

# Evaluation of The Revitalization of Small Medium Industry Centers in Shopping Tourism in Tanggulangin, Kabupaten Sidoarjo

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### Evaluation of The Revitalization of Small Medium Industry Centers in Shopping Tourism in Tanggulangin, Kabupaten Sidoarjo

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#### Abstract

This article aims to analyze the Small and Medium Industry Center Revitalization Program for ICM on Shopping Tourism. The problem with the results of the revitalization program on shopping tourism that has been carried out by the Industry Service Office of Sidoarjo Regency. In order to approach this problem, the theory of Stufflebeam CIPP is used, namely Context, Input, Process, Product. The data were collected through observation, interview, and documentation techniques and analyzed qualitatively. The results of this study indicate; The context of planning for the ICM Center Revitalization for Shopping Tourism is based on the roadmaps of the Ministry of Industry by revitalizing the ICM Center Area for Shopping Tourism with eight indicators. The implementation input is assisted by the stakeholders; Public Works and Resources originating from the Special Allocation Fund. The evaluation process for the ICM Center Revitalization program on shopping tourism went well and smoothly, although there were several indicators that had not been implemented. Product achievements in the evaluation of the ICM center revitalization program on Shopping Tourism have an impact on the physical changes of the center but the increase in sales is still not felt. This study concludes that there are several indicators that have not been realized.

**Keywords:** Shopping Tour; Revitalization Program; Small and Medium Centra.

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## INTRODUCTION

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The industrial sector is one of the sectors driving the economy in Indonesia. The role of the industrial sector in the economy is considered very important, especially in the absorption of labor in Indonesia (Ratnasari & Kirwani, 2013). One of the roles of industry in absorbing labor in Indonesia is the Small and Medium Industry (ICM) sector, which has absorbed a workforce of 11.68 million people or 60 percent of the total workers in the industrial sector (Ministry of Industry of the Republic of Indonesia, 2019). One example of the Industrial Sector is the Small and Medium Industry sector which is a form of empowering people with weak economies who are engaged in various economic sectors. So that the number of SMEs is very large and spread in all economic sectors and throughout Indonesia.

One of the ICM sectors is the Small and Medium Industry of leather bags and suitcases located in Tanggulangin. This is evidenced by the Ministry of Industry's statement that Indonesia has great potential in developing the leather, footwear and finished leather goods industry, considering that Indonesia is currently in the 6th position in the world as an exporter of leather products, footwear and finished leather goods (Ministry of Industry, Republic of Indonesia), (2018). Therefore, the Leather Industry in Indonesia, one of which is the Tanggulangin leather bag and luggage ICM, has the right to have a great opportunity to be developed in order to be able to compete in increasing innovation and productivity to be able to contribute relatively large amounts to the national economy (Purwanto & SY, 2019). Tanggulangin Small and Medium Industries consist of various types of ICM such as, Leather Industry, Clothing and Food Industry, and Culinary Food. The Leather Industry in Tanggulangin is known as the ICM Center.

The leather ICM center in Tanggulangin is also known as the Shopping Tour by producing various leather-based handicrafts which produce bags and suitcases which are superior products, besides that it also produces various types of other finished leather goods such as belts, shoes, sandals, hats, jackets and various other handicraft items made of genuine leather (Artaya, et al, 2019). In its heyday, the leather industry center had 354 craftsmen with assets worth Rp. 10 billion belonging to the Bag and Luggage Industry Cooperative (INTAKO) (Adriansyah, et al, 2017).

The Leather Industry ICM Center on Shopping Tours in Tanggulangin has the potential for quality leather bags and luggage products and the durability of the bag products, affordable prices for all people, supported by skilled and creative human resources who are able to produce attractive and creative designs. In the following, the authors describe the data on the number of ICM centers for shopping for Tanggulangin Leather Bags and Suitcases at the Bag and Luggage Industry Cooperative (INTAKO):

Table 1 Number of Tanggulangin ICM in the Bag and Luggage Industry Cooperative (INTAKO) 2015-2020

No.	Year	Number of ICM Actors
1	2015	305
2	2016	298
3	2017	280
4	2018	271
5	2019	259
6	2020	251

Source: INTAKO Cooperative (2021)

