

Implementation of Government Regulation Policies towards the Empowerment of MSMEs

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Abstract

This study aims to determine the implementation of Government Regulation Number 7 of 2021 on the empowerment of MSMEs during the covid-19 pandemic, and to determine the role of MSMEs in supporting empowerment programs from local governments during the covid-19 pandemic. The methods used in this study are qualitative descriptive. Data collection techniques through observation, documentation, questionnaires (Questionnaire), and interviews. The subject of this study was (7) seven people, namely the Head of the SME Empowerment Section of the Cooperative, SME, and Industrial Office of Bantul Regency, two Managers of Banguntapan Street Food (BSF), two MSME Actors, and two Banguntapan Subdistrict Communities. Data analysis techniques are carried out by covering interview transcripts, data reduction, data interpretation, data validity examination using triangulation techniques. The results of this study concluded that the strategic role of DKUKMP Bantul Regency in efforts to empower MSMEs during the covid-19 pandemic in order to realize welfare for MSMEs as a form of implementation of Government Regulation of the Republic of Indonesia Number 7 of 2021 is to provide 1) Facilitation of digitalization/information technology 4.0, 2) MSME Training, 3) Facilitation of increased business diversification, 4) Development of MSME Product Promotion 5) Facilitation of Productivity Improvement, and 6) Facilitation of Partnerships. The role of MSMEs in supporting empowerment programs from local governments during the Covid-19 pandemic is as 1) Job opening, 2) Helping to promote and introduce local products, 3) Support the procurement of MSME empowerment training, 4) Improve the national economy, and 5) Sources of innovation.

Keywords: Implementation, Policy, Government, Covid-19



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INTRODUCTION

The world was shocked by the outbreak of a new virus, namely the coronavirus (SARS-CoV) and a disease called Corona Virus Disease 2019 (COVID-19). Covid-19 is an infectious disease that is a large family of viruses that cause mild to severe illnesses, ranging from colds to serious diseases such as MERS and SARS (Yuliana, 2020). The sector that has been the most slumped due to covid-19 is MSMEs, there are around 96% of MSMEs that have experienced a negative impact on their business and 75% of them have experienced a decline in sales of their products (Nur Azizah et al., 2020). The existence of this pandemic has also caused many regulations issued by the government, such as a ban on crowding and the existence of Large-Scale Social Restrictions (PSBB) (Raharja & Natari, 2021).

The MSME sector is one of the sectors that has a significant impact when the government implements the PSBB, because it will reduce the number of consumers who shop directly (Tannady et al., 2022). The Covid-19 pandemic has caused most MSMEs to experience a decrease in income due to a decrease in people's purchasing power. In overcoming the problems faced by MSME actors and cooperatives, the government has implemented several efforts (Nursan et al., 2021). One of them is to include MSME actors and cooperatives as recipients of government assistance programs, such as pre-employment cards, electricity tariff subsidies, and family of hope. The government also provided tax payment relief for six months, from April 2020 to September 2020 (Amri, 2020).

MSME activities in the conditions of the Covid-19 pandemic provide challenges as well as opportunities for the development of the Indonesian economy. The challenge in question is that there is a need for short-term solutions to help MSME stakeholders or actors to continue to run optimally with various limitations of government policies (Arifqi, 2021), Policy is a collection taken by a political actor or head in an effort to choose goals and ways to achieve certain goals. Hence the policy according to (Budiarjo, 2002) has a specific purpose in its implementation and application. Policies by (Wahab, 2001) is a step of action deliberately carried out by actors with regard to the existence of the problem at hand.

The role of MSMEs is very important for the economic development of a region, it is necessary to empower MSMEs to be able to develop into resilient and independent businesses. The efforts made by the Government in empowering MSMEs are through the provision of guidance and assistance facilities to grow and improve the ability and competitiveness of MSMEs (Wulansari & Hakim, 2021).

