

ISBN : 978-979-3788-22-8

**1st Social Science and Economics
International Conference
February 20 - 21, 2015
PALEMBANG - INDONESIA**

 **SOSEIC**

Book 1

**“Social Science and Economics
Challenges for Better Life”**

Hosted by

**Universitas Bina
Darma** 

In Cooperation with


 **Program
Pascasarjana**

Table of Contents for SOSEIC
1st Social Science and Economics International Conference
University Of Bina Darma
Palembang, South Sumatera, Indonesia 20-21 February 2015

	Green Economy in Indonesia	Homan and Rini Andari	Universitas Pendidikan Indonesia <i>West Java</i>		
14	The Influence Of Performance Measurement System On Managerial Performance ; Psychological Empowerment And Role Clarity As Intervening Variable (Empirical Study Of BPR In Semarang)	Manatap Berliana Lumban Gaol Dona Primasari	Diponegoro University <i>Central Java,</i>	<i>Indonesia</i>	79 - 84
15	The Business Opportunities Along The Riparian Areas Of Musi River In Palembang	Mukran and Henni Indriyani	Bina Darma University <i>Palembang- South Sumatera</i>	<i>Indonesia</i>	85 - 88
16	Communication Breaching In Facebook (Ethno-methodology Communication Study of Facebookers in Bandung)	Nahria and Bani Eka DN	STIKOM Muhammadiyah <i>Jayapura,</i>	<i>Indonesia</i>	89-94
17	English Short Course In Surakarta Tourism Department And Surakarta Radya Pustaka Museum	Nunun Tri Widarwati, Endang Dwi Hastuti & Betty Gama	Universitas Veteran Bangun Nusantara Sukoharjo <i>Central Java,</i>	<i>Indonesia</i>	95 - 100
18	Online media as an information source of exclusive breastfeeding for working moms	Nouvaria Maulina and Nurly Meilinda	University of Sriwijaya <i>Palembang- South Sumatera,</i>	<i>Indonesia</i>	101-106
19	Doctor-Patient's Dialogue	Puri Kusuma Dwi Putri	Universitas Dian Nuswantoro <i>Central Java,</i>	<i>Indonesia</i>	107-112
20	Integrated Marketing Communication (IMC) Strategy To Promote Medium Enterprise In Services Business	Rahma Santhi Zinaida	University of Bina Darma	<i>Indonesia</i>	113-118
21	Indonesia International Trade Facing AEC in Islamic Economic Perspective	Sri Herianingrum	Universitas Airlangga <i>East Java, Indonesia</i>	<i>Indonesia</i>	119-124
22	Paddy Farm Income Differences That Have And Have Not Been Using Organic Fertilizer In Banyuasin, South Sumatra	Siti Komariah Hildayanti	Universitas IGM Palembang	<i>Indonesia</i>	125-129
23	Effect of Minimum Wage: The Malaysian Perceptve	Steven Charles Balakrishnan Parasuraman, and Bidin Chee Kifli	Universiti Malaysia Kelantan <i>Malaysia</i>	<i>Malaysia</i>	130-136
24	Social Media As A Media	Yani Tri Wijayanti,	UIN Sunan Kalijaga	<i>Indonesia</i>	137-

THE BUSINESS OPPORTUNITIES ALONG THE RIPARIAN AREAS OF MUSI RIVER IN PALEMBANG

Mukran and Henni Indriyani

Bina Darma University Palembang Indonesia

Mukranroni1961@yahoo.com, mukran_roni@mail.binadarma.ac.id

Abstract

The development of tourism area needs local communities' support. There should be a beneficial relationship between the public and the government in developing a tourism area. Palembang is one of the tourist destinations in the province of South Sumatra that has various attractions. The services been offered to the visitors include historical tours, culinary tours, and river tours. Along the Musi River there are many great potential tourist attraction. However, the local community's support to provide comfort for visitors still very limited. The support of the local community will arise due to pride and a sense of belonging. The Pride and a sense of belonging is created due to an increase in income as a result of the development of the Musi river tourism. As such, should be considered to involve the surrounding community, among others, in the form of utilization of business opportunities to support the development of the Musi river tours.

Keywords : tourism , business opportunities , community .

1. Introduction and Research Problem

One of the business opportunities along the rivarian areas cause of the development of tourism area. The tourism areas need availability of food and beverages, hotel , souvenirs, transportation and other needs such as safety and comfort. In Palembang , there are a lot of special foods and products which can be offer to touris who come to Palembang. A long the Musi river people offer food and beverage, sovenir, hotel, inn, transportation, and some tourism attraction. Therefore, there can be arise some business opportunities for the people along the rivarian areas in Palembang.

Role of Local Government and also the role of private institutions to provide guidance to the surrounding community to take advantage of the Musi river tourism development program as a new strategy to increasing their income. Therefore, the peopel who live along the Musi River in Palembang can do business activities such as produce and sale products, offe home stay, provide transportation, and attraction such as how to make traditional food, and traditional dance and other attraction.

There still lack of the local government attention in term of creating business activities of the surrounding rivarian areas. Therefore, people don not know much about the great business oppotunities in the surrounding rivarian areas.

Based on the above researchers want to know more about the business opportunities along the surrounding rivarian areas in Palembang due to the developmant of Musi River as A tourism area.

