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**SWOT ANALYSIS ON IKM KUE BAWANG BINA KARYA
OF INDRAGIRI HULU REGENCY**

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Abstract

This research aimed to analyze the external and internal environment in IKM Kue Bawang Bina Karya of Indragiri Hulu Regency by using SWOT Analysis. This research was conducted in December 2019.

This research used mixed-method, a combination of descriptive-qualitative and quantitative methods. The data used were primary and secondary data which were collected through interviews, observation, documentation, and questionnaires. The subject and data sources of this research were the Consumers of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency, the Owner of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency, and The Industry and Trade Agency of Indragiri Hulu Regency.

The results of this research showed that currently, IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is in Quadrant I, the position of Aggressive Strategy (Growth Strategy).

Keywords: *SWOT Analysis, IKM Kue Bawang Bina Karya, External, Internal*

INTRODUCTION

A. Background

Small and Medium Industry (IKM) is an economic activity which converts basic goods mechanically, chemically, or manually, into finished or semi-finished goods and/or goods of less value into of higher value, and are closer to the end-users. The low productivity and competitiveness of IKM in Indonesia currently are due to several factors, including internal and external factors. Internal factors include Human Resources aspects (owners, managers, and employees), financial aspects, technical aspects of production, raw materials, technology, and marketing aspects; while external factors consist of government policies, socio-cultural and economic aspects, and the role of related institutions such as government, universities, private sectors, and NGOs (Supriyadi, et. al, 2017).

In facing the competition in the industrial world, Indonesia must be ready and competitive, therefore, efforts in planning, implementing, organizing and controlling within companies or Small and Medium Industry (IKM) businesses need to be improved to achieve goals and increase their competitiveness (Karamoy et.al, 2016).

It was also faced by one of the Indragiri Hulu Regency Small and Medium Enterprises, namely IKM Kue Bawang Bina Karya of Indragiri Hulu Regency, which needs to do business development to achieve competitive advantage. To develop Business, IKM Kue Bawang Bina Karya of Indragiri Hulu Regency certainly needs to pay attention to the internal and external environment. IKM Kue Bawang Bina Karya can make the external environment as a profitable opportunity or a threat. The internal environment can be a strength if it is optimized and can be a weakness that must be minimized. Applying the right strategy can help IKM Kue Bawang Bina Karya to be more effective and efficient in achieving its goals.

Strategy formulation and strategy implementation have a very close relation to the success of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency. One method used to produce strategy formulation is SWOT (Strength Weakness Opportunity Threat) method.

This environmental analysis is used to find out some strengths and weaknesses and can maximize some opportunities and raise awareness of some threats. Based on the background above, the researchers decided to conduct a research entitled "SWOT ANALYSIS ON IKM KUE BAWANG BINA KARYA OF INDRAGIRI HULU REGENCY".

B. Problem Formulation

How does the SWOT Analysis do on IKM Kue Bawang of Indragiri Hulu Regency?

C. Objectives and Significances of the Research

1. Objectives

- a. To find out and analyze the current internal and external environment of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.
- b. To formulate a strategy by the conditions of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency in developing its business.

2. Significances

- a. For IKM Kue Bawang Bina Karya of Indragiri Hulu Regency: To find out opportunities and prospects of the products potentially.
- b. For Authors: To add related knowledge strategic planning in an organization.

THEORITICAL REVIEW

A. SWOT Analysis

1. Definition of SWOT Analysis

SWOT analysis is a means for strategic planners to formulate and implement strategies to achieve certain objectives (Yunus, 2016). SWOT is a relatively simple technique. Therefore, In fact, it can be used to formulate strategies and policies for each industry. Certainly, the analysis or strategy formulated in the SWOT analysis is not an objective. It is just a tool to ease the analysis and formulation of strategies (Amir, 2012).

2. SWOT Matrix

According to Solihin (2012), the SWOT Matrix is developed based on the SWOT analysis which will produce several strategies to choose from.