Based on data from the 2018 Yogyakarta National Coordination Meeting Presentation in Suherningtyas (2019) regarding the distribution of MSMEs in DIY in 2017, the percentage of the number of MSMEs in each district / city is as follows. Percentage of MSMEs in Bantul Regency (26%), Gunungkidul Regency (22%), Kulon Progo Regency (20%), Sleman Regency (18%), and Yogyakarta City (14%) (Lestari et al., 2021). In an effort to optimize development in one of the cities/regencies in the Special Region of Yogyakarta Province, a strategic plan is needed related to increasing the rate of growth and regional economic development which is carried out with several approaches (Tannady et al., 2022) (Putri et al., 2022).

Bantul Regency is one of the regencies in DIY Province which has the third largest number of GRDP after Yogyakarta City and Sleman Regency. Currently, the Bantul Regency government is trying to implement the concept of MSME-based economic sector development (Saraswati, 2021). The Regional Government of Bantul Regency through the Office of Cooperatives, Small and Medium Enterprises, and Industry plays a role and strives to make the right programs and strategies in an effort to provide convenience, protection, and empowerment of MSMEs, especially during the Covid-19 pandemic in order to realize welfare for MSMEs while still being guided by the Government Regulation of the Republic of Indonesia Number 7 of 2021 concerning the Ease, Protection, and Empowerment of Cooperatives and Micro Enterprises, Small, And Medium (Kurniasari et al., 2022).

RESEARCH METHODS

This research uses a descriptive type of research using a qualitative approach. This method was chosen because this study intends to explain the implementation of the policy of the Government Regulation of the Republic of Indonesia Number 7 of 2021 on the empowerment of MSMEs during the Covid-19 pandemic and the role of MSME actors in supporting empowerment programs from local governments during the Covid-19 pandemic. The location of the study was set at the Office of Cooperatives of Small and Medium Enterprises and Industry of the Regional Government Complex II Manding Bantul, East Ring Road, Manding, Trirenggo, Bantul District, Bantul, Yogyakarta Special Region 55714 and several business places or MSME centers in Bantul Regency. The research and field data collection time was carried out from September to November 2021. Data collection techniques through observation, documentation, questionnaires (Questionnaire), and interviews. The subjects of the study (7) were seven people, namely the Head of the SME Empowerment Section of the Bantul Regency Cooperatives, SMEs, and Industry Offices, two Banguntapan Street Food (BSF) Administrators, two MSME Actors, and two Banguntapan District Communities. Data analysis techniques are carried out by including interview

transactions, data reduction, data interpretation, data validity checks using triangulation techniques.

RESULTS OF RESEARCH AND DISCUSSION

Research Results

The results of research on MSME actors in Banguntapan Bantul regarding the impact felt due to the Covid-19 pandemic, they have mixed responses. Based on the results of an interview with Mrs. Siti Khadijah as an MSME Actor at the Banguntapan Street Food (BSF) event on October 3, 2021, it can be seen that as is commonly felt together that the impact of the pandemic that is so very pronounced for MSME actors is a decrease in income turnover due to the decline in purchasing power from consumers due to situations and conditions that require people not too often to carry out activities outside the home, even many of the people to buy for their life, they hire application services in order to maintain their health and do not have much social contact and physical contact with others, as a result of which sellers who were not previously integrated with online application services require them to bite the bullet.

However, there are also MSME players who actually feel benefited by this pandemic, such as those who have long been selling their products online. Based on the results of an interview with Mrs. Inas as an MSME Actor at the Banguntapan Street Food (BSF) event on October 3, 2021, it can be seen that her sales have been selling well when selling online in the midst of a pandemic, especially the products sold are also supportive for this pandemic situation such as samilakor drinks which are believed to be useful as drinks for endurance and profits even in one day can sell 250-300 bottles (Wahyoedi et al., 2022).

