

ORIGINAL ARTICLE

The role of local government in the empowerment of MSME actors in Palopo City

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Abstract

The micro, small, and medium enterprise (MSME) activities cover almost all business fields, and the existence of MSMEs is crucial, especially for increasing income for low-income groups. This study aims to find out how the government carries out its role as a facilitator, as a regulator, and as a catalyst on the eight indicators based on the Regional Regulations of Palopo City, especially in the development of MSMEs in Palopo City. The research type is qualitative research, which explains events that actually occurred in the field during the study. Informants were heads of cooperatives and MSMEs, heads of the UMKM sector, staff of the cooperatives and MSMEs office of Palopo City, and several MSME business actors. Data collection was carried out through direct field observations, interviews, and documentation with informants. The findings indicate that the government's role in empowering MSMEs was carried out by the Office of Cooperatives and MSMEs, and the government carried out its role as a facilitator, a regulator, and a catalyst. The government has a major influence in carrying out the empowerment, and it can help MSME actors maintain and improve their business by providing access to financing and capital, promotion, coaching, mentoring training, and growing the business climate. Finally, we will look at the condition of MSMEs, especially micro-type businesses that have grown densely in various areas in Palopo City.

Keywords

government role, local government, empowerment, MSMEs, community development

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1 | INTRODUCTION

In developing countries, one of the main priorities in carrying out the country's activities is national development, as is the case with the Indonesian nation. One of the things to pay attention to in national development in Indonesia is the economic sector. In the current era of regional autonomy, realizing national development in the economic sector is not only the responsibility of the central government but also regional governments. The role of SMEs in Indonesia, as linked by the government, should be to be able to reduce the unemployment rate, which is increasing every year, overcome poverty by helping underprivileged people, and equalize opinions, which can improve the lives of people who have financial limitations, in particular (Basir, 2015).

Micro, Small, and Medium Enterprises, abbreviated as MSMEs, are businesses carried out by the community and refer to productive economic businesses owned by individuals or business entities in accordance with the criteria established by Law No. 20 of 2008, which was updated in Law No. 11 of 2020. The existence of MSMEs cannot be eliminated or avoided in today's society because they are very beneficial in terms of increasing people's income.

Seeing what happened in Indonesia during the crisis, it is not an exaggeration to focus on developing private MSMEs, and this business sector is often ignored because its output is small and unable to compete with other businesses. The general characteristics of MSMEs are independent businesses, self-sufficiency in funds, localized marketing areas, small company assets, and a limited number of employees. The principles for implementing MSMEs are unity, people's economy, independence, balanced progress, sustainability, judicial efficiency, and national economic unity (Nikmatuzaroh, 2019). Micro, Small, and Medium Enterprises (MSMEs) in Palopo City continue to grow rapidly and significantly. Table 1 shows the development of MSMEs according to BPS data (2020).

Table 1. Development of Micro, Small and Medium Enterprises in Palopo City 2020.

No.	Subdistrict	Units	Labor		Capital
			Man	Woman	
1	Wara	1,987	1,964	2,030	10,449,855,000
2	Eastern Wara	484	339	450	8.201.211.110
3	North Wara	750	847	926	1,593,050,000
4	West Wara	341	116	154	1,655,060,000
5	South Wara	160	116	110	1,184,500,000
6	Telluwanua	336	108	128	885,200,000
7	Bara	403	140	172	2,515,100,000
8	Sendana	135	76	82	298,500,000
9	Mungkajang	180	70	87	478,750,000
Total		4,776	7,965		27.261.226.110

Source: Central Statistics Agency (BPS) Palopo City, 2020.

Table 1 records that the number of MSME actors in nine sub-districts in Palopo City is very significant. With workforce absorption reaching 7,965 people. According to data from the Palopo City Cooperatives and MSMEs Service, the East Wara District area is the third largest contributor to MSMEs in Palopo City, around 10 percent of the number of existing MSME units. Apart from the geographical location of East Wara District, which is very strategic, namely being in the center of the city with a supportive busy location, East Wara District is a target sector for MSMEs, especially in the culinary snack business sector.