- a. SO Strategies are various strategies that are produced through a perspective that certain companies or business units can use their strengths to take advantage of various opportunities.
- b. ST Strategies are various strategies that are produced through a perspective that certain companies or business units can use their strengths to avoid various threats.
- c. WO Strategies are various strategies produced through a perspective that certain companies or business units can take advantage of various opportunities that exist in the external environment by overcoming various weaknesses of internal resources within the companies.
- d. WT Strategies are various strategies that are basically defensive and aimed to minimize weaknesses and threats.

3. Components of SWOT Analysis

According to (Feriyanto, 2017), the meaning of each quadrant in the SWOT Matrix is:

- a. Quadrant I
This Quadrant places the business position very profitable, because the business has the strength and opportunity to develop its business optimally. The strategy that can be done is the Aggressive Strategy (Growth Strategy).
- b. Quadrant II
This Quadrant positions the business has power as an internal variable but also faces

- threats from the external side. The strategy that can be done is the Diversification Strategy (product/market).
- c. Quadrant III
This Quadrant puts the business in a very weak position (not profitable) because the business can only survive so as not to shut down in the face of threats, in conditions of having internal weaknesses. The strategy that can be done is defensive.
 - d. Quadrant IV
This Quadrant places the business position in a great opportunity to develop but also has several obstacles which are weaknesses of internal business. The strategy that can be done is a turn-around strategy.

4. Objectives of SWOT Analysis

According to Soerjandari (2016), the objectives of conducting a SWOT Analysis are:

- a. To find out the advantages of competitors.
- b. To analyze the company's prospects for sales, profits, and product development.
- c. To prepare the company to be ready to face the problems that occur.
- d. To prepare to deal with possibilities in development planning within the company.

Besides, the purpose of conducting a SWOT analysis is to identify the internal and external conditions involved as input for the design of the process so that the process designed can run optimally, effectively, and efficiently.

B. Strategy

1. Definition of Strategy

According to Solihin (2012), Strategy is defined as various ways to achieve goals. The strategy is defined as a tool to achieve company goals about long-term goals, follow-up programs, and priority allocation of resources and to create a competitive advantage (Susanto, 2014).

C. Strategy Management

1. Definition of Strategy Management

Strategy Management is a series of managerial decisions and actions that determine the company's long term performance. Strategy management includes environmental observation, strategy formulation (strategic planning or long-term planning), strategy implementation, and evaluation and control (Wheelen and Hunger, 2011).

D. Small and Medium Industry (IKM)

1. Definition of Small and Medium Industry (IKM)

A small industry is an economic activity carried out by an individual, household, or agency, aimed at producing goods or services for commercial trade that has a net worth of at most IDR 200 million and has a yearly sales value of no more than IDR 1 billion. Medium-sized Industry is an economic activity carried out by an individual, household, or agency, aimed to produce goods or services for commercial trade with a yearly sales value of no more than IDR 50 billion (Law No. 9 of 1995). Limitation on the scale of business according to BPS is based on the number of workers; small industries with 5-19 workers and medium industries with 20-99 workers (Hidayat and Herlambang, 2009).

State of The Art (Previous Research)

Tabel 1. Previous Research

No.	Previous Research	
1.	Title	Determination of marketing strategies of 'Darma Karya' products using SWOT Grand Matrix Analysis.
	Researcher	Nur Feriyanto
	Year	2017
	Related Variable	SWOT
	Results/Findings	Based on the SWOT Grand Matrix Analysis, the position of UMKM Darma Karya is in Quadrant I, Aggressive Strategy (Growth Strategy).
2.	Title	Analysis of Competitive Restaurants Strategy (Study at Darisa Cafe Campus)
	Researcher	Dewi Rosa Indah
	Year	2016
	Related Variable	SWOT
	Results/Findings	Based on the SWOT Diagram, the position of the Darisa Café Campus is in the Quadrant II using the Strengths-Threats Strategy (Diversification Strategy)
3.	Title	SWOT Analysis as The Basis of Formulating the Marketing Strategy in Klinik Pratama of PKU Muhammadiyah Cangkringan
	Researcher	Zakaria Susanto
	Year	2017
	Related Variable	SWOT
	Results/Findings	The strategy suited to the position of Klinik Pratama of PKU Muhammadiyah Cangkringan is the Growth-Oriented Strategy with the Strength Opportunity Strategy approach.

