

## **The Impact of Public Spaces and Community Activities on the Economic Recovery of MSMEs in Cipayung, DKI Jakarta Province**

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**Abstract.** The revitalization and development of public spaces during periods of social restriction—which later evolved into centers of social interaction in the post-pandemic era—played an important role in accelerating the economic recovery of micro, small, and medium enterprises (MSMEs) that were severely affected by the COVID-19 crisis. This study examines the contribution of public space reactivation to MSME economic recovery in Cipayung District, DKI Jakarta Province. A quantitative descriptive approach was employed, involving 100 MSME respondents operating around ten major public spaces in the study area. Data were collected through a Likert-scale questionnaire and analyzed using SPSS to assess instrument validity and reliability, with a Cronbach's alpha value of 0.924 indicating high internal consistency. The analytical hierarchy process (AHP) method was applied to identify priority factors and strategic alternatives for MSME recovery. The results show that the comfort of public spaces is the most influential factor supporting MSME economic recovery. Cleanliness, security, adequate basic facilities, and effective spatial design significantly increase visitor intensity and transaction activity. The second key factor is the diversity of community activities—including bazaars, cultural festivals, sports events, and social programs—which positively influence MSME turnover. Conversely, the number of public spaces has limited impact, highlighting that quality and activity intensity are more decisive than quantity. Respondents identified increased sales turnover, improved MSME competitiveness, and job creation as equally important recovery indicators. Based on AHP analysis, priority strategies include enhancing public space comfort and facilities, expanding community-based activities, strengthening MSME collaboration, and improving government support.

**Keywords:** analytic hierarchy process, economic recovery, MSMEs, public space

### **INTRODUCTION**

Micro, small and medium enterprises (MSMEs) are the largest economic drivers in Indonesia. A total of 64.19 million MSMEs in Indonesia contributed to the National Gross Domestic Product (GDP) of 61.97% or worth Rp. 10,516 trillion in 2021. In addition, MSMEs also absorb 119.6 million or 97% of the total workforce in Indonesia (Zusa 2021). According to Law Number 20 of 2008 concerning MSMEs, MSMEs aim to grow and develop their businesses in order to build a national economy based on fair economic democracy. In the economy, the lower middle class of micro enterprises have a fairly important role in economic development, due to the relatively higher labor intensity and smaller investments, flexible work systems and are very helpful in distributing labor and reducing unemployment in Indonesia (Zusa, 2021). Based on BPS data on September 12, 2023, the number of MSMEs in the East Jakarta area amounted to 252,953 units, of which 4,408 units were in the Cipayung District, DKI Jakarta Province. The types of active MSMEs in Cipayung District, DKI Jakarta Province can be seen in Table 1.

**Table 1. Types of active MSMEs in Cipayung, DKI Jakarta Province in 2023**

No.	Types of MSMEs	Quantity (units)
1.	Culinary	2576
2.	Groceries	516
3.	Clothing	451
4.	Other Food Products	374
5.	Crafts or Souvenirs	245
6.	Sewing	81
7.	Press	54
8.	Electronics Store	42
9.	Automotive	35
10.	Technical	34

Source : Jakarta Entrepreneur Public Relations Section (Jak-Preneur) Cipayung, DKI Jakarta Province, 2024.

The economic crisis experienced by MSMEs during the COVID-19 pandemic has also become a major threat to the national economy, considering that MSMEs are the largest drivers of the domestic economy and absorbers of labor in recent decades. This also has a very felt impact on MSME actors in the province of DKI Jakarta. According to the Central Statistics Agency of DKI Jakarta province in 2021, there were 1,151,080 MSMEs in DKI Jakarta province and 76.7% of them were affected by the COVID-19 pandemic, which is around 882,878 business units (Zusa 2021). A number of MSMEs have had to close their businesses due to the pandemic. Others have to change their type of production and not do production for a while. Only a small part of the business activity group is actually able to seize opportunities during this pandemic. This industrial business group is an industry that plays a role in handling the COVID-19 pandemic, such as the pharmaceutical industry, the pharmaceutical industry, and the chemical industry (Rafei *et al*, 2020).

Economic recovery for MSMEs and communities after the COVID-19 pandemic ends continues to be carried out by the government. The need for public space is urgently needed as an alternative to entertainment and a re-energizer of MSME economic activities. Various COVID-19 mitigation programs have been carried out, one of which is the use of public space functions as a space for interaction of socio-cultural activities of the community. Community activities that are only indoors during social restrictions cause a sense of boredom and boredom. This increases people's needs for comfort and mental health so that public spaces can function as an alternative entertainment place for the interaction of socio-cultural activities, recreational facilities and sports venues (Rafei *et al*. 2020).

Public space is a crucial element in the urban context, having a significant role as a center of interaction and communication for various levels of society, both formally and informally. Public spaces have unique characteristics and function as a place of social interaction, economic activity, and cultural appreciation. Public spaces are divided into two types, namely closed and open public spaces. Open public spaces have the basic characteristics of being outside the main building, accessible to anyone, and supporting a variety of activities, while closed public spaces are more focused on the indoor areas of the building (Anjar, 2021 Anjar, 2021; Winarna 2021).

The existence of public space is not only aesthetic and beautiful for the city, but also a socio-cultural function for the community. During the Corona Virus Disease 2019 (COVID-19) pandemic, people reduced activities outside the home, and this had an impact on the closure of public spaces during the pandemic to suppress the spread of COVID-19. In mid-March 2020, the COVID-19 pandemic had been detected in several regions in Indonesia, especially in DKI Jakarta Province. In response, the Jakarta Provincial Government implemented a social restriction policy. The social restrictions were carried out from March 2020 until the stipulation

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of the Presidential Decree of the Republic of Indonesia number 17 of 2023 concerning the end of the COVID-19 pandemic status on June 21, 2023. Social restrictions are carried out such as closing public spaces and limiting community social activities. It is also used as a time for the government to develop, revitalize and update the condition of public spaces. Social restrictions during the COVID-19 pandemic also had a major impact on MSMEs in Indonesia (Rafei *et al.* 2020).

Post-pandemic economic recovery is also carried out in Cipayung District, DKI Jakarta Province by building public space infrastructure and encouraging activities in the community. Based on the General Section of the Cipayung District Office, DKI Jakarta Province on January 18, 2024, data on public spaces that have been built and revitalized during the COVID-19 pandemic were obtained. Until 2023, 2 public spaces have been built and 8 public spaces have been revitalized in 2022 and 2023 (Table 2).