However, at this time the heyday of the Tanggulangin ICM Shopping Tourism Center has experienced a decline (degradation) since the Lapindo Mud Disaster in the Porong area, Sidoarjo. The impact of the disaster resulted in a drastic decrease in the number of visitors and buyers which resulted in a decrease in income for ICM leather, and the tourism sector also declined in number (Stevanie S.,

et al, 2016). This is evidenced by one of the income data obtained from the following INTAKO Cooperative:

Table 2 Bag and Luggage Industry Cooperative Income (INTAKO) 2015-2020

No.	Year	Total Income
1	2015	9.402.157.475
2	2016	8.387.487.300
3	2017	7.999.783.600
4	2018	6.571.841.177
5	2019	6.653.203.700
6	2020	3.230.324.600

Source: INTAKO Cooperative (2021)

Even so, the activity of shopping for bags and suitcases in Tanggulangin is still running and producing for online orders, for that it needs to be reintroduced to the community with a more organized and better developed area arrangement as a shopping tourism place where tourists can buy various kinds, bags, wallets, belts and shoes comfortably.

By looking at the potential of the Tanggulangin leather bag and luggage ICM and to revive the glory of the ICM Center on the Tanggulangin Leather Shopping Tour, the Ministry of Industry (Kemenperin) broke through with the ICM Center Revitalization Program so that the productivity of the ICM Center on Leather Shopping Tourism produced must have standards and quality high enough to compete. This revitalization is not without a reason, but based on the historical background of the rise and fall of the ICM Center on the Tanggulangin Leather Bag and Luggage Shopping Tour due to the Lapindo mud disaster and the potential possessed by the Tanggulangin ICM Center. The Revitalization of the Leather ICM Center was launched from 2017 to 2018, by the Ministry of Industry (Kemenperin) to revitalize the Tanggulangin ICM center in Sidoarjo, East Java as part of a strategic program to encourage the growth of the leather, footwear and finished leather goods industry (Ministry of Industry RI, 2018). The Tanggulangin ICM Center Revitalization Program collaborates with

the Sidoarjo Government, namely the Industry and Trade Office by making the leather ICM Center in Tanggulangin an Integrated Tourism by carrying out the 3 in 1 (Theree In One) concept, namely shopping, cultural and culinary tourism, as well as industrial education. The revitalization of the ICM Center for leather bags and suitcases on shopping tours includes the revitalization of the area in the form of; pedestrian walk, park chairs, special parking area, odong-odong, bicycles, cultural park, welcome gate, and Tanggulangin name monument).

According to the opinion expressed by Moeliono (2007) in the Big Indonesian Dictionary describes that the term revitalization defines as a process, step, action in reviving or doing re-activation. Meanwhile, based on the opinion expressed by Danisworo (2000) in Azizah (2016), revitalization is an effort carried out to revitalize an area or part of a city that previously lived, but there was degradation caused by the development of the times. Where the revitalization of a place or building is an effort that the government takes to improve the physical condition or management of the place so that it can adapt to developments that occur in this era.

The purpose of the revitalization program is an effort to improve the performance of the business ecosystem at the Tanggulangin leather bag and luggage ICM center, which has experienced a decline since the mud disaster a few years ago. This revitalization program is believed to be able to increase income, competitiveness of ICM and also provide an attraction for tourists to visit the Tanggulangin skin ICM center, so that they feel comfortable for shopping and recreation. The revitalization of the Tanggulangin ICM center includes the bag, luggage and other local product advantages through physical, economic, and cultural transformation strategies. Therefore, efforts are made through physical

improvements (infrastructure) and supporting facilities and infrastructure at existing centers. Specifically, the scope of the ICM center revitalization program on leather shopping tourism is the construction or physical improvement of production facilities and/or other supporting facilities for the smooth running of the center and the provision and addition of machines/equipment to complement the ICM development facilities and production facilities (Center for Budget Studies, DPR RI Expertise Board, 2019).

The physical revitalization program for the area carried out at the ICM center for Shopping Tourism is the result of policies that have been formulated by the central government. The program was completed about two (2) years ago in 2019. Based on initial observations of several ICM actors on Shopping Tourism in Tanggulangin, they explained that first, physical revitalization in shopping tourism had been carried out, with the change in the face of the ICM Center location on Shopping Tourism due to revitalization that raised interest and enthusiasm for visiting, the community made it a place of entertainment and alternative new tours, but that did not increase the number of visitors and buyers, resulting in a decrease in income in 2020, in which year the Revitalization Program was completed.