FRAMEWORK

Figure 1. *Frame Work*

RESEARCH METHOD

The research method used in this study is mixed methods research, which is a combination of qualitative methods and quantitative methods. Qualitative methods that produce qualitative data obtained from Field Research Techniques and Library research Techniques, after that qualitative data is converted into quantitative data with quantitative methods through SWOT Analysis. The location of this research was conducted at IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

Data collection techniques carried out by conducting Field Research (Field Work Research (Field Work Research), namely collecting data directly from research data sources through the method of Interview, Questionnaire, Observation. The next technique used is the Library Research Technique (Library Research), which is collecting archived data, such as financial reports, documentation of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency and previous research journals.

To determine the respondent as the source of the data is done by using a purposive sampling technique that is the technique of taking research respondents intentionally but based on certain considerations. In this study the research subjects determined by the author are:

- a. Respondents as many as 30 respondents to fill out a questionnaire that was used as a source of data, with the criteria of having purchased IKM Kue Bawang Bina Karya of Indragiri Hulu Regency products at least 3 times. A total sample of 30 people was chosen because the minimum sample requirements that were normally distributed in statistics were 30 (Siagian, 2006).
- b. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency owner who has the authority to regulate the marketing strategy of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.
- c. Industry and Trade Office of Indragiri Hulu Regency, which has been involved in the development of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

RESULTS AND DISCUSSION

A. Results

1. SWOT Analysis

a. Identification of Internal Factors

1) Strength

Table 2. Strength

No.	Internal Factors
1.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has high-quality products.
2.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has lower selling price.
3.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency maintains the availability of its product.
4.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has awards.
5.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has well-known products in the surrounding community.
6.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has a superior product.

2) Weakness

Table 3. Weakness

No.	Internal Factors
1.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency still has a low number of workers.
2.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have any other business branch.
3.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have a clear organizational structure.
4.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has only a small outlet.
5.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have a patent for its products.
6.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has not implemented the optimal performance management.

b. Identification of External Factors

1) Opportunity

Table 4. Opportunity

No.	External Factors
1.	Local Government of Indragiri Hulu gives support to IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.
2.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has a broad network with the related institutions.
3.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency receives high demand at the moment of Idul Fitri and other occasions.
4.	IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has utilized technology in its production process.
5.	Many creditors offers loan to IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

2) Threat

Table 5. Threat

No.	External Factors
1.	The business strategy of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is easy to copy.
2.	Many competitors have similar products.
3.	The decreasing income of the community results in limited purchasing to the products by the community.
4.	The fluctuating price of raw materials.
5.	Having a competitor with a more expansive sales location.

2. IFAS and EFAS Matrix

a. Internal Factors

Table 6. IFAS Matrix

Statement	Ranking	Weight	Weighted Score
Strength			
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has high-quality products.	4	0.09	0.36
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has lower selling price.	3	0.08	0.24
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency maintain the availability of its product.	3	0.09	0.27
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has awards.	3	0.08	0.24
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has well-known products in the surrounding community.	3	0.09	0.27
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has a superior product.	4	0.09	0.36
Total			1.74
Weakness			
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency still has a low number of workers.	3	0.08	0.24
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have any other business branch.	3	0.08	0.24
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have a clear organizational structure.	3	0.08	0.24
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has only a small outlet.	3	0.08	0.24
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have a patent for its products.	3	0.09	0.27
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has not implemented the optimal performance management.	3	0.08	0.24
Total			1.47

