

Transformation of Cendono Tourism Village through Integrated Area Planning and Strengthening the Halal MSME Product Ecosystem

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ABSTRACT

Objective: This study aims to evaluate the potential of Cendono Tourism Village and formulate an overall area-planning strategy while strengthening the halal-product MSME system through the use of a RoadMap and an MSME product catalog. **Method:** The study employs a qualitative descriptive method with SWOT analysis. Data were obtained through observation, semi-structured interviews, and document collection involving the village government, tourism industry actors, MSME owners, local residents, and tourists as supplementary information sources. **Results:** The findings indicate that Cendono Village has potential in nature, religious, cultural, culinary, coffee, and handicraft tourism that can be integrated into tourism-sector development. A RoadMap was prepared to illustrate the potential and relationships among destinations, while a catalog book serves as an information and promotional tool for halal-certified MSME products. Cendono Village has more than 60 MSMEs that have obtained halal certification, representing an important asset for strengthening the halal MSME ecosystem and village tourism development. **Novelty:** This study combines tourism-area planning with the strengthening of the halal MSME ecosystem through a RoadMap and product catalog as supporting media for promotion and local economic connectivity. These findings provide an initial step toward developing Cendono Tourism Village in a more integrated manner and with a stronger focus on community potential.

INTRODUCTION

Tourism villages are one of the alternatives that can be developed within the contemporary tourism sector. A tourism village has distinctive characteristics that make it an attractive destination for visitors. These characteristics include unique social life, local culture, and the physical features of the tourism area [1]. Community-based tourism development is an approach that combines the uniqueness of nature, culture, social life, and economic activities within a local area. The development of a tourism village cannot depend solely on the existence of tourist attractions; it also requires community participation, strong institutions, appropriate environmental management, and the equitable distribution of economic benefits. Hanafi states that community-based tourism in tourism villages pays attention to community aspirations, preserves local culture, involves residents, and increases income [2]. This statement is consistent with Yuliani and Mardalis, who emphasize that various tourism potentials need to be integrated through planning that is aligned with local wisdom [3]. Aulia likewise emphasizes the importance of identifying and involving stakeholders in community-based tourism development. Therefore, the development of Cendono Tourism Village should focus on

the collective management of its potential so that tourism benefits can be enjoyed by a broader segment of the community [4].

Cendono Village, Purwosari District, Pasuruan Regency, has a variety of tourism potentials, including Goa Jalmo, the Tomb of Mbah Madu, the Tomb of Mbah Garen, MSME culinary products, coffee production, handicrafts, and cultural performances. Goa Jalmo is one of the main attractions and has been included in the development of Coban Goa Jalmo Tourism Village, which was listed among the top 500 tourism villages in the 2023 Indonesian Tourism Village Award (ADWI). This diversity demonstrates that Cendono offers not only nature tourism but also religious tourism, culture, and creative-economy potential that can create a comprehensive tourism experience [5]. Natural, cultural, historical, culinary, and social-life assets need to be utilized together so that the village can develop into a stronger destination. Mijiarto also emphasizes that MSME products such as coffee, processed foods, and handicrafts can be developed into tourism attractions, but they need to be integrated into tourism activities [6].

The situation in Cendono Village shows substantial potential for tourism and community economic development; however, the connectivity among tourism sites and their integration with MSME activities still need to be improved. Goa Jalmo as a nature-tourism destination, ancestral tombs as cultural and religious attractions, and culinary products, coffee, and handicrafts as local economic products have the potential to be developed into a comprehensive tourism itinerary [7]. A similar issue occurs in the creative industries of tourism villages, which are not yet fully integrated with tourism activities, while several businesses face production constraints because orders and tourist visits remain limited [8]. Research on Rawabogo Tourism Village also indicates that insufficient support for the MSME ecosystem can hinder business growth and the development of the tourism village. Therefore, Cendono requires area planning capable of connecting tourism sites, facilities, information, and residents' economic activities within a system that is easily accessible to tourists [9].

Strengthening MSMEs is an important aspect of the transformation of Cendono Tourism Village because tourism should not merely increase the number of visitors but should also generate economic benefits for the local community. Culinary products sold by MSMEs, coffee products, and handicrafts can serve as complementary products as well as distinctive features representing the economy of Cendono Village [10]. Zaenal Arifin states that the development of small and medium enterprises in tourism villages plays an important role in improving local community welfare, and that this process requires assistance and support from the village government [11]. Collaboration in marketing tourism-village products is also important as a means of increasing community income [12]. Cooperation between MSMEs and tourism can become an effective way to revitalize a tourism village as long as local products are genuinely connected with tourism activities. Therefore, strengthening the micro, small, and medium enterprise ecosystem in Cendono should include various aspects such as

production, marketing, product identity, organizational management, the application of digital technology, and direct linkages with tourism locations [13].