**Table 2. Development and Revitalization of Public Spaces in Cipayung  
DKI Jakarta Province**

No.	Name	Year of Inauguration	Year of Revitalization
1.	Beautiful Indonesian Mini Park	1975	2023
2.	Salix Park	2013	2023
3.	Bamboo Garden	2010	2022
4.	Hibiscus Garden	2013	2022
5.	Tunas Teratai Umbrella Garden	2016	2022
6.	RPTRA Rawa Binong Pearl	2017	2023
7.	Taman RTH Cipayung	2015	2023
8.	Pancasila Sakti Monument Park	1992	2022
9.	The Amboja Park and Mall	2023	
10.	Sundai Park	2023	

Source : General Section of the Cipayung District Office, Kota Madya East Jakarta, 2024.

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy. In 2021, 64.19 million MSMEs contributed 61.97% to the national GDP and absorbed 97% of the workforce (Zusa, 2021). The COVID-19 pandemic severely disrupted this vital sector, particularly in DKI Jakarta, where 76.7% of MSMEs were affected, and many were forced to close or downsize (Zusa, 2021; Rafei *et al.*, 2020). In response, post-pandemic recovery efforts have emphasized the revitalization of public spaces as venues for socio-economic interaction. Existing literature underscores the role of public spaces in urban vitality and community well-being. Studies by Rohmani *et al.* (2022) examined spatial usage patterns of street vendors, while Muhammad (2023) analyzed community-based socio-economic adaptation post-pandemic. Rameksa (2021) highlighted the dual function of urban parks as recreational and economic spaces. However, a significant research gap persists in quantitatively and strategically assessing how specific qualities of public spaces (e.g., comfort, activity diversity) synergistically influence the economic recovery of local MSMEs, especially at the district level. Previous studies often focus on general impacts or single factors, lacking an integrated analysis that combines spatial quality, community engagement, and multi-stakeholder priorities into a coherent strategic framework.

This study addresses this gap by investigating the influence of public space development and community activities on MSME economic recovery in Cipayung District, DKI Jakarta. The novelty of this research lies in its methodological integration: it employs a mixed-methods approach combining descriptive statistics, instrument validity/reliability tests, and the Analytical Hierarchy Process (AHP) enriched with qualitative data from NVivo analysis. This

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allows for a nuanced prioritization of factors—such as comfort versus quantity of spaces—and strategies based on empirical evidence from MSME actors, community managers, and local government units. The primary objectives of this study are to: (1) analyze the level of influence of public space development and community activities on MSME economic recovery indicators (sales turnover, competitiveness, job creation); (2) identify the priority factors (e.g., comfort, activity variety, quantity) that most significantly drive recovery; and (3) formulate a hierarchy of strategic alternatives for stakeholders to accelerate sustainable MSME rehabilitation.

The findings are expected to provide significant benefits both theoretically and practically. Theoretically, this research enriches the discourse on urban economics and post-crisis recovery by offering a validated, hierarchical model linking public space attributes to MSME performance. Practically, it offers evidence-based policy recommendations for local governments—such as the Cipayung District Office and JakPreneur Unit—to optimize public space management, design targeted community programs, and enhance support mechanisms for MSMEs. For MSME actors, the study highlights actionable strategies, such as participating in government training and leveraging social media promotion, to improve resilience and competitiveness. Ultimately, this research aims to contribute to building more inclusive, adaptive, and economically vibrant local ecosystems in the post-pandemic era.

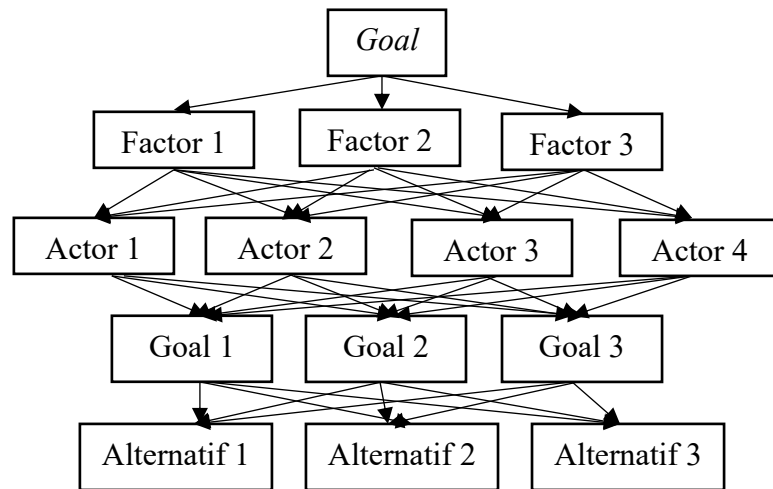
## RESEARCH METHOD

The approach used in this study was a descriptive and quantitative approach. A quantitative approach was employed to examine a specific population or sample, with data collected using research instruments and analyzed statistically. In this study, data were obtained using questionnaires and literature studies.

A measurement scale is an agreed-upon reference used to determine the magnitude of intervals in a measuring instrument. The measurement scale used in this study was the Likert scale. The Likert scale was employed to measure a person's or group's attitudes, opinions, and perceptions of social phenomena (Fernandes, 2018). In the assessment with the Likert scale, five alternative answers were used, and respondents marked a checklist (✓) in the available columns.

Several data analysis techniques were employed in this study. Descriptive analysis was applied to identify respondent characteristics and describe variables related to public space development and community activities, mapping existing conditions without generalization (Fernandes, 2018). Subsequently, the research instruments were tested for validity and reliability. Validity testing used Pearson correlation in SPSS, with statements declared valid if the correlation value ( $r_{\text{count}}$ ) > 0.553 and significant (Sig. < 0.05). Reliability testing was conducted using Cronbach's alpha coefficient, with an instrument considered reliable if its value > 0.60; the analysis yielded an alpha value of 0.924, indicating very high internal consistency. To determine priorities, the Analytical Hierarchy Process (AHP) method was applied. This method simplified complex problems by hierarchically structuring criteria and alternatives, assigning numerical weights to subjective judgments, and synthesizing various considerations to establish priorities (Wulandari & Bulan, 2019). In this study, AHP was integrated with qualitative findings from in-depth interviews analyzed using NVivo 12 Pro. Themes from the qualitative analysis were mapped into the AHP hierarchy as criteria and sub-criteria, ensuring that weighting was based not only on researcher judgment but also on systematic empirical data, thereby enhancing the conceptual validity of the analysis. The AHP process involved constructing pairwise comparison matrices, calculating priority vectors via eigenvectors, and conducting consistency tests to ensure result reliability. The AHP hierarchy in this study was constructed starting from the main objective (MSME economic recovery), followed by factors

(number of public spaces, public space comfort, activity variety), actors, target indicators, and alternative strategies.