In writing this article, the target group for the ICM revitalization program is the Tanggulangin leather ICM actors on shopping tours. The researcher focuses only on shopping tourism, namely the Small and Medium Industry of Leather Bags and Suitcases.

Program evaluation is defined as a process of describing, obtaining, and providing useful information for assessing alternative decisions. The effectiveness of the program is influenced by various factors, including individual characteristics, environment, program objectives, facilities and infrastructure used, and program implementation procedures.) includes four

indicators Context (Context), Input (Input), Process (Process), and Product (Product).

First, in a previous study by Muhamad Bambang Triatmojo, Dan Aloysisus Rengga (2019) with the title "Evaluation Program for Rejomulyo Traditional Market Revitalization in Semarang City", the aim was to evaluate the Rejomulyo market revitalization program and identify obstacles in implementing the program. This study applies a qualitative descriptive method, to see the evaluation of the market revitalization program using the CIPP program evaluation model (Context, Input, Process and Product) and the George E. Edward III implementation model. The results of the study found that the Rejomulyo market revitalization program was still not optimal. This can be seen from the context of the program which is not optimal, because the program planning does not involve traders, thus making the process and product of the program not optimal, even though the program input is good. In addition, it was found that the factors that hindered the Rejomulyo market revitalization program were that the communication program was less effective, less than optimal resources, bad disposition and inappropriate SOPs (Standard Operating Procedures).

Second, in the research of Jamhur Poti and Mahadiansar (2020) with the title "Evaluation of Traditional Market Revitalization Policies: Study of the Akau Cut Lembu Market in Tanjung Pinang City", it aims to evaluate the programs that have been implemented in revitalizing the Lembu Cut Market in Tanjungpinang City to what extent the policies have been implemented. has been carried out before and after market revitalization in line with what is expected by the public or not. This study applies a policy evaluation technique with a formal evaluation approach, using Dunn 2018 theory. The method used is library research, in the form of library sources such as e-books, journals, websites, organizational reports and other

documents, both printed and online, appropriate to the topic being evaluated<sup>34</sup>. The results of the study show that the evaluation of the policy for the revitalization of the cattle market revitalization program in Tanjung Pinang has no value for cross-impact analysis and discounting on the program up to the revitalization of traditional markets which are merely mapping targets, clarifying values, and also obstacles that have been included in the impact of traditional market revitalization policies. cut the cape nut city ox.

Third, in the research of Sinta Nababan, Theodora M. Katiandagho, and Oktavianus Porajouw (2021) with the title "Evaluation of the Marihat Bandar Market Revitalization Program<sup>5</sup> in Simalungun Regency", this study is to evaluate the revitalization program in the market in terms of comfort, cleanliness, order and environmentally friendly, this is done to increase competitiveness and also to empower traditional markets. This study uses a review of the concept of revitalization by developing water tourism and tourism which will be carried out from January 2021 to February<sup>8</sup> 2021. The method in analyzing data is a qualitative method by collecting data through interviews, observations and literature studies in the<sup>36</sup> m of literature review; and documents. The results of the study indicate that a design is urgently needed to carry out the revitalization of Situ Rawa Besar by considering aspects to improve facilities, attractiveness, accessibility, and destination management. as well as efforts to regulate water quality and manage waste, as well as efforts to improve human resources and support the surrounding community. So it is recommended that there must be coordination between the provincial and regional governments and a number of related agencies to increase revitalization, so that in the future an icon can be formed for Depok City tourism.

Based on the description of the problem above, the researcher wants to know and analyze the extent to which the Evaluation of the Small and Medium Industry Center Revitalization Program (ICM) in Tanggulangin Shopping Tourism, Sidoarjo Regency.

