

Implementation Of Policies For Develeping Aceh. S Micro, Small And Medium Enterprises

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ABSTRACT

The MSME policy in Aceh is underwritten by the Nanggre Aceh Darusalam (NAD) qanun number 19 of 2004 concerning the empowerment of small business centers which in article 5 states that the development and development of small business centers is carried out by the government, the business community and the community, both independently and jointly. directed, integrated and sustainable. The number of MSMEs currently in Aceh is 74,810 MSMEs spread throughout Aceh. 73. 580 of them still need the government's role in assistance services, (Diskopukm, Aceh 2020). Development activities have been carried out on 612 MSME center units but this activityexperiencing several obstacles including lack of institutional capacity, lack of human resources, market access and use of appropriate technology, opening access and opportunities for MSME players to be able to compete and side by side with the national market. One of the urgent activities that must be carried out by the Aceh government is carrying out MSME promotion activities both to the national market and the global market.This study uses a qualitative method withdata collection techniques used observation, interviews and documentation. Data analysis was carried out using an interactive analysis model with four stages (a) data collection (2) data reduction, (3) data presentation (4) conclusion drawing. The results of the study illustrate that MSME development is carried out in several segments, namely institutional development, human resource development, financing, marketing, and production. In the development of MSME in Aceh there are two excellent programs carried out, namely business mentors and business meetings. Promotional activities were carried out through the Aceh Expo UMKM exhibition, Aceh fashion week. Constraints in the development of MSMEs are internal and external constraints from both the government, MSME actors and the community..

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INTRODUCTION

Policy implementation is the process by which a policy or rule that has been made is implemented. This process requires serious attention from policy makers. Policy implementation is a way for policies to achieve their goals, when goal setting has been carried out, the next step is to make efforts to achieve these goals. The implementation of Micro, Small and Medium Enterprises (MSMEs) development policies is one of the national strategic issues that is currently being promoted by the government, this field of business is growing rapidly in Indonesia. Micro, Small and Medium Enterprises (MSMEs) are expected to be able to penetrate both national and international markets by providing trusted quality products [1].

[2] argues that MSMEs are able to survive amidst low economic growth. MSMEs that were previously considered to play a role in rural economic growth are now playing an important role, namely as a driver of Indonesia's non-oil and gas export foreign exchange [3],

[4]. The MSME policy in Aceh is underwritten by the Nanggre Aceh Darusalam (NAD) qanun number 19 of 2004 concerning the empowerment of small business centers which in article 5 states that the development and development of small business centers is carried out by the government, the business community and the community, both independently and jointly. directed, integrated and sustainable.

Aceh MSME actors consist of the middle to lower economic class, so this sector needs serious attention from the local government. The Government of Aceh together with related agencies in carrying out regional authorities in the field of cooperatives and SMEs have attempted to carry out various activities in order to support the progress of Aceh's MSMEs including the Gebyar UMKM Exhibition in 2018, PKBL expo, Bali tourism activities, with the aim of growing the spirit of MSME actors in introducing their products well at the national and international levels, while also increasing the productivity and competitiveness of MSMEs in Aceh. Other MSME development activities include developing and fostering cooperatives and MSME, creating a conducive business

climate for MSME, planning programs and economic development. The number of MSMEs currently in Aceh is 74,810 MSMEs spread throughout Aceh. 73. 580 of them still need the government's role in assistance services, (Diskopukm, Aceh 2020).

Development activities have been carried out on 612 MSME center units but this activity experiencing several obstacles including lack of institutional capacity, lack of human resources, market access and use of appropriate technology, opening access and opportunities for MSME players to be able to compete and side by side with the national market. One of the urgent activities that must be carried out by the Aceh government is carrying out MSME promotion activities both to the national market and the global market. In addition, the social and cultural life of the people in Tapaktuan is very open to newcomers because the understanding of the people in this area is the same as that of the Acehnese people in general. The Acehnese believe that guests must be respected. These values are born from the teachings of Islam. In South Aceh, nearly

1.1. Theoretical basis

a. Policy Implementation

Policy implementation with regard to various activities carried out to realize the program. Administrators set the way to organize, interpret means set the way to organize means manage resources; Gordon in [5].

Implementation is an important stage in the process of making public policy. Public policy itself is a decision intended to overcome certain mistakes in certain activities, or to achieve goals carried out by an agency that has the authority to carry out state tasks [5].