2. Methods

This research is of descriptive qualitative research. Source of data used is the source of observation, interviews, events, and documents. To collect the data researcher use observation and interview techniques. The researcher give the questioner form to the respondents.

The study population was all residents who live the rivarian area of the Musi River in Palembang.

The study sample was determined by the method of "gradual cluster sampling. This method proposed by Sugrumbun and Effendi (1989: 166-167) who took the sample gradually based on existing areas such as county, district, village.

Samples were taken in four villages were purposively determined to be around attraction river Musi.. From each of the villages will determine some household who live close to the river.. With this method the sample is expected to be able to represent the population.

3. Result and Finding

The appeal of the Musi River is very large and can attract tourists who come to Palembang. Some places along the river Musi as Ampera Bridge, Kuto Besak castle, the village of Kapitan village, KiMerogan Mosque, House Floating, Floating Restaurant, and drought Island will be able to attract local and global tourists. Moreover, professional management is needed to be able to provide comfort to the visitors. Furthermore, efforts to make the Musi River as a famous tourist objek, there has been some activity which is an annual event as a festival musu river, and Bidar boat race every August.

Until now there has not been much effect of the activities conducted in the musu river. Therefore, there are important things forgotten, namely the support of the general public related to the existence of the Musu river .

Communities around the tourist areas musu river should get the benefit of the development of the Musu river tours, as an increase in revenue due to the existing business opportunities. Thus the public will feel proud to promote or discuss about the Musu river in daily life. This condition will increase of the number of tourist, and increase of the business opportunities.

There are various existing business opportunities such as.

- Transportation Water
- Food and drink local
- Crafts
- Hotel, inn
- Fashion
- Beauty salon
- Local traditional dress rental
- And other businesses

There is a wide range of business opportunities related to food and local drinks like pempek, laksan, bakwan, kemplang, crackers favored by tourists.

In addition there are other such food has boiled. All of these foods can be produced by the public and can be sold to tourists and local people.

There are hotels and inns in Palembang. However, along the Musu river ppeople can offer rooms to tourists for rent. This, is a new business opportunity in the city of Palembang. Many people who want to feel the morning and evening climate along the river Musu. Many people who want to enjoy the scenery on the river Musu while relaxing in their rooms. Therefore, business opportunities for the community to offer rooms will be open.

Various local products favored by tourists as souvenirs. Such products like. t shirts, songket, bags, postcards, miniature Ampera bridge, and other crafts that can be produced and sold to tourists. Thus, there are many business opportunities for the people living in the outskirts of the river Musu.

The more visitors that come to Palembang, the more opportunities business souvenir products. Business opportunities will arise from some of the industry in offering such services, river transport services, custom clothing rental service, beauty salon services, a floating restaurant, and others. There are many tourists who want to wear traditional dress like the one in Bali, and also in certain countries. Many tourists who want to feel comfortable after a traditional massage. Therefore, it would create a lot of business opportunities related to the above service offerings.

Furthermore, business opportunities will also appear on various live performances such as traditional dances, how to make local food. This shows that a professionally managed will be a promising business opportunity.

From the above it can be seen that the business opportunities in rural areas of the river Musi will emerge as a result of tourism development of river Musi.

4. Conclusions

Musi river development as a tourist area will be able to create business opportunities for communities around the river Musi.

Opportunities can become a source of income. Therefore, it should be assisted by the local government in the form of counseling, training, guidance, and assistance on how to run a business related to tourism activities.

References

- Heyne Paul, 1987, *The Economic Way of Thinking*, Macmillan Publishing Company, New York
- Hughes, et.al, 1999, *Leadership* edisi ke 3, McGraw Hill Singapura.
- Kotler, 2007, *Manajemen Pemasaran*, Pearson, New Jersey
- Lupiyoadi Rambat, Hamdani A 2006. , *Manajemen pemasaran Jasa, Edisi 2* Salemba Empat, Jakarta
- Manning and Reece, 2006, *Selling Today, Membangun Kemitraan Berkualitas edisi ke 8*, Indonesia Gramedia
- Uma-Sekaran 2007, *Research Methods For Business*, Salemba 4, Jakarta

First Author Biography.

Drs. Mukran, M.B.A., Lecturer in Bina Darma University was born in Pagaralam, South Sumatera on 30 July 1961, obtained my Bachelor's degree in Management at the Sriwijaya University, Palembang. I obtained my Master degree in Business Administration at Victoria University of Technology Melbourne, Australia.

I began my career as a lecturer at Akademi Administrasi Semarak Bengkulu in Bengkulu in 1988. In 1990, I moved to IBA university in Palembang, in 2003 I started to become a lecturer at Bina Darma University in Palembang. In 2008 I was a Team Leader of Sustainable Capacity Building for Decentralization Project in Ogan Komering Ulu, South Sumatera for 3 years.

Author Biography

Wati Suryani, was born in Palembang, South Sumatera on 17 October 1973. She is currently as a lecturer at Bina Darma University. Her Bachelor's degree in Accounting at the Sriwijaya University, Palembang. She obtained her Master degree in Agro Industry at Sriwijaya University Palembang.

She began her career as a lecturer at Bina Darma University in Palembang. She is a member of research team, and has research experiences since 2001. She also a consultant of public accounting since 2002. She married and has three children. Currently, she prepare her self to continue her study for doctor degree.