



ANALYSIS OF THE POTENTIAL FOR MSME DEVELOPMENT IN TEBING TANAH PUTEH VILLAGE

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Abstract :

This study examines the potential for developing Micro, Small, and Medium Enterprises (MSMEs) in Tebing Tanah Puteh Village, West Prabumulih District, a newly established region still experiencing economic growth. This study aims to identify business opportunities that can be developed, particularly those that are not yet available or have not yet developed optimally within the community. The study used a qualitative descriptive approach, obtaining information through observations of the community's economic conditions and the various potentials and obstacles in business development. The results show that the limited variety of MSMEs in Tebing Tanah Puteh Village can actually be an opportunity for the community to build new businesses tailored to consumer needs and regional characteristics. Household-based businesses and the provision of products and services that are not yet adequately available are alternatives that have prospects for development. However, MSME development still faces several obstacles, including limited capital, human resource capabilities, technology utilization, and marketing. Therefore, synergy is needed between the community and the government through training, mentoring, licensing facilitation, access to financing, and strengthening marketing and the use of digital technology. Targeted MSME development is expected to increase economic activity and open up business opportunities for the local community.

Keywords: MSMEs, business opportunities, economic development, expansion areas, Tebing Tanah Puteh.

INTRODUCTION

Tebing Tanah Puteh is one of the sub-districts located in West Prabumulih District. This sub-district was formed from the expansion of Patih Galung Sub-district as part of the Prabumulih city government's efforts to organize administrative areas for more effective public services. The expansion took effect in 2022 based on a government policy that formed eight new sub-districts in Prabumulih City, and began operating after the inauguration of the village head in 2023. The name "Tebing Tanah Puteh" refers to the local geographical conditions of the past which had cliff steps and a predominantly white soil structure. The origins of this area cannot be separated from the great history of the formation of Prabumulih City which originated from the Pehabung Uleh



hamlet (high land) which was pioneered by local ancestors or puyang hundreds of years ago. This area was then expanded and officially formed into a new sub-district to improve administrative and government services for the people of West Prabumulih District. It is hoped that the expansion can encourage development in the management of potential Human Resources (HR) and Natural Resources (SDA), capital, technology into something that has utility and has economic value. Then the results of the expansion will stimulate the formation of economic growth centers (New Economic Growth Centers) regional governments will experience accelerated economic development, then regional expansion regulations are made based on Law No. 23 of 2014 concerning Regional Government which accommodates the regulation of regional expansion issues and increases opportunities to explore various new regional economic potentials that have so far received less attention. One of the roles of regional governments, especially provincial governments, in serving community economic participation is with various policies that support the development of small and medium enterprises. Provincial governments in Indonesia have an important role in Providing support to small and medium enterprises (SMEs) through various initiatives and programs. They are involved in implementing policies such as halal certification programs to strengthen the human resources of small and medium enterprises (SMEs). The provincial government plays a role in reducing poverty rates by encouraging investment, both domestic and foreign, as well as encouraging the establishment of micro, small and medium enterprises (MSMEs) in Indonesia. The provincial government has an important role in creating a supportive environment for small and medium enterprises (MSMEs) to achieve prosperity and make a major contribution to the country's economic growth.

This study aims to determine business opportunities that can be developed in Tebing Tanah Puteh sub-district, especially types of MSMEs that are not yet available in the area.

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting economic growth, both at the national and regional levels. The existence of MSMEs not only contributes to increasing community income but also creates jobs and promotes equitable distribution of economic activity. Therefore, developing MSMEs in new areas such as Tebing Tanah Puteh Village is a relevant step in optimizing the community's economic potential and strengthening the local economy (Nanta et al., 2025).

Efforts to develop MSMEs in a region must be based on identifying various factors that influence business sustainability. Internal factors include capital, human resources, product quality, business experience, and marketing activities. Meanwhile, external factors can include market conditions, consumer demand, business competition, raw material availability, and government support. Identification of these factors is necessary to identify strengths, weaknesses, opportunities, and threats so that the type of business developed can be tailored to regional conditions and community needs (Ardiansyah, 2024).

