

The creative economy for sustainable tourism in the post-mining era in Pangkalpinang city

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Abstract:

Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang are crucial contributors to the local economy, especially in the post-tin mining era, by driving economic diversification and regional development. This research delves into the role of the creative economy in fostering sustainable tourism during this transitional period. Through a qualitative approach, the study employs the SWOT analysis framework to assess the development of MSMEs and their connection to sustainable tourism in Pangkalpinang. The strengths of these MSMEs are evident in their distinctive product offerings, robust stakeholder networks, and the recognition and certifications they have attained. These elements position them well within the market. However, they face notable internal challenges, including limited resources, technological constraints, and financial difficulties, which hinder their growth potential. Externally, MSMEs in Pangkalpinang contend with high economic inflation, stiff competition from larger retail entities, and shifting consumer preferences driven by economic downturns. These factors create a challenging environment for MSMEs to thrive. Despite these challenges, there are significant opportunities for growth. MSMEs can capitalize on product diversification, which allows them to cater to a broader range of consumer needs. Additionally, there is substantial support from the government and various institutions, which can provide the necessary backing for these enterprises. Aligning their business models with sustainable tourism trends also presents a promising avenue for long-term success. By leveraging these opportunities, MSMEs in Pangkalpinang can enhance their resilience and contribute meaningfully to sustainable regional development in the post-mining era.

Keyword: Creative Economy; Sustainable Tourism; MSMEs; Post Mining



INTRODUCTION

Pangkalpinang City, located on Bangka Island, Indonesia, has long been known for its tin mining industry. The extraction of tin has played a crucial role in the local economy, providing employment and contributing significantly to regional development.

Tin mining began during the Palembang Sultanate's pre-colonial era and continued during the periods of Dutch, English, and Japanese rule until the middle of the 20th century (Erman, 2010). As of recent report of PT Timah (2022), the number of mining concessions in Pangkalpinang stands at 126, covering an area of approximately 473,310.52 hectares, and also estimated reserves of around 333,687 tons and resources totaling 911,571 tons in 2022. Tin mining in Pangkalpinang, as well as across the Bangka Belitung province, has been associated with several natural disasters and environmental issues.

One of the most notable natural disasters associated with tin mining is flooding. The deforestation and removal of vegetation for mining operations reduce the land's ability to absorb rainwater, leading to increased surface runoff. This phenomenon exacerbates the risk of floods, particularly during heavy rainfall. The increased sediment in rivers and streams from mining activities further obstructs waterways, making floods more frequent and severe (Fitri et al., 2019). Another significant impact is land subsidence. The underground mining operations often leave voids beneath the surface, which can collapse, leading to sinkholes and subsidence. These occurrences not only damage infrastructure but also pose a severe risk to the safety of local communities (Susanti, 2021). Land damage resulting from industrial activities such as tin mining has far-reaching implications for the economic sector, particularly in regions heavily reliant on natural resources. In Pangkalpinang, the adverse effects of land degradation due to tin mining can be observed across various economic sectors, including tourism, and overall economic stability.

The post-mining era presents both challenges and opportunities for Pangkalpinang, with a pressing need to diversify the economy and ensure long-term sustainability. (Marques et al., 2022) analyzed that the motto for the start of a new era is to experience tourism in the middle of nature and to appreciate nutritious food, which allows one to taste and experience the moment. Tourism has been identified as a key sector for economic diversification in Pangkalpinang. However, to be successful and sustainable, tourism initiatives must be innovative and mindful of environmental and social impacts. Since tourism products rely on local resources, they should be sustainable. As complex products, they should take into account the demands of various stakeholders in the region while also using local resources as a strategy for distinctiveness (Papaluca et al., 2020).

This is where the concept of the creative economy comes into play. The creative economy refers to a broad sector that encompasses industries where creativity, knowledge, and information play a crucial role in generating economic value (Howkins, 2013). According to the United Nations Conference on Trade and Development (UNCTAD), the creative economy has proven to be resilient even during economic downturns, highlighting its potential as a dynamic component of modern economies (UNCTAD, 2018). The creative economy, which encompasses industries offers a promising pathway for sustainable tourism development. By leveraging local Micro, Small, and Medium Enterprises (MSMEs), Pangkalpinang can create not only fosters economic growth but also promotes cultural preservation and environmental stewardship. Entrepreneurship within the creative economy involves the establishment and growth of creative businesses like MSMEs (Biltpn, 2007).

