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Study of Local Potential of MSMEs in Pelaga Village in Supporting The Achievement of A Sustainable Economy Based on SDGs

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Abstract

Pelaga Village has rich natural and cultural resources that can support sustainable economic development based on local wisdom. The village's strengths lie in its agriculture, plantations, and ecotourism sectors, with superior products like herbal coffee and asparagus offering broad market potential, both locally and internationally. This study aims to pinpoint the local potential of MSMEs as well as to improve their sustainability, inclusivity, and competitiveness. This study use qualitative research approach, utilizing depth interviews and parcipatory observation as the primary data collection method. This result of this research are to emphasize its tourism potential, while the MSMEs aspect based on local potential has not been explored in depth. This study examines MSMEs based on local potential in Pelaga Village not only as business units but also as instruments for driving a sustainable economy. By leveraging ecotourism potential, Pelaga Village can sustainably improve community welfare through the development of the agricultural sector and locally-based creative industries.

Keywords: MSMEs, local potential, sustainable economy, SDGs, Pelaga village

A. Introduction

Micro, Small, and Medium-Sized Enterprises (MSMEs) are essential for promoting equitable growth, alleviating poverty, and generating employment, especially in rural regions. Poverty is a complex social phenomenon and a multidimensional problem related to social, economic, cultural and other aspects (Sari & Kusumawati, 2022). MSMEs are crucial in converting local potential into long-term economic value in Indonesia, where rural communities have a wealth of cultural heritage and natural resources. Creating tourism communities can be one way to boost the rural economy.

The Sustainable Development Goals (SDGs) place a strong emphasis on encouraging innovation, supporting productive employment, and advancing equitable and sustainable economic growth. According to this strategy, empowering MSMEs in rural economies turns into a calculated move in the direction of long-term viability. (Sulaiman et al., 2024) Stakeholders in rural tourism can develop and put into action plans to boost incomes, preserve rural communities' natural and cultural resources, and generate economic possibilities. In addition to guaranteeing the long-term viability of rural tourism sites, this can support the general growth and empowerment of local populations.

Bali's Badung Regency is home to Pelaga Tourist Village, which is renowned for its natural scenery, agricultural output, and traditional customs. Rural tourism can have a positive influence on the socio-cultural environment through the host-visitors' interaction. A comprehensive national development needs to be carried out to promote the sector as a way to increase the well-being of those who live in rural areas (Istiqomah et al., 2020).

Due to its many tourist features, including waterfalls, asparagus plantations, Tukad Bangkung bridges, temples, and festivals, Pelaga is regarded as a model for creating a potential-based tourism village. Additionally, Pelaga is easily accessible, has enough infrastructure or facilities, a local tourism agency to manage its potential, and local goods to support local companies (i.e., stores) (Suarja et al., 2019). Among the various tourist attractions in Pelaga, asparagus plantations are the most popular. They should be cultivated as the tourist attraction's mascot.

Situated in the highlands with cool air and fertile soil, this village excels in the agriculture, plantation, and ecotourism sectors. Its pristine natural beauty, with expanses of coffee plantations and organic vegetables, make Pelaga Village a potential destination for local wisdom-based economic development (Nyoman Sunarta et al., 2020). Furthermore, the community's upholding of traditional and cultural values reflects a rich ancestral heritage that can be developed into a unique attraction, both in local products and through community based tourism. The diversity of resources in Pelaga Village is a key asset in the development of Micro, Small, and Medium Enterprises (MSMEs).(Astuti et al., 2019) Agrotourism has expanded quickly in the modern era, utilizing technology in the agriculture sector's production and even

developing cutting-edge marketing strategies to aid in its expansion. Pelaga Village is a possible location for tourism education, recreational amenities, and resource conservation based on local knowledge.