**Figure 1. General forms of abstraction of hierarchical systems**

Source : Saaty and Vargas (2012)

## RESULTS AND DISCUSSION

### Instrument Validity and Reliability Test

#### Validity Test

Based on the data processing results shown in Appendix 1, all items show a value of a positive correlation coefficient which means that each item has a direct relationship with the construct of the variable being measured. The validity criteria were determined by comparing the value of the  $r$  calculation with the  $r$  of the table at a significance level of 5% ( $\alpha = 0.05$ ). With the number of respondents of 100 people, the  $r$  table was obtained of 0.553. This means that the statement item is said to be valid if the Pearson correlation value ( $r$  calculated)  $> 0.553$  and the significance value (Sig. 2-tailed)  $< 0.05$ . Proving that both internal and external items have accurately represented the research construct. All statements have significant correlation strength, so the questionnaire instruments used in this study are feasible and valid to be used as a variable measurement tool in this study.

#### Reliability Test

**Table 3. Case Processing Summary Reliability Test**

		N	%
Cases	Valid	100	100,0
	Excludeda	0	0,0
	Total	100	100,0

Source: Primary data processed with SPSS 22 (2024)

Based on the results of the validity test output in Table 3, it is known that the amount of data used in the analysis is 100 cases or 100% of the total respondents. No data was released (excluded cases = 0; 0.0%), which means that all questionnaires collected were completely filled out and could be processed without any missing data.

Thus, all participating respondents met the requirements for completeness of the data, so that the results of the correlation analysis between items (P01–P10) could be interpreted

accurately. This condition also shows that the quality of the research data is in the good and consistent category, because there are no values that must be removed or corrected in the process of testing the validity of the instrument.

Based on the results of data processing using the SPSS version 22 program, a Cronbach's alpha value of 0.924 was obtained from 10 statement items used to measure the influence of public space development on the economic growth and recovery of MSMEs in Cipayung District.

A research instrument is said to be reliable if it has a Cronbach's alpha value of more than 0.70, and is declared very reliable if the value exceeds 0.80. The alpha value of 0.924 in this study shows that all question items have a very high level of internal consistency, so that they are able to reflect the same construct stably and accurately (Sumarni, Susilaningsih and Sutopo, 2018).

This is also in line with the opinion of Pillai (2020) who explained that Cronbach's alpha value above 0.90 belongs to the category of "excellent reliability", which indicates that the items in the questionnaire have strong homogeneity and reliability. Thus, the research instruments used can be categorized as very reliable and suitable for use at the advanced analysis stage. Overall, the results of this reliability test reinforce the results of the previous validity test, which shows that all questionnaire items have been tested in terms of accuracy and consistency. Thus, this instrument can be trusted to be used as a valid measurement tool in research related to the influence of public space development on the economic recovery of MSMEs in Cipayung District, DKI Jakarta.

**Table 4. Item-Total Statistics Reliability Test**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P01	37,530	18,858	0,835	0,909
P02	37,360	21,061	0,670	0,919
P03	37,200	20,242	0,697	0,917
P04	37,440	19,239	0,822	0,910
P05	37,450	21,078	0,567	0,924
P06	37,370	21,003	0,641	0,920
P07	37,560	19,643	0,724	0,916
P08	37,190	20,357	0,713	0,916
P09	37,550	20,816	0,673	0,918
P10	37,120	19,925	0,756	0,914

Source: Primary data processed with SPSS 22 (2024)

Based on the results of the reliability test using Cronbach's alpha, the research instrument showed excellent internal consistency, with a total Cronbach's alpha value of 0.924, well above the minimum standard of 0.70. This shows that the overall item has stable and consistent measurement capabilities.

Further analysis of the corrected item-total correlation (CITC) column showed that all statement items had a CITC value between 0.567 and 0.835, well beyond the minimum limit of 0.30. Each item has a strong correlation with the total score, so that each item's contribution to the overall construct is assessed as adequate and no item undermines the reliability of the instrument.

In Cronbach's alpha if item deleted column, no item yielded an alpha value higher than Cronbach's total alpha value of 0.924. The alpha value if an item is deleted ranges from 0.909 to 0.924, which indicates that no item should be discarded, as it entirely supports the stability

of the instrument. The items with the most powerful influence on the consistency of the instrument were P01 (0.909) and P04 (0.910), which showed the highest reliability contribution.

Meanwhile, the scale mean if item deleted value 37.12 – 37.56 and scale variance if item deleted 18.858 – 21.078 showed a stable pattern between items, without any extreme differences or indications that one of the items caused variance disorder. This pattern confirms that each grain works consistently within the scale and supports the homogeneity of the construct.

Thus, it can be concluded that all the statements in the questionnaire have a positive contribution to the consistency of the instrument. This result is in line with the view, which states that the value of corrected item-total correlation above 0.30 and Cronbach's alpha above 0.80 signifies strong reliability and excellent consistency between item (Sumarni et al. 2018) . Therefore, this research instrument can be categorized as very reliable and feasible to be used to measure variables in this study.

### **Development of Public Spaces and Community Activities**

In this study, NVivo 12 Pro was used to read all interview results, then mark and group respondents' statements into several categories, such as the comfort of public spaces, the variety of community activities, and the amount of public space. The results of the grouping are then displayed in the form of percentages, which shows how much attention or emphasis the respondents paid to each category. The findings show that the public space comfort category has the highest percentage of 3.08%, indicating that this aspect is most discussed or considered the most important. Furthermore, the category of various community activities reached 1.36%, while the category of the number of public spaces received a score of 0.75%. Overall, Figure 4.4 shows that public attention or research is more focused on improving the comfort of public spaces than on the number or variety of activities in it.

From the results of the interviews, the increase in the number of public spaces in areas such as parks, fields, and open areas has been proven to have a significant impact on local economic growth. The respondents mentioned that the more public spaces available, the greater the opportunity for people to use the area as a place for social interaction, economic activities, and promotion of local products. Public spaces are a strategic forum for MSME actors to introduce their products without having to bear high rental costs. In addition, new public spaces are often the meeting points of various communities, encouraging the emergence of new economic activities such as bazaars, festivals, and thematic markets. Thus, an adequate amount of public space not only expands public access to public facilities, but also accelerates economic circulation and strengthens citizens' social networks.

The comfort aspect of public space is the dominant theme that is often emphasized by respondents. This convenience includes cleanliness, security, completeness of facilities and infrastructure, and orderly governance. MSME actors emphasized that clean and safe public spaces increase visitors' interest in coming and shopping. Facilities such as electricity, clean water, parking areas, and Wi-Fi access also support the smooth running of economic activities and digital promotion. In addition, neat governance, for example through the arrangement of special zones for MSMEs, creates a professional and competitive atmosphere in a healthy manner. Respondents also highlighted the importance of supervision by the monitoring team so that cleanliness, safety, and aesthetics are maintained. In other words, the comfort of public spaces plays an important role in creating a positive experience for visitors while strengthening the image of public space as a center of sustainable people's economic activities.

