Geographic Information System for Mapping New Entrepreneurs in West Java

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Abstract. The purpose of this study is to build interactive digital maps as a system to add data to new entrepreneurs in West Java Province. The research method used was descriptive analysis method. This method describes how researchers are trying to find facts and information in situations or present events systematically, factually and accurately. This research has two stages, namely the stage of data collection and the software development stage. The results of the study indicate that: (1) Availability of an integrated database for new entrepreneurial members, and (2) Availability of digital maps as a media for monitoring the spread of new entrepreneurs in West Java. Data collection on new entrepreneurial members who still use manual methods, where entrepreneurs who will register as training members are required to write personal data on a piece of the form provided by the committee at the training center and cooperative. Moreover, now a digital map has been created as a media for monitoring the spread of new entrepreneurs in West Java. The impact of this research is that it can facilitate top-level management in monitoring the distribution of new entrepreneurial information in each city/district and providing an integrated data collection system in West Java.

1. Introduction

The Training Center for Cooperative and Micro, Small and Medium Enterprises (BALATKOP) is one of the regional technical implementation units (UPTD) under the auspices of the Office of Cooperatives and Micro, Small and Medium Enterprises (MSMEs) which acts as a business clinic in resolving the problems of cooperatives and MSMEs. Based on West Java Governor Article 4 paragraph 1 written that "the provincial government is targeting the creation of new entrepreneurs for a period of 5 (five) years starting from 2014 to 2018 as many as one hundred thousand new entrepreneurs distributed in regencies and cities [1]. The Office of Cooperative and MSME services is one of the regional apparatus organizations in the West Java regional government appointed to organize programs in the development of new entrepreneurs with a target of new entrepreneurs as many as 3,000 per year. The program's target for developing new entrepreneurs lies in the community, university, and high school students [2].

In supporting the new entrepreneurship development program in West Java, it is indeed going to be helpful to have support by the prevalence of distribution and monitoring of information carried out by employees in the Training Center for Cooperative and Micro, Small and Medium Enterprises. Information about the distribution of new entrepreneurs in West Java is needed by the government, especially for the Training Center for Cooperative and Micro, Small, and Medium Enterprises. The purpose is to see the location of the distribution of new entrepreneurs so that the information can be
taken into consideration by the Training Center for Micro, Small, and Medium Enterprises to create new entrepreneurs in West Java.

Based on the problems faced by the Training Center for Cooperative and Micro, Small and Medium Enterprises, there is a lack of information delivery due to the absence of a system that can display the spread of new entrepreneurs in West Java in the form of maps. Submission of information for the monitoring process and information dissemination of new entrepreneurs in West Java in the Training Center for Cooperatives and Micro, Small, and Medium Enterprises can use geographic information systems. A geographical information system is a system designed to store, manipulate, analyze, and organize and display all types of geographical data [3]. Geographical information systems consisting of software, hardware, and applications are widely known as decision-making tools. Most government institutions, private, academic, and non-academic institutions that require information based on spatial data are familiar with and use geographic information systems [4]. GIS and Web-GIS are already being used for land use maps, geology, and hazard maps are used for disaster simulation and research on dynamic management system of resource extraction sites [5][6][7][8][9]. Geographical information system for mapping new entrepreneurship in West Java is expected to overcome existing problems.

2. Method

The research method on geographic information systems for mapping new entrepreneurs in West Java used is descriptive analysis methodology. Descriptive analysis methodology is a method that describes every fact and information in situations or conditions or events systematically, factually and accurately [10]. The research methodology in geographic information systems for mapping new entrepreneurs in West Java has two stages including the following:

- Method of collecting data
  The technique used in data collection is descriptive research, which is a research method that provides an objective description of an existing problem. The method of data collection carried out in this study is by interview, literature study and observation.
- Software development methods
  The method that was carried out during the development of the geographic information system for new entrepreneurial mapping in West Java adopted the stages in the waterfall model. The waterfall model stage includes requirements definition, system and software design, implementation and unit testing, integration and system testing and operation and maintenance [11].

