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## ARTICLE

# Development of Micro, Small, and Medium Enterprises Through Geoproduts for Geopark Gorontalo

Ivana Butolo

Regional Planning, Research and Development Agency of Gorontalo Province

[ivanaajeng321@gmail.com](mailto:ivanaajeng321@gmail.com)

**Abstract:** Geopark is an area that combines the uniqueness of geology, biodiversity, and cultural diversity that is managed for the needs of conservation, education, and sustainable economic development of the community. The existence of this Geopark has opened up opportunities and become a great chance for local communities. Gorontalo province has the biggest potential natural resources for development; in this matter, we need local creativity to build efforts in special characters and also unique for itself. The Gorontalo Geopark is currently undergoing improvements for the development of MSMEs to create innovative products related to the Geopark and actively contribute to the local economic growth of the community. This study aims to understand the existence of geo products as part of MSMEs and find out how the strategy of geo product development for local economic growth can support the development of the Gorontalo geopark. This study uses a qualitative descriptive method with primary data collection techniques through observation, interviews, and secondary data obtained from the relevant agencies. The results showed that geo products are one of the first steps in developing MSMEs to improve the community's economy, although, in practice, there are still problems. In this condition, the local government must formulate a policy strategy for developing MSMEs through geo product, namely fixing the database, increasing community capacity, creating innovation, creating geopark branding, optimizing the use of technology, stakeholder collaboration also promotion strategy. This policy strategy is formulated so that the presence of geo products can support the Gorontalo geopark in improving community welfare.

**Keywords:** geopark; Micro, Small and Medium Enterprises (MSMEs); geoprodut; strategy; Gorontalo

## 1. Introduction

Geopark is an area development concept with geology, biodiversity, and cultural diversity elements. Managing a geo park area must be synergized with the pillars of conservation, education, and community economic development or local economic value growth. Through the development of geo park areas, it is hoped that it can encourage active involvement from all parties, including local communities around the geopark area, to foster public understanding and awareness to preserve the earth and improve welfare.

Geopark is an abbreviation of the geological park (geological park or earth park), which was first introduced in Europe in the late 1980s. Through the geopark, someone is invited to explore the passage of geological time, whose period reached millions of years ago. Geo parks not only present nature as a geological monument but also the life in it, namely humans, animals, and plants. The geopark concept focuses on areas in which there are certain geological heritages and sustainable territorial development strategies (Hapsari & Ardiansyah, 2020).

Meanwhile, According to Farsani et al. (2011), geopark was introduced as a new strategy to achieve sustainable development and further improve socio-economic status through local community participation in geopark activities on an ongoing basis. Local community participation can be done by encouraging business actors through activities that can produce products by utilizing natural resources and their uniqueness and characteristics.

Gorontalo is one of the provinces that has a large wealth of natural resources. If managed properly and sustainably, it will increase the potential that can have a positive impact on the community. Gorontalo Province has the potential as a tourist destination with its uniqueness, consisting of nature, geological, educational, conservation, and cultural tourism. The government's efforts to determine the status of Gorontalo Province as a Geopark pilot area have been carried out since 2018 (Baderan et al., 2021).

The potential and uniqueness possessed by Gorontalo Province will be very strategic to support the development of various sectors, including the education sector, the economic sector, the environmental sector, and the tourism sector, through the geopark concept. Furthermore, it is intended that sustainable development carried out to protect nature and biodiversity can also provide welfare for the community.

Geopark Gorontalo is continuing to make improvements for the tourism sector and the development of micro, small and medium enterprises (MSMEs) that can produce handicraft products and other local products with Gorontalo characteristics to stimulate community economic growth. Research conducted by Al Fathanah et al. (2018) explained that the number of MSMEs in Bogor City is increasing along with tourism development carried out by the Bogor City government. This also encourages people to produce various creative, unique, and unique products from the city of Bogor. The existence of support from organizations that accommodate MSMEs has been able to educate MSME actors so that they can grow together, get business assistance in the form of capital, training, and socialize various policies regarding MSMEs issued by the city government and the central government.

