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by Dedi Setyawan

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The Policy of SME-Based Development Toward east Java Social Economy

Tutiek Retnowati¹, Widyawati Boediningsih², Suwardi³

¹Lecturer at Faculty of law Narotama University Indonesia,

²Lecturer at Faculty of law Narotama University Indonesia,

³Lecturer at Faculty of law Narotama University Indonesia,

Abstract: SME has a great role in the national economy, as well as in employment absorption and distribution of the development results, through the law No. 5 of 1999 government give the limit on SME for small businesses is a business that a. Owns 200 million (net) assets, excluding land and office building, b. Annual sales proceeds (revenue) at most 1 billion, c. Owned by Indonesian citizens, d. Stand-alone, not a subsidiary or company branch. With these limits, it is expected that the role of government and society needs to give great attention to encourage its development. Development of SME through business empowerment approach, need to pay attention to social and cultural aspects of each region, considering small and medium enterprises, in general, grow from the community directly.

Keywords: SME, Government, Policy, Economics, Society

I. Introduction

Government policy on Small and Medium Enterprises (Hereinafter referred to as SME) is an important sector and great contribution in realizing the goals of national economic development, such as economic growth, employment opportunities, increasing state revenues, and regional economic development. SME is expected to have the ability to participate in spurring national economic growth so SME needs government protection. Being aware of the great role of SME in the national economy, as well as in the absorption of manpower and equitable distribution of development results, the government through Law No. 5 of 1999, limits the SME to small businesses are: a. Have 200 million net assets, excluding land and office building, b. Annual sales proceeds (revenue) at most 1 billion, c. Belonging to citizens of Indonesia, d. Stand-alone, not a subsidiary or branch company. With these limits, it is hoped that the role of government and society needs to give great attention to push its development. SME development through business empowerment approach needs social and cultural attention in each region.

The regulations exist in the form of laws and government regulations relating to SME in terms of production and banking side will spur the role of SME in nominations. As expressed by George. J. Stigler in Mandala Harefa (2008: 206), that "Regulation is a set of rules intended to provide protection and benefit to society in general or to a group of people". The benefits of the regulation can be seen from two sides, from the government side as regulators and from the entrepreneur side as the object of licensing. For the government, permissions are needed to maintain public order and provide protection to the community extensively.

For entrepreneurs, licensing should provide social and economic benefits. If a policy or regulation is not in accordance with expectations, of course, the policy should be evaluated because of the evaluation will be obtained input related to the lack of policy with the expected performance results. So evaluation helps the decision maker at the stage of policy appraisal of the policy-making process. Policy evaluations not only result in conclusions about how far the problem has been resolved, but provide input to clarification and criticism of the underlying values of the policy, assisting the adjustment, and reformulation the problem. The government made a policy to accelerate the economic growth directly related to SME that has been proclaimed three main policy in the economic field. First is the improvement of financial services, especially for SME, which includes the improvement of banking services, capital market, multifinance, insurance.

The second key policy is the improvement of financial services infrastructure, in the form of market access, billing and payment services, ease of investment and saving, and general support for the implementation of trade transactions. The improvement of its supporting services and supporting infrastructure will not mean without a thorough revamping effort to increase the ability of the entrepreneurship for SME. The third key policy is to increase the ability and mastery of technical and management aspects of business, product development and sales, financial administration, and entrepreneurship as a whole. Government policy in the development of SME sector aims to increase the potential and active participation of SME in the national development process, especially in economic activities in order to realize the distribution of development through the expansion of work and increase revenue. According to Abdul Rosid (2004: 1), "Target and development of small business is the increasing the number of small business and realization of the independent and tough business, so that

economic subject can play a role in the national economy, increasing the competitiveness of national entrepreneurs in the world market, As well as balanced distribution of investment between sectors and among groups".

1. Research Method

The objective of this study is to give a contribution of thought and brief description to all parties who have the same interest and interest with this research material. For the author herself, this research would like to observe the SME business subject towards the capital and their rights and obligations related to the sustainability of their business as a result of the Government's policy related to their relationship with the banking sector as long as it concerns the capital and guarantee that must be charged by the SME business subject.