Source: Processed Primary Data

b. External Factors

Table 7. EFAS Matrix

Statement	Ranking	Weight	Weighted Score
Opportunity			
Local Government of Indragiri Hulu gives support to IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.	4	0.11	0.44
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has a broad network with the related institutions.	3	0.11	0.33
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency receives high demand at the moment of Idul Fitri and other occasions.	4	0.11	0.44
IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has utilized technology in its production process.	3	0.10	0.30
Many creditors offers loan to IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.	3	0.10	0.30
Total			1.81
Threat			
The business strategy of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is easy to copy.	3	0.09	0.27
Many competitors have similar products.	3	0.10	0.30
The decreasing income of the community results in limited purchasing to the products by the community.	3	0.09	0.27
The fluctuating price of raw materials.	3	0.10	0.30
Having a competitor with more expansive sales location.	3	0.10	0.30
Total			1.44

Source: Processed Primary Data

After identification of External and Internal Factors of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency, it was continued with the grading of weight and rating/ranking based on questionnaire content (Umar, 2005). Weight values are determined based on the following criteria:

Score

- 4 = Very Important
- 3 = Important
- 2 = Medium
- 1 = Not Important

Ranking

- 4 = Very Strong
- 3 = Strong
- 2 = Medium
- 1 = Poor

3. Cartesius Diagram SWOT Analysis of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency

Based on the IFAS Matrix and EFAS Matrix, coordinates that is:

$$\text{IFAS} : 1,74 - 1,47 = 0,27$$

$$\text{EFAS} : 1,81 - 1,44 = 0,37$$

Figure 2. Cartesius Diagram SWOT Analysis of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency

4. SWOT Matrix

Table 8. SWOT Matrix

External	Opportunity	Threat
Internal	<ol style="list-style-type: none"> 1. Local Government of Indragiri Hulu gives support to IKM Kue Bawang Bina Karya of Indragiri Hulu Regency. 2. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has a broad network with the related institutions. 3. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency receives high demand at the moment of Idul Fitri and other occasions. 4. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has utilized technology in its production process. 5. Many creditors offers loan to IKM Kue Bawang Bina Karya of Indragiri Hulu Regency. 	<ol style="list-style-type: none"> 1. The business strategy of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is easy to copy. 2. Many competitors have similar products. 3. The decreasing income of the community results in limited purchasing to the products by the community. 4. The fluctuating price of raw materials. 5. Having a competitor with more expansive sales location.
	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency increase the productivity 2. IKM Kue Bawang Bina Karya to further enhances achievement in developing the business. 3. Using raw materials that are not dangerous and halal. 4. Maximizing the conditions during the Idul Fitri and certain occasions in product marketing. 5. Seeking The Local Government, through the Tourism Office of Indragiri Hulu Regency. 6. The selling price of IKM Kue Bawang Bina Karya products can be increased. 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Creating diversification of products to compete. 2. Making an innovative product development. 3. To keep promote the product while maintaining the quality. 4. To run a business that produces raw materials by utilizing the Farmer Group.
<p>Strength</p> <ol style="list-style-type: none"> 1. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has high-quality products. 2. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has lower selling price. 3. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency maintain the availability of its product. 4. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has awards. 5. IKM Kue Bawang Bina Karya of 		

<p>Indragiri Hulu Regency has well-known products in the surrounding community.</p> <p>6. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has a superior product.</p>		
<p>Weakness</p> <ol style="list-style-type: none"> 1. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency still has a low number of workers. 2. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have any other business branch. 3. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have a clear organizational structure. 4. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has only a small outlet. 5. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency does not have a patent for its products. 6. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has not implemented the optimal performance management. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Improving the workers' knowledge on Financial and Non-Financial Administration in order to have more optimal performance. 2. Creating more attracting packaging in order to attract the consumers to buy the Onion Crackers product. 3. Increasing the number of workers and improving the quality of the workers in order to meet the market demand. 4. Developing business to dominate the market by utilizing the related institutions network. 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Prioritizing the quality of customer service. 2. Sustainable production activities. 3. Maintaining customer trust. 4. To keep making marketing innovation. 5. To expand the size of outlets in order to provide more convenience to the consumers. 6. Maintaining the good relationship between the Owner and Workers.