A sustainable policy strategy is needed to increase the role of MSMEs in the future. According to Warjiyo (2004) stated that the success of developing MSMEs requires strengthening future strategies, including 1) Strategies to strengthen the investment climate and a conducive business climate for the MSME sector, 2) Strategies to strengthen entrepreneurial capabilities and business activities in the MSME sector, 3) Strategies to strengthen the financial sector, especially banking in financing to the MSME sector, and 4) Strategy for the development of various supporting devices (infrastructure) for sector improvement.

In Gorontalo Province, the number of MSMEs reaches 94,829 and is spread across regencies and cities within the Gorontalo Province. Based on Table 1, it can be seen that the highest number of MSMEs is in Gorontalo Regency at 43,559, and the smallest at 5,703 is in North Gorontalo Regency.

**Table 1.** Data for MSMEs in Gorontalo Province in 2021

No.	Regency/City	Total of MSMEs
1	Pohuwato Regency	11,028
2	Boalemo Regency	11,928
3	Bone Bolango Regency	8,104
4	Gorontalo City	14,507
5	Gorontalo Regency	43,559
6	North Gorontalo Regency	5,703
<b>Total</b>		<b>94,829</b>

Source: Department of Cooperatives, SMEs, Industry and Trade, Gorontalo Province (2022)

Meanwhile, the types of MSME businesses in each regency/city are presented in Table 2.

**Table 2.** MSMEs Data by Type of Business in 2021

No.	Regency/City	Food	Fishery	Craft	Trade	Agriculture	Service	Plantation
1	Pohuwato Regency	83	90	45	9,679	118	991	22
2	Boalemo Regency	38	65	47	10,770	173	803	32
3	Bone Bolango Regency	294	42	9	6,580	91	1,034	54
4	Gorontalo City	789	17	480	11,309	22	1,888	2
5	Gorontalo Regency	144	213	502	37,182	869	4,558	91
6	North Gorontalo Regency	55	25	8	5,321	11	280	3
<b>Total</b>		<b>1,403</b>	<b>452</b>	<b>1,091</b>	<b>80,841</b>	<b>1,284</b>	<b>9,554</b>	<b>204</b>

Source: Department of Cooperatives, SMEs, Industry and Trade, Gorontalo Province (2022)

Based on Table 2, it can be seen that of the 7 (seven) types of existing MSMEs, the kind of trading business is the largest MSME that is mostly cultivated by the people in Gorontalo Province, namely 80,841 MSMEs, and the smallest is the plantation business type of 204 MSMEs. Furthermore, paying attention to Table 2, it can be concluded that the community is more interested in opening a trading business where almost 85% of the types of MSME businesses in Gorontalo Province were trading.

According to Amri (2014) stated that behind the large role of MSMEs, there are still problems that have not been fully resolved. These problems include the lack of quality human resources, lack of guidance and guidance from related parties, low technology, lack of capital resources, traditional management, inadequate infrastructure, difficulty in obtaining raw materials, and difficulty in obtaining business permits or law entities, the difficulty of marketing the products produced, and other problems. So, these various problems influence the existence of MSMEs. This problem is one of the factors why people are more interested in trading than creating new innovative products.

To encourage the development of MSMEs in creating innovative new products, the local government and other stakeholders must play a role in empowering the community in the geopark area, as previous research conducted by Alpiana et al. (2020) explained that the empowerment of local communities is very necessary because community participation is very important. Therefore, in the development of the Tambora Geopark, geo products are formed that support the community's economy intending to provide benefits for improving the welfare of the surrounding community.

Geoproduct is a term that appears together with the philosophy of geopark—usually used in geopark socio-economic engagement along with geo-tourism and geodiversity. Geo products can be said to be products that present geopark characteristics in the market. At the same time, a geo product can have the added value of nature conservation (Yuliawati et al., 2021). It was further explained that geo

products have three important pillars: identity, management, and production. In this case, geo products are based on these three pillars. The identity pillar concerns the local community and local diversity, the management pillar reflects the capacity of the geopark team (geo heritage management) to support geo product development and provide benefits to producers and local communities (marketing), and the production pillar shows the process of building offers (added value) with geopark partners (MSMEs) plan innovative ways of using local resources.