Changing consumer needs and consumption patterns are also crucial in identifying opportunities for MSME development. The development of businesses such as coffee shops demonstrates that business opportunities can emerge through entrepreneurs' ability to adapt their products and concepts to consumer needs. Coffee shops not only provide beverages but also serve as spaces for socializing, working, studying, and engaging in other activities. This demonstrates that understanding the characteristics and changing needs of the community can be a basis for identifying potential business opportunities in a given region (Aryani et al., 2022).

Despite their significant potential, the development of MSMEs still faces several obstacles that can impact business sustainability. These obstacles include limited capital, human resource quality, technology utilization, marketing access, and limitations in reaching a wider market. These conditions indicate that MSME development is not sufficient simply by increasing the number of business actors; it also requires increased capacity and competitiveness. Therefore, MSME development in Tebing Tanah Puteh Village needs to consider these various obstacles so that the resulting business opportunities can develop optimally and sustainably (Delfira et al., 2025).

One type of business with potential for development in the community is the home industry. This type of business can be an alternative economic activity because it can be run using skills and resources available within the community. In addition to generating additional income for households, the existence of home industries also has the potential to expand markets and increase economic activity in the local community. Therefore, identifying types of businesses not yet available in Tebing Tanah Puteh Village can be a first step in finding new business opportunities that align with the community's needs and capabilities (Rahmadani, 2021).

In addition to the community's role as business actors, government support is also a crucial factor in creating a conducive MSME ecosystem. This support can be realized through training, business mentoring, licensing facilitation, access to financing, product quality improvement, and strengthening marketing strategies and the use of digital technology. Continuous mentoring is necessary so that MSMEs are not only able to start businesses but also have the capacity to develop and maintain them. Therefore, an analysis of the potential for MSME development in Tebing Tanah Puteh Village is expected to provide an overview of the types of businesses that have potential for development and serve as a consideration in encouraging improvements in the economic welfare of the local community (Halang, 2025).

RESEARCH METHODS

This study uses a descriptive qualitative approach to describe and examine in depth the development potential of Micro, Small, and Medium Enterprises (MSMEs) in Tebing Tanah Puteh Village, West Prabumulih District (Sugiyono, 2020). This approach is used because the research not only examines the existing

MSMEs but also identifies new business opportunities that can be developed by considering regional potential, resource availability, community needs, and market conditions (Creswell & Creswell, 2018).

A qualitative approach allows researchers to obtain information directly from parties involved in community economic activities (Moleong, 2021). This information includes the condition of existing MSMEs, potential business opportunities for development, obstacles faced by the community in running their businesses, and forms of government support for MSME development in the research area (Sugiyono, 2020).

RESULTS AND DISCUSSION

Conditions and Potential of MSMEs in Tebing Tanah Puteh Subdistrict

Based on observations and information obtained during the research, community business activities in Tebing Tanah Puteh Village are still in the development stage. As a region formed through regional expansion, this village has the opportunity to develop various new economic activities according to community needs. Regional expansion is not only related to administrative changes but can also provide momentum to stimulate local economic growth through the utilization of available resources.

The research results show that the presence of MSMEs in Tebing Tanah Puteh Village has not yet developed optimally. This condition is evident in the limited number of businesses that can directly meet the needs of the community within the village. This situation also indicates that there is room for the community to create new business activities that have economic value and are aligned with local market needs.

The potential for business development can be seen in the community's need for various products and services that are not yet adequately available. Considering this situation, communities have the opportunity to develop simple businesses that can be started at the household level. Utilizing community skills and local resources can provide initial capital for establishing a business.

These findings align with the view that MSME development requires attention to both internal and external factors. Capital, skills, product quality, experience, and marketing capabilities are internal factors that influence business sustainability. Meanwhile, consumer needs, competitive conditions, raw material availability, and government support are external factors that also determine business development opportunities (Ardiansyah, 2024).

Opportunities for Developing New Types of Business

The limited presence of MSMEs in Tebing Tanah Puteh Village can be viewed as an opportunity rather than a barrier. This situation provides the community with the opportunity to develop businesses that are not yet widely available, thus avoiding facing intense competition from the outset. However, the choice of business type should still be based on the community's needs and the prospective entrepreneur's capabilities.