Public space is the epicenter of various social, cultural, and economic activities of the community. Based on the results of the interviews, almost all respondents stated that community activities in public spaces such as festivals, competitions, sports activities, and entrepreneurship training directly increase the turnover and business spirit of MSME actors.

These activities create crowds that have an impact on increasing transactions and expanding customer networks. In addition, social activities strengthen social cohesion between residents and open up opportunities for collaboration between business actors. The local government, through the relevant agencies, also routinely holds monthly thematic activities involving local MSMEs, so that public spaces function not only as entertainment venues, but also as a catalyst for community-based economic growth. With this variety of community activities, public spaces are transformed into centers of productive, inclusive, and competitive social life.

### **Economic Recovery of MSMEs**

The three main indicators of economic recovery results in the MSME sector are increasing sales turnover, increasing competitiveness, and job creation. The indicator with the highest value was an increase in sales turnover of 0.89%. This shows that economic recovery is most strongly felt through an increase in income or turnover of MSME actors. Furthermore, the second highest indicator is an increase in competitiveness of 0.79%, which indicates that most MSMEs have also experienced an increase in competitiveness in the market. Meanwhile, the indicator of job creation has a value of 0.76%, which means that economic recovery has also encouraged the creation of new jobs, although the impact is slightly lower than the other two indicators.

Based on the results of the interviews, the development of public space has a great influence on the improvement of the MSME economy, which is reflected in three main aspects: increasing sales turnover, increasing the competitiveness of MSMEs, and creating jobs. First, the increase in sales turnover occurs because strategic and easily accessible public spaces provide opportunities for MSME actors to reach more consumers. Community activities such as festivals, competitions, and cultural events in public spaces are able to double sales turnover. Cleanliness, comfort, and the availability of supporting facilities such as electricity, clean water, and internet connections also add to the attraction for visitors, so that transactions increase. In addition, the implementation of digital payment systems such as QRIS makes the buying and selling process more efficient and practical, accelerating the local economic turnaround.

Second, the increasing competitiveness of MSMEs is influenced by entrepreneurship training provided by the government and support in the management of public spaces. Through the training, MSME actors gain new insights into digital marketing, product packaging, and good financial management. This increases their professionalism and confidence in facing the wider market. The arrangement of special areas for MSMEs in public spaces also provides a more orderly and professional business image, strengthening consumer trust in local products. With collaboration between business actors and routine activities facilitated by the government, the competitiveness of MSMEs is growing both at the local and digital levels.

Third, the creation of jobs is a continuation of the development of economic activities in the public space. The increasing number of activities and increasing turnover make MSME actors need additional personnel to help with business operations, especially during major events. In addition, the development of public spaces fosters the interest of the public, especially young people, to be entrepreneurial. Many respondents said that public spaces are now a new ecosystem for the emergence of new business actors in the fields of culinary, handicrafts, and services. Thus, public spaces are not only places of social activity, but also the driving force of the people's economy that opens up new job and business opportunities for the surrounding community.

Public space functions as a catalyst for MSME economic recovery. Increased turnover, competitiveness, and job creation are closely intertwined, showing that good public space governance, government policy support, and community participation are able to strengthen local economic independence in a sustainable manner.



### The Influence of Public Space Development on the Economic Growth and Recovery of MSMEs

The results of the analysis using the analytic hierarchy process (AHP) method show that the development of public space plays an important role in supporting the economic growth and recovery of MSMEs. The three main indicators that are the focus of the measurement are the increase in the competitiveness of MSMEs, the increase in sales turnover, and the creation of jobs. From the two subcriteria assessed, namely the amount of public space and the comfort of public space, it was found that comfort has the most dominant influence on the three economic indicators, as seen in Table 5.

The figures in the table come directly from the results of the percentage matrix coding in the NVivo 12 Pro software, which represents the proportion of the intensity of respondents' discussions on each sub-criterion in relation to the goal of MSME economic recovery. This percentage shows how often and how strong a theme appears and is connected to the impact category, namely increasing the competitiveness of MSMEs, increasing sales turnover, and creating jobs.

The percentage is then converted into the AHP value so that it produces a priority weight that reflects the level of relative importance between the sub-criteria. Thus, the AHP value is not a new stand-alone number, but a mathematical transformation of a thematic percentage, so that the resulting priority decisions remain based on structured qualitative empirical findings.

**Table 5. Normalization of Public Space Development**

Sub Criteria	Increasing Competitiveness of MSMEs	Increasing Sales Turnover	Job Creation
Number of Public Spaces	0.2973	0.2973	0,2961
Comfort of Public Space	0,7027	0,7027	0,7039

Source: AHP Calculation based on NVivo 12 Pro coding results (2024)

In the increasing competitiveness of MSMEs, the weighting results show that the comfort of public spaces has a much greater weight value than the amount of public space. This shows that environmental comfort is a key factor in creating a highly competitive business ecosystem. These findings are in line with the view of Rohmani et al. (2022) who affirm that public spaces not only function as a forum for economic activity, but also as social spaces that are able to facilitate interaction, increase accessibility, and strengthen networks between business actors. Thus, the more comfortable the public space provided, the greater the opportunity for MSMEs to adapt and compete in the dynamic urban economic environment.

The increase in sales turnover, the results of AHP show the same pattern in Table 4.3, namely the comfort of public spaces has a greater influence than the amount of public space. Theoretically, this can be explained through the concept of "space utilization patterns" as described by Rohmani *et al.* (2022), that a well-organized public space allows MSME actors to optimize the function of the space to attract consumers, display products more attractively, and build a pleasant shopping experience. The good quality of public spaces including cleanliness, security, lighting, and access to facilities directly affects consumers' decisions to visit and make transactions, thereby encouraging an increase in income for MSME actors.

Furthermore, in the aspect of job creation, the weight value of AHP shows that the comfort of public space is again the most dominant factor compared to the amount of public space. This phenomenon illustrates that a comfortable and optimally functioning public space can create a multiplier effect on the surrounding economic sector. This is consistent with the findings of Rohmani *et al.* (2022), which explains that informal economic activities such as street MSMEs in public spaces are able to create new job opportunities, both directly and

indirectly, through increasing buying and selling activities, logistics, and other supporting services.

Overall, the weighting results showed that the comfort of public spaces had an average weight of 0.7031, much higher than the number of public spaces of 0.2969. This strengthens the theory that the development of public space is not enough to be oriented only to the quantity or area of the area, but must focus on the quality of comfort and orderliness of spatial planning. In line with the view (Rohmani *et al.* 2022), public spaces that are well organized and productively utilized by MSMEs play a role as an economic and social space that complement each other, where the sustainability of the function of the space also determines the sustainability of the local economy. Thus, improving the quality of public space comfort is a key strategy in strengthening competitiveness, increasing turnover, and expanding job opportunities for the MSME sector, especially during the post-pandemic economic recovery period.