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## RESEARCH METHODS

This study used descriptive qualitative method. With the aim of providing a comprehensive and in-depth overview of the Tanggulangin ICM Center revitalization program as an integrated tourism area. According to Sugiyono (2019), qualitative<sup>3</sup> research methods are research methods based on the philosophy of positivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), analysis the data are inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalizations. The focus of the study used in this research is the Evaluation of the ICM Center Revitalization Program at the Tanggulangin Shopping Tour, Sidoarjo Regency using the Program Evaluation theory from<sup>16</sup> Stufflebeam in (Arifin, 2019), namely Context (Context) Input (input) Process (process) Product (product). The source<sup>14</sup> of this research data was obtained from primary data, namely data obtained directly from informants from the Department of Industry, INTAKO Cooperative and leather<sup>31</sup> craftsmen when carrying out research and secondary data obtained through data in the form of websites, documents, reports<sup>29</sup>, and archives that are relevant to this research.

This research was conducted in the<sup>19</sup> period from August 2021 to March 2022. In this study, researchers used observation data collection techniques, interviews with predetermined informants, and documentation at the time of implementation and when conducting

research. The data analysis technique used in this study is the interactive model from Miles and Huberman in their book *Qualitative Data Analysis: An Expanded Sourcebook* (3rd ed.) Miles, et al, (2014), which includes data condensation or data collection, data presentation, and withdrawal, and verification of conclusions.

Then to ensure the data that has been obtained accurately, the validity of the data is carried out using the data validity test in qualitative research according to (Sugiyono, 2019), which includes credibility (degree of trust), transferability (transferability), dependability (dependence), and confirmability (certainty)

## RESULT AND DISCUSSION

Program evaluation is an attempt to determine the level of success of a program that has been realized or implemented from a public policy. In realizing the Revitalization of the ICM Center on Shopping Tourism in Tanggulangin, Sidoarjo Regency. Revitalization of the ICM Center carried out the Revitalization of the ICM Center Area in the form of physical repairs and development including; a) pedestrian walk (pedestrian area), b) Name of Tanggulangin Monument, c) Tanggulangin Cultural Park (TBT), d) welcome gate, e) garden chairs, f) special parking area, g) odong-odong and h) bicycle. This revitalization aims to improve the performance of the business ecosystem in the Tanggulangin ICM Leather bag and luggage center, which has experienced a decline since the mud disaster a few years ago and to increase the income of leather ICMs as well as a form of empowering Leather ICMs to be competitive.

The results of this study are in accordance with the focus and objectives of research studies related to the Evaluation of the ICM Center Revitalization Program on Shopping Tourism in Tanggulangin, Sidoarjo Regency with a focus on Program Evaluation research using the Stufflebeam

theory (1973) in (Arifin, 2019) by dividing the evaluation into four (4) types, namely CIPP (Context, Input, Process, and Production).

**Context (Context).** This evaluation context is used to help plan decisions, determine program needs, and formulate program objectives. The ICM Center Revitalization Planning for Shopping Tourism was launched in 2018, the plan was made by the Ministry of Industry. The ICM Center Revitalization Planning on Shopping Tours set by the Ministry of Industry is in the form of Roadmaps as guidelines for the ICM Center Revitalization in Tanggulangin. To implement government programs, the Ministry of Industry mandates or submits the program to the Department of Industry and Trade to revitalize the ICM Small and Medium Industry Center in Tanggulangin, Sidoarjo Regency. In planning the ICM Center Revitalization Program on Shopping Tourism in Tanggulangin, Sidoarjo Regency, based on roadmaps from the Ministry of Industry mandated to the Industry Office to implement the program. The planning of the Small and Medium Industry Center (ICM) Revitalization Program in Tanggulangin, Sidoarjo Regency wants to make the Tanggulangin ICM Center an Integrated Tourism elevating the Three In One (3 in 1) concept, namely Shopping Tourism, Cultural Tourism, and Educational Tourism. This was expressed by Mr. Agus as, Head of the Industry Service, as follows;

“The planning of the ICM Center Revitalization Program is based on the Roadmaps made by the Ministry of Industry. To make the Tanggulangin ICM Center an integrated tourism, adopting the Three In One (3 in 1) Concept, namely Shopping Tourism, Cultural Tourism and Educational Tourism, now to realize that Shopping Tourism we carry out revitalization of the ICM Center area, namely physical improvement of centers such as pedestrian walks (areas of

pedestrians), the identity of the Tanggulangin monument, the welcome gate, then the construction of the Tanggulangin cultural park, park chairs, a special parking area and providing odong-odong and bicycles.” (Interview on Tuesday, December 14, 2021).