Notwithstanding these advantages, MSMEs in Pelaga nevertheless have to contend with issues like poor market access, poor management, a dearth of creativity, and a low level of digital adoption. Due to these limitations, MSMEs are unable to fully utilize local resources and contribute to sustainable economic development to the fullest extent possible.(Samuel, 2020) The sale of crafts and culinary treats, farmstays, visits, and services would all contribute to the socio-economic potential of agrotourism in underserved rural communities. With this revenue, individuals would be able to afford a higher standard of living and, as a result, be less reliant on government assistance for social services. Additionally, more agricultural output would be produced to satisfy the demands of the tourists.

According to (Arbainah et al., 2020) the growth of the tourism industry as a leading sector for increasing foreign exchange earnings, expanding and equalizing business opportunities, employment, and driving regional development holds significant potential for the development of MSMEs in Pelaga Village. However, this also presents its own challenges, such as market competition, limited marketing access, and a lack of mentoring in business management, which are obstacles often faced by local entrepreneurs. (SELAMET et al., 2025) MSMEs are encouraged to take proactive steps to address these sustainability concerns and to take advantage of the opportunity to achieve their objectives. Furthermore, changing consumption trends, increasingly shifting toward environmentally friendly products, require MSMEs to implement sustainability principles in their production. Therefore, an appropriate strategy for MSMEs management is key to optimally and sustainably developing Pelaga Village's local potential.

There is no comprehensive strategy that integrates local potential, MSMEs development, and sustainable economic principles. Studies on Pelaga Village tend to emphasize its tourism potential, while the MSME aspect based on local potential has not been explored in depth. This study examines MSMEs based on local potential in Pelaga Village not only as business units but also as instruments for driving a sustainable economy.

B. Literature Review

According to (Sungkawati et al., 2025) Related to the products of Bululawang Village, most of which are agricultural products, efforts are needed to help market local potential products in Bululawang Village that support tourism on Pasur Beach. The Larung Sesaji tradition will provide space for the sale of MSME products. This community service provides knowledge and skills in creative industry development strategies, especially for culinary MSMEs business actors and pokdarwis in Bululawang Village. The implementation method is in the form of

counseling, training and FGD. The conclusion of the results of this community service is an increase in knowledge, skills and motivation of business groups including pokdarwis members in managing and marketing agricultural, culinary, art and cultural products of Larung Sesaji to the general public.

The implementation of the program involves the active role of the Simo Village government, village-owned enterprises, tourism awareness groups, youth and housewives who are SMSEs in Simo Village. (Annas & Saprudin, 2023) The development of the Digdaya Culinary Market is a place for creativity for MSMEs in culinary and traditional cultural arts so that they can increase theeconomic resources of the people of Simo Village. However, there is a need for sustainability efforts through improving tourism infrastructure, increasing tourism management human resources and increasing tourism publications, promotion and branding so that Simo Village continues to develop as a tourism village in Grobogan Regency.

Based on (Rivalni et al., 2025), unlimited business creativity indirectly affects the optimal utilization of resources from those that have no selling value to high economic value. The creative economy is one of the businesses that requires creativity, innovation and skills in its development, which is included in the creative economy development system is MSMEs. The results showed that the application of the creative economy can increase the competitiveness of MSMEs and be able to support economic transformation through the application of creative and innovative ideas to improve community welfare and the tourism sector plays an important role in uniting individuals through tourist visits in using this creativity.

MSMEs play a significant role in the national economy and in helping Indonesia achieve its Sustainable Development Goals (SDGs). (Arifin et al., 2021) With the creation of jobs, good working conditions, business innovation, and the adaptation and mitigation of adverse economic, social, and environmental effects on business operations for inclusive and sustainable economic growth, MSMEs can play a leading role in accomplishing the economic pillars of the SDGs. (Wardani & Rachmawati, 2022) In addition to the government, the business community and industry play a crucial role in accomplishing the SDGs. In general, government policies have a significant impact on how well enterprises and industries accomplish the SDGs. The government can support this success in a number of ways, such as by fostering business partnerships, engaging in outreach and innovation, and promoting the efficiency of business processes linked to the SDGs. Additionally, it can offer special incentives, like tax breaks, to business sectors that implement the SDGs.