One alternative that can be considered is developing household-based businesses or home industries. This type of business is relatively adaptable to the

capital and skills of the community. Besides serving as a source of additional income, home industries can also be a means of increasing community productivity and creating new economic activity in the village environment. This is consistent with research by Rahmadani (2021), which explains that home industries can be developed by utilizing the skills and resources available within the community.

In addition to product-based businesses, opportunities can also be directed toward businesses that provide services tailored to changing societal needs. Evolving consumption patterns indicate that people consider not only the availability of a product but also convenience, ease of obtaining goods or services, and the user experience. Therefore, prospective entrepreneurs need to assess societal needs before deciding on the type of business they will pursue.

This concept can be seen in the development of coffee shops, which not only offer drinks but also provide spaces for socializing, studying, working, and other activities. This phenomenon demonstrates that a business's success is closely linked to its ability to understand changing consumer needs and characteristics (Aryani et al., 2022).

Supporting Factors and Obstacles to MSME Development
The development of MSMEs in newly developed regions is inextricably linked to a number of supporting factors and obstacles. In terms of opportunities, the limited number of available businesses can create space for the emergence of new entrepreneurs. Furthermore, the ever-evolving needs of the community can also create demand for specific products and services. The still-developing conditions of the region provide opportunities for communities to develop economic activities that align with the characteristics of the local environment.

On the other hand, limited capital, human resource capacity, technology utilization, and marketing can be obstacles to business development. These issues require attention because the existence of MSMEs alone is not enough to improve the community's economy without the ability to maintain and develop the business. Delfira et al. (2025) also explain that limited capital, human resource quality, technology utilization, marketing access, and market reach are some of the issues that can impact the sustainability of MSMEs.

The use of digital technology is also an important aspect to consider in business development. The use of social media and digital platforms can help MSMEs introduce their products to a wider audience. With the right marketing strategy, businesses that initially only served consumers within their local area can potentially reach consumers from other areas. Therefore, digital capabilities should be viewed as part of MSME capacity development, not simply as an additional marketing tool.

The Role of Government in Supporting MSME Development

Both sub-district and regional governments play a crucial role in creating conditions conducive to the growth of MSMEs. This support can be provided through skills training, mentoring for prospective entrepreneurs, facilitating licensing, providing access to financing, and improving marketing capabilities and technology utilization.

Ongoing mentoring is crucial because communities need not only assistance when starting a business but also guidance in managing it once it's operational. Strengthening management skills, product packaging, marketing, financial record keeping, and digital media utilization can help entrepreneurs increase their competitiveness.

Thus, the development of MSMEs in Tebing Tanah Puteh Village requires involvement from both the community and the government. The community plays a key role in creating and developing businesses, while the government can act as a facilitator, providing support and creating a more conducive business environment. This approach aligns with Halang's (2025) opinion that training, mentoring, licensing facilitation, access to financing, product quality improvement, and marketing enhancement are necessary for MSMEs to develop sustainably.

Overall, Tebing Tanah Puteh Village has the potential to develop MSMEs (Micro, Small, and Medium Enterprises) activities in line with regional development resulting from regional expansion. These opportunities primarily arise from the limited variety of available businesses and the community's demand for specific products and services. However, these opportunities require careful mapping of market needs, human resource readiness, capital availability, and appropriate marketing strategies to ensure that the businesses developed are not merely short-term but also sustainable and thriving.

CONCLUSION

Based on the research results, it can be concluded that Tebing Tanah Puteh Village offers ample opportunities for MSME development. As a newly developed area, the limited number of available businesses presents an opportunity for the community to create new economic activities tailored to the needs of the surrounding community.

Business development can be directed at activities that utilize community skills and resources, including home-based businesses and businesses that provide products and services that are not yet optimally available. However, such development must consider market conditions, capital capacity, human resource quality, technology utilization, and marketing strategies.

Successful MSME development also requires government support through training, mentoring, licensing facilitation, access to financing, and marketing enhancements. With synergy between the community and the government, the economic potential in Tebing Tanah Puteh Village can be developed in a more targeted manner, potentially increasing community income, creating business opportunities, and supporting local economic growth.

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