The following is a more detailed explanation regarding the eight (8) indicators in the Revitalization of the ICM Center for Shopping Tourism in Tanggulangin in the form of physical improvements in Shopping Tourism with eight indicators in the form of physical improvements including;

a) The pedestrian walk (pedestrian area) is carried out from the beginning of the entrance of the ICM Center to along the Wates Village highway



b) the construction of the Tugu Tanggulangin name was built in front of the BPIPI office on the banks of the river and at the entrance to INTAKO and the village of kludan where leather craftsmen were made to improve and clarify Tanggulangin village as a place for leather production,



c) Tanggulangin Cultural Park (TBT) was built on an unused soccer field in front of Tanggulangin Elementary School, this was done on the basis of the approval of the Tanggulangin village,

d) the welcome gate, which is included in the Revitalization of the ICM Central Area on Shopping Tours, is indeed necessary because the condition of the writing on the Leather Industry Center Area is unclear and many have lost,



e) Park chairs are planned to be built on the revitalized pedestrian walk (pedestrian area) to be used by visitors to sit in the ICM Center area,



**Detail Tugu**      **Detail Kursi Taman**



f) Area parkir khusus perencanaan pembangunannya dilahan area permata



- yang sudah tidak atau kosong yang bisa digunakan untuk area parkir khusus bis maupun kendaraan roda empat,
- g) A special parking area for development planning in a gem area that is no longer available or empty which can be used for a special parking area for buses and four-wheeled vehicles, odong-odong and
  - h) these bicycles were planned to be built near a special parking area by providing odong-odong and bicycle tours, so that they could be used by visitors who came to the ICM Center as a form of support for leather shopping tourism in Tanggulangin.



1. Sepeda Wisata



2. Odong-odong

The plan was in 2018 and carried out in early 2019 and completed at the end of 2019 with a maintenance period until 2020 as a predetermined deadline. This was expressed by Mr. Agus as the Head of the Industry Service, as follows;

"The revitalization of the Small and Medium Industry Center (ICM) is planned in 2018 so the implementation itself will be in early 2019 and the revitalization will be completed in 2020 with a maintenance period" Interview on Tuesday, December 14, 2021.

The purpose of the maintenance period itself is a predetermined time limit where if during the maintenance period there is damage to the Center building, the

Department of Industry and the provider of physical work are responsible for fixing it.

After the planning has been determined, to carry out the ICM Center Revitalization Program on Shopping Tourism in the form of physical improvements to the ICM Center Area in Tanggulangin in accordance with the Ministry of Industry's Roadmaps, an understanding of the program is very necessary in this case, if the implementer has a good understanding of the program to be implemented. , the implementation of the program will run in accordance with the objectives and applicable provisions. Giving understanding of the program is carried out by the Department of Industry to program recipients, namely to ICM Leather in Tanggulangin, understanding and knowledge will be given, as well as equating the perceptions of program implementers and recipients of the ICM Center Revitalization program on Shopping Tourism. This was stated by the informant, Mr. Agus as the Head of Industry, Department of Industry, as follows:

"After the determination that the ICM Center will be revitalized, then the Department of Industry conducts socialization to leather ICMs, by socializing each leather craftsman, we also visit village governments such as sub-districts, Tanggulangin sub-districts to gather community leaders, then leather craftsmen, especially leather craftsmen. Those who are members of INTAKO are gathered in the village hall building, where we convey our understanding and knowledge that we will revitalize this leather ICM Center with a better and more attractive building because the condition of this leather center should be repaired to maintain the leather center in Tanggulangin. " (Interview Tuesday, December 14, 2021, 10:00 a.m., at the Office of Industry and Trade).

Explaining that the socialization was carried out by gathering leather craftsmen and visiting village governments such as Keluhan and Tanggulangin sub-districts to

be collected in a village hall building, this verbal socialization was to provide understanding and knowledge that the leather ICM center in Tanggulangin will be carried out with a better revitalization and attractive in order to maintain Tanggulangin as a skin ICM center.

