



Community economic recovery through the collaboration with tourist rickshaws in the old city of semarang

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ABSTRACT

Pedicab is a three-wheeled mode of transportation in ancient times where ancient people used pedicabs as a means of transportation to their destination. The tourist pedicabs in the Old City of Semarang have had a major impact on the economic recovery of the city of Semarang, and the tourist pedicabs are a form of local culture for the people of Semarang. It is indeed not easy for the Municipal Government of Semarang to implement a pedicab tour plan in the Old City of Semarang, because before organizing pedicab tours, the government must talk to small and medium business actors, especially pedicab tour owners. The method used in this assignment is a qualitative descriptive method using grounded theory of real conditions.

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1. Introduction

Pedicab is a three-wheeled mode of transportation in ancient times where people in ancient times used tricycles as a means of transportation to their destination. Currently pedicab can be used as a means of transportation for visiting tourists [1]. Turns out the word rickshaw comes from Japan language, where the vehicle is pulled by human power.

Pedicabs can be used as a means of modern tourist transportation, and can pass tourist attractions with pedal cars provided by the Semarang City Government [2]. Meanwhile, the city of Semarang, especially the Old City of Semarang, does not yet have pedicab as a model of tourist transportation, where tourists visiting the old city still use public transportation which can cause air pollution and discomfort. Tourists travel to the Old City of Semarang.

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The Yogyakarta area itself has adopted the traditional model of transportation in the form of pedicabs, and there is also a gig in Malioboro, Yogyakarta [3]. Yogyakarta has long introduced the traditional model of transportation This is so that tourists visiting Malioboro use the traditional model of transportation, namely bicycle rickshaws. Thanks to the tourist pedicabs in Maliobro Yogyakarta, MSME are experiencing economic recovery and can reduce air pollution due to vehicle exhaust

The city of Semarang itself needs to implement a traditional flea transportation program that will reduce air pollution caused by modern vehicles. All residents of the city of Semarang must also reduce air pollution because it can damage the environment, especially in the old city of Semarang [4].

It is indeed not easy for the Municipal Government of Semarang to implement a pedicab tour plan in the Old City of Semarang, because before organizing pedicab tours, the government must talk to small and medium business actors, especially pedicab tour owners [5]. There must be a meeting between the government and MSME to discuss the government's work program, namely the Becak Wisata [6].

MSME in Semarang face financial difficulties when they adopt pedicab as a traditional model of transportation for tourists. There can be an economic recovery for MSME in the city of Semarang, especially pedicabs [7]. The tourist pedicabs in the Old City of Semarang have had a major impact on the economic recovery of the city of Semarang, and the tourist pedicabs are a form of local culture for the people of Semarang. Because pedicabs show local uniqueness and attract tourists to the city of Semarang, they are themselves a tourist attraction [8].

2. Method

The method used in this task is a qualitative descriptive method using grounded theory of real conditions [9]. The data is collected through the documentation method, the documentation method itself consists of all records or traces that may be related. Implementation held in the Old City of Semarang on Saturdays and Sundays.



Figure 1. The concept of a tourist pedicab in the city of Semarang

The first phase is brainstorming where the problems encountered during the Semarang Old Town pedicab tour are practiced to solve existing problems [10]. The media used in the construction period are smartphones and contingent internet.

3. Results and Discussion

MSME in Semarang face financial difficulties when they adopt pedicab as a traditional mode of transportation for tourists. There can be an economic recovery for MSME in the city of Semarang, especially pedicabs [7]. The tourist pedicabs in the Old City of Semarang have had a major impact on the economic recovery of the city of Semarang, and the tourist pedicabs are a form of local culture for

the people of Semarang. Because pedicabs show local uniqueness and attract tourists to the city of Semarang, they are themselves a tourist attraction [8].

In the Old City of Semarang, you can only register for a Pedicab Tour on certain days, especially Saturday evenings and Sunday mornings when all roads in the Old Town are closed for car free days. Tourists visiting the Old City of Semarang can use pedicabs as a means of transportation to visit the Old City which is free of pollution on certain days [11].

