

Rest Area Development as an MSME Center in Kenongo Village, Malang Regency

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Abstract- The growth of MSMEs can create job opportunities, build infrastructure and increase community income at the village level. For example, Kenongo Village in Jabung District, Malang Regency has become an MSME-based village. The Kenongo Village Government is currently planning the design of a Central Area which includes a Rest Area and MSME Shopping Center. This central area aims to optimize MSME activities through several design approaches which will answer existing problems. In preparing the Rest Area design concept, several stages were carried out. The first stage is an analysis of the needs and potential of the area. The second stage is concept design. The third stage is detailed design. The final stage is evaluation and improvement, which includes design evaluation and improvement based on input from the village and community. The method used in this design is participatory design, which is an approach to the design process that involves users. The goal is to create products and services that better suit users' needs and expectations by leveraging people's knowledge and experience. Design solutions in this design include master plan design solutions for the Kenongo Village shopping tourism center and the Kenongo Village Rest Area.

Keywords; Rest Area; MSME, Participatory Design

I. INTRODUCTION

In 2019, the Ministry of Cooperatives and SMEs reported 65 million Micro, Small, and Medium Enterprises (MSMEs) that were able to absorb up to 123,300 workers. This shows the great potential of MSMEs in reducing unemployment rates in Indonesia. With the number of MSMEs continuing to increase, it is expected to help reduce the number of unemployed in the country. MSMEs play an important role in building a strong and sustainable local economy. In many cases, MSMEs become the backbone of the village economy, providing local jobs, utilizing local natural resources and culture, and strengthening social ties in the community. By strengthening MSMEs, we are also indirectly supporting the development of villages.

Thus, improving MSMEs can help increase the National GDP and reduce unemployment rates in Indonesia. Therefore, efforts need to be made to strengthen MSMEs and raise public awareness about the importance of MSMEs in building a strong and sustainable local economy. The

growth of MSMEs can create job opportunities, build infrastructure, and increase people's income at the village level. For example, Kenongo Village in Jabung District, Malang Regency has become an MSME-based village. The economy of the people of Kenongo Village is inseparable from the MSME sector which has become the backbone and a factor in improving the welfare of the village community. The Kenongo Village government is currently proclaiming the design of a Central Area which includes a Rest Area and an MSME Shopping Center. The chosen location is also quite strategic and is a route for tourists heading towards Bromo, as well as a commercial area to attract tourists and develop the potential of Kenongo Village MSMEs to the general public. However, this has not been able to be run optimally due to lack of branding and locations that tend to be difficult to access. Therefore, this central area aims to optimize MSME activities through several design approaches that will later answer the existing problems.

Problem Formulation

1. What is the condition of MSMEs in Kenongo Village.
2. How can the Kenongo Village area be developed through the design of a Central Area that includes a Rest Area and an MSME Shopping Center?

Research Objectives

The aim of the research and design of the Kenongo Village Central Area is to produce a design idea that can develop the MSMEs of the Kenongo Village community as the center of the community's economy as well as a tourist center in the Kenongo Village area.

Research Benefit

Research and design of the Central Area of Kenongo Village using a contextual approach can be a solution in overcoming problems as well as raising the potential that occurs in Kenongo Village. The benefits of designing the Central Area of Kenongo Village include:

1. Elevating the Kenongo Village area into a tourist center so that it can improve the economy of the surrounding community.

2. As a safer and more comfortable place for buying and selling activities, it is hoped that the quality and quality of products will be better.
3. Providing interaction space, recreation areas and other multi-functional supporting facilities for the local community and visitors.

Urgensi of Reesearch

The urgency of providing efforts to design a Central Area Based on MSME Development in Kenongo Village using this contextual architecture approach is that there is potential for the local community in the MSME sector and its strategic location makes it possible to make it a tourist center in Kenongo Village as well as to promote local MSME products so that they can be recognized. by outside audiences.

II. METHODS

In the preparation of the Rest Area design concept, several stages of the method are used. The first stage is the analysis of the needs and potential of the area, which includes analysis of physical conditions, potential analysis, and community needs analysis. The second stage is concept design, which includes architectural design, interior design, and landscape design. The third stage is detailed design, which includes architectural detail design, interior detail design, and landscape detail design. The final stage is evaluation and improvement, which includes design evaluation and improvement based on input from the village and community. The method used in this design is participatory design, which is an approach in the design process that involves users. The goal is to create products and services that are more in line with user needs and expectations by utilizing community knowledge and experience.

