicles for visitors and greening which is still uneven. Capital and marketing are also of special concern for the sake of economic improvement because in reality in the Tanggulangin leather handicraft center complains about capital and marketing that there are problems arising due to the lack of government in helping with promotion and narrowing the sales market caused by many of the same sales centers in the country. This statement is based on information from SME entrepreneurs in the Tanggulangin area (Observation, May 25, 2021).

Reported in Radar Surabaya, 18/01 The head of the Sidoarjo Industry and Trade Department said that in the government marketing stage there are already 20 leather craft entrepreneurs who have received recommendations from the Ministry of Trade, but this is still in the coordination stage. The revitalization program has occurred until now, but in reality there is a lack of attention to improving product quality and promotion that can increase the selling power of the local government so that the impact of the revitalization program cannot be felt by entrepreneurs and leather bag and suitcase craftsmen in the Tanggulangin sub-district industrial area (Radar Surabaya, 2020).

In previous research Mirza Amanda Firdaus 2020 entitled "Implementation of the Revitalization of the Gresik Regency Square Area" this research used descriptive qualitative methods. shows that the efforts made are in accordance with the planning of the revitalization process of the Gresik city square, namely socialization, billboards, and relocation of Gresik square street vendors. The implementation of the revitalization of the square is good but there are several things that cannot be realized, namely the bridge connecting the square. Therefore, the Gresik square revitalization program is said to be quite effective because the increased function and satisfaction obtained can lead to creativity (Firdaus, 2020).

In the next previous research conducted by Rizky Dimas Pratama 2020 with the title "Revitalization Policy of Sidoarjo Delta Sports Center and its Impact on the Existence of Street Vendors" the revitalization efforts of the area have an impact on the existence of street vendors in the GOR Delta Sidoarjo area. The impact felt by street vendors on the emergence of the revitalization policy of the GOR area is a rearrangement that aims to homogenize the existence of street vendors so

that they can operate in the western part of the GOR area. The emergence of this policy is not accompanied by serious structuring and maximum communication between stakeholders, resulting in street vendors' income decreasing dramatically due to the implementation of a one-door system that closes access to the entrance and exit of the GOR (Pratama, 2020).

And finally in previous research conducted by Kadek Cyntia Pratiwi et al, entitled analyzing the market revitalization program on trader income and market management, statistical testing was carried out, namely the difference test of two paired sample means. the results showed that the level of effectiveness of the implementation of the traditional market revitalization program at Pakraman Pohgading Village Market was classified as quite successful, this can be seen from the average effectiveness of the input, process and output variables which obtained quite effective results. The traditional market revitalization program has a positive and significant impact on improving market management at Pakraman Pohgading Village Market (Pratiwi, 2019).

Based on the initial observations that have been made, researchers use the theory of application, which is actions carried out either by individuals or groups directed at achieving the goals outlined in the decision. In this case, application is the implementation of a work result obtained through a method so that it can be practiced in society. The following are the elements in the application, namely first, the existence of a program that is implemented, second, the existence of a target group, namely the community that is targeted and is expected to receive the benefits of the program (Wahab, 2008). And the third is the existence of implementation, both organizationally and individually who are responsible for managing, implementing and supervising the implementation process. Based on the opinions of the experts above, it can be concluded that implementation is a method carried out in activities both in groups and individuals in order to achieve the desired goals.

In the first variable, the application of the program is more precise, the variable is clear that when there is an application, it must know that the application can be carried out when there is a program that is in accordance with the existing plan. The second variable explains that the purpose of implementing the program can be accepted by the wider community and is beneficial for the continuation of community life in the context of individuals, groups and the wider community so that the program can last long and be sustainable according to what is expected. The third explains the existence of implementation, both organizationally and individually responsible for management, what is meant in this case is that the implementation of the program must have a clear legal basis and get support from various parties both external and internal so that the implemented program can run in accordance with the policies in the implementation of the program.

Materials and Methods

This research was conducted at the Center for Handicrafts and Leather Bags of Tanggulangin District Sidoarjo Regency. This location focuses on the process of implementing the Tanggulangin Revitalization Program in Improving the Economic Welfare of the SME Community in the Center for Handicrafts and Leather Bags of Tanggulangin District Sidoarjo Regency. This research uses qualitative methods. Qualitative research with a descriptive approach. Qualitative research method as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Moleong, 2012). The purpose of this study is to determine how researchers manage or analyze the results of research by making an analysis using descriptive methods with a qualitative approach because this research knows and makes descriptions or images systematically, factually, and accurately.