Pedicab transportation can restore the economy of the tourism industry, especially tourism in the Old City of Semarang. The tourism economy of the city of Semarang can be revitalized by encouraging tourists or visitors to the Old City of Semarang to use pedicab transportation [12]. Thus, the tourism economy of the Old City of Semarang can grow with the help of pedicab transportation provided by the Semarang City Government [13].

Residents of the Old City of Semarang are also encouraged to assist the Semarang City Government in reviving the tourism economy of the Old City of Semarang. Local residents helped by encouraging tourists in the Old City of Semarang to use traditional transportation, namely tourist pedicabs provided by the Semarang government.

The first step that must be taken by the government is to prepare what the pedicabs themselves will do, create a concept or plan that will make pedicab tourism routes in the city of Semarang and build family harmony among the pedicabs. driver [14]. Plan a Tour pedicab route from Resto Spiegel to Blenduk Church and turn until the last point of Resto Spiegel Returns.

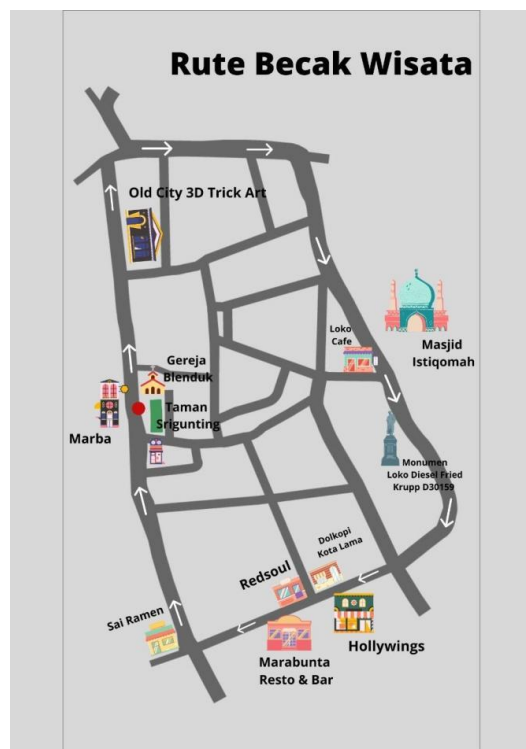


Figure 2. Traditional pedicab route concept

Traditional rickshaws go around the Old City of Semarang passing Blenduk Church and Srigunting Park, then traditional rickshaws go to the Old City 3D Trick Art and so on until they return to Srigunting Park [15]. Traditional pedicabs also do not forget to pick up tourists traveling on tourist pedicabs to souvenir centers such as Lumpia Semarang, Wingko Tripe and Bandeng Presto [16].

The government's second step is for the government to set a tourist pedicab fare which is actually not expensive and is worth Rp. 20,000 / round. By setting these rates, the economic recovery of Semarang City is very possible [17]. For a rate of IDR 20,000 it is suitable, because you can already surround the Old City of Semarang [18].

The people of Semarang City are basically aware that the existence of pedicab Tours is a form of economic revitalization for MSME in the Old City of Semarang, so Semarang City MSME are very enthusiastic about organizing Becak Tours in the Old City [19].

MSME in the city of Semarang are very involved in the pedicab Wisata work program in the old city of Semarang [20]. Due to the economic recession of MSME in the city of Semarang during the Covid-19 pandemic, Pedicab Tours were able to bring back small and medium businesses to the Old City of Semarang [21].

During the Covid-19 period in 2020, last year there was an economic recession throughout Indonesia, including in the city of Semarang itself [22]. Therefore the Semarang City Government plans to hold pedicab tours in the Old City of Semarang, and pedicab tours in the Old City Semarang can currently improve the economy of the Old City of Semarang [23].

The Semarang City Government must also think about how to market pedicab tours in the Old City of Semarang, so that many tourists visit various cities and outside the city, even outside Indonesia, to accelerate economic recovery, because Pedicab Tourism in the Old City of Semarang already exists. good, but the level of marketing is not developed [24].

Currently marketing can be done easily because now everything is complex, marketing can be done online/digitally [25]. Nowadays it is very easy because nowadays there are social media which marketing is not difficult [26].

Switching from marketing methods to revitalize the MSME economy to digital marketing that must be optimized so that potential tourists can do their own research on the cost of riding a pedicab, basically using online media for rides in the Old Town to become a place for Terang to facilitate advertising. throughout Indonesia and outside Indonesia [27].