The creative economy is one sector that a nation is taking into consideration as feasible in light of the shifting demands of the modern world (Ausat et al., 2023). According to estimates of (Awalia et al., 2013), the creative economy will result in an increase in a nation's GDP, making it one kind of economic innovation. Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang play a pivotal role in the local economy by contributing to economic diversification and regional development during post-tin mining era. MSMEs account for a substantial portion of the gross regional domestic product (GRDP) of Pangkalpinang. The number of MSMEs in Pangkalpinang has been increasing steadily.

A study by (Pratama, 2020) noted a growth rate of approximately 5% per annum over the past five years. This growth is driven by supportive government policies, increasing entrepreneurial activities, and the diversification of economic activities post-mining era. They are integral to sectors such as retail, food processing, and handicrafts. Haryanto (2021) analyzes that MSMEs contribute to over 50% of employment in Pangkalpinang, indicating their critical role in the labor market. On the other hand, a study highlighted the role of agricultural MSMEs in enhancing food security and providing employment in rural areas of Pangkalpinang. These enterprises focus on value-added products such as processed foods and organic farming (Rahayu, 2020).

The development of Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang is critically linked to the region's economic transition following the decline of its tin mining industry. This transition from a predominantly mining-based economy to a more diversified economic structure hinges on the growth and sustainability of MSMEs. The synergy between MSME development and sustainable tourism lies in their mutual benefits. Sustainable tourism provides a market for MSMEs, while MSMEs enhance the tourism experience through diverse and sustainable offerings. The presence of vibrant MSMEs offering local products and services enriches the tourist experience, encouraging longer stays and repeat visits (Susilowati, 2019).

The shift from a mining-based economy to one that embraces sustainable and diversified development is crucial for regions like Pangkalpinang, the capital city of Bangka Belitung province in Indonesia. The decline of tin mining activities has left the region in need of new economic drivers to ensure long-term growth and sustainability. In this context, Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector have emerged as significant contributors to the local economy, offering unique products that reflect the cultural heritage and resources of the region. However, these MSMEs face numerous challenges, including resource limitations, technological constraints, and intense market competition.

This research aims to explore the role of the creative economy in promoting sustainable tourism in Pangkalpinang's post-mining era, especially Culinary MSMEs. As one of the 17 sectors introduced in Indonesia's creative economy within the food industry, the creative economy's GDP is 41% derived from the food industry (Putra et al. (2022)). So, this research will examine existing initiatives and identify key opportunities and challenges. Through this study, we seek to contribute to the broader discourse on sustainable economic transition in post-mining regions. One strategy to guarantee ecologically responsible mining operations is the reclamation requirement. One strategy to guarantee ecologically responsible mining operations is the reclamation requirement. Legislative provisions state that obligations include supervising the last ex-mining pit

with the largest limit, drafting and submitting reclamation and post-mining plans, and completing the balance between the area to be cleared and that already recovered. (Haryadi et al., 2023).

The previous studies are shown to compare and to contrast this study. It could show the urgency of this research. First, the study from Marwanto et al., (2023) examine the Yogyakarta Special Region's financing strategies for MSMEs. The findings indicated a rise in the development of MSME business actors. The two biggest challenges that MSME actors confront are a fear of taking risks and inadequate company management. Their business's sluggish development is also attributed to the absence of coaching and the engagement of connected agencies. Second, a study from Hulu et al., (2023) examine the foundation of this study is the claim that MSMEs benefit local communities while also drawing tourists to their locations.

The study's findings show that: (1) local communities' participation as MSME actors is still not at its best because they don't know when and how to take advantage of economic opportunities; (2) local culture can be developed through product curation and packaging into tourist attractions; and (3) local communities have limited access to programs offered by local governments to improve service quality and human resources training. In the locations under observation, tourism awareness groups have endeavored to galvanize and augment the participation of nearby populations. Lastly, Muzwardi and Simbolon (2024) analyzes Bintan Regency Tourism Program to grow and improve the area's tourism destinations, attractions, and creative economy by SWOT and PEST analysis. The SWOT and PEST analyses draw attention to the advantages of Bintan Regency, such as its beautiful natural surroundings, extensive cultural history, and welcoming locals. It also points out flaws, like a lack of funding for marketing, inadequate infrastructure, and human resources. The PEST analysis highlights how crucial it is to take into account a variety of aspects when examining the state of tourism in Bintan Regency at the moment.