B. Discussion

1. Internal Analysis and External Analysis

The IFAS Matrix shows that the Internal Factor Weighted Score Total is 3.21 with details Weighted Score Total of Strength 1.74 and Weighted Score Total of Weakness 1.47. This shows that the internal condition of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is in the category of High/Strong. This means that as a whole the IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is able to utilize the Strengths to overcome the Weaknesses in the Internal environment of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

The EFAS Matrix shows that the External Factor Weighted Score Total is 3.25 with details of Weighted Total Score of Opportunity 1.81 and Weighted Total Score of Threat of 1.44. This shows that IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is able to respond to existing opportunities and avoid threats that exist in the external environment IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

2. Strategic Plan

Based on the Cartesius Diagram SWOT Analysis, IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is in Quadrant I Aggressive Strategy (Aggressive Growth Strategy). This position shows that IKM Kue Bawang Bina Karya of Indragiri Hulu Regency. The Position in Quadrant I also indicates that the IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is in a strong condition and has the opportunity in another sense with the strength possessed by IKM Kue Bawang Bina Karya of Indragiri Hulu Regency can achieve favorable opportunities for the IKM Kue Bawang Bina Karya of Indragiri Hulu Regency, and it is very possible to continue to expand and achieve maximum progress.

Based on the SWOT Diagram, the results of this study are the same as the 2 previous research results used, namely in a study conducted by Nur Feriyanto (2017), which shows that the position of UMKM Darma Karya is in the Quadrant I position Aggressive Strategy (Aggressive Growth Strategy), and Research conducted by Zakaria Susanto (2017), the position of the PKU Muhammadiyah Cangkringan Primary Clinic is in Quadrant I (Aggressive Strategy). However, the results of this study are different from the results of the previous research conducted by Akbar Riswandi *et.al* (2016), which is based on the Cartesius SWOT Diagram, the position of Darisa Cafe Campus Restaurant is in Quadrant II which utilizes Strength to overcome existing Threats (Diversification Strategy).

Aggressive Strategy Plans that can be carried out by IKM Kue Bawang Bina Karya of Indragiri Hulu Regency include:

- a. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency increase the productivity.
- b. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency to further enhances achievement in developing the business.
- c. Using raw materials that are not dangerous and halal.
- d. Maximizing the conditions during the Idul Fitri and certain occasions in product marketing.
- e. Seeking The Local Government, through the Tourism Office of Indragiri Hulu Regency.
- f. The selling price of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Overall the position of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is able to utilize the Strengths to overcome the weaknesses that exist in the internal environment of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.
2. This shows that the IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is able to respond to the opportunities that exist and avoid the Threats that exist in the external environment of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.

3. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency is located in Quadrant I, the position of Aggressive Strategy (Growth Strategy).

Suggestions

1. To develop a business and achieve competitive advantage, IKM Kue Bawang Bina Karya of Indragiri Hulu Regency should do the following:
 - a. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency increases productivity while still paying attention to product quality and has a long durability.
 - b. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency creates amore modern product packaging design to further enhance the attractiveness of buyers or consumers so that it can expand the marketing area.
 - c. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency further improves achievement and always prioritizes business standards that have been set in running the business.
 - d. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency uses non-hazardous and halal ingredients so that the quality of the product is guaranteed.
 - e. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency further increases promotion especially at Eid or certain events so that many people know the products of IKM Kue Bawang Bina Karya of Indragiri Hulu Regency.
 - f. IKM Kue Bawang Bina Karya of Indragiri Hulu Regency in order to always seek the support of the Regional Government of Indragiri Hulu Regency especially the Tourism Office so that IKM Kue Bawang Bina Karya of Indragiri Hulu Regency has an identity as

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