This research was conducted using a descriptive approach so that researchers can analyze and describe the phenomena observed in the study, so that they can draw conclusions in a study. The sampling technique in this study uses purposive sampling technique, which is used as a source of data information based on certain aspects. In this study, the informants selected were the Head of the Sidoarjo Regency Industry and Trade Office, the Chairman of the Intako Cooperative, and business owners or craftsmen in the area of Bag and Leather Handicraft Center of Tanggulangin District, Sidoarjo Regency. Researchers using the interactive analysis method of Miles and Huberman said that qualitative data processing methods or techniques can be done through three stages, namely, first data reduction, which summarizes and focuses on important things obtained from the field. Second, presenting data, namely presenting data in a simple manner with neat formats, graphs, charts, and the like, Third, drawing conclusions, namely collecting all data based on the results of researchers in the field (Sugiyono, 2019).

Results and Discussion

The bag and leather industry center is a small and medium industrial area located in Tanggulangin District, Sidoarjo Regency. The center of the bag and leather industry in Tanggulangin sub-district has the potential to develop facilities and infrastructure. To find out the description of the Implementation of the Revitalization Program, therefore the government made the Tanggulangin Revitalization Program, one of the objectives of the program is to revitalize the bag and leather center to have more innovation and be able to prosper the economy of the community in the center. So researchers analyze the success of using the Program

Implementation Theory according to Abdul Wahab will be able to influence the Tanggulangin Revitalization Program in Improving the Economic Welfare of the SME Community.

A. Program Existence

According to Abdul Wahab, implementation is an action carried out either by individuals or groups directed at achieving the objectives outlined in the decision. Based on initial observations, the Tanggulangin revitalization program has a goal as an encouragement to revive the bag and leather industry centers in the Tanggulangin sub-district area. This is in accordance with the results of an interview with Mrs. Putranti Cahyaningsiwi as the Extension Staff of the Sidoarjo Regency Industry and Trade Office as follows:

“Physical revitalization is an improvement in infrastructure that we (Sidoarjo Regency Industry and Trade Office) have not done specifically for the INTAKO showroom, but there are indeed people who accept some who do not, there must be people who support and some who reject. if there are those who are not pleased, maybe the benefits are not directly because the INTAKO SME revitalization program, the benefits are not immediately visible, it takes time. This means that we think long-term, the benefits of the activity are what we think about. So not one by one. Sometimes the industry is more visible if the assistance is in the form of goods or money, that is the definition of assistance that they consider. Maybe sometimes we give 5 million money that can be used up in one week, but with the program the community does not think long term, for example, Tanggulangin, which was not visible before, is now visible. What previously had no identity now has an identity with the physical revitalization. Where there was no promotional media, there is promotional media. And the improvement of infrastructure for SMEs and bag craftsmen in the IKM building in the cultural park” (interview, May 11, 2023).

Related to the interview, the Tanggulangin revitalization program is expected to make the bag and leather center in Tanggulangin sub-district able to regain its existence because before there was a Tanggulangin revitalization program, access and facilities to the center were less attractive. With the Tanggulangin revitalization program, it is hoped that the wider community can come and make transactions at the center again. Therefore, the government created this program to overcome the problem of infrastructure so that consumers are interested in visiting the bag and leather center in Tanggulangin sub-district again.



Figure 1. Road and Pedestrian Infrastructure of the Revitalization Area

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The phenomenon that occurs in the field when associated with the theory of the program is in accordance with Abdul Wahab's opinion that the government with the Sidoarjo Regency industry and trade office in creating the implementation of the revitalization program is in accordance with what has been approved by the central government. The Department of Industry and Trade also strives so that the Tanggulangin revitalization program can help the economic welfare of the surrounding community through physical development and road access to the Tanggulangin bag and leather center in Sidoarjo Regency.