RESEARCH METHOD

This research employs a qualitative methodology, leveraging the SWOT analysis framework to explore the development of MSMEs and their relationship with sustainable tourism in Pangkalpinang. Qualitative research is particularly suited for this study as it allows for an in-depth understanding of the complex social, economic, and environmental factors that influence MSME development and sustainable tourism. According to (Denzin & Lincoln, 2018) qualitative research focuses on understanding phenomena from a contextual perspective, capturing the nuances of human behavior, organizational dynamics, and community interactions. In this study, qualitative methods enable the exploration of MSME development within the specific socio-economic and sustainability tourism field. The data is gathered through various means, including interviews with stakeholders, field observations, and analysis of relevant documents and reports.

SWOT analysis is inherently qualitative because it involves qualitative interpretation, and synthesis of information rather than numerical data. The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a strategic planning tool used to identify the internal and external factors that impact the success and sustainability of MSMEs in relation to sustainable tourism. According to Gurel and Tat

(2017), SWOT analysis relies on qualitative assessments to evaluate the internal and external factors affecting an organization, which are often derived from stakeholder inputs and expert judgments. (Chermack & Kasshanna, 2007) highlight that SWOT analysis is a context-driven tool that helps organizations to explore and interpret the dynamic interplay between internal and external factors.

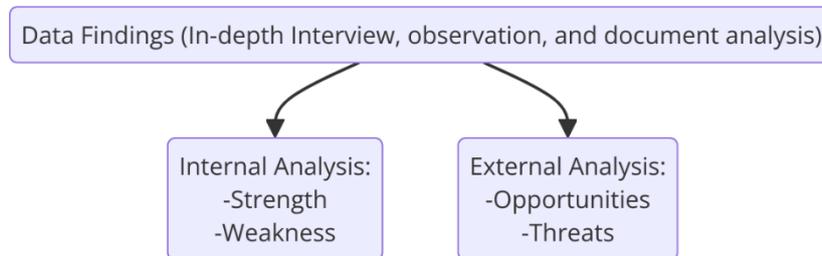


Figure 1. SWOT Analysis Framework
Source: Author, 2024

SWOT analysis can be formulated into four strategies, namely strengths-opportunities (SO), strengths-threats (ST), weakness-opportunities (WO), and weakness-threats (WT), based on both internal and external elements (. By applying the SWOT framework, this research systematically categorizes and examines the factors that affect MSME development in Pangkalpinang. SWOT analysis helps in identifying strategic priorities for MSMEs to capitalize on their strengths and opportunities while addressing their weaknesses and mitigating threats.

RESULT AND DICUSSION

Overview of Culinary MSMEs in Pangkalpinang

In general, there are five interviewees for in-depth interviews with their own product uniqueness, motivations in business, and also sales channel. Interviewee 1 specializes in fried squid snacks, particularly Keripik Cumi and other squid-based products. Interviewee 2 offers traditional herbal drinks (Jamu) and Rengginang, a type of rice cracker. Interviewee 3 produces shrimp chips known as Kribiqu. Interviewee 4 offers shrimp and fish pempek, a traditional Indonesian fish cake delicacy. Interviewee 5 produces lime syrup (Sirup Jeruk Kunci) and lime jelly candies. All these materials for the culinary product is local wisdom from a variety of natural sources in Pangkalpinang city.

One of the key strengths of MSMEs is their ability to innovate and adapt quickly to changing market conditions. Their smaller size allows for more flexibility and quicker decision-making processes compared to larger corporations. MSMEs often drive innovation by developing new products and services, especially in niche markets that larger firms may overlook (Beck et al., 2005). According to (Berry & Levy, 2017), MSMEs account for a significant share of employment and output in many economies, often providing more than half of all jobs and contributing a considerable portion of GDP.