In empowering MSMEs during the Covid-19 pandemic, several MSME actors chose to join a positive activity such as entrepreneurship management training organized by the Office of Cooperatives, SMEs, and Industry of Bantul Regency on September 7-9, 2021 at the Puri Village Hotel, Baturetno, Banguntapan, Bantul (Wibowo et al., 2022). The purpose and purpose of holding this activity is to increase capacity for business actors, especially for business actors in the Kapanewon Banguntapan Region, Bantul and accommodate MSMEs in capturing various business opportunities and improving the digitalization ability of MSMEs in Bantul Regency with a total of 25 participants from various sectors in the Kapanewon Banguntapan Region. Based on the results of the questionnaire (Questionnaire) with Mrs. Tutik Lestariningsih, SP., M.EC, Dev as the Head of the DKUKMP Empowerment Section of Bantul Regency in October 2021, it can be seen that some of the activities that have been carried out even during the Covid-19 pandemic but still maintain health protocols, these activities are in the form of training for MSMEs in Bantul Regency (Farida & Thomasson, 2022).

The efforts of MSME activists in supporting the empowerment program of the Bantul Regency Regional Government during the Covid-19 pandemic (Banguntapan District) are to create public spaces for The Thursday Market (PASKAM) and BSF (Banguntapan Street Food) as a means of reviving the sluggish economy due to the Covid-19 pandemic by filling several positive activities (Oktavia & Nurkhalizah, 2022). Based on the results of an interview with Mrs. Meisa Andriani as the person in charge of the Banguntapan Street Food (BSF) event on October 3, 2021, it can be seen that Banguntapan Street Food (BSF), Banguntapan Street Food is an event created since the COVID-19 pandemic. Before the existence of this BSF in the Subdistrict Yard, there was an event called PASKAM Pasar Kamis which was an initiative from the Head of the Banguntapan Sub-district to restore the economy due to the pandemic, the Thursday Market was an event space for the gathering of MSME players in Banguntapan to promote and sell their MSME products, of course, such as with the name of the name, this

market only takes place every Thursday, the difference with BSF is about the event in the Thursday Market only specifically for MSMEs selling their products but if in BSF the events are many and varied such as the existence of aerobic gymnastics events together, then there is socialization and training from certain communities, organizations, and agencies why is this because on Thursday is a working day and offices operate so that to hold events also on Thursdays of course disturbing and not effectively therefore to add to the side of entertaining is held on Sundays, the general public is also mostly off work, especially those who work in the office, children are also off school.

Discussion

Implementation of the Government Regulation of the Republic of Indonesia Policy Number 7 of 2021 towards the Empowerment of MSMEs During the Covid-19 Pandemic

The Regional Government of Bantul Regency through the Office of Cooperatives, Small and Medium Enterprises, and Industry plays a strategic role in efforts to empower MSME actors affected by covid-19. Government Regulation of the Republic of Indonesia Number 7 of 2021 Article 2 states that "The Central Government and Regional Governments provide convenience, protection, and empowerment for cooperatives, micro, small, and medium enterprises through coaching and providing facilities". moreover, the Bantul Regency area has very potential MSMEs so that it needs to be improved in terms of facilitating the provision of facilities needed by MSME actors and providing guidance that can be an education for the actors so that they can realize economic welfare for MSMEs.

The results of Mazamanian and Sabatier's research define the meaning of implementation as the implementation of a basic policy of the law that can also be applied in government and in terms of court decisions. Implementation in this context, meaning in the field of law, does not occur spontaneously or suddenly. There is a process that must be executed before an implementation in this context will actually be executed. The stages that must be passed are such as the stage of passing laws, then continued with the output. This output is in the form of implementation of predetermined decisions and policies (Wibisono & Handoko, 2020). Implementation can be seen from the process, by questioning whether the implementation of the program is adjusted according to the predetermined, namely looking at the program action of the individual project and the second is whether the program objectives are achieved (Grindle, 2006).

The Strategic Role of the Office of Cooperatives, Micro, Small, and Medium Enterprises, and Industry of Bantul Regency towards the empowerment of MSMEs during the Covid-19 pandemic as a form of implementation of the Government Regulation of the Republic of Indonesia Number 7 of 2021 is through the provision of Digitalization Facilitation / information technology 4.0 (in the form of SiDAKUI application services, digital marketing training, online marketing, online consulting services for MSME actors). First, the SiDAKUI Application (SME and Industrial Cooperative Data Information System) is a strategic step by the Office of Cooperatives, SMEs, and Industry of Bantul Regency in an effort to realize one data of Cooperatives, MSMEs, and SMEs in Bantul Regency and as a form of commitment to modernize msME Cooperative development activities, and SMEs implemented by the Bantul Regency DKUKMP so that it can run more effectively, measurably, accountably, and sustainably. Until now, there have been 86,316 SME data, 349 Cooperative data, 11,253 IKM data and 75 centers registered in the SiDAKUI Application (Fortuna & Khadir, 2022).