The halal-product aspect is important for empowering Cendono MSMEs because part of the village's economic potential comes from food and culinary products consumed by tourists. Halal certification is not merely a matter of regulatory compliance to ensure that a product is halal; it also builds trust and improves product competitiveness [14]. Hasanah indicates that assistance with the halal-certification process for MSMEs in Melung Tourism Village helps improve business owners' understanding of the importance of certification and the submission of the required documents [15]. Rahmawati et al. (2024) also show that rural tourism has the potential to be developed into a halal-tourism destination when its potential, facilities, and services are strengthened through collaborative efforts [16]. In line with this, Setyani views halal-tourism development and destination branding as part of efforts to increase the attractiveness of rural tourism villages [17]. Therefore, strengthening halal products in Cendono should not focus only on certification but also on developing product identity, providing halal information, strengthening marketing, and increasing tourist confidence.

Integration efforts began through the activities of the KKN-P 06 Cendono Enlightenment Group of Universitas Muhammadiyah Sidoarjo, which developed a tourism RoadMap and a catalog for halal MSMEs in Cendono Village. The RoadMap is used to map and introduce Cendono's tourism potential, while the catalog serves as a means of introducing MSME products to the community and prospective tourists. The development of these two media resources is an initial step toward connecting tourist attractions with local economic activities by providing more organized information. A similar approach is supported by Yunianto, who shows that digital actors in small and medium enterprises can help connect business activities with the promotion of rural tourism destinations [18]. Qisthani also shows that digital branding increases brand awareness and promotes MSME products in halal-tourism development [19]. Meanwhile, Malabar shows that halal-tourism development based on local wisdom can be strengthened through the support of tourism-awareness groups and MSMEs [20]. Therefore, the RoadMap and Cendono halal MSME catalog can function as initial tools in the transformation of information, promotion, and economic integration within the tourism sector.

Although research on rural tourism, community-based tourism, micro, small, and medium enterprises (MSMEs), and halal tourism has developed considerably, there remains limited research that simultaneously examines tourism-area management and the strengthening of the halal-product ecosystem among MSMEs, particularly in the context of Cendono Village. Previous studies have largely focused separately on community participation, destination development, MSME integration, digital branding, or halal certification. Pramono explains the importance of developing halal tourism villages based on ecology, education, and community [21], while Munawar (2023) emphasizes that implementing a halal product assurance system can improve

competitiveness [22]. Mapping small enterprises and production processes is also an important part of implementing halal standards in tourism areas [23]. Based on this gap, the study entitled “Transformation of Cendono Tourism Village through Integrated Area Planning and Strengthening the Halal MSME Product Ecosystem” aims to analyze Cendono’s existing tourism potential and conditions, the relationships among its various attractions, the role of MSMEs in the tourism economic chain, the readiness of halal products, and the use of the RoadMap and Catalog as tools to strengthen the tourism ecosystem. This study is expected to provide a foundation for developing Cendono Village tourism in a more integrated, community-based manner, supported by a strong local identity and capable of increasing the economic value of MSME products.

RESEARCH METHOD

This study uses a qualitative descriptive approach with SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The qualitative descriptive approach is used to obtain an in-depth understanding of the current situation of tourism in Cendono, particularly the potential and challenges associated with tourism-area planning and the ecosystem for strengthening small and medium enterprises (MSMEs) that produce halal products [24]. The study focuses on how tourist attractions, supporting facilities, community activities, MSMEs, institutions, and tourist needs work together to create an integrated rural tourism system. The study addresses two main aspects. First, it examines the integrated development of the tourism area, including the relationships among tourist attractions, accessibility, facilities, information, the environment, and tourism activities. Second, it aims to strengthen the halal-product ecosystem for MSMEs, including the availability of raw materials, production processes, hygiene, halal certification, packaging, product identity, and production capacity. SWOT analysis is used to identify internal and external factors that influence the development of tourism in Cendono Village. Internal factors comprise strengths and weaknesses, whereas external factors comprise opportunities and threats. The identified factors are then used to develop alternative strategies through SO, WO, ST, and WT strategies as the basis for recommendations for the transformation of Cendono Tourism Village [24].

This research was conducted in Cendono Village, a location with the potential to develop a rural tourism area because of its natural, cultural, culinary, coffee, and local handicraft attractions. The site was selected purposively because Cendono Village has tourism potential and community economic activities that can be developed through the integration of the tourism area and the strengthening of halal MSME products. Research informants were selected using purposive sampling based on their involvement, experience, and knowledge of tourism management or community economic activities. Informants included the village government, village tourism actors or tourism associations, local culinary entrepreneurs, coffee and handicraft business owners, community figures involved in tourism activities, and tourists as supporting information

sources. Informants were selected progressively until the information collected was considered sufficient and demonstrated patterns consistent with the research focus.