A varied motivations of the business owner is generally because of economy, family support, and local wisdom preservation motives. Interviewe 1 initiated the business to improve economic conditions with significant family support. The second interviewee's business was started to improve economic conditions, with close family members recommending these products for sale. While, the interviewee 3's venture is a

continuation of a family recipe passed down through generations. The business of fourth interviewee stemmed from a personal hobby of eating pempek, with the decision to sell based on positive family feedback and support. On the other hand, fifth interviewee is driven by economic challenges and a hobby of making beverages, coupled with the abundance of limes in Bangka, which the owner aimed to convert into valuable products.



Figure 2. MSMEs Business from Pangkalpinang
Source: Author, 2024

The overview of sales channel of MSMEs in Pangkalpinang are divided into online and offline basis. The products of interviewee 1 are sold in local minimarkets and supermarkets, souvenir shops, the provincial airport of Kepulauan Bangka Belitung, through events and exhibitions organized by institutions, via local social media platforms, and through reseller markets. Similar to Interviewee 1, the products of interviewee 2 are distributed in local minimarkets and supermarkets, souvenir shops, the provincial airport, during events and exhibitions, and through local social media platforms.

For interviewee 3, the products are sold in local minimarkets and supermarkets, souvenir shops, the provincial airport, events and exhibitions, through local social media platforms, and via e-commerce platforms like Shopee, managed by resellers. Interviewee 4 sold her products through a physical outlet near the owner's home, via

WhatsApp and Instagram, and in select souvenir shops in Pangkalpinang. Lastly, the distribution of interviewee 5's products includes local minimarkets and supermarkets, souvenir shops both in Bangka and in areas of Jakarta like Tangerang and Pondok Indah, the provincial airport, events and exhibitions, through social media, and via e-commerce platforms like Shopee.

The culinary MSMEs in Pangkalpinang display a rich diversity of products, from traditional snacks and beverages to modern adaptations of local ingredients. The motivations behind these businesses predominantly revolve around economic improvement and family support. The sales strategies are multifaceted, leveraging both physical outlets and digital platforms to reach a broader market. These MSMEs are not only vital for economic diversification post-mining era but also play a crucial role in preserving and promoting local culinary heritage. The similarity from those MSMEs in is that they have received various forms of recognition and certification, which play a crucial role in establishing their credibility, enhancing their marketability, and fostering trust among consumers. These rewards and certifications can range from local and national awards to industry-specific certifications that attest to the quality and safety of their products.

