

THE IMPACT OF THE ANUGERAH DESA WISATA INDONESIA (ADWI) PROGRAM ON THE ECONOMIC CONDITIONS OF MSMEs IN KELAWI TOURISM VILLAGE, SOUTH LAMPUNG

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Abstrak

Pengembangan desa wisata merupakan salah satu strategi pemerintah Indonesia untuk meningkatkan kesejahteraan masyarakat melalui sektor pariwisata. Program Anugerah Desa Wisata Indonesia (ADWI) bertujuan untuk meningkatkan daya saing desa wisata sekaligus mendorong pertumbuhan ekonomi masyarakat setempat, khususnya Usaha Mikro, Kecil, dan Menengah (UMKM). Desa Wisata Kelawi di Kabupaten Lampung Selatan meraih juara kedua dalam program ADWI, menjadikannya studi kasus yang menarik untuk menelaah dampaknya terhadap kondisi ekonomi UMKM. Penelitian ini bertujuan untuk menganalisis perbedaan kondisi ekonomi UMKM selama pelaksanaan program ADWI dan setelah Desa Wisata Kelawi menerima penghargaan ADWI. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan data primer yang dikumpulkan melalui kuesioner yang disebarluaskan kepada 68 pemilik UMKM di Desa Wisata Kelawi. Kondisi ekonomi UMKM diukur menggunakan empat variabel: modal usaha, omzet penjualan, tenaga kerja, dan keuntungan. Data dianalisis menggunakan statistik deskriptif dan uji *Wilcoxon Signed Rank*. Hasil penelitian menunjukkan adanya perbedaan signifikan pada seluruh indikator ekonomi UMKM setelah Desa Wisata Kelawi menerima penghargaan ADWI. Rata-rata modal usaha meningkat dari Rp2.815.382 menjadi Rp3.403.353, omzet penjualan meningkat dari Rp4.431.868 menjadi Rp5.273.235, rata-rata jumlah tenaga kerja meningkat dari satu menjadi dua orang, dan rata-rata keuntungan meningkat dari Rp1.616.485 menjadi Rp1.869.882. Temuan ini mengindikasikan bahwa program ADWI memberikan dampak positif terhadap kondisi ekonomi UMKM di Desa Wisata Kelawi, khususnya dalam hal peningkatan modal usaha, omzet penjualan, dan keuntungan.

Kata Kunci: Anugerah Desa Wisata Indonesia (ADWI), Desa Wisata, UMKM, Kondisi Ekonomi, Uji *Wilcoxon Signed Rank*.

Abstract

Tourism village development is one of the Indonesian government's strategies to improve community welfare through the tourism sector. The Anugerah Desa Wisata Indonesia (ADWI) Program aims to enhance the competitiveness of tourism villages while promoting the economic growth of local communities, particularly Micro, Small, and Medium Enterprises (MSMEs). Kelawi Tourism Village in South

Lampung Regency was awarded the second-place winner of the ADWI Program, making it an interesting case for examining its impact on the economic conditions of MSMEs. This study aims to analyze the differences in the economic conditions of MSMEs during the implementation of the ADWI Program and after Kelawi Tourism Village received the ADWI award. This study employed a descriptive quantitative approach using primary data collected through questionnaires distributed to 68 MSME owners in Kelawi Tourism Village. The economic conditions of MSMEs were measured using four variables: business capital, sales turnover, labor, and profit. Data were analyzed using descriptive statistics and the Wilcoxon Signed Rank Test. The results indicate significant differences in all MSME economic indicators after Kelawi Tourism Village received the ADWI award. The average business capital increased from IDR 2,815,382 to IDR 3,403,353, sales turnover increased from IDR 4,431,868 to IDR 5,273,235, the average number of workers increased from one to two persons, and average profit increased from IDR 1,616,485 to IDR 1,869,882. These findings suggest that the ADWI Program has had a positive impact on the economic conditions of MSMEs in Kelawi Tourism Village, particularly in terms of increasing business capital, sales turnover, and profit.

Keywords: Anugerah Desa Wisata Indonesia (ADWI), Tourism Village, Msmes, Economic Conditions, Wilcoxon Signed Rank Test.