Few studies have combined the function of MSMEs with the sustainability principles outlined by the SDGs. Prior research on rural economic growth has frequently concentrated on either tourism or agricultural productivity. Because of this, there is a research gap in which the role that

MSMEs play in sustainable rural development as community-based economic actors is not well understood. Additionally, there is also a lack of attention in scholarly discourse regarding methods to connect local potential, MSMEs empowerment, and SDGs-oriented development.

C. Research Methodology

Semi-structured interviews were used as the main technique of data gathering in this qualitative study. Thematic analysis of the data made it possible to find recurring themes and narratives in the interview transcript. The study focuses on MSMEs' local potential to promote a sustainable economy.

The study was conducted in a Pelaga Tourist Village. The selection of this village is based on the existence of a community service program that was run for almost two months in 2025. Participants of this study are owner of asparagus cultivation and Bali John Swing as the key informants. The supporting informants are farmers and community. The asparagus cultivation garden in Pelaga Village was chosen as the research object because it is a leading commodity with high sales value and potential for growth in both local and national markets. Furthermore, this research also focuses on the "Bali John Swing" MSMEs, a local business unique to Pelaga Village. This MSMEa operates in the creative industry based on local wisdom and plays a vital role in improving the village economy. This is crucial because MSMEs, as a key sector, play a vital role in sustainable economic development in Pelaga Village. According to (Purnomo & Purwandari, 2025), MSMEs have a transformational influence, contributing significantly to economic growth, community engagement, cultural preservation, and infrastructural enhancement in rural tourism.

Semi structured in-depth interviews were conducted with local communities in Pelaga tourist village. This interview aims to explore their perceptions about local potential of MSMEs, their impact to the destinations, and the economic growth. Data collected grom in-depth interviews and participatory observations were analyzed using thematic analysis technique. The data analysis process includes the following steps, such as: transcript of interviews, data coding to indentify key themes that come up during the conversations, preparation of emerging themes and data interpretation based on relevant theories regarding local potential of MSMEs. The findings of the analyzed data was linked in to the existing literature on rural tourism, agrotourism, and it's impact to sustainable economy on local communities.

Observations were conducted by directly observing various activities taking place in the asparagus cultivation garden and the "Bali John Swing" MSMEs. This technique aims to gain an in-depth understanding of the practices implemented in asparagus cultivation and MSMEs management, including aspects of production, distribution, and marketing. Observations at the asparagus farm included observations of asparagus planting and care techniques employed by farmers, the asparagus harvesting process, and post-harvest

methods. Furthermore, obstacles encountered in asparagus cultivation, such as weather conditions, pest attacks, and challenges in harvest distribution, were also the focus of the observations.

Meanwhile, observations at the "Bali John Swing" MSMEs examined the production process of goods and services offered by the MSMEs, from the design stage to product marketing. The business model implemented and the marketing strategies employed to attract customers and expand market reach were also crucial aspects of this observation. Furthermore, interactions between MSMEs and customers and business partners in their daily operations were also observed to understand how these MSMEs operate in the face of market competition and maintain business sustainability.

Interviews are conducted to obtain data directly from business owners and farmers involved in the sector being studied. This technique aims to gain in-depth information about their experiences, challenges, and the strategies they have implemented in their businesses. The interviewees included asparagus farmers in Pelaga Village and the "Bali John Swing" MSMEs. The asparagus farmers will provide insights into their cultivation techniques, the challenges they face in production and marketing, and their hopes for the development of the horticultural agriculture sector in the village. Meanwhile, interviews with the "Bali John Swing" MSMEs aim to further understand their business history, business model, marketing strategies, and the challenges they face in maintaining and growing their businesses amidst market competition.