As a city with a good level of economic growth, Palopo City has also become a destination city for job seekers from the surrounding area, causing the job opportunities available in Palopo City to not be optimal in



absorbing the existing workforce, which ultimately leads to unemployment in Palopo City. In 2019, the unemployment rate in Palopo City was 9.67%, increasing by 0.71% to 10.37% in 2020. The increasing unemployment rate in Palopo City shows that the level of labor absorption in Palopo City is still a problem that must be addressed. government attention. One effort to overcome the problem of unemployment in Palopo City is to increase the role of the community in getting involved in the creative economy business sector.

One of the government's seriousness is shown by the existence of various kinds of empowerment programs through Small and Medium Enterprises (UKM), namely businesses that have synergy between the government and other parties are very much needed for the effectiveness of empowerment programs. In this case, MSMEs are one of the economic drivers in Palopo City, especially small traders who help the family economy. In addition, the existence of SMEs is an important factor in absorbing labor in Palopo City. The implementation of large-scale social restrictions (PSBB) forces all lines of community activities to be carried out at home, from school and worship to working to earn income. Due to the limited space for movement, it forces the business and service sectors to reduce production activities to reduce greater losses, so that in the end quite a few workers are laid off or even dismissed from their jobs, triggering an increase in the number of poor people in 2020. (BPS Palopo City, 2021).

Table 2. Amount Population, Poor Population, and Open Unemployment in 2020.

Year	Poor Population (%)	Unemployment (%)	Population (People)
2016	1,987	1,964	2,030
2017	484	339	450
2018	750	847	926
2019	341	116	154
2020	160	116	110

Source: Central Statistics Agency (BPS) Palopo City, 2020.

Table 2 shows that the poor population in Palopo City in 2016 was 8.74% and the number of open unemployed was 14.54% of the 176,910 residents of Palopo City, in 2017 the poor population rose from 0.04% to 8.78%, and the number of open unemployed experienced decreased by 3.58% to 10.96% while the population also decreased by 172,920 people, in 2018 the poor population decreased by 0.84% to 7.94%, then the number of open unemployed increased by 0.64% to 11.60 and the number the population also increased to 180,680 people, in 2019 the poor population was 7.82%, down 0.12% from the number of poor people in 2018, while the number of open unemployed was 10.32%, down 1.28% from 2018. The population of Palopo City increased by 184,600 people, 2020 the percentage of poor people increased by 0.03% to 7.85%, and the number of open unemployed also increased by 0.05 to 10.37% in 2020; at the same time, the population of Palopo City increased slightly to 184,681 people (Mayasari, 2019). Considering the large number of unemployed and the fact that not everyone has a high educational background to get a job, the existence of SMEs in Palopo City provides a great opportunity for employment for people who do not have higher education or small and medium-sized communities.

However, the existence of these MSMEs does not mean without problems. According to data collected by the Small and Medium Enterprises Sector at the Department of Cooperatives and SMEs in Palopo City, SMEs' problems are related to capital, difficulties in marketing, tight business competition, difficulties in raw materials, lack of technical production expertise, lack of business managerial skills and quality of human resources. the manager. This is due to the limited knowledge possessed by MSMEs, which can be seen from the personal motivation of MSME actors themselves to carry out creativity in developing their businesses and finding solutions to answer various challenges and problems that currently exist (Mayasari, 2019).

2 | METHODS

This research was conducted at the Palopo City Cooperatives and SMEs Service, Jalan Andi Djemma Number 68 Amassangan, Wara District, Palopo City. This research was conducted with an estimated research time of 3 (three) months. The basic type of research used in this research is descriptive qualitative research. Qualitative descriptive research is a form of research that aims to describe and reveal the actual phenomena and conditions of MSME empowerment in an effort to improve the welfare of business actors in Palopo City.

There are two types of data used in this research, namely (1) primary data, which is the type and source of research data obtained directly from informants by conducting observations and interviews with informants who are considered representative and can provide valid information, and (2) secondary data, is data obtained through available sources such as notes, historical reports, and documents which are then used to complement primary data according to the research object.