Charles Lindblom [6][7] argues that making public policy is a complex process because it involves many processes and variables that must be studied by policymaking actors.

b. MSME definition

The definition of MSMEs differs from one country to another, MSMEs are defined based on criteria and characteristics which can be in the form of the number of workers used, market orientation, organization and management, and others [8][9].

According to Saifuddin Sarief as quoted by [2][10], the characteristics of MSMEs can be explained based on their business group. Micro businesses are generally characterized by the following

Some of the characteristics of small businesses, which are shown by several characteristics, are as follows.

1. From a more advanced human resources perspective with a high school education level, business experience.
2. Generally bookkeeping and financial management are more focused. Even though it's simple, it has made a business balance sheet,

company finances have begun to be separated from family finances and.

3. In general, they already have business licenses and other legal requirements, including NPWP.
4. Already in touch with banks, but have not been able to make business plans, feasibility studies, and credit proposals to banks, so they still need consultant/assistant services.
5. Employees and labor owned between 5 to 19 people.

Law Number 20 Of 2008 Concerning Micro, Small And Medium Enterprises Is Separated According To Assets And Turnover Owned:

Type of business	Total Net Assets	Sales Results/Year	Information
Micro business	Maximum 50 million	Maximum 300 million	Does not include land and buildings
Small business	50 Million to 500 million*	Above 300 million to 2.5 billion	
Medium Business	Above 500 million to 10 billion*	2.5 billion to 50 billion	

Source: Law of the Republic of Indonesia No. 20 of 2008

1.2. Research Methodology

The method used in this research is qualitative method, One of the characteristics of this method is the emphasis on processes which means seeing facts, reality, symptoms and events that occur and are experienced. According to [11] qualitative research is descriptive in nature, that is, it tries to describe the symptoms or relationships of symptoms found in observations while in the field [12]. To obtain an overview related to the implementation of the development of Aceh's Micro, Small and Medium Enterprises, the data collection techniques used by researchers are (1) Observation is a method of collecting data by making direct observations of facts about the real world that occur at research locations. (2) Interview as a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. (3) Documentation is a method of collecting data or information from written documents and conformance, publications and official reports, personal diaries, letters, photographs. The data analysis technique was carried out

using an interactive analysis model with four stages (a) data collection (2) data reduction, (3) data presentation (4) conclusion.

Results and Discussion.

Direction of development of Micro, Small and Medium Enterprises.

MSME Development Policy is a strategy to increase the productivity of MSME actors [13][14]. Aceh MSME development is directed according to the MSME development strategic plan from 2019-2024. Some of the flagship programs that are of concern to the government cover several segments:

1. Institutional development; Institutional development related to the capacity building of MSME institutions both internally and externally. This activity is carried out to strengthen MSME institutions so that they can be highly competitive and increase the production of the products produced. In strengthening UKM institutions, assistance is carried out by the Technical Implementation Unit including assisting UMKM in taking care of business licenses, taking care of permits (PIRT), helping to take care of BPOM for the legitimacy of the products produced. Institutional development focuses on strengthening MSME institutions, obtaining operational permits, marketing institutionalization in accordance with the expectations of MSMEs to have complete administrative requirements in marketing their products, this activity is also carried out by supporting MSMEs to grow and develop in promoting their business results. Other forms of institutional support provide technical guidance on the use of the MSME digital platform in collaboration with the ministry [15]. This activity is carried out to assist MSME entrepreneurs in marketing their products.

2. Human Resource Development; This activity is carried out in order to spur the spirit and stability of the growth of MSMEs; HR development focuses on developing the skills of MSME actors, managerial training is also one of the main objectives, this activity is carried out to provide MSME capabilities in managing the businesses and businesses they are involved in. Human Resource Development is also carried out by focusing on providing simple business design procedures, training managerial personnel. This HR improvement includes procedures for preparing work plans, analyzing business opportunities and challenges as well as the ability to identify problems that occur in business. Of the sixty MSMEs developed, thirty MSMEs were given human resource strengthening to train cognitive, psychomotor.