B. Existence of Target Group

The purpose of implementing the program will be achieved when a program has clear objectives, namely by involving all groups ranging from individuals and groups. The

implementation of the Tanggulangin revitalization program is carried out by the central government with the Sidoarjo Regency Industry and Trade Office in synergy with the group that accommodates Tanggulangin SMEs, namely INTAKO as well as business owners, craftsmen and communities in the center of the bag and leather industry. The following is the data of craftsmen who are in the Tanggulangin leather and bag craft center. Mr. Agus Darsono, ST, MM as Head of Industry at the Sidoarjo Regency Industry and Trade Office as follows:

“Yes. For now, INTAKO’s promotion is still not as optimal as in previous years, it is because there is still a covid-19 pandemic so that it is still not possible to exhibit INTAKO products. Maybe later when the covid-19 pandemic has completely subsided, we will carry out promotions with exhibitions in the cultural park or in the IKM building which is usually known as Tanggulangin fair” (interview, May 07, 2023).

This opinion is in accordance with Mrs. Sulik as the perpetrator of INTAKO IKM in Tanggulangin District that the promotion has not been maximized as follows:

“Currently the condition of INTAKO is quiet, not like before, only in certain months it is busy but usually it is quiet. In the past, an exhibition was held around 2019 for this year, no exhibition has been held. So there have been no promotional activities since this pandemic.” (interview, May 11, 2023)

This statement is corroborated by Mrs. Aini as INTAKO Staff as well as the people of Kedensari Village as follows:

“in recent years there have been no promotional activities carried out, in the past there was an exhibition at the kedensari field. But for this year there hasn’t been any at all, maybe because of the impact of covid-19 so the government is more careful about holding exhibitions because it involves a lot of people. the condition of INTAKO is much different from the 2000s, in the past, along the road entering the INTAKO area, it was filled with shoorom bags and luggage, while now many have closed and changed to selling other products.” (interview, March 11, 2023)

Based on the statements of the informants above, it can be seen that the inhibiting factor of the Tanggulangin SME revitalization program is that the promotion has not been running optimally due to the impact of the Covid-19 pandemic which has not subsided. Promotion of SME products in Tanggulangin sub-district is usually carried out through exhibitions or what is often known as Tanggulangin Fair but has not been implemented due to the pandemic that lasted for 2 years so that many shoorom bags and suitcases in the Tanggulangin sub-district SMEs were closed. This has made many craftsmen not produce even though the number of craftsmen in Tanggulangin is quite large. The following is a table of the number of craftsmen in Tanggulangin as follows:

Table 5. Number of craftsmen in Tanggulangin Bag and Leather Craft Area

Village	Year		
	2020	2021	2022
Kludan	25	22	20
Kedensari	227	223	219
Kalisampurno	14	14	13

Source: Processed by the author, 2023

The results of the interview above when associated with the theory of the existence of individual and individual target groups are in accordance with Abdul Wahab's opinion. That the target of the program launched by the central government through the Sidoarjo Regency Industry and Trade Office for the INTAKO cooperative which accommodates the Tanggulangin sub-district bag and leather center in Sidoarjo district as well as business actors in the Tanggulangin sub-district bag and leather industry center. They work together so that the program is in accordance with the objectives that have been set with the hope that the revitalization program can rebuild the existence of the center and be glimpsed by local and foreign consumers and the community in the center get the development of economic welfare.

C. Program Implementation

According to Minister of Industry Regulation No. 3 of 2014, industry is all forms of economic activity that process raw materials and utilize industrial resources to produce goods that have added value or more benefits, including industrial services. For the definition of small industry in Permenperin No.3 Year 2014 has the definition as an industry that employs at most 19 workers and has an investment value of less than Rp.1,000,000,000.00 which does not include land and buildings as a place of business. industrial business is a business unit that carries out economic activities, aims to produce goods or services, is located in a certain building or location, and has its own administrative records regarding production and cost structure and there is one or more responsible for the business. This program was initiated by the Ministry of Industry and implemented through a connection with the Sidoarjo Trade Department. The revitalization of Tanggulangin focuses on three programs, namely educational tourism, shopping tourism that has been formed, namely the center of the leather industry, bags and luggage, cultural tourism in the Tanggulangin cultural park.