3. Results and Discussion

3.1. Analysis of New Entrepreneurial Business Fields at the Center for Education and Training in Cooperatives and Entrepreneurship

In economic activity, a venture is often being interpreted as a business. Business according to the Indonesian dictionary is an activity that mobilizing energy, mind, or body to achieve a purpose of work (actions, initiatives, endeavors, effort) to achieve something and activities in the field of trade with the intention to gain profits [12]. Business activity is regulated in the law of the Republic of Indonesia number 20 of 2008 concerning micro businesses, small businesses, medium businesses, and large businesses. To increase economic activity in the community, the West Java Training Center for Cooperative and Entrepreneurship is more focused on training micro-enterprises. A micro business is a productive business owned by individuals and individual business entities that meet the criteria of micro-enterprises as stipulated in the law of the Republic of Indonesia number 20 of 2008. The following is a list of micro business sectors that receive training from West Java Training and Education Center for Cooperative and Entrepreneurship in which can be seen in Table 1.
Table 1. List of Micro Business Fields that received training by the West Java Training and Education Center for Cooperative and Entrepreneurship

| No | List of Micro Business Fields               |
|----|--------------------------------------------|
| 1  | Food and Beverages                         |
| 2  | Convection/ Sewing                         |
| 3  | Beauty Salon services                      |

Based on table 1 about the list of micro business fields that received training by West Java Training and Education Center for Cooperative and Entrepreneurship, there are three kinds of micro business fields trained by them, including food and beverages, convection/ sewing and beauty salon services.

3.2. Entity Relationship Diagram

Entity Relationship Diagram is a tool that is used to model data with the aim of producing descriptions of a database structure [13]. The following is a picture of the Entity Relationship Diagram in Figure 1.

![Figure 1. Entity Relationship Diagram](image)

Based on Figure 1 about the entity relationship diagram consists of three entities, including entities from the district/city, entrepreneurial entities, and user entities.

3.3. Implementation and Testing of Digital Mapping of West Java Geographical Conditions

West Java Province is located at the position of 5° 50’ LS to 7° 50’ South Latitude and 104° 48’-104° 48’ East Longitude, with a total area of 37.173,97 km², with 12 miles of coastal and marine areas and coastline covering 18.153 km² [14]. Digital mapping is a classic GIS approach that builds spatial images by combining layers of digital information and developing algorithms to test and visualize specific options [15]. The spatial data structure used to build the Geographic Information System for Mapping New Entrepreneurs in West Java is to use vector data models. Vector data models are data recorded in the form of coordinates of points that display, place and store spatial data using points, lines or areas (Polygon) [16]. The following is the implementation of digital mapping of the geographical conditions of West Java in Table 2.
### Table 2. Implementation and Testing of Digital Mapping of West Java Geographical Conditions

| No | Region             | Name of Regency and City | Location Map | Polygon Coordinate Point | Polygon Coordinate Test |
|----|--------------------|--------------------------|--------------|--------------------------|-------------------------|
| 1  | Bandung Regency    |                          | -6.815137,107.746868 - 6.821103,107.742405 - 6.825705,107.739487 - 6.830307,107.736740 - 6.814370,107.746010 - 6.814583,107.746353 - 6.814839,107.746611 - 6.815265,107.746954 |
| 2  | Bandung City       |                          | -6.864905,107.577610 - 6.882885,107.572546 - 6.890640,107.575464 - 6.864905,107.577610 - 6.841598,107.597222 - 6.841556,107.597115 - 6.841553,107.597080 |
| 3  | Bandung Raya       | Cimahi City              | -6.8317472,107.545626 - 6.8319230,107.545798 - 6.8320324,107.545981 - 6.8318283,107.545336 - 6.8318975,107.545530 - 6.8317472,107.545626 |
| 4  | West Bandung Regency |                         | -6.818716,107.710648 - 6.792808,107.701035 - 6.795535,107.684555 - 6.794171,107.672195 - 6.833034,107.707901 - 6.826216,107.712708 - 6.820762,107.709961 - 6.818716,107.709274 |
| 5  | Bogor Regency      |                          | -6.305061,106.967697 - 6.332360,106.963577 - 6.342597,106.958771 - 6.350786,106.954651 - 6.307109,106.971130 - 6.305403,106.969070 - 6.304038,106.968040 |
| 6  | Region I           | Cianjur Regency          | -7.461794,107.136183 - 7.423666,106.786766 - 7.408261,106.788139 - 7.416432,106.783676 - 7.443497,107.412643 - 7.492516,107.375565 - 7.467326,107.163391 - 7.461199,107.136612 |
| Region | Description | Coordinates |
|--------|-------------|-------------|
| 7      | Sukabumi Regency | -6.743714,106.957397 - 6.792808,107.012329 - 6.880073,107.059021 - 6.978228,107.078247 ... - 6.777807,106.925812 - 6.750533,106.940918 - 6.745078,106.947784 - 6.743714,106.953278 |
| 8      | Bogor City | -6.5116950,106.782243 - 6.5123229,106.782455 - 6.5128013,106.782592 - 6.5133398,106.782698 ... - 6.5472149,106.749702 - 6.5472283,106.749733 - 6.5472564,106.749771 - 6.5473117,106.7498 |
| 9      | Depok City | -6.307109,106.883926 - 6.386271,106.894913 - 6.446318,106.892166 - 6.307109,106.883926 ... - 6.307877,106.873713 - 6.306192,106.880944 - 6.307045,106.883905 |
| 10     | Sukabumi City | -6.743714,106.957397 - 6.792808,107.012329 - 6.880073,107.059021 - 6.978228,107.078247 ... - 6.777807,106.925812 - 6.750533,106.940918 - 6.745078,106.947784 - 6.743714,106.953278 |
| 11     | Purwakarta Regency | -6.424484,107.521820 - 6.417660,107.502594 - 6.435401,107.466888 - 6.461328,107.427063 ... - 6.424398,107.520576 - 6.424356,107.521005 - 6.424270,107.521048 |
| 12     | Bekasi City | -6.238770,106.941830 - 6.238599,106.943836 - 6.238685,106.942163 - 6.238002,106.941991 ... - 6.239453,106.943579 - 6.238770,106.943579 - 38642,0.0,106.943793 |
| 13     | Region II Bekasi Regency | -6.170038,106.971860 - 6.172769,107.010355 - 6.174433,107.010612 - 6.174518,107.008295 ... - 6.166028,106.971345 - 6.167521,106.971388 - 6.169206,106.971645 - 6.169974,106.971731 |
14 Karawang Regency
-6.141237,107.458649
-6.077059,107.420197
-5.969168,107.324066
-5.966437,107.280121
-6.225886,107.621384
-6.181516,107.530060
-6.142603,107.457962
-6.141237,107.459335