In qualitative research, the researcher serves as the main instrument responsible for determining the research focus, collecting data, interpreting the findings, and drawing conclusions. To support data collection, the study also used supporting instruments in the form of semi-structured interview guidelines, observation sheets, and documentation sheets [24]. The interview guidelines were developed according to the two research focuses. Interviews covered several aspects of area management, including the potential of tourist attractions, connectivity among different locations, accessibility, facilities, tourism information, area-management practices, cleanliness, promotional efforts, and the overall tourist experience. With regard to the halal-product ecosystem for MSMEs, the interviews covered product types, raw materials used, production processes, hygiene standards, halal certification, packaging, production capacity, marketing strategies, the use of digital technology, institutional structures, collaborative efforts, and the relationship between MSMEs and tourism activities.

Observation sheets were used to identify the actual conditions of the area, including access to tourist attractions, connections among different locations, supporting facilities, information centers, MSME locations, environmental conditions, tourism activities, and the presence and presentation of local products. Documentation was used to collect supporting data, including photographs of tourist attractions, facilities, MSME activities, local products, promotional media, tourism-village management documents, and documents related to halal certification or halal-product implementation when available. Data validity was examined by using multiple sources and different methods and by asking other people to review the findings [24]. Source triangulation was conducted by comparing information collected from the village government, tourism actors, MSME actors, community members, and tourists. Technique triangulation was carried out by comparing interview, observation, and documentation results concerning the same information. In addition, member checking was conducted by confirming the results or interpretations with relevant informants to ensure that the information obtained had been accurately understood by the researchers. The use of several validation techniques helps improve the credibility and reliability of the research data [24].

Data analysis was conducted in stages through data transcription, data reduction, coding, categorization, data presentation, and conclusion drawing. Interview results were transcribed and organized according to the research focus. The data were then coded based on information obtained in the field. Similar codes were subsequently organized into categories and themes [24]. The themes analyzed included tourism conditions, inter-destination connectivity, accessibility, facilities, tourism information, MSME conditions, halal products, production, marketing, digitalization, institutional structures, community participation, and development opportunities. The qualitative findings were then interpreted using SWOT analysis [24]. Internal factors were divided

into strengths and weaknesses, while external factors were divided into opportunities and threats. Strengths may include the existence of natural and cultural tourism potential as well as local food products. Local tourism potential may also include coffee, handicrafts, and community involvement. Possible weaknesses include limited connectivity among tourist attractions, inadequate facilities and information, suboptimal MSME marketing, limited production capacity, and uneven application of standards.

Existing opportunities may include the development of locally based tourism, increasing demand for halal products, the development of digital marketing, government support, partnership opportunities, and the potential to create new tourism packages. Threats may include competition with other destinations, unstable visitor numbers, changes in tourist preferences, and competition from products originating outside the village. The results of identifying internal and external factors were then used to construct a SWOT strategy matrix. SO strategies are used to leverage internal strengths to take advantage of external opportunities. WO strategies use opportunities to overcome internal weaknesses. ST strategies are intended to address threats, while WT strategies are used to minimize weaknesses while avoiding threats [24]. The strategies developed were then focused on two priorities for transforming tourism in Cendono Village. First, integrated tourism-area management includes improving connectivity among tourist attractions, providing facilities and information, developing routes or tourism packages, and integrating nature, cultural, culinary, coffee, and handicraft tourism. Second, strengthening the halal-product ecosystem for MSMEs includes developing MSMEs, increasing production capacity, addressing halal aspects, strengthening product packaging and brand identity, digital marketing, joint promotion, and integrating MSME products into tourism activities and packages.

RESULT AND DISCUSSION

Results

RoadMap

The results show that one of the important requirements for developing Cendono Tourism Village is a medium capable of unifying the village's various tourism potentials and community economic activities within a more systematic development framework. Based on the analysis of local potential, Cendono Village has attractions in the form of nature, religious, cultural, culinary, coffee, and handicraft tourism that can be developed as a unified tourism experience. This condition formed the basis for preparing the Cendono Tourism Village development RoadMap as a planning tool that reflects the direction of integrated area development. A RoadMap functions as a tool that shows the direction and strategies for developing an area comprehensively. In Cendono Tourism Village, the RoadMap is used to identify tourism potential, accessibility, supporting facilities, and their relationships with community economic activities and halal micro, small, and medium enterprises, so that the map can serve as a reference for area development and tourism packages.



