

Event Influence *Krui Pro International* On The Income Of *Msmes* In Tanjung Setia Beach, West Coast District

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Abstract

This study aims to analyze the effect of the Krui Pro International event on the income of Micro, Small and Medium Enterprises (MSMEs) in Tanjung Setia Beach, West Pesisir Regency. This Event is an international surfing event that is held every year and is expected to increase tourist visits and have a positive impact on the local economy. The method used in this study is quantitative analysis with data collection through questionnaires distributed to 98 businesses around Tanjung Setia Beach. The results showed that there were significant differences in capital, turnover, and profit of MSMEs before and during the Krui Pro International event. Venture capital increased significantly, with 62.2% of respondents reporting an increase in capital during the event. In addition, business turnover also experienced a surge, where 61.2% of respondents felt a significant increase in turnover. This study concludes that the Krui Pro International event contributes significantly to local economic growth, especially for MSMEs, and recommends the need for continued support from the government and the development of more effective marketing strategies to maximize the benefits of the event.

Keywords: Krui Pro International, MSME, revenue, tourism, local economy.

INTRODUCTION

Indonesia is a country that has a diversity of tourism and culture. The diversity of beautiful tourism is a characteristic of each region (Hadi, 2014). The natural wealth and diversity of the Indonesian nation can be an attraction for tourists, both local and foreign tourists, thus Indonesia can develop the wealth of potential in the tourism sector.

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The development of the tourism sector is currently very rapid, making tourism one of the leading sectors in the national economy. With many flight routes, new tourist destinations, and increasing accommodation, it proves that tourism has great potential in improving a country's economy. Tourism plays an important role in supporting economic growth, increasing Gross Domestic Product, and making a significant contribution to the country's foreign exchange earnings. The development of the tourism industry in Indonesia after the COVID-19 outbreak which has increased in February 2023 reached 701.93 thousand visits, showing the great potential of this sector in driving the progress of various regions. The tourism sector provides a lot of income for regions that are aware of their potential for this, the existence of regional autonomy makes each region try to explore the potential of its region as much as possible (Yasin, 2016). Tourism activities also create business opportunities and increase the income of the surrounding community. Accommodation in the tourism sector opens up many business opportunities, from travel services to souvenir shops.

Pesisir Barat Regency was officially established on April 22, 2013, the capital of Pesisir Barat Regency is Krui. Land, sea, and air transportation can be used to get to Krui. The West Cross National Road, Kuala Stabas Port, and Serai Airport in Krui connect the entire Krui area on a coastline of more than 210 kilometers (BPS Pesisir Barat Regency, 2018). Tanjung Setia Village is located in Pesisir Selatan District, Pesisir Barat Regency. There are 2150 residents, with 1158 men and 992 women, each with 162 family cards (PEMKAB Pesisir Barat, 2024). The majority of the population of Tanjung Setia Village work as farmers, traders, and fishermen. Tanjung Setia Village has a large area, with its settlements located on the Bengkunt-Krui route, making it easily accessible. The people of Tanjung Setia Village feel great benefits from *Krui Pro International*. Increasing community income and the emergence of business opportunities are the impacts most felt by the surrounding community. Culinary businesses, lodging, laundry, surf equipment stores, jewelry, food stores, car rentals and guides are some of the business potentials.

One of the superior potentials owned by Pesisir Barat Regency is the tourism sector. This area is known to have extraordinary natural wealth, with exotic beaches that are the main attraction for tourists, both local and foreign. Among the most prominent destinations are Tanjung Setia Beach and Labuhan Jukung. Both of these beaches have been widely known by international tourists because of their natural beauty, waves that are suitable for surfing. Tanjung Setia Beach, for example, has long been one of the world's surfers' paradises because of its challenging waves, even on par with famous beaches in Hawaii and Australia. With such great natural potential, the tourism sector in

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Pesisir Barat Regency has a very broad opportunity to continue to be developed and become one of the main pillars of the regional economy.

Krui Pro International is a special government event that introduces the culture and customs of the west coast and is held in Labuhan Jukung. *Krui Pro International* itself is a tourism event held at Tanjung Setia Beach, located in Tanjung Setia Village, Pesisir Selatan District. Tanjung Setia Beach has a special feature because it is located on the path of the Indian Ocean's large currents, so it has high and long waves, and is an attraction for world surfers. The local government's efforts to increase tourist interest in visiting Pesisir Barat Regency are by holding the International Surfing Championship "*Krui Pro International*" at Tanjung Setia Beach. *Krui Pro International* combining sports tourism (*sport tourism*) and surfing (*surfing*) as one of the promotional programs in Pesisir Barat Regency. Sports tourism is a combination of sports and tourism to promote tourism in a country or region. In addition to sports competitions, surfers can also enjoy surfing spots at Tanjung Setia Beach. *Krui Pro International* is a collaborative event between the West Coast Regional Government and *World Surf League (WSL)*. Founded in 1976, *World Surfing League* is an organization that houses and is the parent organization of professional surfing, which is dedicated to showcasing the world's best talents in various progressive formats (Pesisirbaratkab.go.id. 2023).