Another definition of geo product is a type of product related to geo parks or geo-tourism in general, which includes local handicrafts and products that contribute actively to local economic growth and increase awareness of geodiversity biodiversity and cultural values (Farsani et al., 2010). In managing geoproducts, the collaboration between stakeholders is needed so that MSME business actors can play an active role in utilizing the potential of their resources to create local products with distinctive characteristics that attract consumers to know firsthand the process of making these geoproducts. So that producers and consumers are integrated.

The concept of mutual integration of these various aspects, according to Rahayu et al. (2018) in previous studies, has an impact on increasing the quality of the resulting product and consumer experience. This happens because there is an interaction between coffee plantation providers and coffee consumers, which involves understanding market needs to improve the processing process. This leads to an increase in coffee quality following market needs. Through this integration, it is hoped that it can provide benefits in the form of economic value, not only in terms of products but also in tourism involving local communities.

According to Yuliawati et al. (2021), geo products are an important part of a geopark that runs geo-tourism. The local economy is built with the development of geo products in a geopark. The advantages of geo products are related to the development of value chains, especially global value chains. Geo products have created new jobs for local communities, the revival of handicrafts and promotion of local culture, increased income, and so on. The emergence of these geo products has provided the widest opportunity for the community and MSME actors through creative populist economic efforts such as geo food, geo fashion, geo craft, and other geo products.

In an effort to benefit from sustainable development, it is necessary to have cooperation from local governments and academics in terms of helping to facilitate MSMEs or local communities to create, create, produce and develop quality products by utilizing technology while still paying attention to environmental sustainability and local natural heritage. In addition, the role of the mass media is also needed in promoting geo products so that they are better known by the wider community or consumers outside the Gorontalo Geopark area. Thus, the goal of geo parks to provide benefits to improving the welfare of the surrounding community can be achieved.

Geo products in Gorontalo have great potential to be developed into a more developed business because abundant raw materials support it. One of Gorontalo's most sought-after geo products is geo food products made from fish such as roa or sagela sauce, nika fish, tuna sauce, tuna pickles, tuna meatballs, payangga fish, and many more geo food products that use fish as basic ingredients. In addition, there are Gorontalo specialties such as milu siram, ilabulo, corn pia, filigree cake, banana chips, and other snacks, which are local Gorontalo products.

In addition to geo food, Gorontalo has the potential for geo fashion, namely a unique fabric called karawo. This product is special because the manufacturing process is done manually or by hand and produces lovely motifs. This karawo cloth can be used as clothing or uniforms that have become the hallmark of Gorontalo. This karawo cloth embroidery can also be made into a veil or hijab to become other products such as fans, wallets, brooches, and other geo-fashion products that can be used as souvenirs or souvenirs for local and foreign tourists. Meanwhile, there have been several handicraft products made by the community around the geopark location for geo craft. However, it is still on a small scale and with a marketing system

only at the geopark location. One of the potential geo sites in the Gorontalo Geopark is marine tourism which offers its natural beauty. According to Akbar et al. (2019), Gorontalo has the potential for the tourism sector, one of which is marine tourism. If managed seriously, it can have a positive impact on the community, especially around the tourist attraction area, to increase income. Therefore, it takes the role of the local government towards the local community in the geopark area to produce more diverse and quality geo craft products.

Behind the existing potential, there is a major problem that it is not enough to rely on the role of local governments. Still, there must be a collaboration of all stakeholders, including the community, especially MSME actors, in developing more creative and innovative geo products designed based on geopark culture so that they can build the community's economy in a sustainable manner as which is mandated in Presidential Regulation Number 9 of 2019 concerning the development of an Earth Park (Geopark). Therefore, this study is expected to obtain policy recommendations on developing MSME development strategies through geo products that include geo craft, geo fashion, and geo food which are local products and can contribute to regional economic growth and support the development of the Gorontalo Geopark.

## 2. Methods

This study aims to understand the existence of geo products as part of MSMEs and find out how geo product development strategies for local economic growth can improve the welfare of MSME actors. The approach used in this research used the descriptive method with qualitative data analysis. The qualitative analysis focused on the conditions and problems faced by the informants in developing geo products. The types of data used were primary data and secondary data. Primary data begins with the identification and observation process of the resulting geo products, then conducts interviews with informants determined after the observation process. Furthermore, secondary data sources were data obtained from relevant agencies, laws, and regulations, the results of previous research in the form of journals, books, and other documents related to this study.