### **The Contribution of Community Activities in the Economic Development of MSMEs**

Community activities have an important role in accelerating the economic recovery process of the MSME sector, especially after the crisis phase due to the pandemic. Based on the results of the AHP analysis, the sub-criteria of various community activities showed a considerable contribution to three main economic indicators, namely increasing the competitiveness of MSMEs (33.42%), increasing sales turnover (33.42%), and job creation (33.15%). These values show that the active involvement of the community in various forms of social, economic, and cultural activities has a relatively balanced positive impact on all aspects of MSME economic growth.

In increasing the competitiveness of MSMEs, various community activities act as a forum for social interaction and information exchange that strengthens local business networks. Activities such as community bazaars, local product festivals, or entrepreneurship training create collaborative spaces between business actors and consumers. This is in line with the view of Muhammad (2023) who emphasizes that post-pandemic socio-economic changes are strongly influenced by the level of participation and adaptation of the community to new conditions. According to him, productive social activities are able to form new economic solidarity at the local level and encourage MSME actors to innovate and improve product quality to be more competitive in a changing market.

Furthermore, in the aspect of increasing sales turnover, community activities function as a medium for promotion and strengthening purchasing power. When people actively participate in collective economic activities, such as people's markets or religious and cultural activities, there is an increase in money turnover at the local level. Rameksa (2021) explained that public spaces used as places for people to gather and recreation, such as city parks or communal areas, have a dual role: apart from being a social facility, they also function as economic spaces that foster informal trade activities and increase the visibility of local products. Thus, community activities in the public space are an effective means to expand the market and encourage an increase in MSME sales turnover.

As for the indicators of job creation, a variety of community activities make a significant contribution through the formation of derivative economic activities. For example, the implementation of community activities requires supporting services such as consumption, transportation, decoration, and documentation, which ultimately opens up job opportunities for the surrounding community. In the theoretical framework put forward by Muhammad (2023), community participation in post-pandemic socio-economic activities creates a new work pattern that is more flexible, community-based, and oriented towards social solidarity. This shows that community activities not only play a role in the direct economic aspect, but also in creating a social ecosystem that supports the sustainable growth of new jobs.

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Overall, the results of the AHP weighting show that the variety of community activities contributes almost equally to all indicators of MSME economic recovery, with an average weight of 33.33%. This equality illustrates that the diversity of community activities is an important element in building local economic resilience. In line with the views of Rameksa (2021) and Muhammad (2023), community socio-economic activities in public spaces not only strengthen social cohesion, but also stimulate community-based economic growth. Therefore, strengthening the capacity of the community to actively participate in productive activities is a fundamental strategy in accelerating the economic recovery of MSMEs at the local level.

### *Analitical Hierarchy Process (AHP)*

The results of the analitical hierarchy process (AHP) show that the factor with the highest weight on the economic recovery of MSMEs in Cipayung District is the comfort of public spaces with a value of 0.5934 (3.08%), followed by a variety of community activities of 0.2620 (1.36%), and the amount of public space of 0.1445 (0.75%). These findings are in line with the results of interviews with 13 respondents (actors) consisting of government officials, public space managers, and MSME actors.

The comfort of public space occupies the first priority position because it is the most frequently cited factor by respondents as the main driver of increasing people's economic activities. The Head of the Cipayung District Parks Office (Respondent 1) stated that "a clean public space makes visitors feel at home, and it increases sales opportunities." This statement was corroborated by the Head of Community Management (Respondent 3) who emphasized that "clean public spaces reflect professional management and add to economic attractiveness."

MSME actors such as Andi, Rina, and Sari (Respondents 4, 5, 7) also highlighted that comfort aspects in the form of cleanliness, neat spatial layout, and electricity and clean water facilities are the main determinants of increased sales. These results reinforce the weight value of AHP, which shows that improving the quality of public space comfort has a direct effect on turnover and community participation in local economic activities.

The second influencing factor is the variety of community activities (1.36%). All MSME respondents stated that every social, cultural, and sports activity in the public space significantly increased sales volume. Respondent 2 (JakPreneur) explained that "every time there is a big event, the turnover of MSMEs in our area jumps significantly." Respondents 7 and 8 added that activities such as festivals, bazaars, and community activities are natural promotional events for MSME actors without large costs.

In addition to increasing transactions, community activities also play a role in building social networks between business actors and increasing economic collaboration. This is in line with the opinion of Respondents 9 and 12 who stated that social activities "strengthen the spirit of joint venture" and "revive the entrepreneurial spirit of local residents." Thus, community activities are proven to contribute to local money turnover and expand the market for MSMEs.

Even though it has a smaller weight (0.75%), the amount of public space still has an important role as a forum for economic activities. Respondents 1 and 3 explained that adequate public space allows for a more equitable distribution of economic activities and encourages equitable distribution of welfare in various villages in Cipayung. However, they also emphasized that the increase in the number of public spaces must be balanced with good management, cleanliness, and facilities to remain productive.

Respondents 8 and 13 added that the existence of new public spaces triggers the emergence of new business actors, especially among the younger generation. This shows that the amount of public space is a catalyst for the growth of new businesses, although the direct effect on the increase in income is not as large as the comfort factor and community activities.

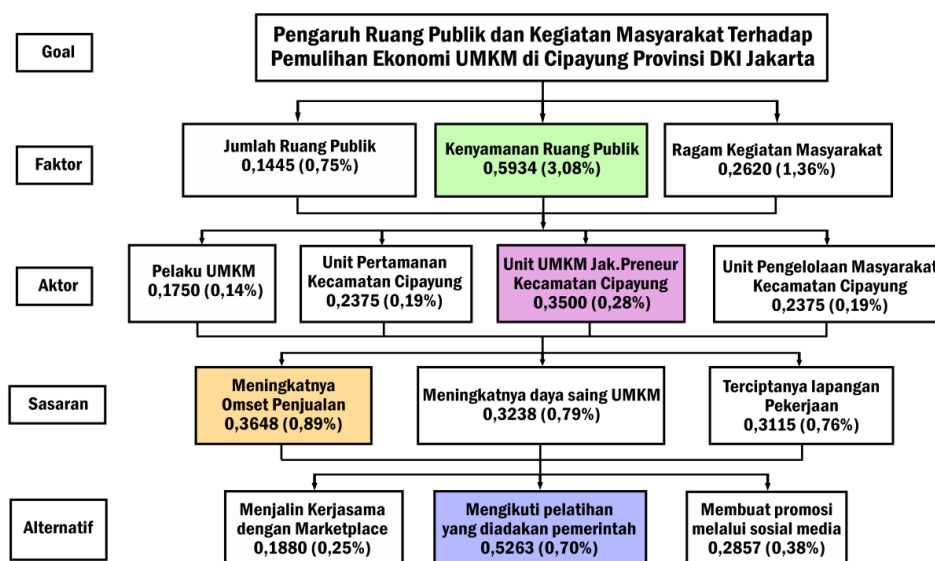
The results of AHP also show that the JakPreneur MSME Unit of Cipayung District has the highest weight among other actors (0.3500; 0.28%). This is consistent with the results of

interviews with Respondents 2, 3, and 11 who explained that JakPreneur plays an important role in organizing entrepreneurship training, expanding access to the digital market, and simplifying the business licensing process. Training programs that are held regularly have been proven to improve the ability of MSME actors in financial management, digital promotion, and customer service.