The data sources in this research are sources or informants. The informants consist of several components who are considered to know or be directly involved in the process of empowering MSME actors in Palopo City. The informants for this research who were selected using purposive sampling were the Head of the Palopo City Cooperatives and SMEs Service, the Head of the Palopo City SMEs Empowerment Division, employees of the Cooperatives and SMEs Service, and MSMEs.

To obtain data that is relevant, accurate, and accountable, the author uses several data collection techniques. The data collection techniques in this research are (1) Observation, data collection techniques by conducting direct observations of the process of empowering MSMEs in improving the welfare of business actors in Palopo City; (2) Interview, is a data collection technique where the researcher directly carries out question and answer activities with predetermined informants; (3) Library research, data collection techniques by reading books, magazines, newspapers, documents, laws, and other information media related to empowering MSMEs; (5) Online data documentation, this data collection technique is like a library study technique, but the only difference is the media in which online data is collected using internet facilities.

The data analysis technique simplifies data so that it is easier to read and interpret. The data obtained will be analyzed using qualitative data analysis methods. Data from interviews and literature obtained were then recorded and collected to become field notes.

3 | RESULTS AND DISCUSSION

3.1 | Results

In line with Palopo City Regional Regulation Number 1 of 2021 concerning the Empowerment of Cooperatives and Micro Enterprises, where Article 14 contains 8 indicators carried out by the regional government in empowering Micro Enterprises. There are several indicators to measure the Empowerment of Micro Enterprises, namely as follows:

3.1.1 Capital

Based on research conducted by the author at the Department of Cooperatives and SMEs in Palopo City, the government has taken various methods or actions to control and improve the quality of MSMEs in Palopo City. One of these is providing business capital assistance, which is expected to boost business actors' survival in economic competition.

In accordance with the results of the researcher's interview with the Head of the Palopo City Cooperatives and SMEs Service, the Empowerment Program, through the form of capital facilitation carried out by the Palopo City Cooperatives and SMEs Service, has many allocations and financing schemes. Starting from appointing a bank that provides and distributes KUR (People's Business Credit), which only covers micro and small business actors. As

well as the distribution of KUR from private companies such as PNM (Permodalan Nasional Madani) and Pegadaian, which specifically distributes KUR to Ultra Micro (Umi) business actors.

3.1.2 Promotion and Marketing

Promotion and marketing activities themselves are usually carried out by cooperative and SME departments in the form of trade exhibitions by providing and giving space to MSMEs to market their products. Several MSMEs have also been taught how to sell online through training held by the cooperative and SME departments before being included in digital marketing websites and MSME auction websites whose marketing patterns also use an auction pattern.

The employee in the Micro Business Empowerment Sector of Palopo City also said the same thing, saying that the regional government quite regularly facilitates online marketing, whether through marketplaces, partnerships with cooperatives, product promotion, and marketing through collaboration with KPKNL Palopo, including SME products in exhibitions and participation in entrepreneurship training activities. Apart from that, there are also MSMEs, which are facilitated by the cooperative and SME departments in selling their products in the best cooperatives in Palopo City and facilitating online marketing through collaboration with KPKNL Palopo, as well as including SME products in exhibitions both within and outside the city.

3.1.3 Partnership

In terms of the partnership itself, the regional government of Palopo City, especially the Department of Cooperatives and MSMEs, contacted several institutions that care about MSMEs. These institutions are then allowed to share their knowledge or provide direct technical training.

The same thing was conveyed by the Head of the Empowerment and Micro Business Division who said that the form of partnership carried out by the Cooperatives Service was by contacting certain institutions that had concerns about MSMEs, then these institutions were allowed to share their knowledge or provide direct technical training with The aim is that business actors will be able to compete independently and further develop amidst global competition.

3.1.4 Mentoring Business Manager

Mentoring is a form of community empowerment that involves placing assistant staff who act as facilitators because their job is more as a driver, mover, and motivator, while the perpetrators and managers of activities are the community itself. Empowerment is a process that requires time and concrete action in stages, continuously increasing community capacity. Therefore, assistance is needed in empowerment activities. This assistance is needed as an empowerment agent whose job is not to patronize but rather to facilitate, communicate, and guide the community in the field.