D. Result and Discussion

Based on research conducted in Pelaga Village, Badung Regency, Bali, it was found that MSMEs and the agricultural sector, particularly asparagus cultivation, have significant potential for development to achieve a sustainable economy. The following are the main findings from observations and interviews conducted at the research site:

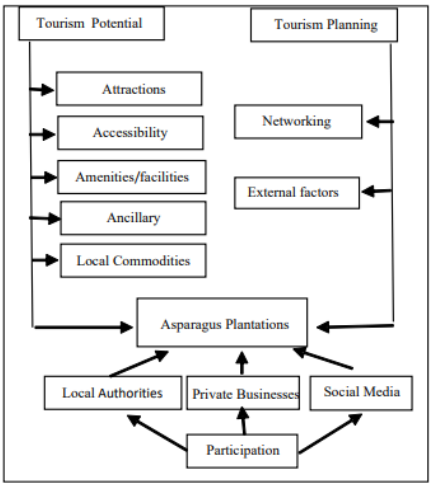


Figure 1. Potential-based tourism development model
Source: (Suarja et al., 2019)

Potential of Local Asparagus Cultivation Products

Asparagus is a horticultural commodity with a high selling price and good economic prospects for future development. Asparagus boasts a rich nutritional content, making it beneficial for health and a popular snack. Asparagus cultivation is highly promising, especially considering Bali's high tourism revenues. This includes tourism in the hotel and restaurant sectors, where hotels and restaurants require ingredients for their menus, including asparagus. (Pratama & Fajar, 2020)



Figure 2. Asparagus
(Source: Researcher, 2025)

Asparagus cultivation in Pelaga Village has shown promising results. The asparagus farmers involved in this study employ modern and environmentally friendly cultivation techniques. The use of organic farming methods and the selection of superior asparagus varieties are key factors that contribute to the high sales value of this product. However, farmers also face several challenges, such as unpredictable weather and pest attacks that sometimes damage the harvest. One of the biggest obstacles is limited product distribution, which makes it difficult for them to penetrate a wider market. Therefore, a better marketing system and access to a wider market are needed to increase the awareness of asparagus products from Pelaga Village and increase their potential to compete in national and even international markets.

The Role of "Bali John Swing" MSMEs in Local Economic Development

The "Bali John Swing" MSMEs, which operates in the creative industry based on local wisdom, also plays a significant role in improving the economy of Pelaga Village. This MSME produces various products and services that not only have economic value but also reflect the local culture of Pelaga Village.



Figure 3. Coffee testing in Bali John Swing
(Source: Researcher, 2025)

The products produced by this MSMEs include coffee and herbal drinks, which can be a special attraction for tourists. MSMEs are expected to become key actors with productivity and competitiveness in the national economy, where there are three components that always accompany: companies, consumers, and competitors. (Hurdawaty & Tukiran, 2024) To prosper in a cutthroat market, MSMEs must create tactics that increase their competitiveness. This can be accomplished in a number of ways, including enhancing product quality, embracing cutting-edge technology, putting successful marketing plans into practice, and cultivating enduring bonds with suppliers and consumers. MSMEs may increase their market share, draw in more clients, and make more money by being more competitive.

This MSMEs has successfully capitalized on the growing tourism sector in Pelaga Village, by selling their products through direct marketing channels to visitors and tourists who come to the village. However, they face challenges in increasingly fierce market competition and a lack of mentoring in business management. More creative marketing strategies and improving product quality are key to this MSME's further development.

Strategy for Increasing Capacity and Sustainability of MSMEs

(Gunawan, 2025) The idea of sustainability emphasizes striking a balance between the requirements of the economy, the environment, and society—both now and in the future. Encapsulated in the Sustainable Development Goals (SDGs), a collection of 17 objectives endorsed by United Nations member states to address global issues like poverty, inequality, and climate change, sustainability has become a major concern on a worldwide scale. The SDGs have been incorporated by the Indonesian government into its framework for attaining sustainable development that is equitable and inclusive. As important economic players, MSMEs are essential to achieving a number of SDG goals, including those pertaining to improving welfare, encouraging economic inclusion, conserving natural resources, and lowering social inequality.