MSME actors (Respondents 4 - 13) acknowledged the real benefits of the training activity. For example, Rina (Respondent 5) said that the training made her "understand promotion strategies and financial record-keeping," while Dedi (Respondent 6) assessed that government training "is very helpful in improving basic business skills." These findings reinforce AHP's results that institutional support through JakPreneur is an important motor in accelerating economic recovery.

In terms of targets, increasing sales turnover is the highest priority (0.3648; 0.89%), followed by increasing the competitiveness of MSMEs (0.3238; 0.79%) and job creation (0.3115; 0.76%). Interview data showed that MSME actors experienced a 20–50% increase in turnover every time there were major activities in public spaces (Respondents 7, 8, 10). The weight of AHP is obtained through the process of normalizing the percentage value of the result matrix coding NVivo by dividing each value by the total total, according to the principle of normalization of the priority vector in the Analytical Hierarchy Process method (Saaty and Vargas 2012).

For alternative strategies, AHP places participating in training held by the government as the top priority (0.5263; 0.70%), followed by promotion through social media (0.2857; 0.38%) and cooperation with marketplaces (0.1880; 0.25%). This is also reflected in the statements of Respondents 9, 10, and 11 who assessed that the digital transaction system and online promotion "accelerate sales flows and expand the MSME market."



**Figure 2. Analytical Hierarchy Process (AHP)**

Source: AHP Framework developed by the authors based on field data (2024)

Overall, the economic recovery of MSMEs in Cipayung District is determined by two main factors: the comfort of well-managed public spaces and the community activities that are routinely carried out in it. These two factors create an inclusive, sustainable, and empowerment-oriented economic ecosystem.

The implication for local governments is the need for an integrated policy that combines improving the quality of public spaces (infrastructure, cleanliness, facilities) with MSME development programs through JakPreneur and socio-cultural activities. Thus, public spaces

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not only function as a place of recreation, but also as a center of people's economic activities that are able to accelerate the process of recovery and local economic growth.

### Pairs Comparison

The paired comparison table is compiled by comparing each criterion in pairs to determine their relative importance to each other. The left and right columns contain the two criteria that are compared. The middle column (scales 1–9 and 9–1) represents the degree of dominance. A  $\surd$  (tick) mark is given only once on the comparison line. The first step is to define all the criteria to be analyzed, then write them in sequence on the rows and columns of the table so that they form a square matrix.

Each table cell is populated based on the results of a respondent's or expert assessment using a comparison scale, where a value of 1 indicates both criteria are equally important, a larger value indicates one criterion is more important than the other, and the opposite value is used if the criteria in the column are more important than the criteria in the row. Charging is done on only one side of the matrix, while the value on the other side is automatically filled in as the inverse value. This process ensures that all criteria are compared systematically and consistently, so that the paired comparison table can be used as the basis for calculating priority weights in the Analytical Hierarchy Process (AHP) method.

### Comparison of Factors

The results of the paired comparison matrix at the factor level show that there is a difference in the level of importance between the main elements that affect the economic recovery of MSMEs in the Cipayung area. There are three factors that are compared, namely the amount of public space, the comfort of public space, and the variety of community activities. Based on the results of the comparison, it can be seen that the comfort of public space is considered more important than the amount of public space. This reflects the respondents' view that the availability of public space in large quantities will not be effective if it is not accompanied by comfort, security, and order that support the activities of the community and micro business actors around it.

In addition, when the factor of the number of public spaces is compared with the variety of community activities, respondents consider that community activities are more influential in encouraging local economic activities. The variety of activities that take place in public spaces are considered to be able to increase social interaction, expand business networks, and open up sales opportunities for MSME actors. Thus, although the number of public spaces still has a role, the diversity of activities carried out in it is considered to have more impact on the economic movement of the community.

Meanwhile, in the comparison between the comfort of public space and the variety of community activities, the majority of respondents chose the comfort of public space as the more dominant factor. This shows that community activities will run more effectively if they are supported by a clean, safe, orderly public space, and have adequate facilities. The comfort of public space is considered to be the main foundation in creating an environment conducive to the growth of community economic activities. Overall, the results of this matrix illustrate that the comfort factor of public space has the greatest influence in supporting the economic recovery of MSMEs, followed by a variety of community activities, while the number of public spaces occupies the third position as a supporting factor.

### Comparison of Actors

The results of the paired comparison matrix at the actor level illustrate the level of interest relationship among the four main parties involved in supporting the economic recovery of MSMEs in the Cipayung area, namely MSME Actors, Cipayung District Landscaping Units,

Cipayung District JakPreneur MSME Units, and Cipayung District Community Management Units. Based on the results of the comparison, it can be seen that the JakPreneur MSME Unit of Cipayung District obtained the highest level of importance compared to other actors. This shows that the role of this institution is very strategic in coordinating training, mentoring, and market access facilitation activities for MSME actors in the region. JakPreneur is considered a liaison between the local government and the business community which directly plays a role in encouraging capacity building and competitiveness of local MSMEs.

Meanwhile, the Cipayung District Landscaping Unit occupies the second position in the level of importance, because this agency has direct responsibility for the management and arrangement of public spaces which are the main locations of community economic activities. Good arrangement, cleanliness, and the availability of facilities are important supporting factors for the comfort of MSME actors and visitors, which ultimately has implications for increasing small business income around public spaces.

The Cipayung District Community Management Unit is considered to have an important role in social aspects and community empowerment, but its level of importance is below the previous two units. Their role focuses more on increasing citizen participation and strengthening social relations between communities, which indirectly supports the sustainability of the local economy.

In the context of AHP, MSME actors themselves remain the main party in the implementation of economic activities, but their position tends to be lower than that of supporting institutions. This can be interpreted that the success of MSME economic recovery in the Cipayung area is more determined by the synergy between government institutions and supporting communities, not solely by the individual efforts of business actors. Thus, the results of this matrix confirm the importance of the role of institutions, especially the JakPreneur MSME Unit, as the main driver in the process of recovery and strengthening the community's economy based on public space.