Apart from that, the local government, in this case, represented by the Department of Cooperatives and MSMEs of Palopo City, has tried to carry out its duties as best as possible by assisting in the form of assistance to all MSME business actors who wish to issue a Business Identification Number. An interview with one of the business actors also said that arranging the NIB itself is quite easy and free of charge because you only need to submit files and documents through the RT as one of the conditions for making an NIB.

3.1.5 Support Convenience Obtaining Raw Materials and Facilities Support in the Production Process

At this stage, the Palopo City government also continues to actively provide assistance in the form of goods such as business equipment or work tools to support business actors' production processes.

The same thing was conveyed by an employee of the Palopo City Cooperatives and SMEs Department who said that if every MSME wanted to obtain goods for their production process, the processing would be easier. Where the business is required to first carry out verification, and if the business is considered feasible, then validation or assessment will be given to the business. However, please note that you must first wait for the

budget after carrying out the city government's priority matters because these activities are included in non-obligatory spending. This activity was also stopped in 2020 during COVID-19 because the budget was allocated for emergency matters at that time.

3.1.6 Training

Training is a means used by a company or organization to shape human resources to face the era of globalization which is full of challenges and uncertainty. So companies/organizations must design planned training so that it continues to exist even though competition in the era of globalization is getting tougher. The empowerment program for the Palopo City Cooperatives and SMEs Department in the field of training seeks to increase the productivity, quality, and creativity of MSMEs. Below is presented data regarding the performance achievements of the Department of Cooperatives and MSMEs from 2019-2022.

Table 3. Performance Achievements of the Palopo City Cooperative and UMKM Department 2019-2022.

No.	Programs/Activities	Person responsible	Amount	
			Target	Realization
2019	Conducive MSME Creation Program	SME Discop	100%	99.75%
	MSME Entrepreneurship and Competitive Advantage Development Program	SME Discop	100%	99.81%
	Business Support System Development Program for MSMEs	SME Discop	100%	100%
2020	Support System Development	SME Discop	90%	89%
2021	Development of Business Support Systems for MSMEs	SME Discop	100%	96%
2022	Empowerment of MSMEs	SME Discop	100%	99%
2022	MSME Development	SME Discop	99%	98%

Source: Palopo City MSME Service.

Table 3 shows that the local government, which in this case is represented by the Department of Cooperatives and MSMEs of Palopo City, has achieved most of the program realization in accordance with the target, although it is not perfect for meeting the targets that have been set. This is because the number of MSMEs in Palopo City continues to increase.

3.1.7 Exhibition Trading

The government's efforts to facilitate trade exhibition activities can be said to be quite adequate for business actors who want to increase their rupiah coffers. Trade exhibition activities are carried out on important days, one of which is during anniversaries, and are carried out by private companies.

In accordance with the results of the researcher's interview with the Head of the Micro Business Empowerment Division, he said that in trade exhibitions the regional government facilitates by providing information only to business actors assisted by the cooperative and SME services to participate in selling their products and activities like this are of great interest to business actors so that the government also continue to try as much as possible so that all MSMEs have the opportunity to take part in trade exhibitions.

Apart from providing added value for business actors, the government, in this case, the cooperative and SME department, is also the party that facilitates it, making it quite easy to collect data directly from MSMEs whose businesses do not yet have legality so that we can help them with the arrangements so that their businesses are easier for us to reach. in obtaining assistance from the program that will be implemented.

3.1.8 Earnings Licensing, Standardization, and Certification

A business permit is an official document from an authorized agency that states that a person or entity is legally or permitted to carry out a certain business or activity. So, the "business permit" is very important in the context of business, especially for Micro, Small, and Medium Enterprises (MSMEs), so that they can be protected, have certainty in doing business, and enjoy the comfort and security they deserve.

In accordance with the results of the researcher's interview with the Head of the cooperative and SME department who said that in terms of obtaining permits, the regional government provides them free of charge because the government wants to protect business actors. Likewise, with processing halal certification, IPR, and BPOM (distribution permit). The government wants to guarantee full protection and convenience to existing MSMEs so that in the future things don't happen that could have a domino effect for MSMEs because it will hamper the pace of their own businesses, one of which is when they want to apply for capital. So, it is difficult for MSMEs to develop their businesses even bigger.