Every year, *World Surf League* has 180 events broadcast worldwide via social media such as Facebook, YouTube, Instagram, TikTok, and TV spread across more than 130 countries. The regions that host the matches *Sport Tourism Surfing* This will have multiple benefits. Three months before the competition, the global association will use the media to promote the area that will host the surfing competition. The organization begins with participants coming with their teams, families, friends, and couples. Thus, there will be an increase in the number of tourists and will improve the economy for the surrounding community, especially when hundreds of thousands to millions of surfers watch the match live (Pesisirbaratkab.go.id. 2023).

Focus of related research problems "*Krui Pro International*" in Pesisir Barat Regency which is relevant to the research conducted by (Fanji Farman, et al 2024) regarding *World Super Bike (WSBK)* and *MotoGP* at the Mandalika Circuit, namely in an effort to utilize sports tourism (*sport tourism*) as a strategy to increase regional or national branding while providing significant economic impact. Like the Mandalika Circuit which has succeeded in promoting Indonesia's image at the international level as well as the economic benefits of tourism through the implementation *World Super Bike (WorldSBK)* and *MotoGP*. In the focus of this research "*Krui Pro International*" also become

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a global promotional event for Pesisir Barat Regency through collaboration with *World Surf League (WSL)*. Both studies highlight the potentials *sport tourism* in increasing the attractiveness of tourist destinations, attracting international tourists, and contributing to the local and national economy. With such an annual phenomenon and seen from what has happened before, of course the event *Krui Pro International* attracting tourists to come and spend their holidays on Tanjung Setia beach, in this case local people can get business opportunities such as MSMEs through increasing activities *Krui Pro International*.

METHOD

Data Types and Sources

In this research, primary data was obtained for this investigation. Questionnaire is a data collection strategy consisting of giving a series of written questions to respondents as research subjects, the answers to which will be used to collect information needed for the research. The data used in analyzing the income levels of business actors were obtained by *cross section* namely data collected at a certain time to describe the conditions at a certain time. So that all the necessary data can be known and obtained from the results of the questionnaire. The sources related to this study amounted to 98 business actors.

Research Limitations

The two independent variables discussed in this study are capital and turnover.

Data Analysis Methods

The strategy used in this exploration is an expressive technique, specifically describing the state of side effects obtained through estimation instruments and then handled with their capabilities. As a general rule, a clear review plans to describe what is happening or the possibility of seeing patterns and examples in a collection of examples that can be summarized into a population that is still unknown from the review (Pickard et al., 2007). The information obtained in this study is a combination of estimates, calculations and clarification of short stories, which are then checked using enlightening measurements. As a result, the continued impact of handling information with new measurements reaches the stage of depiction. Thus, Measurement involves a process of understanding that has the responsibility to organize and organize mathematical data to



produce an accurate, concise and clear picture of the impact, event or situation. The goal is that certain understandings or consequences can be better understood.

Analysis Tools

Starting with the normality test and the mean difference test, done using the help of the SPSS program. One can perform non-parametric statistical tests with methods such as the Wilcoxon signed ranks test if the data is not normally distributed, and one can perform parametric statistical tests with methods such as *aspaired sample t-test* if the data is normally distributed (Maryadi, 2020).

Validity Test

Validity test is a test used to show the extent to which the measuring instrument used in a measure what is measured. Ghozali (2009) states that the validity test is used to measure the validity or otherwise of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. If $r \text{ count} \geq r \text{ table}$ (2-sided test with sig. 0.05) then the instrument or question items correlate significantly with the total score (declared valid).

Reliability Test

A measurement with high reliability is one that produces reliable data. If $\alpha > 0.90$, it has perfect reliability. If α is between 0.70 and 0.90, it has high reliability. If α is 0.50 and 0.70, it has moderate reliability. If $\alpha < 0.50$, it has low reliability. If α is low, it is likely that one or more items are unreliable.

Uji Paired Sample T-Test

Paired Samples T-Test is a parametric assessment designed to test the hypothesis of equal or no difference (H_0) between two independent variables. The data come from two different measurements or two observation sessions conducted on matched participants. If there is a difference in the test findings, the mean *inpaired samples statistic* or the number of t is used to determine which average is greater. A positive t count means that the average income of business actors on Tanjung Setia beach is higher during the event *Krui Pro International* than before the event *Krui Pro International*. and conversely, a negative t count means the average income of business actors during the event *Krui Pro International* lower than the average income during the event *Krui Pro International*.



Wilcoxon test

Test *Wilcoxon signed-rank* used to find out whether correlated data is different from other correlated data. This study uses the test *Wilcoxon signed-rank* to evaluate whether the income of business units on the Tanjung Setia Coast, West Coast changed before and during the event *Krui Pro International*. Test basis *Wilcoxon signed-rank* is as follows.

1. If the probability (Asimp.Sig) < 0.05, (Ho) reject and (Ha) accept.
2. If the probability (Asimp.Sig) > 0.05, (Ho) is accepted and (Ha) is rejected.