A. INTRODUCTION

Indonesia is endowed with abundant natural resources, encompassing diverse terrestrial and marine ecosystems as well as rich cultural heritage. These natural and cultural assets provide significant opportunities to enhance economic welfare through tourism activities (Daud et al., 2024). Tourism has considerable potential to increase regional revenue, particularly when local governments recognize and effectively utilize their tourism resources (Arsita & Ahmadi, 2024). The advancement of the tourism sector is widely recognized as a key driver of economic growth, contributing to job creation, higher household income, the development of local enterprises, and increased regional revenue (Purniawati et al., 2022). These contributions have encouraged the Indonesian government to strengthen community-based tourism development through the promotion of tourism villages as a strategy for achieving more balanced regional economic development.

The COVID-19 pandemic led to a sharp decline in tourist arrivals in 2020 due to restrictions on social and economic activities. However, as Indonesia transitioned into the post-pandemic *new normal* era, tourism recovery gradually accelerated (Wahyudi et al., 2022). According to Bank Indonesia (2022), as cited in Wahyudi et al. (2022), several strategic measures were implemented to support the recovery of Indonesia's tourism sector, including: (1) optimizing the relaxation of international travel restrictions, including visa regulations; (2)

accelerating the development of the Five Super Priority Tourism Destinations; and (3) expanding vaccination coverage while strengthening the implementation of the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) standards across tourism destinations.

The Indonesian Tourism Village Award (*Anugerah Desa Wisata Indonesia*, ADWI) is a tourism village development program initiated by the Ministry of Tourism and Creative Economy. Beyond serving as a national award program, ADWI functions as a learning platform that inspires and motivates villages throughout Indonesia to identify and develop their local potential while improving community welfare through tourism. The program emphasizes five key dimensions of tourism village development: tourist attractions, amenities, digitalization, institutional capacity and human resources, and resilience (Jadesta, 2023). ADWI also provides village administrators with opportunities to improve tourism village management, particularly by enhancing the promotion of local tourism attractions to wider markets. In addition, participating villages receive intensive mentoring and technical assistance from the Ministry of Tourism and Creative Economy to strengthen tourism development and improve the competitiveness of tourism villages (Desa Wisata Tinalah, 2024).

Kelawi Tourism Village, located in South Lampung Regency, is one of the villages that has demonstrated remarkable progress through the ADWI Program. Following a series of mentoring activities and evaluations, Kelawi Tourism Village was awarded second place in the Advanced Tourism Village category at the 2023 ADWI. This achievement was accompanied by substantial improvements, including the village's transition from an emerging tourism village to an advanced tourism village, the expansion of tourism attractions, improvements in tourism facilities and promotional activities, increased community participation, and broader support from both government institutions and the private sector. Furthermore, the number of tourist arrivals increased significantly, creating greater opportunities for local economic development, particularly for Micro, Small, and Medium Enterprises (MSMEs).

From a theoretical perspective, an increase in tourist arrivals is expected to stimulate demand for goods and services produced by MSMEs. Rising demand encourages business owners to optimize production factors, including capital and labor, thereby increasing production output and business profits. This argument is consistent with production theory, which states that an increase in one production factor will increase output up to a certain maximum level, assuming that other production factors remain constant (Ningtyas et al., 2025).

Therefore, the development of tourism villages is expected to generate positive impacts not only on the tourism sector but also on the economic performance of MSMEs operating within tourism destinations.

Previous studies have consistently shown that tourism village development contributes to higher community income, employment creation, and local economic growth. However, most existing studies have focused on the general impacts of tourism village development or improvements in tourism destination performance, such as infrastructure development, tourist arrivals, and tourism-generated revenue. Empirical studies specifically examining changes in the economic conditions of MSMEs before and after a village received the ADWI award remain limited. This research gap provides the primary motivation for the present study.

Based on these considerations, this study aims to analyze differences in the economic conditions of MSMEs during the implementation of the ADWI Program and after Kelawi Tourism Village received the ADWI award. The economic conditions of MSMEs are assessed using four indicators: business capital, sales turnover, employment, and profit. By employing the Wilcoxon Signed-Rank Test, this study seeks to provide empirical evidence regarding the effectiveness of the ADWI Program in improving the economic conditions of MSMEs. The findings are also expected to provide valuable insights for policymakers and tourism village managers in formulating more sustainable tourism village development policies.