Figure 3. One of the halal-certified MSME products

The RoadMap and the catalog book play complementary roles in supporting the transformation of Cendono Tourism Village. The RoadMap provides insight into the direction and potential of area development, while the product catalog introduces the outputs of local micro, small, and medium enterprises, thereby linking tourism potential with community economic activities. The development of these two media serves as an initial step in building an integrated tourism information system. The RoadMap and catalog book can be further strengthened through digitalization and collaborative promotion so that they function not merely as archives but also as tools for destination advertising, the strengthening of local identity, and the economic development of the Cendono community.

Table 1. Halal-certified products

No.	Business Owner	Business Name	Type of Business Product	Halal Certification Number
1.	Linda Sugiana	A&C	Moringa Sticks	35170006672300723
2.	Lisa Uchida	Raja Berkah	Banana Chips, Cassava Chips, Taro (Mbote) Chips, Gadung Yam Chips	35110016774030424
3.	Siti Qomariyah	Kopi Cendono	Coffee	35110001032771122
4.	Nofa Tuti Maulina Isla	Keripik Pesek	Gadung Yam Chips, Taro (Mbote) Chips, Banana Chips	35110000849370922
5.	Warno Wijoyo	Rojo Molo	Cassava Chips, Taro (Mbote)	35110003253000523

No.	Business Owner	Business Name	Type of Business Product	Halal Certification Number
			Chips, Banana Chips, Gadung Yam Chips	
6.	Indah	Adam Kress	Tempeh Chips Peanut Peyek,	35110007058580723
7.	Kartini	Omah Peyek	Mung Bean Peyek, Rebon Shrimp Peyek	35110016782080324

The table above presents several examples of MSME products in Cendono Tourism Village that have obtained halal certification. The presence of halal-certified products reflects the commitment of MSME actors to strengthening halal assurance and consumer trust in the products they sell. Cendono Tourism Village has more than 60 MSMEs that have obtained halal certification, representing valuable potential for strengthening the halal MSME ecosystem and supporting the development of Cendono Tourism Village.

Discussion

The findings indicate that the transformation of Cendono Tourism Village requires an integrated approach that connects tourism attractions, local economic activities, and the halal MSME ecosystem within a single development framework. The existence of natural, religious, cultural, culinary, coffee, and handicraft tourism potential provides a strong foundation for developing diversified tourism experiences, but these assets will generate greater value when they are connected through clear routes, information systems, and coordinated promotional strategies. This finding is consistent with Mijiarto et al. [6], who emphasize that the synergy between MSMEs and tourism can strengthen tourism-village revitalization when local products are directly integrated into tourism activities. In this context, the Cendono Tourism Village RoadMap functions not only as a spatial information medium but also as a strategic instrument for identifying relationships among destinations, accessibility, tourism facilities, and local economic activities. At the same time, the MSME product catalog complements the RoadMap by providing structured information on local halal-certified products and expanding opportunities for joint promotion. This approach supports previous findings that integrating MSME products into digital and tourism-based marketing systems can contribute to sustainable tourism-village development [12], [18]. The presence of more than 60 halal-certified MSMEs also represents an important competitive asset because halal certification can strengthen consumer confidence, product credibility, and market competitiveness [14]. However, certification alone is insufficient if it is not followed by improvements in packaging, product identity, marketing, digitalization, and integration with tourism activities. This is in line with Qisthani and Arifin [19], who highlight the

role of digital branding in strengthening MSME promotion within halal-tourism development, and Malabar et al. [20], who emphasize the importance of combining local wisdom, MSME participation, and promotional support in halal-tourism development. Therefore, the RoadMap and product catalog should be viewed as initial instruments for building stronger connectivity between tourism and the local economy rather than as final outputs. Their long-term contribution will depend on continuous updating, digital transformation, stakeholder collaboration, and their practical use in tourism packages, promotional campaigns, and MSME marketing activities. These findings suggest that the development of Cendono Tourism Village can become more sustainable when tourism-area planning is implemented simultaneously with the strengthening of local halal MSMEs, thereby creating broader opportunities for community participation and local economic value creation.

CONCLUSION

Fundamental Finding: The revitalization of Cendono Tourism Village can be strengthened through integrated area planning and the strengthening of the halal small and medium enterprise ecosystem. The RoadMap helps identify tourism potential and relationships, while the catalog functions as a promotional medium for halal-certified MSME products, which constitute an important asset in tourism-village development. **Implication:** The RoadMap and catalog can facilitate integration between tourism and the local economy while strengthening the promotion of MSME products. **Limitation:** This study has not yet evaluated the effects of the RoadMap and catalog on the number of tourist visits or on increased MSME income. **Future Research:** Future studies can focus on the digital development of these media and analyze their effectiveness in tourism promotion and MSME advancement.

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