This revitalization was carried out because the condition of the ICM Center needs improvement to make it more attractive and the ICM Center becomes more lively in order to improve the business ecosystem of the ICM Center for leather bags and suitcases. The benefits for the Revitalization of Small and Medium Industry Centers (ICM) on Shopping Tours in Tanggulangin are not without reason, because they are to restore the image of Tanggulangin as a Shopping Tourism area and as a reference for the community and local tourism and can be enjoyed by local communities with the construction of the Tanggulangin Cultural Park (TBT) as a form to empower the ICM Center for leather bags and suitcases in Tanggulangin. As stated by the Informant Mr. Agus as the Head of Industry and Trade, as follows:

“Revitalization of Small and Medium Industry Centers (ICM) is a target in 2018 because leather centers are increasingly quiet and many bag sellers are out of business. This is done to realize and restore the image of Tanggulangin as a reference for the public or tourists. With the image of Tanggulangin, which is famous for its shopping tours, which include leather products, bags, suitcases, and jackets, Tanggulangin Cultural Park was also built for this purpose. it was also done as a form of deceiving the skin ICM in Tanggulangin. (Interview Tuesday, December 14, 2021, at 10.00 at the Industry and Trade Office).

**Input.** According to Isnan, (2016), based on the evaluation of inputs, it aims to help regulate decisions, determine the existing sources, what alternatives are taken, what plans and strategies are to achieve the needs and what are the work procedures to achieve them. The

Revitalization Program that has been mandated by the Ministry of Industry to the Sidoarjo Industry Office and has become the responsibility of the Industry Office (Disperindag) as a form of task in carrying out government affairs in the field of Industry and Trade as well as Assistance Tasks given to the Regency in accordance with Sidoarjo Regent Regulation Number 86 of 2016 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Industry and Trade Office of Sidoarjo Regency, to implement the ICM Leather Center Revitalization Program on Shopping Tourism in the revitalization of the ICM Center area in the form of physical improvement of the center area including; a) pedestrian walk (pedestrian area), b) Name of Tanggulangin Monument, c) Tanggulangin Cultural Park (TBT), d) welcome gate, e) garden chairs, f) special parking area, g) odong-odong, and h ) bicycle. In this case, the Source Source stakeholder who assists the Department of Industry in implementing the ICM Center Revitalization Program on Shopping Tourism in the form of physical improvement of the central area is Public Works (PU), because the Industry Office is only as assistance and implementation of the ICM Center Area Revitalization development carried out by Public Works, because Area Revitalization is the task of Public Works (PU). In addition, coordination was also carried out with the Tanggulangin UPD such as the Sub-District to obtain approval for the revitalization program for its development using village-owned land. This was expressed by Mr. Agus as the Department of Industry, as follows;

"In the implementation of this center revitalization, it is clear that someone is helping, right, this is a program from the center, namely the Ministry of Industry, which was given to us by the Department of Industry and Trade (Disperindang). Tanggulangin) because the land used for

this revitalization is village land, so we need to coordinate and approve the village and carry out the construction of pedestrian walks, Tanggulangin name monuments, park chairs, special parking areas, Tanggulangin Cultural Park, odong-odong and bicycles. we cooperate with Public Works (PU)." Interview on Tuesday 14 December 2021.

To achieve a success of a government program does not escape funding so that it can run smoothly and quickly in accordance with the goals that have been set. Funding for the ICM Central Area Revitalization Program comes from a special allocation fund given by the Ministry of Industry to the Industry Office. The budget for the ICM Center Area Revitalization Program for the Shopping Tour is twenty billion (20) rupiah. The funds used for the revitalization were deemed insufficient and not yet due to the ICM Center's revitalization program on Shopping Tours that had to be addressed so much. This was expressed by Mr. Agus as, Head of the Industry Department, as follows;

"As for the source of the funds, it's actually not for the whole, sis, because the funds are also from the center, namely the Special Allocation Fund that was given to us. As for the budget, it cannot be estimated, for example, how much money is now only sufficient for a few (revitalization targets) but for all of them, we cannot predict because the revitalization program is quite a lot that must be addressed". Interview on Tuesday 14 December 2021.

Another statement was expressed by Mr. Hanip as, secretary of INTAKO, as follows;

"The budget for the development of the ICM Center revitalization program has spent approximately 20 billion and this budget has indeed been used up for this year (2021) for the ICM Center revitalization and the industry office has shown it to us." Interview on Tuesday 14 December 2021.