However, many MSME players still don't care about the legal aspect, even though the government has issued the latest policy regarding PP No. 7 of 2021 concerning the Convenience, Protection, and Empowerment of Cooperatives and MSMEs. The PP has changed several provisions that were previously regulated in Law No. 20 of 2008 concerning MSMEs.

3.2 | Discussion

3.2.1 The Initial Phase

The process at the initial stage originates from the government, by the government, and is intended for the people. The government's role at the initial stage is very pronounced, especially in providing training, counseling, and assistance to entrepreneurs. The government, in this case, is the Department of Cooperatives, MSMEs of Palopo City, which is responsible for empowering MSMEs in Palopo City. The indicators in the empowerment process at this stage consist of the following three indicators:

Training

In accordance with the research results, the training held by the Department of Cooperatives and Small and Medium Enterprises (UKM) of Palopo City in developing Micro, Small, and Medium Enterprises (MSMEs) is marketing training oriented towards how people market their products well through product packaging innovation, product hygiene, and entrepreneurship training. Apart from that, in order to develop the capacity and product quality of Small and Medium Enterprises (UKM), every year, comparative studies are carried out in regions in order to provide training on patent rights and halal certification to the public regarding the products produced.

However, the types of training generally carried out by the Palopo City Department of Cooperatives, Small and Medium Enterprises (UKM) include education and training (training), workshops, and outreach. Training is a process of transforming knowledge and knowledge to participants in developing their business. This training is routinely carried out every year, especially for beginner entrepreneurs and new entrepreneurs.

Counseling

The extension carried out by the Department of Cooperatives, Small and Medium Enterprises (UKM) of Palopo City usually takes place directly in one place, such as at the village office or at the sub-district head's office. Then, the evaluation process includes monitoring the results of the extension activities. The evaluation is in the form of an accounting or financial responsibility report by the participant to the Department of Cooperatives, Small and Medium Enterprises (UKM) of Palopo City.

Apart from training, there is also outreach which is useful for increasing HR's insight regarding the development of MSMEs. The counseling carried out by the Palopo City Cooperatives and SMEs Service in collaboration with the Palopo City State Land Agency Office aims to improve the business climate and business

investment, in the form of providing cross-sectoral land certification for MSMEs starting with registering land in order to achieve legal certainty and reduce the incidence of land dispute.

Policy

Government policies are very influential in empowering MSMEs. The policies issued by the government, in this case, the Department of Cooperatives and SMEs of Palopo City, serve as direction and guidance in developing MSMEs. One of the policies issued by the government is Palopo City Regional Regulation Number 1 of 2021 concerning the Empowerment of Cooperatives and Micro Enterprises.

3.2.2 Participatory Phase

At the participatory stage, the empowerment process is basically from the government together with the people and is intended for the people. This phase can only be implemented when the first phase has shown results that meet expectations.

Community involvement

At this stage, the role of the government is increasingly reduced to actively involving the community in order to achieve independence. This can be seen in the level of community participation as business actors who are quite interested in every training carried out by the Palopo City Department of Cooperatives, Small and Medium Enterprises (UKM).

The same thing was conveyed by a restaurant owner who said that usually, if there is going to be a training activity, he will be informed via WhatsApp message, and he will definitely take part. Even if he is unable to attend the training activity, he will definitely ask his employees to replace him because he thinks activities like this will help him manage the business he is currently running.

Enthusiastic public in the empowerment program

The level of community enthusiasm, in this case business actors, is also quite high in participating in training and counseling from the Palopo City Department of Cooperatives, Small and Medium Enterprises (UKM). This can be seen from the results of interviews conducted with business actors assisted by the Palopo City Cooperatives and SMEs Department, who regularly participate in training, counseling, and outreach activities related to the programs that will be implemented.