2. Research Approach

The author uses a normative juridical approach in discussing this research. Notice the applicable legal norms as well as their application in the problems of community-based SME business development and their solutions.

3. Source of Legal Material

a) Primary Legal Material Source

It is derived from interviews with Indonesian chamber of commerce and industry as public servants and citizens/communities as the business subject of SME in the process of obtaining convenience both in terms of capital and marketing.

b) Secondary Legal Material Source

Secondary law materials come from literature studies and laws, scientific papers, newspapers, and magazines that have similar topics to the discussion of this research.

4. Data Collection and Processing Procedures

The primary data collection procedure is done by conducting field study that is through interviews with related parties Indonesian chamber of commerce and industry and the general public. Secondary data collection is done by study literature, then process data by collecting, selecting and arranging systematically so that can obtain accurate data and can be accounted for.

5. Data Analysis

Data which have been compiled analyzed further by using the analytical descriptive method, to describe the problem, express the views and opinions and finally solve the problems contained in the data.

II. Discussion

The Government through various elements such as the Cooperatives Ministry, Industry Ministry, National Planning Institution (Bappenas), SOE (BUMN) as well as financial institutions both banks and nonbanks, make efforts to realize SME in order to become tough and independent and can develop to create a strong national economy. Support is realized through policies as well as the provision of facilities and other stimulation. Furthermore, support or assistance related to such endeavors is much needed, such as procurement of production equipment, other physical goods procurement also required appropriate and applicable methods, mechanisms and procedures as well as efforts on conformity of business operations and efforts of development with the ability of the community as an element of business subject in a community-based municipal system, that's in the form of SME. Efforts to ensure development and progress of SME are also programmed by Finance Ministry of through Minister of Finance Decree No.316 / KMK.016 / 1994. The decree requires State-Owned Enterprises (BUMN) to set aside 1-5% of the company's profit for Development of Small Business and Cooperative (PUKK). The obligation of SOE to set aside their profit 1-5% has not been properly managed and implemented. The study by Sri Adiningsih (2003: 4) explanation of the selected state-owned percent, ie 1% of the profit, while many SMEs admitted difficulty accessing these funds. In addition, credit is also difficult to be accessed by SME, processed because of complicated procedures and the number of SME that have not been bankable.

Economic recovery in the regional economy will be more quickly achieved if the role of SME can be more leveled and the various internal constraints that wrapped around SME such as credit and capital can be found appropriate and accurate solutions. Credit and capital for SME development are often a constraint because SME has limited ability to access credit or banking institutions. Reality shows that SME is generally experiencing problems in fulfilling various requirements to obtain credit that is usually measured by 5C, namely: character, capacity, capital, collateral, and condition. From the 5C requirement, there are 2C which is difficult to fulfill which is the capital and collateral. Capital deals with the requirement to meet the capital adequacy ratio (CAR) for borrowers. This difficulty is mainly faced by small investors. While collateral is related to the provision of collateral or additional collateral for the borrower. In the framework of empowering cooperatives and SME, the government has issued a policy which is poured into 17 credit schemes with soft requirements. With the scheme, then in 1997/1998, has been allocated funds of Rp. 1 trillion. Then in

1998/1999, the allocation of funds for cooperatives and SME increased fourteen times from the previous year with a value of Rp. 14.4 trillion. In practice, it has not been able to run optimally. This phenomenon is suspected to occur because the implementation of credit faced many difficulties, both in the distribution and in repayment of the loan. Furthermore, data from the Asian Development Bank in 2001 showed that credit for SME from credit institutions such as banking are as follows: a). SME who have obtained credit from banks only amounted to 21%, b). SME who have applied for credit but have not obtained credit of 14%, c).UKM who badly need credit but have not applied for credit of 33% and). The remaining 32% do not require credit. Due to the large potential of medium enterprises in the global arena generally and in the Indonesian economy in general, it is important for us to understand more about this issue. And then look for the right solution for all those problems.