**Process.** According to Wirawan (2012), process evaluation is an evaluation that seeks to assess the implementation of the plan to assist program staff and interpret benefits. The implementation of the ICM Center Area Revitalization Program on Shopping Tourism is expected to provide many benefits to leather craftsmen and the community. The process of implementing the ICM Center Revitalization Program Shopping Tourism in Tanggulangin carried out the socialization stage carried out by the Industry Service to leather ICM craftsmen as well as UPD Tanggulangin Kelurahan, Tanggulangin District and also community leaders by gathering in a village hall building to be given information that the ICM center In this Tanggulangin Shopping Tour, it will be revitalized in the form of Revitalizing the ICM Center Area by carrying out physical improvements including; a) pedestrian walk (pedestrian area), b) Tanggulangin monument name, c) Tanggulangin Cultural Park (TBT), d) welcome gate, e) garden chairs, f) special parking area, g) odong - odong and h) bicycles are in accordance with the roadmaps of the Ministry of Industry which have been planned in 2018 and completed by the end of 2019. This was revealed by the Head of the Industry Service, as follows;

"After the determination that the ICM Center will be revitalized, then the Department of Industry conducts socialization to leather ICMs, by socializing each leather craftsman, we also visit village governments such as sub-districts, Tanggulangin sub-districts to gather community leaders, then leather craftsmen, especially leather craftsmen. Those who are members of INTAKO are gathered in the village hall building, where we convey our understanding and knowledge that we will revitalize this leather ICM Center with a better and more attractive building because the condition of this leather center should be repaired to maintain the leather center

in Tanggulangin." Interview on Tuesday 14 December 2021

The process of implementing the Revitalization of the ICM Center Area Shopping Tours went well and smoothly in accordance with the operational guidelines and guidelines for the roadmaps of the Ministry of Industry. However, in its implementation, there are several developments in the ICM Center Area Revitalization on Shopping Tourism that have not been realized in the form of; a) Park chairs, b) special parking areas, c) odong - odong and d) bicycles, these are still not available in the ICM Center Area on Shopping Tours in Tanggulangin. while for a) pedestrian walk (pedestrian area), b) Name of Tanggulangin Monument, c) Tanggulangin Cultural Park (TBT), d) welcome gate has been realized. In addition, there are several obstacles and obstacles related to the construction of the Tanggulangin Cultural Park (TBT), this is caused by insufficient land acquisition, but these problems can be overcome by converting unused soccer fields to be transferred or used for the construction of Tanggulangin Cultural Park. This was expressed by Mr. Agus, the Head of the Department of Industry, as follows;

"Thank God the process of implementing the Tanggulangin ICM Center revitalization program is good and smooth, we have carried out according to the Roadmaps and operational guidelines and technical guidelines that have been determined by the Ministry of Industry by building a walk-in distribution, namely the construction of the shoulder of the road around the shop to make it easier for buyers and look neat, then the construction of the welcome gate, the Tanggulangin monument and the Tanggulangin cultural park (TBT) to further introduce the location of the ICM Leather Center. This revitalization is in accordance with the operational guidelines and technical guidelines for industrial roadmaps." Interview on Tuesday 14 December 2021.

**Product.** Achievement of ICM Center Revitalization on Shopping Tour<sup>8</sup> in Tanggulangin. This is in accordance with the results of research conducted by Mufid, (2020) that the purpose of the evaluation is to obtain accurate and objective data or information about the implementation of a program, both regarding the impact or results achieved. Evaluation of the ICM Center Revitalization Program on Shopping Tourism in the form of repairs and physical development of the area includes; a) the pedestrian walk (pedestrian area), b) the name of the Tanggulangin monument, c) Tanggulangin Cultural Park (TBT), d) the welcome gate, has been realized, although in fact there are some that have not been realized in the form of e) garden chairs, f) special parking areas, g) odong-odong, and h) bicycles, which have not yet been realized or have not been implemented. The revitalization which aims to improve the ecosystem of the ICM Leather Bags and Luggage Center restores the image of the Leather ICM Center in Tanggulangin as before the Lapindo Mud, in other words, to foster competitiveness in the leather ICM Bags and Luggage which results in an increase in the income of the leather ICM as well as being a reference for the community or local tourists. This was stated by the Head of the Industry Office, as follows;

"Actually, it is right on target because Nawaitunya, the revitalization of the ICM Center area is to return Tanggulangin to be good and attractive, so that it becomes a destination for shopping tours, educational tours, and cultural tours, but these three objectives we want to return so that there are many things that must be addressed to attract traveler. Therefore, a shoulder-shoulder walk district (pedestrian area) was built to make pedestrians safer and more comfortable, the Tanggulangin name monument, a welcome gate to provide an identity that this area is a leather craft producer, and the construction of the

Tanggulangin Cultural Park (TBT)". Interview Tuesday 14 December 2021.