B. RESEARCH METHODOLOGY

This study employed a quantitative descriptive approach to analyze differences in the economic conditions of Micro, Small, and Medium Enterprises (MSMEs) during the implementation of the Indonesian Tourism Village Award (Anugerah Desa Wisata Indonesia, ADWI) Program and after Kelawi Tourism Village received the ADWI award. The research was conducted in Kelawi Tourism Village, Bakauheni District, South Lampung Regency, Indonesia, which was awarded second place in the Advanced Tourism Village category of the 2023 ADWI.

Primary data were collected through a structured questionnaire administered to the entire population of 68 MSME owners who met the study criteria. Eligible respondents were those who had operated their businesses since 2022, remained actively engaged in business operations, and were permanent residents of Kelawi Tourism Village. The study examined four variables: business capital, sales turnover, employment, and profit. Respondents' perceptions

were measured using a closed-ended questionnaire with a five-point Likert scale, while the economic performance of MSMEs was assessed by comparing the average levels of business capital, sales turnover, number of employees, and business profit during the ADWI implementation period (2022–2023) and after the village received the ADWI award (2024–2025). Prior to data collection, the research instrument was tested for validity using the Pearson Product–Moment correlation and for reliability using Cronbach's alpha coefficient.

Data analysis was performed using IBM SPSS Statistics version 22. The analytical procedures began with descriptive statistics to summarize respondents' characteristics and describe each research variable, followed by a normality test using the Kolmogorov–Smirnov test. The normality test indicated that the data were not normally distributed ($p < 0.05$); therefore, hypothesis testing was conducted using the Wilcoxon Signed-Rank Test. This non-parametric test was employed to determine whether significant differences existed in business capital, sales turnover, employment, and business profit between the ADWI implementation period and the period after Kelawi Tourism Village received the ADWI award. Statistical significance was determined at the 5% significance level ($\alpha = 0.05$), with the null hypothesis rejected when the p -value was less than 0.05.

C. RESEARCH RESULTS AND DISCUSSION

This study involved 68 MSME owners operating in Kelawi Tourism Village, Bakauheni District, South Lampung Regency, Indonesia. The majority of respondents were female (70.5%), aged between 26 and 30 years (22.1%), had completed senior high school education (69.1%), were married (92.65%), and had operated their businesses for 5–7 years (55.9%). These characteristics indicate that MSMEs in Kelawi Tourism Village are predominantly family-managed micro-enterprises with sufficient business experience to evaluate changes in their economic conditions before and after the village received the Indonesian Tourism Village Award (Anugerah Desa Wisata Indonesia, ADWI).

Prior to hypothesis testing, the research instrument was assessed for validity and reliability. All questionnaire items produced corrected correlation coefficients exceeding the critical r -table value (0.2387), indicating that all items were valid. Furthermore, the reliability test yielded a Cronbach's alpha coefficient of 0.821 (>0.60), demonstrating satisfactory internal consistency and confirming that the instrument was suitable for subsequent analysis. The results of the Wilcoxon Signed-Rank Test revealed statistically significant differences in all

MSME economic indicators between the ADWI implementation period and the period following Kelawi Tourism Village's receipt of the ADWI award ($p < 0.05$). On average, business capital increased from IDR 2,815,382 to IDR 3,403,353, sales turnover rose from IDR 4,431,868 to IDR 5,273,235, the average number of employees increased from one to two workers, and business profit increased from IDR 1,616,485 to IDR 1,869,882. Descriptive analysis based on the five-point Likert scale further indicated that most respondents perceived positive changes in the economic conditions of MSMEs following Kelawi Tourism Village's recognition under the ADWI Program.

Regarding business capital, most respondents reported that their investment capital had increased after the implementation of ADWI and perceived tourism village development as one of the primary factors contributing to this improvement. However, perceptions regarding access to additional capital remained mixed, as not all business owners experienced easier access to financing. For sales turnover, the majority of respondents indicated that their businesses generated higher revenues following the ADWI award. This increase was primarily attributed to the growing number of tourists visiting Kelawi Tourism Village. Nevertheless, respondents also noted that sales growth was not consistent throughout the year but tended to occur during peak tourism periods, such as public holidays, weekends, and tourism events. In contrast, respondents expressed relatively less positive perceptions regarding employment. Most indicated that neither the number of employees nor labor requirements had increased substantially after ADWI. This finding suggests that higher business activity was largely accommodated through the more efficient utilization of existing workers or family labor rather than by hiring additional employees. With respect to business profit, most respondents reported an increase after Kelawi Tourism Village received the ADWI award and acknowledged that the growth in tourist arrivals contributed to higher profits. However, similar to sales turnover, profit growth was perceived as seasonal rather than continuous, reflecting fluctuations in tourist arrivals. Overall, the descriptive findings suggest that the ADWI award has generated positive economic impacts on MSMEs, particularly in terms of business capital, sales turnover, and profit. However, its contribution to employment generation remains relatively limited, indicating that the economic benefits have not yet been distributed evenly across all MSMEs.