### **Goal Comparison**

Based on the results of the paired comparison matrix at the target level, which includes increasing sales turnover, increasing the competitiveness of MSMEs, and creating jobs, all respondents placed a checkmark (✓) in the middle column with a value of 1. This shows that the three target elements have the same or balanced level of importance in the context of MSME economic recovery in the Cipayung area, DKI Jakarta Province.

This equality of weight indicates that increased turnover, competitiveness, and labor absorption are seen as a single interdependent process. The development of public spaces and community activities not only has an impact on the direct economic aspect through increasing sales, but also strengthens the capacity of MSMEs to compete and opens up new job opportunities for local residents. In other words, the success of one of the goals will contribute to the achievement of the other two.

In terms of policy, these results confirm that the MSME economic recovery strategy needs to be carried out in an integrative manner, not only focusing on increasing turnover, but also paying attention to sustainability aspects through increasing competitiveness and community welfare. These three indicators form a mutually supportive cycle of local economic strengthening: increased competitiveness drives sales growth, while increased sales create a need for new labor that ultimately expands the economic benefits of the environment around public spaces.

The results of this paired comparison show that the development of public spaces and community activities in Cipayung District is perceived as an intervention with a multidimensional impact, where economic, social, and environmental aspects run in a balanced

manner and are equally important in accelerating the economic recovery of MSMEs after the pandemic.

### **Comparison of Alternative Strategies**

Based on the weighting results, participating in government training is much more important than cooperation with the marketplace. This shows that increasing the capacity of human resources through training is a top priority in strengthening the MSME economy. The training initiated by the government is able to have a direct impact on skills, digital literacy, and business readiness to face a competitive market.

In addition, promotion through social media is more influential than formal cooperation with marketplace platforms. Social media is considered more flexible, fast, and cost-effective, and can reach a wider audience. MSME actors consider that digital promotion is the most effective means to introduce products and increase direct interaction with consumers without bureaucratic barriers.

In the comparison between taking government training and making promotions through social media, government training is much more important than digital promotion. This signifies that while social media promotion has a rapid impact on sales, the basic ability of businesses to manage a business, understand marketing strategies, and implement innovation remains key to long-term sustainability.

In this study, priority determination was carried out by utilizing NVivo 12 Pro software as a computer-assisted qualitative data analysis software (CAQDAS) qualitative analysis tool. NVivo was used to process and organize the results of in-depth interviews from internal and external respondents, with the aim of identifying the main themes that have the most influence on the development of public space and the economic recovery of MSMEs in Cipayung District. Through the coding and node classification process, each respondent's statement is categorized into several subthemes such as the role of public space, community activities, facilities and infrastructure, and economic management of MSMEs.

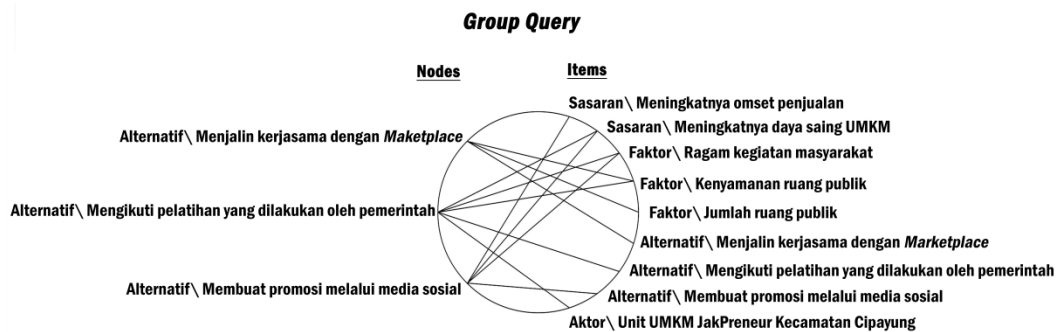
The analysis process begins with importing transcription of the interview results, then the data is encoded using a thematic analysis approach. Each major theme is weighted based on the frequency of occurrence, relevance context, and intensity of respondents' opinions. The results of the coding reference are then visualized in the form of a coding query matrix and word frequency cloud, which makes it easier for researchers to identify the dominant elements that are development priorities. NVivo 12 Pro plays an important role in converting qualitative data into structured quantitative forms through reference values and weighted percentages, which are then used as the basis for priority calculation using the analytical hierarchy process (AHP) method.

With this approach, each factor that emerges from the interview results is not only interpreted narratively, but also measured based on the degree of influence and relevance to the research variables. The use of NVivo 12 Pro allows analysis to be carried out objectively, systematically, and based on empirical data, so that the priority results obtained have stronger validity and can be used as a basis for the formulation of public space development policy strategies that support the economic recovery of MSMEs in the Cipayung area, DKI Jakarta Province.

### **Alternative Strategies**

Each strategy alternative has a dual linkage to more than one goal, as seen in Figure 4.7. For example, establishing cooperation with the marketplace is connected to both indicators of increasing sales turnover and increasing the competitiveness of MSMEs, which shows that market digitalization is one of the effective strategies to expand business reach and improve economic performance. Meanwhile, participating in the training held by the government has a

relationship with almost all targets, reflecting that increasing the capacity and competence of MSME actors is a strategic element that has a multiplier effect on business growth, product innovation, and job opportunities. As for making promotion through social media look connected to the comfort factor of public spaces and the variety of community activities, which indicates that digital promotion will be more effective if accompanied by social and physical activities in public spaces that support direct interaction between business actors and consumers.



**Figure 3. Connection map Group Query**

Source: Coding interview results using Nvivo 12 Pro

Affirming the important role of local actors, such as the JakPreneur MSME unit of Cipayung District, which functions as a link between policies, training, and business actors in the field. These actors act as facilitators who ensure that various alternative strategies can be implemented synchronously in the local ecosystem. The relationship between the factors of public space and the variety of community activities also shows that the quality of public space and community social participation are the foundation for the success of various economic recovery programs. A comfortable, clean, and easily accessible public space will strengthen the effectiveness of promotional activities, MSME bazaars, and direct buying and selling interactions. This is in line with the theory of community activities according to Rameksa (2021), which states that public spaces such as city parks double function as social and economic spaces, where people interact as well as drive informal trade activities.