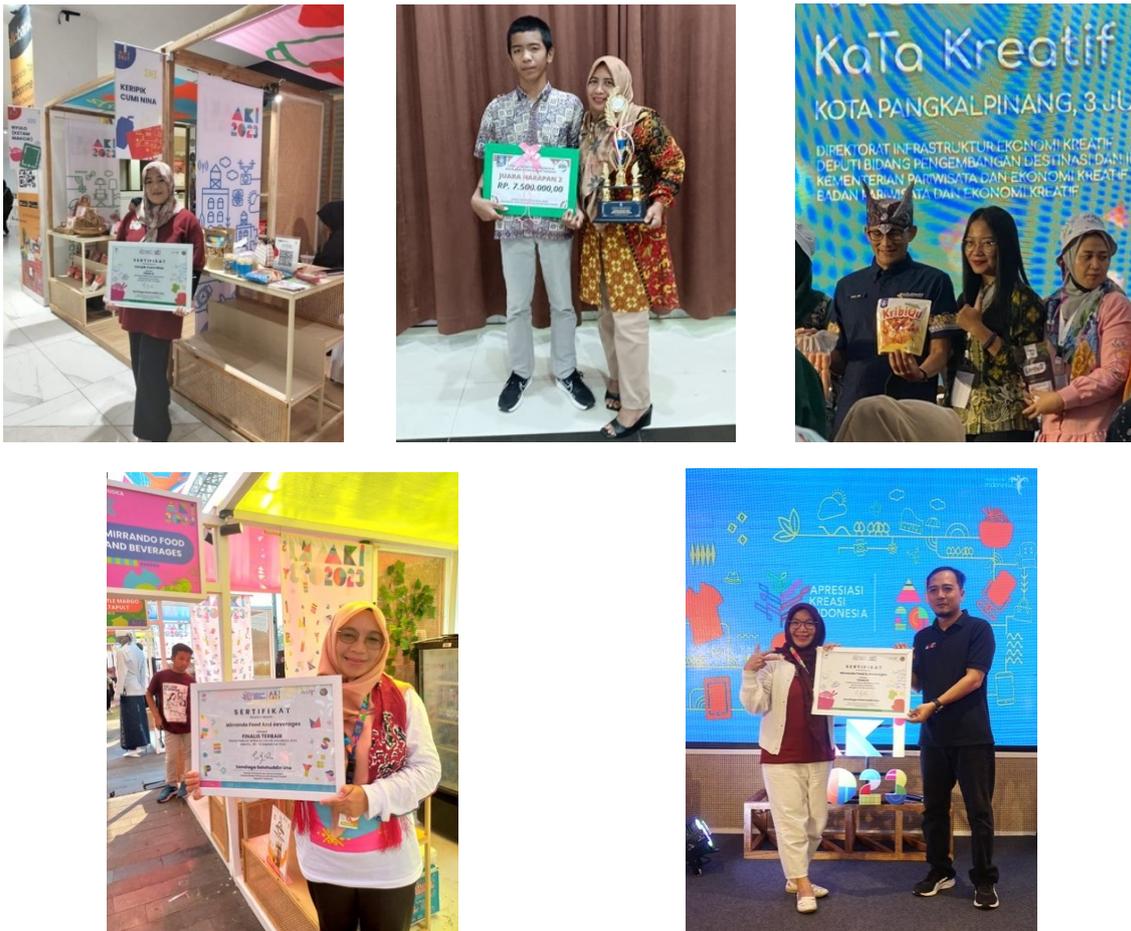


Figure 3. MSMEs Owner Receive Award and Certificate
Source: Author, 2024

Based on interviewees, these awards and certifications have enabled the MSMEs to expand their market reach. Certifications often open doors to larger retail outlets, including supermarkets, as well as online marketplaces. It becomes a testimony validated by expert so it could imboost audience's trust. Also, Recognized and certified businesses are more likely to receive support from government programs aimed at promoting MSMEs. This support can include financial assistance, training, and opportunities to participate in exhibitions and fairs. In a competitive market, awards and certifications provide a significant advantage, distinguishing these businesses from their competitors. They serve as a mark of excellence and reliability. MSMEs can boost their access to resources and markets through partnerships with larger companies and other MSMEs and additionally business networks facilitate their connections with other business players, raise their profile, and present chances for collaboration (Sutrisno, 2023).

SWOT Analysis of MSMEs in Pangkalpinang

The city of Pangkalpinang, historically known for its extensive tin mining activities, is undergoing a significant economic transformation. As the region transitions from a mining-dominated economy to a more diversified economic structure, Micro, Small, and Medium Enterprises (MSMEs) have emerged as key players in driving sustainable development. Among the various sectors, the culinary field has shown substantial potential in fostering economic growth and cultural preservation. This introduction sets the stage for a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of MSMEs in the culinary sector of Pangkalpinang, particularly in the context of the post-mining era.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a popular assessment technique used in the planning and commercial domains, especially tourism planning (Kniazeva & Baskin, 2023). According to (Kumar & K.B, 2023), the most popular method for strategic planning to access an organization's internal and external components is the SWOT analysis. The internal strengths of MSMEs in Pangkalpinang's culinary sector are multifaceted, reflecting their ability to leverage unique product offerings. Businesses can use SWOT analysis to identify the strengths, weaknesses, opportunities, and threats associated with a project since there is a lot of ambiguity (Akhavan et al., 2015). While (Rozmi et al., 2018) situated when a business is unsure about how to proceed, a strengths, weaknesses, opportunities, and threats (SWOT) analysis is a common method used to assess the company's position in the market and examine its internal and external environments.