Second, Digital Marketing Training as a form of support for the development of business actors facing the impact of the pandemic and the era of digitalization, the SME Cooperatives and Industry Office of Bantul Regency in collaboration with various agencies to organize

Digital Marketing training for MSME actors. Digital marketing is defined as marketing in which messages are sent using a medium that depends on the digital transmission. But by far, the internet is the most significant digital media (Susanti, 2020). Third, Online Marketing (Digital Marketing/E-Marketing) through the Sibakul Jogja application service program (Information System for Coaching Cooperatives and Business Actors). Sibakul Jogja is a web-based data collection system for cooperatives and MSMEs, developed into a marketplace to market KUMKM products whose transactions are carried out online. Marketplace is an electronic product marketing platform that brings together many sellers and buyers to transact with each other (Rahmawati, 2021).

Social media applications on Android open up opportunities not only for large businesses, but also small and medium-sized businesses to market and grow business networks in all parts of the business world. Business actors are required to be part of the global community by utilizing information technology (Faidati & Khozin, 2021). Fourth, online consulting services for MSME players (Consulting Corner) are official efforts to facilitate and assist small micro enterprises in Bantul Regency to business knowledge from various aspects, both institutional aspects, business management, business strategy, HR management, production, access to financing, product branding as well as market network development and mastery of information technology.

Facilitation of increased business diversification (Saptatiningsih et al., 2022). The business diversification improvement program aims to inspire business actors to diversify their existing products with new things that are more interesting both in terms of packaging form and taste. Product diversification can be done by creating new products or updating similar products that have already been marketed. In similar products, the application of diversification can be done in terms of size, type, color, model, to shape (Nurchotimah et al., 2022) (Dewantara et al., 2022). This method is done so that consumers do not get bored and increase opportunities to get new customers. By diversifying, products will be more attractive and varied so that they have a higher selling value. Attractive products will be easier to sell online so that the reach of product marketing is wider (Martina et al., 2021).

Development of MSME Product Promotion. The MSME product promotion development program aims to introduce MSME products in Bantul Regency at the regional and even international levels, as well as increase sales of MSME products if they are known to many consumers. Director of Economic & Maritime Information and Communication of the Ministry of Communication and Information, Septriana Tangkary, said that more than 18 percent of MSMEs have entered the digital economy market. Where 37 percent of the 60 percent of them are social media users such as WhatsApp groups, Facebook and others who are used as marketing channeling media (Pasaribu, 2020).

Facilitation of Increased Productivity. Increasing Productivity is carried out by the Office of Cooperatives, SMEs, and Industry of Bantul Regency through human resource development for Cooperatives and MSME Actors in order to create quality human resources and is expected to play a significant role in economic empowerment and provide innovation for economic recovery during the Covid-19 pandemic.

Facilitation of Partnerships. Partnerships provide benefits in expanding market share and managing businesses more efficiently. The Office of Cooperatives, SMEs, and Industry of Bantul Regency opened a forum such as potential titles, bazaars, exhibitions and so on in which there are various kinds of MSME products. With such activities, it is hoped that it will be able to provide easy access to partnerships to anyone.

The Role of MSME Actors in Supporting Empowerment Programs from Local Governments During the Covid-19 Pandemic

Job openings. In Indonesia, MSMEs are one of the effective steps in reducing poverty and unemployment, from the statistical data carried out (Rachman, Ryan, et al., 2021), MSMEs represent the largest number of business groups. MSMEs are a collection of the largest economic executors in the economy in Indonesia and become an aspect of economic development after the economic crisis (Fidianing et al., 2020). This can help the role of local governments in eradicating the unemployment rate and how that people who are still unemployed can be empowered through the job opportunities provided. Based on the data table obtained by the author from DKUKMP Bantul, employment through MSMEs in 2017 to 2020.