## 3. Results and Discussion

### 3.1. Overview of Informants and Types of Geoproduct

The locations in this study were spread across the Gorontalo Province, namely North Gorontalo Regency, Bone Bolango Regency, Gorontalo Regency, and Gorontalo City, with various geo products, including geo food, geo fashion, and geo craft. Geo food is the type of geo product that MSME actors most widely cultivate because the processing is relatively easy, and the local raw materials used are also easy to obtain. In the type of geo fashion, the superior product which is the hallmark of Gorontalo Province is karawo. Karawo is a technique for forming ornaments on textiles through the process of designing, slicing, and removing certain parts of textile fibers to make the base plane and re-embroidering the extracted textile fibers to form motifs (Sudana, 2019). This karawo-patterned fabric is made into clothes, headscarves, wallets, and brooches. With its characteristics, Karawo has become a souvenir for local and foreign tourists.

For the type of geo craft, the resulting product is in the form of macrame produced by local communities in the geopark area. In a previous study conducted by Kadekoh et al. (2022), it was conveyed that this Geo Makrame Oluhuta product would be a unique souvenir from Oluhuta Village, which in addition to being an attraction for tourists to visit can also improve the community's economy through the sales proceeds. Besides macrame, fish-shaped key chains are also handicrafts produced by people living in coastal areas. The following are the types of geo product business based on the location of the research area, as shown in Table 3.

**Table 3.** Type of Business and Location of Informants

No.	Regency/City	Name of MSMEs	Geoproduct Business Type
1	Gorontalo City	UKM Flamboyan	Geo food
		IKM Limaya	Geo food
		Bilal Mekar Snack	Geo food
		UKM Nirfarab	Geo food
		IKM Rahida	Geo food
		Ghidza Sasuke	Geo food
2	Gorontalo Regency	Wumula Karawo	Geo fashion
		Itatz Mode	Geo fashion
3	Bone Bolango Regency	Kelompok Sadar Wisata	Geo craft
		Kelompok Sadar Wisata	Geo craft
4	North Gorontalo Regency	Mohoingo Gula Semut	Geo food
		H2R Cookies	Geo food

Source: Primary Data (2022)

### 3.2. Geoproduct Development Problems in Gorontalo Province

Starting from the results of observations and interviews with informants, the problems that hinder the development of geo products are divided into internal factors and external factors. According to David (2009, as cited in [Santiago & Hidayatulloh, 2019](#)), internal factors consist of human resources, financial aspects, technical/operational aspects, and marketing aspects. Meanwhile, external factors consist of government policies in the public sector, social, cultural, and economic aspects, as well as aspects of the role of related institutions. The problems faced in developing geo products in terms of internal factors in this study are presented in [Table 4](#).

**Table 4.** Internal Factors of Geoproduct Development Problems

No.	Internal Factors	Problems
1	Aspects of Human Resources	<ol style="list-style-type: none"> <li>1. Limited human resources</li> <li>2. Insufficient number of workers</li> <li>3. Lack of innovation</li> <li>4. Do not understand geopark and geoproducts</li> </ol>
2	Financial Aspect	<ol style="list-style-type: none"> <li>1. Limited capital</li> <li>2. Irregular financial management</li> </ol>
3	Technical/Operational Aspect	<ol style="list-style-type: none"> <li>1. The product does not have a standard</li> <li>2. Lack of local wisdom</li> <li>3. lack of understanding of design</li> <li>4. Low technology mastery</li> </ol>
4	Market Aspect	<ol style="list-style-type: none"> <li>1. The target market has not been maximized</li> <li>2. Manual marketing</li> <li>3. Digital marketing is not maximal yet</li> </ol>

Source: Data processed (2022)

On this internal factor, based on the results of interviews with informants, most of these MSME actors do not yet know what geo parks and geo products are. Generally, they also work alone without additional labor because the products produced are still limited and based only on orders. This is also influenced by limited capital and irregular financial management. Although several financial institutions provide capital assistance or facilitate the marketing process, they do not reach all MSME actors.