A primary strength for these MSMEs is the distinctiveness of their product offerings, which sets them apart from local competitors. Keripik Cumi Nina offers a unique squid snack that is low in oil and high in protein, sourced from the local seas of Bangka Belitung. The absence of similar products in the local market gives this business a unique selling proposition. The Jamu and Rengginang business stands out with its BPOM RI MD-certified herbal drinks, a certification not held by other local competitors. Additionally, their Rengginang offers three different varieties, further enhancing their market differentiation. Kribiqu (Keripik Udang) emphasizes its use of high-quality Super Ebi shrimp, providing a distinctive authentic shrimp flavor and crispy texture that appeals to consumers seeking high-protein snacks. Pempek Udang dan Ikan boasts a softer

texture and more pronounced shrimp flavor compared to other similar products, catering to local preferences and enhancing customer satisfaction. Sirup Jeruk Kunci Mirrando and Jelly Candy are pioneers in the local market for lime-based products, holding BPOM RI MD certification, which ensures product safety and quality, making them readily available and highly appealing to consumers in Pangkalpinang.

The internal weaknesses faced by MSMEs in the culinary sector of Pangkalpinang highlight significant challenges that hinder their operational efficiency and growth potential. For practitioners of MSMEs, developing managerial skills is critical in this challenging globalization period (Suhartono et al., 2024). These weaknesses are primarily centered around resource limitations, inflation-driven cost increases, and operational constraints. One of the major challenges for these MSMEs is the limitation in raw materials, a problem exacerbated by the economic transition from mining to creative industries. For instance, Keripik Cumi Nina struggles with a limited supply of squid due to decreased fishing activities. This scarcity is a direct result of the high local inflation, which has made it economically unfeasible for many fishermen to continue their operations. Similarly, Kribiqu, which specializes in shrimp chips, faces difficulties in sourcing high-quality shrimp (ebi) due to the same economic pressures. These shortages in key ingredients not only limit the production capacity but also affect the consistency and reliability of the supply chain, posing a significant threat to the business's sustainability.

Another critical weakness identified is the lack of modern technological adoption. IT's role in the creative economy demonstrated a positive impact on visitor satisfaction. Practical implications include promoting the adoption of smart technology to increase visitor satisfaction, encouraging collaboration in sustainable tourism, involving communities in development that is aligned, and taking environmental impacts into account when initiating new projects (Sutarman et al., 2023). Keripik Cumi Nina and Kribiqu both highlight significant technological deficiencies. For Keripik Cumi Nina, the absence of adequate cutting machines for squid affects their production efficiency, making it challenging to scale operations and meet higher demand. Kribiqu also faces technological constraints due to space limitations, which prevent the installation of advanced machinery necessary for large-scale production.

This reliance on outdated or manual processes hampers productivity and limits the ability to innovate or improve product quality. Financial limitations also play a crucial role, though somewhat mitigated by support from governmental and corporate partnership programs. For example, Jamu and Rengginang is cautious about adopting new technologies due to the potential increase in operational costs, despite receiving some financial support. Additionally, Pempek Udang dan Ikan faces unique operational challenges, particularly related to labor. The need for early morning work to ensure the freshness of shrimp for their products presents difficulties in maintaining a stable and willing workforce. This operational timing is critical as any delay can affect the quality and appearance of the final product, making it less appealing to customers.

The MSMEs in Pangkalpinang's culinary sector have several external opportunities that can significantly bolster their growth and sustainability in the post-mining era. Firstly, product diversification emerges as a critical opportunity, with businesses such as Keripik Cumi Nina planning to introduce Angpiang Telor Cumi to maximize the use of leftover squid eggs. Similarly, Kribiqu is looking to diversify its

product line by introducing Curly Cheese, leveraging more readily available raw materials like cheese to mitigate supply chain issues. Pempek Udang dan Ikan also identifies an opportunity in producing kemplang from fresh shrimp, taking advantage of its current low price.

Additionally, these MSMEs benefit from various government and institutional support programs. Participation in exhibitions, bazaars, and non-governmental events organized by local authorities provides them with platforms to showcase their products, connect with potential customers, and gain valuable market insights. This support is crucial for enhancing their visibility and expanding their market reach. Furthermore, the shift towards sustainable tourism in the post-mining era offers a promising avenue for these businesses. By aligning their products with sustainable and locally-sourced initiatives, they can tap into the growing demand for authentic and environmentally friendly culinary experiences. For instance, Keripik Cumi Nina's new product can be marketed as a sustainable local delicacy, appealing to tourists interested in eco-friendly options.