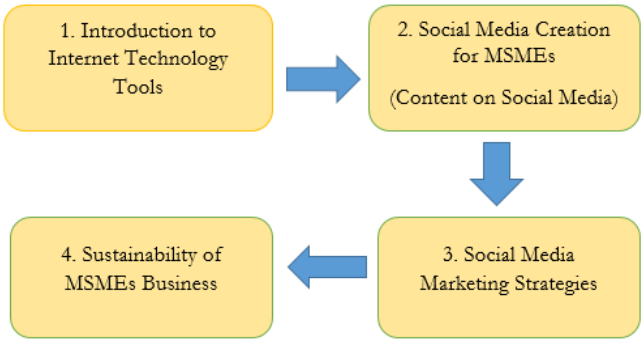


Figure 4. Sustainability of MSMEs
(Source: Researcher, 2025)

Figure 4 lists the four things that must be sent for this service activity. In order to provide you with a comprehensive understanding of information technology, this exercise is broken down into four components: (1) An Overview of Internet and Computer Technology. MSMEs should be able to use computers and learn more about the Internet. Through the use of the Internet, this session will also introduce the digital economy. (2) Establishing social media accounts and posting content for MSMEs enterprises. Since company accounts on social media differ from personal accounts, we will provide guidance on how to setup social media profiles for MSMEs enterprises. (3) Presenting social media marketing techniques. Strategy is necessary for marketing. Because of the success of this social media strategy, MSME traders' products and services can reach a larger audience. This tactic is also required to gain market share on social media. (4) Support for sustainability in MSMEs operations. A social media plan alone is insufficient; assistance is required to manage the business concurrently. The maintenance tactics used by MSMEs businesses will be explained with this help.

In other words, social media is a means for entrepreneurial development and the sustainability of MSMEs. The use of social media, e-commerce platforms, and digital marketing can help local products from Pelaga Village become better known, both in local, national, and international markets. Furthermore, product development that emphasizes the uniqueness and characteristics of local culture can be an additional attraction to attract a wider market.

Tourism communities must be able to effectively market their regional goods and services to both domestic and international travelers. By employing an effective marketing approach, a tourist village can enhance its appeal as a travel destination, drawing in more tourists and clients. In order to increase product dissemination, marketing can also be carried out through collaborations with local souvenir stores, resorts, or tourist agencies. Tourism towns can create possibilities to boost sales and revenue by implementing

successful promotions that raise awareness and exposure of their local products.(Achmad et al., 2023)

Challenges Faced by MSMEs and the Agricultural Sector

Despite their significant potential, MSMEs and the agricultural sector in Pelaga Village face several challenges that require attention. Fierce market competition, limited market access, and a lack of business management skills are key obstacles often faced by MSMEs and farmers. Furthermore, shifting consumption trends, increasingly favoring environmentally friendly products, force MSMEs to adapt and implement sustainability principles in every aspect of their production. Therefore, efforts are needed to improve human resource capacity, both in terms of business management, marketing, and the application of more efficient technology.



Figure 4. Marigold Fields
(Source: instagram @ithajuwitha)

The integration of tourism and agriculture in a small rural community where colorful marigold flower fields are grown for their economic worth as well as as a distinctive tourist destination. The community generates agro-tourism options that yield several economic advantages by turning agriculture into a tourist destination. By making money from both flower sales and tourism-related activities like admission fees, picture locations, and cultural events, farmers can diversify their revenue streams. The influx of visitors also stimulates the local economy, generating employment for residents as guides, food vendors, and homestay providers while supporting small businesses and handicrafts. Beyond financial gain, agro-tourism helps preserve traditional farming practices and strengthens community development by reinvesting profits into infrastructure and education. This harmonious blend of agriculture and tourism demonstrates how rural villages can achieve sustainable economic growth while showcasing their natural beauty and cultural heritage.

Collaboration for Sustainable Economic Development

Three pillars like economic growth, social inclusion, and environmental protection represent the Sustainable Development Goals (SDGs) 2030 agenda, which aims to eradicate poverty, social inequality, and safeguard the environment. These goals are still being pursued and put into action. Goal 8 of the Sustainable Development Goals (SDGs), which is related to decent work and economic growth, was established by the UN with the intention of promoting full and productive employment, decent work for all, and sustained, inclusive, and sustainable economic growth. This objective seeks to advance development-oriented policies that foster the formalization and expansion of MSMEs, especially through access to financial services, as well as productive activities, the creation of decent jobs, entrepreneurship, creativity, and innovation. In order to achieve the SDGs, a variety of stakeholders including governments, the commercial sector, civil society, and individuals must take action at all scales, from local to global (Kurniasih et al., 2023).