SME Management based on community economy is very helpful for abusiness subject to create opportunities and employment for itself if it is executed properly. This is considering Indonesia is a country with a large enough population that requires a large enough employment opportunities as well. Besides, the business culture in our society is still so traditional that our society is often left behind from other countries. Given the level of human resources, we need to be equipped with the ability to work more diligently and seriously. Therefore, it is hoped that the role of the Government in mobilizing employment opportunities, such as SME business subject, will be able to create their own employment, thereby helping the Government's homework in providing such employment. Because if you want business subject still exist and stay awake it is expected that the management must be professional and more precisely with the system of moving the SME business subject as the main motor of the economy of the Indonesian Nation will be more resilient and evenly this is the solution because it is expected to realize the job opportunities that many and the community will be absorbed With the SME efforts.

No less important is the role of the banking should be focused and serious and provide many conveniences for the SME business subject so that real welfare can be achieved by our society evenly. With such a policy system, business management of SME based on the community economy is a noble precise action to raise the standard of living and life of the community more secure and prosperous in East Java Region, especially in Surabaya and surrounding areas. Thus, of course, no one can guarantee that in the presence of this PBI will automatically effectively encourage the real sector. Taking into account the looseness of the earning pens for productive assets that are only applicable to loans under Rp500 million that are identical to SME loans, it can be caught that behind the PBI there is a spirit of Bank Indonesia participation in SME development efforts. It is not without reason SME subject controls approximately 90% of the business sector in Indonesia which also can be read that SME sector represents the economy of the people of Indonesia. In addition, the sector has opened itself to a more resilient business sector to the storm of the crisis. It can be said that the issuance of PBI is also one of the manifestations of Bank Indonesia concern for SME. In the development of SME, Bank Indonesia has a training program for the assistance of SME and the base for SME that are done on a regular basis. In aggregate, to encourage more significant economic growth, it will be faster. With the greatest possible need for more cautious action in the policy towards the large-scale business sector. Because of the natural disasters of credit credits in the corporate sector, the impacts on the economic situation are also greater. Amid the uncertainty of government policies related to the restructuring of small-scale business (UKM)debt, Poverty reduction committees (KPK) give a hope to micro, small and southern (BIKM) companies with mutual agreement with Bank Indonesia (BI).

Gradually the relaxation began to touch the large scale business sector through by remaining within the regulatory corridor in accordance with the principle of prudence. For credits of Rp 500 million-Rp 20 billion, only applicable to banks with predicate risk control systems for a strong credit risk, the minimum capital adequacy ratio (KPMM) is at least equal to the prevailing provisions (8%) And has a composite rating of minimum bank soundness. The relaxation for credit of Rp 500 million-Rp 10 billion applies only to banks with a predicate risk control system for accepting credit risk, KPMM ratio at least equal to prevailing provisions, and has a minimum bank composite rating. In addition to providing concessions to the determination of earning assets quality, Bank Indonesia also indirectly encourages banks to improve the quality of risk management. Banks must maintain and improve their credit risk management quality at least reach the strong level and or acceptable levels while maintaining KPMM ratio in the applicable provisions. Agreed with Ryan Kiryanto, that the effectiveness of PBI can not run on their own, but must also be accompanied by improved investment climate and decreased micro risk by the government, that the effectiveness of a monetary and banking policy should also be supported by appropriate real sector policies.

No less important is the banking role, should be focused and serious and may provide convenience for the SME business subject so that the real welfare can be achieved by our society evenly. With such a policy system, the management of SME based on the economy society is a noble righteous action to raise the standard of living and society more secure and better established and more prosperous in Surabaya and its surroundings.

SME handling and management of banking based is a growing business profile in Indonesia. The development of SME business is slow because of their powerlessness in facing the open economic scope needed

empowerment effort for UMKM sector. One way to empower them is to provide consultancy assistance in the areas of strategic management and capital access. Local Unit of Medium Enterprises (SME) that need encouragement by private companies and SOE (BUMN) because it is an integral part and economy of the people who have the position and a strategic role to realize a balanced regional economic structure. Based on the evaluation of the development of SME and some companies will create a fixed agenda to promote SME products by selling directly to the community.

