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EKONOMI DAN BISNIS TERAPAN

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Sri Mulyani NS

Empowering The Tourism and Small and Medium Scale Enterprise (SMEs) Sectors Potentialities in Ranah Minang, Solok District, West Sumatra
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The Privacy Challenges and Strategies in Retailing Industry on RFID Implementation
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Kata Pengantar

Segala puji bagi Allah SWT, Tuhan semesta alam. Atas karunia dan kekuatan yang diberikan-Nya, Jurnal Ekonomi dan Bisnis Terapan ini dapat hadir untuk penerbitannya yang keenam, atau pada edisi kedua untuk volume yang ketiga.

Penerbitan kali ini dirasakan agak terlambat dari jadwal yang semestinya. Hal ini disebabkan oleh adanya persoalan teknis dan non teknis yang dihadapi. Persoalan teknis yang ada diantaranya adalah diterimanya artikel yang tidak sesuai dengan standar penulisan artikel sehingga Tim Editor perlu melakukan penambahan dan pengurangan agar artikel tersebut layak disajikan. Adapun persoalan non teknis yang dimaksud terkait dengan proses pencetakan yang relatif terlambat. Namun demikian, kami tetap berkomitmen untuk tetap menghadirkan Jurnal Ekonomi dan Bisnis Terapan ini sesuai dengan waktunya dan dapat terbit dua kali dalam setahun sebagaimana mestinya. Kami pun berharap agar semua pihak yang terlibat, baik yang suprastruktur hingga para kontributor artikel agar dapat memenuhi pula persyaratan yang kami ajukan dalam Jurnal ini, terutama dalam hal format penulisan artikel.

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Editor in Chief

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EMPOWERING THE TOURISM AND SMALL AND MEDIUM SCALE ENTERPRISES (SMEs) SECTORS POTENTIALITIES IN RANAH MINANG, SOLOK DISTRICT, WEST SUMATERA

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ABSTRACT

The enactment of Local Autonomy-based governmental system requires each locality to explore and develop their respective existing potentialities. Solok is one of districts in West Sumatera generally well known for its rice production, the Bawah Solok. In addition to its rice, there are many more potentialities of Solok District which still could be explored and developed, such as, among others, tourism sector and varieties of products produced by Household Business units under small and medium scale business settings. These potentialities, however, have not been fully explored and many of tourism sector's potentialities have not been well managed to the extent that they have not significantly contributed to local income of Solok District. It was widely known that most of West Sumatera population, especially Solok District population, left their homelands and traveled to Java Island, and many of them departed to Malaysia, either to obtain knowledge or doing businesses. The general phenomenon faced by Solok District Government requires viable solution. What potentialities could be explored in Solok District, how we empower the existing tourism and SME potentialities of Solok District, how we could improve the quality of the (remaining) existing human resources of Solok District and how we could appeal the overseas, successful Solok District origin 'wanderers' to participate and have willingness to develop their beloved homeland. To improve the quality of human resources living in their homeland, the overseas inhabitants should pay their attention and cares, in close cooperation with local government, to provide the required infrastructures and facilities, either in form of hardware or software. In conjunction with the effort to draw the attention, Gerakan Ekonomi dan Budaya Minangkabau (GEBU MINANG) has been established, and by August 30th, 2006 one of GEBU MINANG leading programs has been set, i.e., Dana Abadi Minang International (DAMI), as a cooperation between GEBU MINANG and Bank Nagari. It is expected that the re-empowerment of Ranah Minang tourism and SME sectors, particularly Solok District, would be able to improve and revive the economy, education, prosperity and culture of Ranah Minang, and attract domestic and foreign tourists and investors.

Keywords: Tourism, Small and Medium Scale (SMEs), Minang

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