With respect to business capital, the findings demonstrate a significant increase following Kelawi Tourism Village's receipt of the ADWI award. Most respondents reported expanding their business capital in response to the growth of tourism activities. The increase in tourist

arrivals encouraged business owners to purchase larger quantities of raw materials, expand production capacity, and improve product quality to meet rising market demand. These findings are consistent with David Ricardo's theory of production, which identifies capital as one of the principal factors of production that tends to increase as output demand expands. Nevertheless, not all MSMEs experienced greater ease in obtaining additional capital, as some continued to face limited access to financing and rising production costs. This result differs from the findings of (Rahma et al., 2026), who reported that tourism village development had not significantly enhanced MSMEs' capital capacity due to persistent constraints in accessing financial resources.

In terms of sales turnover, the findings indicate that the ADWI award contributed significantly to increasing the average turnover of MSMEs. Nearly all respondents reported higher business revenues after the village received the award. This improvement was primarily driven by increased tourist arrivals, which stimulated demand for culinary products, handicrafts, and tourism-related services. However, turnover growth was not sustained consistently throughout the year, as it remained highly dependent on tourism seasons, weekends, and special tourism events. These findings suggest that tourism village development has expanded market opportunities for MSMEs, although revenue stability continues to depend on the continuity of tourism activities. This result is consistent with (Dasio, 2024), who concluded that tourism development positively influences MSME income by improving destination attractiveness, accessibility, supporting facilities, and promotional activities.

Regarding employment, the Wilcoxon Signed-Rank Test identified a statistically significant difference between the two observation periods, although the descriptive analysis indicated that most respondents did not perceive substantial increases in employment. This finding suggests that growing market demand could still be accommodated through more efficient utilization of existing labor, including family workers, without requiring permanent recruitment of additional employees. According to David Ricardo's production theory, labor demand increases only when additional workers contribute to higher productivity and business profitability. Consequently, the predominance of micro-enterprises in Kelawi Tourism Village explains why increases in sales turnover were not immediately accompanied by proportional growth in employment. Although this finding supports the results reported by (Yanti & Indahsari, 2024), it also indicates that the employment effects of tourism village development remain at an early stage.

Regarding business profit, the results reveal a significant increase after Kelawi Tourism Village received the ADWI award. The rise in tourist arrivals stimulated higher sales volumes, thereby increasing business revenues. However, the increase in profit was relatively smaller than the increase in sales turnover because a considerable proportion of the additional revenue was absorbed by higher production costs, including expenditures on raw materials, transportation, packaging, and working capital. This finding indicates that increases in sales turnover do not automatically translate into proportional increases in net profit. From the perspective of David Ricardo's production theory, profit represents the return to the utilization of production factors and is therefore determined by the efficiency with which entrepreneurs manage production costs. Overall, these findings demonstrate that the ADWI Program has not only strengthened Kelawi Tourism Village's reputation as a tourism destination but has also generated tangible economic benefits for local MSMEs through increased business capital, sales turnover, and profit, although its impact on employment generation remains relatively limited.

D. CONCLUSIONS AND RECOMMENDATIONS

Overall, the findings indicate that the ADWI award has served as a catalyst for the economic development of MSMEs in Kelawi Tourism Village. The expansion of tourism activities has broadened market opportunities, encouraged greater business investment, and increased the income of local MSME owners. However, these economic benefits have not been distributed evenly and remain influenced by fluctuations in tourist arrivals as well as the predominance of micro-scale enterprises within the village. Therefore, tourism village development should be complemented by stronger destination promotion, the continuous organization of tourism events and activities, capacity-building programs for MSMEs, and improved access to financial resources. These complementary measures are essential to ensuring that the economic benefits generated by tourism development are sustained over the long term.

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