15 Subang Regency
-6.527505,107.567139
-6.473609,107.558212
-6.450412,107.548599
-6.612090,107.565765

16 Cirebon City
-6.700715,108.566079
-6.700223,108.565828
-6.700715,108.565858
-6.700715,108.566079

17 Cirebon Regency
-6.730417,108.39836
-6.761784,108.827477
-6.775080,108.828163
-6.788035,108.828850
-6.729053,108.834686

18 Kuningan Regency
-6.972222,108.476300
-6.956599,108.480592
-6.972222,108.476300

Region III

19 Majalengka Regency
-6.573125,108.209925
-6.573125,108.209925
-6.583869,108.246059
-6.584210,108.209912
-6.576152,108.205247

20 Indramayu Regency
-6.230664,108.186493
-6.242951,108.201599
-6.260697,108.205719
-6.233395,108.208466

21 Garut Regency
-7.505004,107.424080
-7.505344,107.424016
-7.505791,107.424252
-7.499664,107.423630

22 Region IV
Sumedang Regency
-6.761102,107.840595
-6.750021,107.841325
-6.718568,107.839136
-6.824000,107.798195
-6.798774,107.842655

Region III
3.4. Implementation of Information Mapping Page of New Entrepreneur in West Java

The implementation of the new West Java entrepreneurial information mapping page consists of three parts including the implementation of the page in West Java's geographical conditions, the implementation of a new entrepreneurial information page for Bandung and the implementation of a new entrepreneurial information page for the city of Cimahi. Implementation of the West Java Geographical Condition Page can be seen in Figure 2.

Figure 2. Implementation of the West Java Geographical Condition Page
• **Implementation of the West Java Geographical Condition Page**

Page implementation of geographical conditions West Java consists of four regions and twenty-seven districts or cities. Each city district has a colour that is used to differentiate boundaries between districts or cities and to make it easier for users to choose the information that will be displayed for a list of new entrepreneurs in.

Implementation of Information Pages on New Entrepreneurs in Bandung City can be seen at Figure 3.

![Figure 3](image_url)

**Figure 3.** Implementation of Information Pages on New Entrepreneurs in Bandung City

• **Implementation of Information Pages on New Entrepreneurs in Bandung City**

The implementation of a new entrepreneurial information page for the city of Bandung consists of 5 fields of information displayed including information on the type of business, a name of an entrepreneur, address, length of business, gender and year. The number of new West Java entrepreneurial data for the city of Bandung from 2014 to 2017 is as many as 1319 entrepreneurs.

Implementation of Information Pages on New Entrepreneurs in Cimahi City can be seen in Figure 4.
The implementation of a new entrepreneurial information page for the city of Cimahi consists of 5 fields of information displayed including information on the type of business, a name of an entrepreneur, address, length of business, gender and year. The number of new West Java entrepreneurial data for Cimahi City from 2014 to 2017 is as many as 191 entrepreneurs.

4. Conclusion
This study concludes that this research has been able to produce a geographic information system for mapping new entrepreneurship in West Java so that it can help the Training Centre for Cooperative and Micro, Small, and Medium Enterprises to display the spread of new entrepreneurs in West Java.

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