"Local SME exhibition and direct sales will be a fixed agenda, by using strategy with different place selection and activity type each time, in the future we will encourage local and export destination."

The steps to be undertaken are to cooperate with private companies and state owned enterprises (BUMN) that mobilize SME community based will be directed at a period of high buying interest in the community to increase SME product sales in East Java, especially in Surabaya, given the lack of funding from the Cooperative Ministry for SME development.

1. SME and Cooperatives Ministry synergize with Indonesian chamber of commerce and industry (IKADIN) to develop the application of community economy in the empowerment of cooperatives and micro, small and medium enterprises (KUMKM) Indonesia. Cooperatives and SME minister Sjarifuddin Hasan said from this cooperation is expected to develop the real sector with the popular pattern, especially empowerment of cooperatives financial services. This agreement is to improve and develop the application of the people's economy through KUMKM in an effort to support the expansion of employment and poverty alleviation. "The MoU was signed last week attended by community leaders and local officials. Cooperation based on the principle of partnership and mutual giving and beneficial. The first party is the institution responsible for the empowerment of UMKM. The second party is a community institution that is responsible for developing economy society. The scope of cooperation includes improving KUMKM human resources capacity, improving KUMKM institutional quality, facilitation of halal certification of each KUMKM product, and facilitation of community-based KUMKM business.

2. In 2009 start of the program in developing the Cooperative Financial Services which is one is the Cooperatives and SME Ministry program in advancing the development of cooperatives and SME based on society. In addition, the orientation in developing KJKS can not be separated from the spirit of the emergence of the Law on Banking which is a pillar of the economic society development in Indonesia. How KJKS potential and future opportunities are so potential KJKS to develop, it is seen from the market segmentation is very wide to be developed and added the majority of Indonesian people make their own appeal for the development of KJKS.

The KJKS advantages of compared to ordinary cooperatives so far are many things that are obtained in KJKS where in KJKS have many financing schemes this is very suitable and in accordance with the needs of existing SME so far. In addition, the orientation of the people's economic system is to promote the real sector, which is in accordance with the interests of the development of cooperatives.

Competitive Strategy Theory (Porter, 1980) argues that companies must create a special competitiveness in order to have a strong bargaining position in the competition. Porter (1991) further states that the company can achieve success if three conditions are met: 1) the company's strong market objectives; 2) attention to the strength of the company dynamically taking into account the opportunities and threats of the external environment; 3) must possess and explore the special competence (*distinctive competency*) as a booster, if this is not done then business performance and profit will decrease. Meanwhile, according to Mahoney and Pandian (1992) to face increasingly complex competition and internal crisis, small companies can use the theory of resource-based strategy. This theory is considered potential to maintain the company success in conditions of turbulent external environment, this theory primarily develops superior internal capability, untransparent, elusive or diverted by competitors and gives long-term competitiveness (*futuristic*) and is resistant to the recession (*Recession proof*).

UMKM (small to medium-sized enterprise) is the spirit to continue learning how to build a learning culture in the organization. Entrepreneurs can affect the internal organization including elements in the organization of its business to willing and able to learn proactively and not passive. The organization can get information and new information to running the business.

III. Conclusion

Problems that arise in the society about SME business problem, the solution to the problems that need to be done in honesty to all parties so the government will not be able to maximal without a public role to participate to help resolve it with the implementation of Regional Autonomy No. 22 Year 1999 so Local Government has a big interest in the implementation of the SME empowerment program to the welfare of the community widely for all Indonesian Citizens. In order to be expected with proactive in raising the attention for SME, the business subject will create positive job opportunities for all parties and will provide new hope for all the layers for the realization of welfare to the achievement of the mandate of the 1945 Constitution article 33 can be realized.

IV. Suggestion

In order to create a sense of justice, it is time for the Government to provide the best service for the community, especially in relation to the ease of obtaining working capital for SME businessmen by providing all the best service facilities to obtain accurate data administratively so that there is a legal force that becomes the handle for all business actors SME as Indonesian citizens who both live in the territory of Indonesia thus if achieved welfare it will create order within the community itself.

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