Furthermore, for external factors in this study, there are 3 (three) problems that have been identified based on the results of interviews with informants, namely (1) not yet optimal socialization from the government about geo parks and geo products and (2) Financial services are not yet optimal; (3) Administration of business licenses; (4) inadequate packaging availability. External factors and internal factors have a role in

improving business performance, and this is in accordance with previous research conducted by Martauli (2019), which shows that an increase in aspects of human resources (HR), financial aspects, operational aspects, market, and marketing aspects will improve the business performance of women entrepreneurs.

### 3.3. Strategy for Geoproduct Development for Gorontalo Geopark

By observing the problems found in this study, several policy strategies can be formulated to develop MSMEs through products. This strategy requires joint management by all stakeholders, including the government, the private sector, universities, and also the community, especially MSME actors in Gorontalo Province, namely:

#### 3.3.1. Geoproduct Identification and Mapping

According to the type of business data presented in Table 2, it can be seen that in Gorontalo Province, there are 7 (seven) types of businesses engaged by MSME actors, namely food, fisheries, crafts, trade, and agriculture, services, and plantations. This diversity must be re-identified to obtain accurate data on MSME actors engaged in geo products. According to Yuliawati et al. (2021), geo products in geo parks consist of geo food, geo craft, geo fashion, and geo tour. Geo products are not only in the form of handicraft products and local food but can be in the form of geo-tourism services. To meet the needs of tourists, geo tour packages are offered in tour packages.

After successfully identifying, the next step is mapping based on the type of geo product. This database is important for the convenience process in terms of facilitating the development of geo products or the evaluation process in the future because the government is interested in improving people's welfare.

#### 3.3.2. The Increasing Human Resources Quality

The first step to creating a geo product is to understand the definition of a geo product. However, most of the MSME actors who became informants in this study did not know what geo products were and what their characteristics were. Therefore, concrete steps are needed to increase the capacity of MSME actors through socialization and training that can improve skills for adding insight into geo products and geo parks, which are expected to encourage changes in the mindset and work patterns of MSME actors so that they can produce more quality and varied geo products. Training for MSME actors can be in the form of an introduction to how to design and create geo products that follow regional characteristics by utilizing local raw materials that are environmentally friendly and contain educational elements.

The mentoring process is also important to carry out, namely through business management socialization, presenting practitioners to develop new strategies so that the creativity of geo product actors is increasingly diverse to build geo product businesses that have economic added value and have high competitiveness. Continuous guidance from upstream to downstream, from raw materials to product marketing, will improve product quality and sales. Good and proper financial management training must also be carried out at the MSME level so that capital assistance from the government or loan funds from the banking sector can be utilized effectively.

Another thing is that improving the quality of human resources at the level of education, both formal and non-formal, also has an active effect on increasing the productivity of MSMEs. One of the important aspects of the development of geo parks is education. It is necessary to guide human resources in vocational schools so that they can be used efficiently to help increase the business of MSME actors. This increase in human resource capacity, if the government takes deeper attention and is carried out sustainably, will produce human resources and MSME actors who can think critically and innovatively to produce products. In addition, quality human resources

are also very much needed in improving services to consumers, especially for MSME actors engaged in services such as geo-tourism.

### 3.3.3. Innovation

The development of industry and technology and information technology networks have provided promising prospects for a product, so MSME actors must be able to innovate to maintain their products to compete in the market. The number of competitors with the same product type and offerings at lower prices can be an obstacle in the sales process. Therefore, MSME actors need to improve the quality of materials, diversify products, finish products, and the quality and renewal packaging, which will be important in innovating to produce geo products with high competitiveness.

Looking at the problems that occur in MSME actors requires attention or the role of the local government to give birth to new strategies to trigger and create product innovations that have their charm and highlight the characteristics of the Gorontalo geopark. Because it is undeniable that the existence of this geopark area will open up business or job opportunities for the local community in terms of creating and manufacturing products, such as handicrafts with distinctive characteristics, which of course, can increase the income of the community itself, however, in line with this, product creation must still pay attention to aspects of natural protection and socio-economic benefits for sustainable development and requires an active role from the government in terms of socialization and assistance.