The purpose of the statistical test is to determine whether there is a change in the mean value when compared to the t table value and df (degrees of freedom). The calculated t value > t table value; If Ho is rejected and Ha is accepted, then the results of the statistical test are valid.

RESULTS AND DISCUSSION**Modal Hypothesis Test**

In this capital hypothesis test, the test used is *Wilcoxon Rank Test* which aims to test the average difference between paired samples, namely capital before krui pro and during krui pro. Based on the results of the SPSS test, the results shown in table 4.8 are obtained.

Test Table *Wilcoxon Rank Test*

Mean		From Hitung	Say
Before	Moment		
,00	49.00	-8,252	,001

Based on table 4.8, it can be seen that the calculated Z value is -8.252 and the Sig value is .001. According to Santoso (2016), the criteria used in this study are as follows:

If the value of Sig. < 0.05 then H0 is accepted

If the Sig value > 0.05 then Ha was accepted

In the Output table above where the Sig. value is 0.001 < 0.005 then H0 is accepted. In accordance with the criteria, the hypothesis is that there is a significant difference between the capital before krui pro and during krui pro.



Turnover Hypothesis Test

In this turnover hypothesis test, the test used *Wilcoxon Rank Test* which aims to test the average difference between paired samples, namely turnover before krui pro and during krui pro. Based on the results of the SPSS test, the results shown in table 4.10 are obtained.

Table Test Wilcoxon Rank Test Turnover

Mean		From Hitung	Say
Before	Moment		
,00	49,50	-8,598	,000

Based on table 4.10, it can be seen that the calculated Z value is -8.598 and the Sig value is .000. According to Santoso (2016), the criteria used in this study are as follows:

If the value of Sig. < 0.05 then H₀ is accepted

If the Sig value > 0.05 then H_a was accepted

In the output table above where the Sig. value is 0.000 < 0.005 then H₀ is accepted. In accordance with the criteria, the hypothesis is that there is a significant difference between turnover before krui pro and during krui pro.

Difference in Capital Before Krui Pro and During Krui Pro

Krui Pro is an important moment for local Micro, Small, and Medium Enterprises (MSMEs) to promote and sell their products. The presence of thousands of visitors boosts demand for local products, from culinary specialties, handicrafts, to accommodation and transportation services. This momentum creates a multiplier economic effect, where MSMEs gain additional income in a short time, which contributes directly to increasing or strengthening their business capital. In many cases, profits during the Krui Pro event are able to exceed regular monthly income, making it a strategic opportunity for reinvestment.

Therefore, it can be concluded that Krui Pro has a significant impact on the growth capital of MSMEs in Pesisir Barat, especially in terms of capital, but the maximum effect can only be achieved if supported by the readiness of business actors, multi-party collaboration, and optimal use of digital technology. During Krui Pro, respondents said there was a significant increase in capital. This program provides training, access to resources, and financial support needed to increase business capital. A total of 61



respondents (62.2%) stated that their business capital increased during Krui Pro, indicating a positive impact.

Difference in Turnover Before Krui Pro and During Krui Pro

During the Krui Pro, there was a surge in the number of domestic and foreign tourists who came to watch or participate in the competition. This surge had a direct impact on the demand for local products and services. Starting from traditional food, specialty drinks, handicrafts, vehicle rental services, to local accommodation such as homestays and guest houses, all experienced a significant increase in consumer traffic. This situation creates a profitable economic cycle, where money circulates quickly at the local level, especially among small business actors.

One of the MSME sectors that felt the most impact from Krui Pro was the culinary or food and beverage sector. Small stalls, street vendors, and local cafes experienced a drastic increase in turnover during the event. For example, on normal days, food vendors can earn between Rp300,000 and Rp500,000 per day, but during Krui Pro, that number can jump two to three times.

In addition to culinary, the accommodation sector is also a strategic sector that is very positively impacted by the Krui Pro event. The West Coast, which has limited tourism infrastructure, was crowded with tourists, athletes, media, and organizing crew during Krui Pro. Homestays, inns, and local villas managed by the community are the main choices for accommodation. Usually, the rental price per night ranges from IDR 150,000 to IDR 500,000, but during Krui Pro, the rate can increase up to two times due to high demand. All of these dynamics contribute to the increasing turnover of MSMEs in the service sector. So it can be concluded that the implementation of Krui Pro has significantly increased turnover. As many as 60 respondents (61.2%) stated that their turnover increased during Krui Pro, this shows a positive impact.

CONCLUSION

Based on the results of the data analysis and discussion that has been carried out, several research conclusions can be put forward as follows:

1. Results of testing the capital variables in the normality test *Kolmogorov-Smirnov* The results obtained showed that the data was not normally distributed so it was tested using *wilcoxon rank test*. And it was found that there was a significant difference in capital before Krui Pro and during Krui Pro.



2. Results of testing the turnover variable in the normality test *Kolmogorov-Smirnov* The results obtained showed that the data was not normally distributed so it was tested using *wilcoxon rank test*. And it was found that there was a significant difference in turnover before Krui Pro and during Krui Pro.

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