The continuous training carried out by the Palopo City Department of Cooperatives, Small and Medium Enterprises (UKM) is effective. This can be seen from the fairly high level of participation of the business community in the training. Apart from that, in organizing the training, the Department of Cooperatives, Small and Medium Enterprises (UKM) of Palopo City provided transportation cost allowances to participants so that the community participated quite enthusiastically.

3.2.3 Emancipatory Phase

At this stage, the community is empowered and has the ability to develop their own SMEs. Therefore, the empowerment carried out by the Department of Cooperatives, UKM, Palopo City must be adapted to their conditions. To empower these businesses, there needs to be full and broad support, protection, and development from the relevant agencies. The current condition of trade businesses cannot fully utilize this phase because most existing businesses have not yet found the ability to empower their own businesses, as seen from the many businesses that are no longer active. However, in this phase, several businesses can be categorized as businesses that are capable of developing resiliently and independently.

This is in line with what also happened in the city of Palopo, where several business actors have been able to develop their own businesses. One of the business people the author interviewed is the founder of the Tuuk Tea business, which at first only sold using a mobile cart but has now developed into a bigger business with several

branches. From the phenomenon above, we can see how a business will develop if a business actor really wants to pay attention to every aspect, such as the attractiveness of the business being run, the product logo packaging, and, most importantly, especially the taste of the product.

Apart from that, another impact of the output of this emancipatory phase is that it can open up expanded job opportunities in Palopo City, which can reduce unemployment and poverty. However, in the process of turning business actors into independent business actors, we cannot deny that there are still several obstacles, such as the difficulty of changing the mindset of business actors so that they always want to explore their abilities and try new things for their business.

4 | CONCLUSION

The implementation of empowering MSMEs in Palopo City has largely been carried out as it should. However, it does not rule out the possibility that there are still several things that need to be addressed. The indicators of success in implementing this role can be described that the role in facilitating access to capital has been running but there are still obstacles related to financing; where there are still many business actors whose loans are still available, but their business has stopped, the role in facilitating promotion and marketing has been maximized through various training programs, the role in facilitating partnerships has also run optimally as the government provides space for MSME players to sell their products to cooperatives, markets, and retail companies, the role in assisting business management has not run optimally because the data collection process for business actors in each sub-district has not been evenly distributed so that there are still many MSMEs who do not know about the existence of the Cooperatives and SMEs Service, the role in supporting the ease of obtaining raw materials and supporting facilities in the production process has been ongoing but is not optimal due to budget limitations so that it cannot reach large numbers of Small and Medium Enterprises, the role in facilitating training has been maximized, which can be seen from the output obtained from business actors who regularly participate in every training program launched by the government, the role in facilitating trade exhibitions has been running optimally, where the government always provides space for MSME players to sell their products during important activities in Palopo City, the role in facilitating the acquisition of permits, standardization, and certification has been carried out but has not run optimally because not all of the total MSMEs in Palopo City have NIBs and halal certificates

The factors that influence the process of empowering MSMEs in Palopo City are measured through the Initial, Participatory, and Emancipatory phases, are the initial phase, which consists of the implementation of training, counseling, and policies carried out by the Department of Cooperatives, Small and Medium Enterprises (UKM) of Palopo City for MSME actors, has been running optimally. This can be seen from various SME empowerment activities such as training and counseling for budding entrepreneurs and the formation of new entrepreneurs. In order not to conflict with the Government's own objectives, the Government issues regulations or policies in the form of facilitating capital assistance, promotions, partnerships, as well as complete facilities and infrastructure. Furthermore, the participatory phase, Community involvement in each program, and community enthusiasm in this Small and Medium Enterprise empowerment program have had a real impact, such as community activity and community participation in the empowerment program. Where the resulting output is that MSME actors can support each other and give each other opinions and can also find solutions to any obstacles that hinder the development of the empowerment program. Finally, in the emancipatory phase, at this stage, the community is empowered and has the ability to develop its business, but in implementing the Small and Medium Enterprise empowerment strategy, there are still limited human resources and a limited budget, so it cannot reach large numbers of Small and Medium Enterprises.

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Disclosure Statement

The author declares that (s)he has no relevant or material financial interests that relate to the research described in this paper.

Data Availability Statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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