Examples of geo product linkages closely related to local geodiversity are food products or geo foods. At the Gorontalo Geopark, the food that is the hallmark of it comes from raw materials that thrive in this area, namely corn and bananas. Many businesses have used corn and banana as raw materials to produce a product fit for consumption. From the results of observations on MSME actors, the average product produced is banana chips with a cheese flavor variant. So there needs to be innovation to create other geo food with the same basic ingredients so that the resulting product can be more varied. Besides bananas, one of the local raw materials used in geo food is corn. Food from processed corn is very easy to find in Gorontalo because the presentation is relatively easy: grilled and boiled corn consumed with a mixture of vegetables made from local raw materials, namely the banana heart and papaya leaves. In addition, there is one of the typical Gorontalo foods that are most in demand by tourists in the Gorontalo regional language, namely Binthe Biluhuta, a kind of Gorontalo corn soup.

### 3.3.4. Branding

Branding can be an identity that characterizes a product. In addition to attracting consumers, branding can also be used as a promotional event for the existence of the Gorontalo Geopark. MSME actors generally still use standard packaging that only displays the name of the product and the MSME. This is where the role of local governments and related parties who have expertise and ability in terms of packaging and branding becomes very important, namely by creating a logo with the theme Geopark Gorontalo and then collaborating with MSME actors so that this logo can be used in geo product packaging produced by MSME actors. Making this geopark logo requires visual adjustments, ideas, and creativity in a series of colors and line characteristics to produce accurate branding, thus requiring scientific strengthening, which can be done by inviting experts.

A product with attractive packaging supported by elegant branding can build a strong image in the market. The process of creating creative products using Gorontalo geopark branding is one of the efforts that can increase the selling value of these products. Improving product quality and packaging design with the use of a logo characterized by the Gorontalo geopark as a symbol to convey an implied message so that it can be a promotional medium for the existence of the Gorontalo geopark.

Geopark not only talks about geology, but geo park is holistic and integrated management of an area. The development of this geopark is expected to foster creative economic activities for local communities to strengthen the economic sector of the community, which will ultimately realize one noble goal, namely improving the welfare of the community, especially the community in the geopark area itself.

### 3.3.5. Marketing System

Undeniably, the existence of market access, both national and international, greatly supports the increase in sales of MSME products. Generally, the product marketing encountered during this research is still limited in the Gorontalo area. Although some MSMEs have started to receive orders from outside the region. Currently, social media is the platform most often used by the public to promote products (Berlilana et al., 2020). In previous research, it was explained that technology is a crucial factor in the sustainability of MSMEs. The use of sales technology platforms such as marketplaces can increase sales prospects. Moreover, using social media can help MSMEs increase sales and provide a competitive advantage compared to other conventional businesses. Social media can also help MSMEs explore new potential markets and are an effective alternative solution for businesses facing declining sales in conventional markets and increasing customer engagement in the form of likes, shares, and interactions.

When this observation was made, it was still found that MSME actors were using manual marketing due to their inability and limitations in the use of technology and internet networks, so the role of technology activists to assist MSME actors in carrying out online marketing was important to be involved in its implementation. The use of online media certainly provides many advantages for MSME actors. Because online media can expand the marketing area and provide benefits in the form of additional income, with a wide marketing area, of course, it will increase the number of product sales. In addition, through online media, it is also possible to know consumer desires related to the specifications of a product so that MSME actors can adjust the products they produce to the wishes of consumers (Mashuri, 2019).

Marketing products online requires an attractive image, so there is a need for training on photography techniques so that SMEs can produce visuals that can make people interested in buying these products. Implementation of regional events can also be a target market for geo products, and local governments must involve MSME actors in these activities so that the existence of geo products becomes more known to the wider community. In addition, according to Sari et al. (2021), business actors are required to be creative in marketing their products. Because considering that social media users consist of various age groups. Therefore, business actors must be able to adapt communicating and marketing according to the intended market share. That way, the use of digital marketing in marketing will be effective and on target.