The MSMEs in Pangkalpinang's culinary sector face significant external threats that impact their operations and sustainability. These threats are primarily related to economic inflation, consumer purchasing power, competitive pressures from large retailers, and changing consumer preferences due to the economic downturn following the decline in mining activities. A common threat identified by all interviewees is the high economic inflation, which has led to increased prices for raw materials. This inflationary pressure affects the cost structure of MSMEs, leading to higher production costs. For instance, Interviewee 1 noted that the price of squid, the primary raw material, has increased significantly. This, coupled with the overall sluggish economy due to the cessation of mining activities, has severely impacted consumer purchasing power, leading to a notable decline in sales. Interviewee 3 and Interviewee 4 also highlighted similar concerns, where high inflation has resulted in a decreased ability for consumers to purchase their products, directly affecting their revenues.

Another significant external threat is the intense competition from large retailers such as Indomaret and Alfamart. Interviewee 2 mentioned that these retailers offer cheaper jamu products sourced from other regions like Java, which undermines local MSMEs' pricing power and market share. Similarly, Interviewee 1 pointed out that while their Keripik Cumi faces little competition due to its unique product offering, their new product, Angpiang Telor Cumi, faces stiff competition from similar products sold by these large retailers at lower prices. Interviewee 3 also noted the emergence of new competitors offering similar shrimp-based products, which has further diluted their market share.

The economic downturn has led to significant changes in consumer preferences, posing another external threat. Interviewee 1 reported a 50% decline in sales of their squid chips, indicating a shift in consumer spending habits due to reduced disposable income. Interviewee 2 and Interviewee 4 observed a 30-40% reduction in consumer spending, reflecting a broader trend of declining consumer confidence and spending capacity in the post-mining era. Interviewee 5 noted an even sharper decline, with a 40-50% drop in sales, exacerbated by increased logistic costs that further strain their pricing strategies. Interviewee 4 highlighted weather conditions as a critical external threat. Poor weather can affect the supply and price of fresh shrimp, adding another layer of

uncertainty to their production processes. Additionally, Interviewee 5 mentioned the rising logistic costs as a significant threat. Increased shipping costs impact the final price of goods, making it challenging to maintain competitive pricing in the market.

Tabel 1. MSMEs SWOT Analysis in Pangkalpinang

STRENGTH	WEAKNESS
Unique local products (e.g., Keripik Cumi, Angpiang Telor Cumi, Kribiqu)	Resource limitations (e.g., squid and shrimp shortages due to economic inflation)
Strong stakeholder networks (government, financial institutions, local farmers)	Technological constraints (lack of advanced machinery and production space)
Received awards and certifications (BPOM RI MD, local/national awards)	Financial limitations despite some support, high dependency on manual processes
OPPORTUNITIES	THREATS
Product diversification (e.g., Angpiang Telor Cumi, Curly Cheese)	High economic inflation reducing consumer purchasing power
Support from government and non-government programs (exhibitions, bazaars)	Intense competition from large retailers (Indomaret, Alfamart) and new entrants
Alignment with sustainable tourism trends, promoting local and eco-friendly products	Changing consumer preferences due to economic downturn

Source: Author, 2024

This chart captures the key points of the SWOT analysis, highlighting the strengths, weaknesses, opportunities, and threats faced by MSMEs in the culinary sector of Pangkalpinang. By addressing their weaknesses and threats while leveraging their strengths and opportunities, these businesses can navigate the challenges and capitalize on growth potential in the post-mining economic landscape.

MSMEs Impact Sustainable Tourism and Creative Economy

MSMEs play a pivotal role in the economic development of Pangkalpinang, particularly in fostering sustainable tourism and enhancing the creative economy. The transition from a mining-based economy to one focused on sustainability and diversification has placed MSMEs at the forefront of this transformation. Through interviews with various MSME owners in the culinary sector, it becomes evident how these enterprises impact and contribute to sustainable tourism and the creative economy in Pangkalpinang.