Tanggulangin revitalization is a program that aims to encourage the revival of the bag and leather industry in Tanggulangin sub-district. This program was initiated by the Ministry of Industry and implemented through a connection with the Sidoarjo Industry and Trade Office. Revitalization of Tanggulangin focuses on three programs, namely educational tourism, shopping tourism has been formed, namely the center of the leather industry, bags and luggage, cultural tourism contained in the Tanggulangin cultural park. This is in accordance with the results of an interview with the Head of Sidoarjo Industry and Trade, he revealed:

“The revitalization of Tanggulangin has a 3in1 tourism program, namely educational, shopping and cultural tourism, from educational tourism has the aim that visitors are educated when seeing and getting new knowledge from the process of making bags and suitcases made by craftsmen. Then there is a shopping tour that allows visitors to buy original products by craftsmen in the Tanggulanginikm center. And cultural tourism which functions so that visitors can watch art performances held at the Tanggulangin cultural park located in Kedensari village.” (interview, May 07, 2023)

And this statement was also reinforced by Mr. Ainur Rofiq, Chairman of the Intako Cooperative, he revealed:

“The revitalization program includes three concepts. Namely shopping tourism, cultural tourism, and educational tourism. So that visitors will be able to see firsthand the process of making bags.” (interview, March 11, 2023)

Based on this, the program that was promoted between the central government and the local government was able to make the center of the bag and leather industry in the Tanggulangin sub-district area rise again as before. The program provided is 3 in 1 tourism, namely shopping tours, cultural tourism and industrial tourism, the following is an explanation of the 3 products of the Tanggulangin revitalization program, namely first Shopping tours, in this case allowing visitors to be interested or interested in buying bag products and original local leather handicrafts made by craftsmen who are in the Tanggulangin SME area with quality and competitive prices. Where visitors can buy in shops around the area. Second, educational tourism in this case allows visitors to be interested or interested in witnessing directly the bag and leather craftsmen who can be seen directly along the road in the Tanggulangin IKM center area and visitors can get new insights and knowledge after visiting the center.third Cultural tourism

In this case, it is possible that visitors are interested in seeing cultural and art exhibitions from the community organized by the local government at the Tanggulangin cultural park located in Kedensari village. This will make visitors return to the SME center area in Tanggulangin sub-district. The following is the implementation of the Tanggulangin sub-district revitalization program in Sidoarjo district in the figure below:



Figure 2. Tanggulangin Revitalization Program

From the picture above, the implementation of the program is in accordance with the regulations of Law No. 3 of 2014 Article 74 paragraph 1 (a) concerning the empowerment of SMEs and Minister of Industry No.9/M-IND/Per/2/2016 concerning technical guidelines for DAK in the field of industrial facilities development in 2016. Revitalization of Tanggulangin has a program focused on 3 things, namely the construction of access roads to the leather industry center, then the construction of a cultural park, besides that shopping tours have been formed, namely the leather industry center, bags and luggage. This, if it is related to the theory of implementation from Abdul Wahab's opinion, is appropriate because the results of the program have been implemented. And the central government that provides the foundation of the Tanggulangin revitalization program through the Sidoarjo Regency Industry and Trade Office with INTAKO and business people can be realized and it is hoped that it can have a positive impact on the economic welfare of the community in the Center for Handicrafts and Leather Bags Tanggulangin District Sidoarjo Regency.

Conclusion

The results of the discussion and findings in the previous chapter can be concluded that the existence of a program in the Implementation of the Tanggulangin Revitalization Program in

Improving Community Economic Welfare can be said to be successful if the revitalization program is easily understood by the community as explained by Abdul Wahab. So the existence of a program in the Implementation of the Tanggulangin Revitalization Program in Improving the Economic Welfare of the Community in the Center for Handicrafts and Leather Bags of Tanggulangin District of Sidoarjo Regency has been said to be successful because the objectives conveyed have been conveyed well and clearly.

The existence of target groups, both organizations and individuals, is an important factor and one of the tools to achieve goals and objectives in implementing a program. So that the existence of target groups is currently one of the success variables in program implementation. With the target group, it will make a program run as smoothly as possible. For the target group, it is clear that the Intako cooperative, business people and the community in the Center for Handicraft Bags and Leather, Tanggulangin District, Sidoarjo Regency. Related to this, the problem noticed by the surrounding community is the lack of maintenance of the infrastructure that has been built as well as the socialization and promotion of products that are sometimes still late.

The last is the implementation of the program is the most important thing so that the objectives are achieved according to what has been planned. In this case, Tanggulangin Revitalization has a program focused on 3 things, namely the construction of access roads to the leather industry center, then the construction of a cultural park, besides that shopping tours have been formed, namely the leather industry center, bags and luggage to the workshop office to see bag making and develop innovations to attract more visitors. And this has been built in accordance with the initial planning concept. It remains for the government, related groups and communities in the center to coordinate and maintain the center so that the economic welfare of the community continues to be sustainable.

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Conflict of Interest Statement

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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