The relationship between the elements in the diagram also reflects the view of Muhammad (2023) who emphasizes the importance of socio-economic adaptation of the community through active participation in productive activities. The variety of community activities, training, and the use of public spaces not only arouses social solidarity but also creates new economic opportunities. Thus, the relationship structure in this diagram shows that MSME economic recovery cannot be achieved through a single approach, but requires synergy between training, digitalization, public space, and community participation. Collaboration between the government, communities, and MSME actors is a determining factor for success in building an adaptive, inclusive, and sustainable business ecosystem. In Figure 4.8 it can be seen that:

1. The highest priority was to attend training with a percentage of 0.70%, and these findings were fully aligned with the results of interviews from 13 respondents. Almost all MSME actors such as Andi, Rina, Sari, Maya, Budi, and Nisa, consistently conveyed that the training provided by the government has improved their skills, especially in digital marketing, price strategy, financial recording, product packaging, and increased competitiveness. Even official officials such as the head of jakpreneur Cipayung emphasized that training is the main foundation for MSME economic growth because it opens insights, strengthens competencies, and encourages professionalism of business actors. Because



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direct training is felt to be beneficial in increasing turnover and adaptability, it is natural that this alternative is a top priority in the economic recovery of MSMEs in Cipayung.

2. The second priority is to make Promotions through Media which has a value of 0.38%. This intermediate priority is also very consistent with field interviews. Many MSME actors stated that the development of digital facilities in public spaces such as Wi-Fi, activity stages, and crowds of community events has made it easier for them to promote products through social media. Respondents such as Rina, Sari, and Maya emphasized that community activities in public spaces increase the chances of promotional content because their products can be exhibited directly and disseminated digitally by visitors. Despite their importance, media promotion still relies on technical skills that they often acquire from government training. Therefore, media promotion ranks second: highly relevant, but not as strong as the benefits of training.
3. The last priority is to Establish Cooperation with the Marketplace, which has the lowest value of 0.25%. The results of the interviews show that although some MSME actors have started to utilize non-cash transactions such as QRIS, formal collaboration with large marketplaces is still not the main focus. Many MSMEs rely more on direct sales in crowded public spaces than expanding their networks to large digital platforms that require more complex commitment, operational costs, and technical adaptations. Respondents such as Dedi, Budi, and Joko tend to emphasize the importance of improving public space facilities, community activities, and training, while marketplace cooperation has not been widely mentioned as an urgent need. Therefore, this option is naturally placed as the lowest priority in the context of the current MSME recovery.

Thus, the priorities of the MSME economic recovery strategy in Cipayung in order are: (1) Participating in Training, (2) Making Media Promotions, and (3) Establishing Marketplace Cooperation is a very consistent sequence between quantitative findings from the graph and qualitative findings from interviews with actors and stakeholders.

**Table 6. AHP's Strategy Priorities**

Coding	Percentage coverage (%)	AHP Weight
<i>Nodes\Alternative\Attend training held by the government</i>	0,70	0,5240
<i>Nodes\Alternatives\Promoting Through Social Media</i>	0,38	0,2887
<i>Nodes\Alternative\Partnering With Marketplace</i>	0,25	0,1873
Total	1,33	1,0000

Source: AHP calculation based on NVivo 12 Pro coding (2024)

Table 6 related to strategy priorities illustrates the results of the analytical hierarchy process (AHP) analysis of three main alternatives in supporting MSME economic recovery, namely (1) participating in training held by the government, (2) making promotions through social media, and (3) establishing cooperation with marketplaces. The percentage coverage value in Table 4.8 shows the proportion of occurrence of these themes in the overall qualitative analysis data, while the AHP weight value reflects the level of strategic priority based on comparative weighting between alternatives.

Based on the results of the AHP calculation, the strategy with the highest weight is "Participating in training held by the government" (0.5241). This value shows that training has the most significant contribution in increasing the competitiveness, productivity, and adaptation of MSME actors to market changes. Structured training can improve managerial skills, digital knowledge, and innovative skills of business actors, thereby expanding marketing networks and stimulating turnover growth. This is in line with the findings of Muhammad (2023) who

emphasized the importance of building community capacity through post-pandemic socio-economic learning activities as an effort to accelerate local economic recovery.

The second position is occupied by the strategy "Creating promotions through social media" (0.2887). This strategy plays a big role in expanding market reach and introducing MSME products digitally. Social media such as Instagram, TikTok, and Facebook are effective means to increase product visibility, strengthen brand image, and build direct interaction with consumers. In the context of the creative economy and post-pandemic recovery, the ability to promote online is an important competency so that MSMEs can compete in an increasingly competitive open market.

Meanwhile, the strategy "Establishing cooperation with the marketplace" (0.1873) has the lowest priority, although it remains relevant in the medium term. The smaller weight value shows that collaboration with the marketplace still faces obstacles, such as limited technical capabilities, administrative costs, and uneven digital literacy among MSME actors. However, this collaboration is still important as a strategy to strengthen digital distribution channels and needs to be combined with training and social media promotion so that the results are more optimal.

In the Analytical Hierarchy Process (AHP), final weight (AHP Weight) is always 1.0000 because the weight is the result of normalization Eigenvector from a paired comparison matrix. The AHP calculation process uses the primary eigenvalue ( $\lambda_{\max}$ ) to assess the consistency of the assessment, but the normalization of the eigenvector mathematically forces all the alternative weights to be total = 1. In other words, the sum of 1.0000 is not a calculated number of Percentage Coverage, but is a consequence of the mathematical nature of the AHP that results in the relative proportions between the alternatives. During the Consistency Ratio (CR) < 0.10—which is calculated using the formula  $\lambda_{\max}$ ,  $CI = (\lambda_{\max} - n)/(n - 1)$ , and  $CR = CI/RI$ —then the matrix is declared consistent, so that the weights that are then normalized to 1.0000 are considered valid and usable. So, a total of 1.0000 actually indicates that the AHP calculation has been done according to the procedure, not an error (Pant et al. 2022).

Overall, it emphasizes that these three strategies complement each other in the grand framework of MSME economic recovery. The priority order shows that human capacity building through training is the main foundation, which is then strengthened by digital promotion strategies and the expansion of market networks through partnerships with marketplaces. This approach is in line with the community-based economic development paradigm that emphasizes competency improvement, technological adaptation, and cross-sector collaboration as pillars of local economic sustainability.

## CONCLUSION

The development of public spaces and socio-cultural activities, such as bazaars, training, and community events, positively influenced MSME economic recovery in Cipayung District by enhancing space quality and comfort, fostering business-community interactions, boosting promotions, and increasing transactions. These efforts expanded networks, encouraged participation, and accelerated local economic turnaround, with recovery depending not just on space existence but on effective management and activity intensity. The findings underscore the local government's role in sustainably managing public spaces as socio-economic hubs while promoting active MSME and community involvement. For future research, longitudinal studies could track long-term MSME performance post-revitalization, incorporating economic metrics like revenue growth and employment rates across diverse urban districts.

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