### 3.3.6. Development of Multi-stakeholder Cooperation Network

Cooperation involving many sectors as providers of material, new ideas, innovation, and development of marketing network information, needs to be considered and developed significantly. Involvement from universities, entrepreneurs, investors, government, traditional stakeholders, traders, and researchers to market players who, in this case, actively contribute to geo product development and progress. Geopark is a large container that can accommodate various disciplines of knowledge to carry out various activities, especially for SMEs and what can be achieved in terms of goods and services.

The role of this multi-stakeholder is also very necessary to learn and shorten the steps for a big goal. The experience of the multi-stakeholders described above will greatly assist the growth of geo parks and SMEs, in particular, to quickly achieve the targets and objectives of the products and services that are produced and have superior characteristics in the market. The related network, relevant information, and

opportunities generated in its involvement will create a great united force in the Gorontalo province in terms of carrying out the development of goals for Geoparks that are known and have the opportunity to generate sectoral and non-sectoral income.

The multi-stakeholders above certainly make an active contribution after the creation of a cooperative group that produces ideas, innovations, information, market networks, and networks that can make geo products and geo parks themselves, even MSMEs, in a time series will have their characteristics and uniqueness so that they can compete globally and independently. Creativity and multi-stakeholder involvement can be pointed out as a force that shortens the work agenda in achieving goals. Information exchange and network linkages in fulfilling market aspects of goods and services occur literally due to the needs of consumers, and the fulfillment of goals in their curiosity is manifested in a real way. Tips from geopark objectives and their economy can be done after a multi-stakeholder group is created and is expected to play an active role in the advancement of a Gorontalo Geopark goal.

### 3.3.7.Promotion

Promotions for geo parks, geo products, and SMEs themselves need to be placed specifically to be implemented regularly, making updates, strategies, messages, and attractive visual offers that take consumers to glance and pay attention to create an impression and image that can be of interest to consumers. The assessment of the promotional material is considered by highlighting aspects of geology, biodiversity, cultural diversity, indigenous products, education, aesthetics, and tourism, as well as other potentials that provide new offers in geopark destinations.

The study of the above is expected to give birth to new views and ideas that are more eccentric and beyond ordinary thinking. And it is hoped that the uniqueness in the intelligence of the Gorontalo Geopark working group will become more progressive to facilitate the sale of goods and services from the geopark program. After a multi-stakeholder working group is created, priority materials are selected, then visuals and models are made for geopark goods and services; the next step is to select the promotional media. The strongest thing in the current promotion platform is social media and mobile applications that include advertisements for products in them. In addition to mobile phones, aviation magazines, travel media, ticket sales points, and air destinations, public marketplaces such as supermarkets and restaurants are well known and frequently visited. Some of the things discussed above can be done with promotion. A straight line refers to the readiness of the media, geopark products, and human resources, which are ready to be offered and accounted for, including quality, quantity, and sustainability.

## 4. Conclusion

Based on the results of the analysis and discussion, the following conclusions can be drawn: (1) Most SMEs do not know about geo parks and geo products; (2) the products produced by MSME actors are generally almost the same, and there is no innovation for the creation of more varied products; (3) The product packaging used is still standard, there is no creativity from MSME actors in packaging the resulting product; (4) the marketing and capital system still requires the role of the government and related stakeholders.

Preserving the earth and increasing welfare as a geopark goal requires stakeholders' determination, commitment, and action. By taking into account the strategies in the discussion above, several recommendations must be followed up immediately, namely: (1) Compile an accurate database of MSME actors who produce geo products; (2) Increase the capacity of the community in general or MSME actors in particular so that they can actively participate in protecting the earth and creating innovative local products; (3) Facilitating easy access or permission to open a business; (4) Effective assistance from banks when disbursing credit; (5) Conducting promotions to open the geo product market; (6) create a Gorontalo geopark logo that

can be used as branding on product packaging; (7) Formulating activities that are in direct contact with the community or MSME actors in the Geopark area; and the (8) is multi-stakeholder cooperation from all stakeholders. The proposal of Gorontalo as a national geopark provides opportunities for MSME actors to open up new business opportunities by producing geo products to increase local community income. This, of course, must be realized through various regulations or policies that must be carried out jointly between stakeholders, namely the government, community, academics, business, non-governmental organizations, and other development partners related to the development of the Gorontalo geopark.

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