3. Financing; financing provided by the Aceh government comes from principal funds (main thoughts) sourced from the Aceh Expenditure Budget (APBA). Financing is provided in the form of supporting equipment for MSME actors such as sewing machines, and supporting equipment in carrying out MSME

development activities. The form of stimulus for MSME actors is given assistance in the form of supporting equipment for MSME actors in carrying out their activities such as interviewing the informants below;

"Financing activities are usually in the form of distribution of goods, so after that the stimulus for MSME actors is through work equipment, so we apart from mentoring discussion activities, we also provide managerial discussions with the goods in PULT, so the program includes coaching, technical guidance, workshops and mentoring, then there is a division of work equipment. our source of funds is usually from the aspirations of the DPR so not from the government on a regular basis"

This illustrates that the stimulus provided to MSME actors is not in the form of venture capital assistance, but in the form of managerial activities, while MSME operational assistance is usually provided in the form of operational equipment assistance. For example, for a sewing business, two sewing machines are provided, for a culinary business, equipment is provided to support product marketing.

4. Marketing Activities; in terms of marketing activities carried out by the Government of Aceh by presenting main activities related to marketing, including coverage of MSMEs, activities of the Office corner. The Small and Medium Enterprises Cooperative Service (Diskopukm) provides space to display MSME products in Aceh. With regard to marketing/promotion, there are excellent activities carried out at the Cooperatives and MSME offices, namely business meeting activities. These activities are carried out routinely every month in the hope that there will be synergy between local MSME actors and external MSME actors, with the hope of bartering goods between MSME actors, as said informants as follows

"For example, we bring perfume products from Aceh, our target is beauty house entrepreneurs, they need raw materials to mix our MSME product scrubs as a complement to their business, the hope is that activities like this will be sustainable. We usually do this kind of support through business meeting activities"

The interview above illustrates that business meeting activities are carried out to promote local products to MSME entrepreneurs who are outside the Aceh area. MSME promotion activities are activities that introduce MSME in Aceh on the national and international scene, promotional activities are carried out, among others;

a. Exhibition; exhibitions or often known as expos, activities carried out for the benefit of promoting MSME products, at this Expo activities MSMEs that have products are promoted at this event. The government routinely organizes Aceh Expo activities every year in Jakarta, Joyakarta, and at other national events.

b. Aceh Fashion Week activities, by involving local designers in producing their products in the fashion sector, this activity is also routinely carried out every year.

c. Some MSMEs that are currently promoting at the national level are Capli UMKM, Aceh Meurasa noodle seasoning, Bitata food, frozen food.

5. Production development: the production department is in charge of certification, distribution permits and product packaging for MSME actors. Based on data obtained from the Cooperatives and MSMEs office, the number of MSMEs in 2022 is 100 which are active nationally consisting of formal and informal industries, which are spread across 28 districts/cities. Based on interviews with informants related to the development of MSME industrial centers, some of the activities carried out include "making sewing centers carried out in Lhokseumawe, usually the government provides assistance in the form of operational equipment for sewing [16].

Two excellent Aceh MSME development programs, namely business mentoring and business meetings, this business mentor activity is carried out by imparting knowledge and information sharing to MSME actors is carried out routinely every month, this activity is carried out to support MSMEs in developing their business. Several internal and external issues in the development of MSMEs include:

1. Ambiguity in understanding the rules related to MSME development
2. Lack of detailed information for the development provided by districts/cities to cooperatives and MSMEs in their area.
3. Lack of understanding of MSME actors on the application of available rules.

Some of these problems illustrate that MSME development is not an easy matter. MSME development needs to be carried out partially, both in provinces, districts and cities. This is in line with what was stated (Budiarto, et al, 2015), ideally MSME development refers to existing regulations, both from the development of micro, small and medium enterprises, MSME development requires consistent steps.

CONCLUSION

Implementation of MSME Development policies is carried out in six segments, namely the institutional sector, human resources sector, financing sector, cooperation, marketing and production activities carried out to strengthen MSME institutions so that they can be highly competitive and increase the production of their products. In strengthening MSME institutions, PLUT provides assistance, including assisting UMKM in taking

care of business licenses, managing PIRT and BPOM for the products produced. MSME policies include conducting training programs, providing equipment for MSME actors.

This research was conducted in Tapaktuan District, South Aceh Regency. The choice of this location was based on the *Legenda Tapaktuan* tourist attraction which is used as a tourist icon in South Aceh Regency which is considered potential for development in South Aceh Regency, and the location of the area is very strategic, allowing it to be developed as a mainstay sector in obtaining Regional Original Income (PAD). then this research is a continuation of previous research that needs to be known and given solutions.

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