To address these challenges, collaboration between the government, communities, and the private sector is crucial. Local governments in Pelaga village can provide support through policies that facilitate MSMEs access to broader markets, such as by introducing local products at tourism events or exhibitions. Meanwhile, communities also need to be empowered with skills training and innovation to improve the quality of their products. The private sector, particularly large companies, can also play a role in supporting MSMEs through partnerships and coaching on product quality and more efficient distribution systems.

Utilizing Ecotourism to Improve Village Economy

One of the alternate sustainable revenue streams that the local community benefits from both directly and indirectly through the ecotourism destination is ecotourism. (Kim et al., 2019) Accordingly, the study demonstrated that ecotourism promoted socioeconomic development, protected local natural resources, and improved the environment; the majority of households believed that ecotourism improved household status and the community as a whole. This study defines ecotourism as community-based ecotourism (CBE), which is associated with sustainable, rural tourism that prioritizes rural livelihood.

Furthermore, the ability of MSMEs to form cross-border partnerships and comprehend the socio-cultural differences present in various export destinations is crucial to their success in expanding access to international markets in the face of globalization, which demands openness and collaboration among businesses from various countries. (Putranto, 2025) International cooperation between MSMEs from other countries not only offers a forum for the sharing of information and technology, but it also creates chances for more creative product development and efficient market expansion.

Ecotourism in Pelaga Village has significant potential to support the development of MSMEs and the agricultural sector. The village's natural beauty and rich cultural heritage can be a major draw for tourists seeking a unique experience. By combining ecotourism with local products, both agricultural and handicraft, Pelaga Village can sustainably boost the local economy. Tourists visiting Pelaga Village will not only enjoy its natural beauty but also purchase local products as souvenirs, which in turn supports the growth of MSMEs.

F. Conclusion

Pelaga Village, with its rich natural and cultural heritage, has significant potential for sustainable economic development based on local wisdom. The agriculture, plantation, and ecotourism sectors are key pillars of village economic development, with superior products such as herbal coffee and asparagus offering broad market prospects, both locally and internationally. Furthermore, the "Bali John Swing" MSMEs, a creative industry-based business, plays a crucial role in boosting the village economy.

However, the development of MSMEs and the agricultural sector in Pelaga Village faces significant challenges, such as intense market competition, limited market access, and the need to implement sustainability principles in production. Therefore, appropriate strategies are needed to address these challenges, including collaboration between the government, community, and the private sector.

By leveraging ecotourism potential and local wisdom, Pelaga Village can create a sustainable economic ecosystem where local products not only support the agricultural and creative industries but also provide long-term benefits to the local community. Close collaboration between various parties, skills training, and support in marketing and business management will be key to realizing inclusive and sustainable economic development in Pelaga Village.

With the right approach, collaboration with various parties, and the use of technology and innovation, MSMEs in Pelaga Village have a significant opportunity to become successful business models based on local wisdom and improve the welfare of the wider community. Thus, this study intends to investigate the local potential of MSMEs in Pelaga Tourist Village and examine how they contribute to the attainment of an SDGs-aligned sustainable economy. By doing this, the study aims to pinpoint the current local potential of MSMEs as well as suggest to improve their sustainability, inclusivity, and competitiveness. In the end, this study adds to the larger conversation about rural development and offers useful advice on how local communities might use their resources to further sustainable economy.

G. Conflict of Interest

The author declares no financial interests or non-financial relationships connected with the MSMEs or other stakeholders in Pelaga Village that constitute a competing interest in this research.

H. Declaration of AI Use

The author used ChatGPT by OpenAI to assist in arranging the manuscript's sections and improving the logical progression of ideas. The proposed structure was assessed against the study objectives, qualitative research approach, and findings before the author selected and refined the final organization. The author retains full responsibility for the manuscript's content, accuracy, originality, references, and academic integrity.

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