MSMEs in Pangkalpinang's culinary sector are instrumental in preserving and promoting local heritage and culture. For instance, Interviewee 1, who specializes in fried squid snacks, emphasizes the importance of using locally sourced squid from the seas of Bangka Belitung. This approach not only supports local fishermen but also ensures that the products reflect the unique flavors and traditions of the region. Similarly, Interviewee 4, who offers shrimp and fish pempek, a traditional Indonesian fish cake delicacy, notes that their business stemmed from a personal hobby and family feedback, highlighting how culinary traditions are passed down and sustained through generations.

These businesses play a crucial role in maintaining the cultural fabric of Pangkalpinang, making the region attractive to tourists seeking authentic and traditional experiences. The unique offerings of these MSMEs, such as the Jamu and Rengginang from Interviewee 2, provide visitors with a taste of local flavors and cultural heritage. This,

in turn, enhances the tourism experience, encouraging longer stays and repeat visits, which are essential for sustainable tourism.

MSMEs in Pangkalpinang are increasingly adopting sustainable practices to minimize their environmental impact. Interviewee 5's use of key limes, a readily available local resource, not only supports local agriculture but also promotes the sustainable use of natural resources. By processing these limes into syrup and jelly candies, the business reduces waste and adds value to what might otherwise be an underutilized resource. Furthermore, the shift towards sustainable tourism provides MSMEs with opportunities to align their products with eco-friendly and locally-sourced initiatives. Interviewee 1 notes that their new product can be marketed as a sustainable local delicacy, appealing to tourists interested in environmentally conscious options. This alignment not only boosts the business's marketability but also supports the broader goal of sustainable tourism by offering products that are both culturally significant and environmentally responsible.

The transition away from tin mining has underscored the need for economic diversification in Pangkalpinang. MSMEs contribute significantly to this diversification, offering a range of products that showcase the region's natural resources and cultural assets. Interviewee 5, who produces lime syrup and lime jelly candies, underscores the importance of utilizing local resources like the abundant limes in Bangka to create valuable products. This diversification not only reduces the region's reliance on mining but also creates new employment opportunities.

By providing jobs, MSMEs help stabilize the local economy and improve livelihoods, which is critical in the aftermath of the mining decline. Interviewee 3, who produces shrimp chips known as Kribiqu, highlights that their business supports local shrimp suppliers, creating a demand that sustains the fishing industry. This interconnectedness between MSMEs and local suppliers fosters a resilient economic ecosystem that can withstand external shocks, such as the decline of the mining industry.

CONCLUSION

The analysis of culinary Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang reveals their pivotal role in the region's economic diversification and cultural preservation, particularly in the post-mining era. These enterprises, characterized by their unique product offerings and innovative capabilities, are integral to maintaining the region's cultural heritage while contributing to its economic growth. The robust support networks they have established, along with the recognition and certifications they have garnered, underscore their importance within the broader economic landscape of Pangkalpinang. As a result, these MSMEs are well-positioned to drive future growth in the region, leveraging their distinctive products and strong community ties.

However, the strengths of Pangkalpinang's culinary MSMEs are accompanied by significant challenges. While their unique products and strong networks with stakeholders are notable advantages, these businesses face critical weaknesses, such as limited resources, technological constraints, and financial hurdles. Moreover, they must contend with external threats, including high economic inflation, intense competition from large retailers, and shifting consumer preferences, particularly during

economic downturns. Despite these challenges, there are considerable opportunities for these MSMEs to explore, such as product diversification, increased government and institutional support, and alignment with sustainable tourism trends. By capitalizing on these opportunities, they can overcome the challenges and continue to contribute to the region's economic and cultural vitality.

Given the findings of this research, several recommendations are proposed to ensure the sustained growth and resilience of MSMEs in Pangkalpinang's culinary sector. Business owners should prioritize innovation and product diversification to remain competitive and address the risks posed by resource limitations and market volatility. Additionally, the adoption of digital technologies and e-commerce platforms can significantly enhance their market reach and operational efficiency. Policymakers, on the other hand, should work towards creating a more supportive ecosystem for these enterprises, which includes offering financial incentives, facilitating access to advanced technologies, and encouraging sustainable practices. Strengthening collaborations between MSMEs, large corporations, and financial institutions can create synergies that benefit the entire value chain. Furthermore, continuous customer engagement and a commitment to high product quality will be crucial in navigating the competitive market landscape, enabling MSMEs in Pangkalpinang to build a more resilient and sustainable future.

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