Additional statements were added in the form of e) park chairs, f) special parking areas, g) odong-odong, and h) bicycles, which have not yet been realized or have not been implemented, by Mr. Agus as the Head of the Industry Service, as follows;

"For park chairs, special parking areas, odong-odong and bicycles, yes, it has not been realized, Ms. Interview on Monday 21 February 2022

The construction of this pedestrian walk is for convenience for buying and selling activities, and convenience when shopping. The change in the physical form of the Tanggulangin ICM Center does look different from before it was revitalized and after it was revitalized, the road is better than before, there are pedestrian walkways, namely the pedestrian area (pedestrian walk), the name of the Tanggulangin monument, welcome gate and Tanggulangin Cultural Park as a form of affirmation. identity of the skin ICM Center in Tanggulangin. not only by making the ICM Center on Shopping Tours good and interesting, but traders also hope that after being built it can provide benefits for leather traders. In fact, when this Revitalization took place, our income fell sharply due to the development process, moreover, it was followed by the arrival of the COVID-19 pandemic after the construction was completed, so we have not felt it yet.

For the revitalization of the pedestrian walk (pedestrian area), the name of the Tanggulangin Monument, the welcome gate, the Tanggulangin Cultural Park also had no impact because incidentally, only local people came to play at Tanggulangin Cultural Park (TBT) not for shopping.

So the significant impact on leather craftsmen or on leather shops has no effect at all in sales, but it is still not felt because most of the sales are online, for visits to Leather Shopping Tours because it has

more impact on people who only sell food and drinks. but on the other hand the construction of the Tanggulangin Cultural Park (TBT) which is a revitalization program has led to several food and beverage ICMs selling around the TBT area and that is very helpful for the local economy. This was expressed by Mrs. Astuti as an ICM personnel of INTAKO skin, as follows;

"At the time of Revitalization, we really fell sharply, there was no income and visitors due to the development process, especially when the COVID-19 pandemic arrived after construction was finished, so we haven't felt it yet. Yes, Tanggulangin Cultural Park also has no impact because in fact, only people who come there, who come to play, not to shop. So a significant impact on leather craftsmen or leather shops has no effect at all on sales or visits to Leather Shopping Tours because it has more impact on people who only sell food." Interview on Saturday 5 June 2021.

## CONCLUSION

Evaluation of the ICM Center Revitalization Program on Shopping Tourism in Tanggulangin, Sidoarjo Regency in the Context of the ICM Center Revitalization Planning for Shopping Tourism was launched in 2018, the plan was made by the Ministry of Industry based on Roadmaps as guidelines in revitalizing the ICM Center Area with eight (8) indicators. In addition, socialization planning was carried out to provide an understanding of programs related to revitalization carried out by the Industry Office. The input in the implementation aims to determine alternative Source Sources in achieving the success of the Revitalization Program, the stakeholders who help are Public Works (PU), and UPD Tanggulangin. For funding comes from the special allocation Fund.

The process of implementing the evaluation of the ICM Center Revitalization Program on Shopping Tourism in

Tanggulagin went well and smoothly, although there were several indicators that had not been implemented. The implementation is in accordance with the operational guidelines and technical guidelines for roadmaps, in addition to that, the Department of Industry conducted socialization to the ICM leather craftsmen and UPD Tanggulagin. Product achievements in the evaluation of the ICM Center's revitalization program on Shopping Tourism have an impact on the good physical form of the ICM center, however, to grow competitiveness in ICM leather bags and suitcases and as a public reference it is still not felt for leather bags and suitcase craftsmen in Tanggulagin. It can be concluded that the evaluation of the ICM center revitalization program on shopping tourism in Tanggulagin, Sidoarjo Regency has not been optimal because there are several indicators that have not been realized.

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