The design provided to Semarang City MSME for economic recovery emphasizes how the editing application can be used to create multiple offers and content for the Old town pedicab Tour, which can then be shared on social media. Several editing apps are available, including the Lightroom and Canva apps. Managers are also taught to choose the right social media in order to achieve the desired goals [28].

Even if it only uses 2 programs for editing, the awesome features are enough for beginners. In addition, BAS (Branding, Advertising, Selling) based marketing strategies were given for economic recovery. BAS-based marketing is also used as a theory for the promotion of tourist pedicabs in the Old Town [29].

With a collaboration between BAS-based marketing strategies and training using Lightroom and Canva, this is a way to use the economic recovery as a promotional tool for tourist pedicabs in the Old Town of Semarang [30].

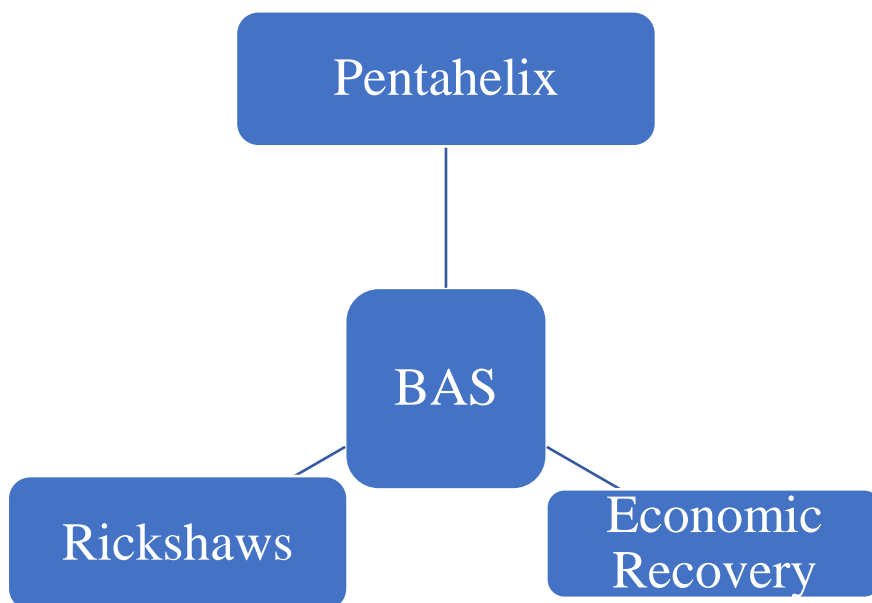


Figure 2. Traditional pedicab strategy for economic recovery

The Old City Council will have to strategize with Pentahelix collaboration for the proposed work program to be successful. Cooperation with Pentahelix itself includes Government, Society, Academics, traders, Media.

The collaboration with Pentaolix above has each of the defined tasks, namely firstly the government will of course participate in the agreed work program, the government's own task is to come up with a concept for how pedicab tourism can be produced and manage everything. Then the second, the community only participates in or revitalizes the government's work program, namely the Traditional Pedicab which is carried out in the old city of Semarang, and participates in maintaining the government's work program. Then the academic community itself has the task of advancing and developing MSME, whose task is to advance MSME in the old city and develop MSME in the old city of Semarang. After that, the three entrepreneurs in question are MSME and traditional Pedicab which play an important role in the government's work program because they surround the old city of Semarang with traditional Pedicab which are part of the government's work program. Finally, the role of the media is very important for government work programs in the city of Semarang, because without media the government's work programs are not known to all tourists.

4. Conclusion

Based on the above article, it can be concluded that the economy of the city of Semarang is declining, therefore a work program is urgently needed to restore the economy of the city of Semarang, one of which is carried out through traditional Pedicab. It can be assumed that traditional rickshaws designed for the existence of MSME can more easily improve the economy of MSME in Semarang City. The government must discuss the economy with MSME and owners of traditional pedicabs in the city of Semarang. restoration Apart from that, the government designed all work programs to be carried out, which varied, such as making pedicab routes, placing advertisements on social networks, etc.

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