III. RESULT AND DISCUSSION

Development of Kenongo Village as a Center for MSME Shopping Tourism

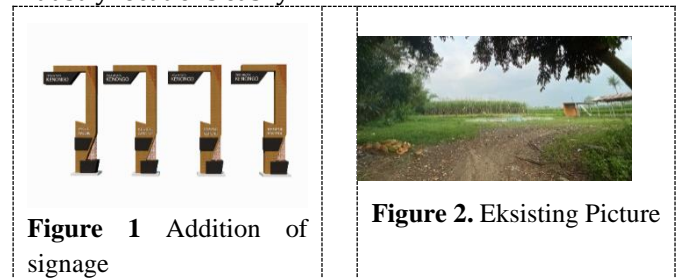
Kenongo Village is located in Jabung District, Malang Regency, at an altitude of approximately 450 meters above sea level. Its coordinates are latitude -6.7318 and longitude 111.5736. This geographical condition provides the village with a cool climate, with an average temperature of around 19°C. Kenongo Village in Jabung District, Malang Regency, possesses diverse potentials that make it attractive and competitive. Kenongo Village is particularly appealing in the culinary sector, showcasing local delicacies. Furthermore, there are various MSMEs producing distinctive products such as lidi noodles, fried onions, and others, which contribute to the economy of Kenongo Village.

Development of MSMEs in Kenongo Village as a Center for Shopping Tourism

The development of Kenongo Village as a center for MSME tourism is a strategic step that can not only advance the local economy but also improve the overall welfare of the village community. Kenongo Village is known for its diverse range of high-quality MSME products, such as Bakso Majeng, Kerupuk Pak Min, Bawang Goreng, Mie Biting Super Hot, and RF Berkah Tahu. The rest area in Kenongo Village has great potential to be transformed into a shopping tourism center for MSMEs due to its strategic location on the main road of the village, making it easily accessible.

Development of Kenongo Village as a Center for MSME Shopping Tourism

There are design recommendations for each MSME home industry to improve comfort and interest of visitors. Signage helps customers, suppliers, and visitors find home industry locations easily.



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Figure 3. Perspective of Rest Area Spatial Design Solutions

The layout of the Kenongo Village Rest Area was designed taking into account functional and aesthetic aspects. The layout of the Kenongo Village Rest Area includes a parking area, prayer room, toilet, MSME kiosk and MSME restaurant



Figure 4. Parking Area



Figure 5. Musholla

Large parking area, able to accommodate 18 cars and 40 motorcycle. Apart from the parking area, this rest area is also equipped with Strategic gas station to meet fuel needs vehicle.

Other supporting facilities available in this rest area include a prayer room. The prayer room design has a circular layout with a capacity of 20 people, equipped with an ablution area. The design concept carries a tropical concept using natural materials.



Figure 6. Toilet



Figure 7. MSME Center

The Toilet Rest Area design uses an almost facade concept the same as a prayer room with a circle shape and roof the cone resembles a circle hut. In each The toilet has four bathroom stalls which are also equipped other facilities such as a sink.

The Kenongo Village Shopping Center and MSMEs were designed with a contextual approach that adapts characteristics local environment so as to produce designs which prioritizes comfort and sustainability aesthetics. This building uses traditional elements, creating an attractive and functional space for visitors. Use of quality local materials as well as designs that suit the context of the site created its own uniqueness that differentiates Shopping Centers and Kenongo Village MSMEs from other places.

IV. CONCLUSION

Based on the research we have conducted, the following conclusions can be drawn:

1. Great Potential for MSMEs in Kenongo Village: There is great potential for MSMEs in Kenongo Village as the backbone of the local economy. With a significant number of MSMEs, there is an opportunity to improve community welfare and reduce unemployment levels through the development of micro, small and medium enterprises.

2. The Role of Central Areas in MSME Development: The planned Central Areas, including Rest Areas and MSME Shopping Tourism Centers, are expected to become centers of economic and tourism activities. This will provide a centralized platform for MSMEs to increase the visibility and sales of their products.
3. Development Objectives: The main objective of the Central Area development is to improve the economy of Kenongo Village and expand tourism potential. In this way, it is hoped that it can increase people's income, improve the quality of MSME products, and provide an interesting travel experience for visitors.
4. Expected Benefits: From the design of this Central Area, it is hoped that several benefits will occur, such as increasing people's income, improving product quality, as well as providing interaction and recreation space for local communities and visitors.
5. Urgency of Design: The urgency of designing the Central Area is based on the great potential of MSMEs and the strategic location of Kenongo Village. With this effort, it is hoped that Kenongo Village can become a center for tourism and sustainable economic development.

Thus, developing a Central Area based on MSME development in Kenongo Village is a strategic step in supporting local economic growth and improving community welfare.

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