Help promote and introduce local products. The local government and DKUKMP only provide facilities for MSME actors in Bantul Regency to promote and introduce their products through a forum or event such as potential titles, bazaars, and exhibitions, and the main actors in the implementation of this activity are MSMEs themselves, MSMEs with their respective marketing strategies are given the opportunity for promotion to the community and the wider market to introduce bantul local products with such bantul original products can be known by the wider community and can attract many partners to work together, so that when the product is known, it will be easier to enter the national and even international markets (Rachman, Nurgiansah, et al., 2021).

Supporting the procurement of MSME empowerment training. In addition to the entrepreneurship training carried out by the local government and DKUKMP, it turns out that a number of MSME activists in Bantul Regency also hold entrepreneurship training independently, an example of independent training activities by MSME activists is the implementation of MSME training at the Kapenawon Banguntapan Bantul Office Yard through the Banguntapan Street Food (BSF) event which is held every Sunday, of course, those who become training mentors are those who have experience and expertise in the field of certain such as kokedama cultivation training, waste bank training to make product innovations from used waste, public speaking training and so on (Dewantara & Nurgiansah, 2021).

Improving the national economy. In Bantul Regency itself, the main sector of economic growth that has a significant influence on regional and even national income is from the industrial sector, especially the Small and Medium Industry (IKM) sector (Rachman et al., 2022). This sector plays an important role for the Indonesian economy, because this sector can overcome the problem of equal distribution of income between regions and SMEs have proven to be able to survive and develop even in the midst of a crisis, because in general this sector still utilizes local resources, be it human resources, capital, raw materials, to equipment, meaning that most of the needs of SMEs do not rely on goods from imports.

Sources of innovation. In addition to online sales, Bantul MSMEs turned out to have innovations that were no less interesting in their offline sales as carried out by MSME economy activists in Banguntapan Bantul District who presented the Banguntapan Street Food (BSF) event and PASKAM "Pasar Kamis" this event as a forum for gathering MSMEs in one location with each MSME stand lined the sub-district office yard, of course, they have received permission from the relevant parties to hold the event and run the health process. Strictly, this event is held every week, for BSF every Sunday and POST-Morbid every Thursday, for BSF every week the theme presented is different, of course it is interesting to visit, not only selling MSME products but also there are other useful events such as training and socialization, gymnastics, health checks etc.

CONCLUSION

The implementation of the Government Regulation Policy of the Republic of Indonesia Number 7 of 2021 on the empowerment of MSMEs during the Covid-19 pandemic has been carried out by the Office of Cooperatives, SMEs, and Industry of Bantul Regency, namely by facilitating digitalization / information technology 4.0 (in the form of SiDAKUI application services, digital marketing training, online marketing, online consulting services for MSME actors), MSME training, facilitation of increasing business diversification, development of MSME product promotion (through E-Marketing training, product curation, product exhibitions, Bantul Fashion & Craft Festival), facilitation of productivity improvement, and facilitation of partnerships.

The obstacle of DKUKMP Bantul to the empowerment of MSMEs during the Covid-19 pandemic is the pandemic itself so that it hinders the work program from being realized, the solution is to implement strict health protocols for offline activities, and some activities are carried out online, then the constraints of MSMEs who do not understand the effectiveness of digital marketing in the midst of a pandemic so that DKUKMP provides digital marketing training facilities as a solution. The role of MSME actors in supporting empowerment programs from local governments during the Covid-19 pandemic is to open up employment opportunities, help promote and introduce local products, support the procurement of MSME empowerment training, improve the national economy, and sources of innovation.

The advice that can be given in this study for the DKUKMP of Bantul Regency is that empowerment efforts for MSMEs must continue to be carried out even though many programs are not realized due to the pandemic, this is in order to provide support for MSMEs that are experiencing sluggishness, especially support for providing facilities and coaching. Then for MSME players who do not understand about digital marketing, they are expected to take part in various trainings *E-Marketing organized by DKUKMP Bantul Regency as a hope that Bantul local products can be better known by the wider community.*

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