

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**



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**ABSTRACT:** The purpose of this study is to describe the role and strategy of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering micro enterprises in sasirangan, purun and knotted in Banjarbaru City, South Kalimantan Province. This research uses qualitative methods with descriptive analysis and uses the role theory of Siagian with Innovator and Modernisator indicators and empowerment theory from Kartasasmitra with Enabling, Empowering and Protecting indicators. Informants were taken by purposive sampling, then snowball sampling was carried out.

The results of this research, The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office that has been carried out are the assistance of mikro enterprises and IPR (Intellectual Property Rights). For roles that are still not optimal, namely in utilizing the free shipping assistance program, KREDIT USAHA RAKYAT subsidies and the use of umkmjuara.id applications. and roles that have not been implemented are the SME's bazar and assistance of RT Mandiri.

The suggestions in this study for strategies is to use the SO (Strange Opportunity), need to be made regulations to use local SME's products and need intense cooperation and coordination with villages, sub-districts and the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering SMEs in Banjarbaru City.

**KEYWORDS:** Role, Empowerment, SMEs

### **Introduction**

Law Number 20 of 2008 concerning Enterprises, Micro, Small and Medium Enterprises states that Micro, Small and Medium Enterprises are business activities that are able to expand employment and provide broad economic services to the community, and can play a role in the process of equalization and increasing people's income, encouraging economic growth, and playing a role in realizing national stability. To support the Superior Program (Bangkit UMKM) the Banjarbaru City Government through the Office of Cooperatives, Small and Medium Enterprises and Manpower of Banjarbaru City has micro-business development activities with an orientation to increase the scale of business into small businesses. The facilitation of micro-enterprises is by carrying out training, mentoring and socialization to help drive the economy of Micro, Small Enterprises (SMEs) through market opportunities / expansion (modern retail) and digital sales as well as collaborating with third parties in facilitating MSME funding.

One of the MSMEs in Banjarbaru City is MSMEs in the handicraft sector. The handicraft sector is a type of creative industry that includes the process of creation, production and distribution of a handicraft product produced and made by craftsmen from the design to the process of its completion. In running a business or business engaged in the creative industry, it is inseparable from efforts to always see the development and changes in trends that occur in society, especially in the fashion sector which has a short product lifetime (product life span), namely in a matter of months. This requires entrepreneurs and craftsmen in this field to have the ability, knowledge, expertise and competence of themselves in maintaining the quality and quantity of the products produced as added value in order to compete with domestic and foreign products.

Although MSMEs have an important role in the regional economy, they still face various obstacles and obstacles, both internal and external, in terms of production and processing, marketing, human resources, capital, and product development. The Office of Small and Medium Enterprises Cooperatives and Manpower of Banjarbaru City is also faced with the problem of ineffective implementation of the free shipping program which is a form of innovation program from the Dinas. Based on data from the Office of Cooperatives for Small and Medium Enterprises and Manpower<sup>3</sup> in June 2022, only 46 (forty-six) Micro Enterprises have utilized the postage subsidy program.

# The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province

In order to accelerate the national economic recovery and increase the economic growth of the community in Banjarbaru City, and see from the various obstacles and importance of MSMEs in order to improve the welfare of the community in Banjarbaru City, the Menegah small business cooperative office and manpower as one of the Regional Apparatus Organizations (OPD) have a role in implementing the empowerment of MSME actors, especially the handicraft sector. Based on this, the author is interested in researching the Role of the Menegah Small Business Cooperative Service and Manpower in empowering Micro, Small and Medium Enterprises (MSMEs) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province.

And in this study, researchers will discuss in depth 1.How the Role of the Small Business Cooperative Service of Menegah and Manpower in empowering Micro-Enterprises in the Sasirangan, Purun and Knitting Handicraft Sector in Banjarbaru City, South Kalimantan Province; What is the strategy carried out by the Office of Small Business Cooperatives of Menegah and Manpower in empowering micro-enterprises in the Sasirangan, Purun and Knitting Handicraft Sectors in Banjarbaru City, South Kalimantan Province?

## LITERATURE REVIEW

### A. The Role of Government

In the Big Dictionary of Indonesian (2008:667), a role is part of the main task that a player must carry out and the actions performed by a person in an event. David Berry (1981:99) explains that a role has 2 kinds of expectations, namely: "the expectations of the community towards obligations as role holders and the expectations of the winner of the role towards society related to it in carrying out its role or obligations.

According to Siagian (2012:142-149) states that the important role of the government is involved in five main forms, namely

- 1.First, as a stabilizer, the role of the government as a stabilizer is very important and must be played effectively.
- 2.Second, as an innovator, the government as a whole must be the source of new things.
- 3.Thirdly, as a modernizer, the government is tasked with leading people towards a modern life.
- 4.Fourth, as a pioneer, the government must be a role model for the entire community.
5. Fifth, as the executor itself, the government is still required to play the role of its own executor of various activities.

### B. Micro, Small and Medium Enterprises (MSMEs)

Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) states that:

- 1.Micro-enterprises are productive businesses owned by individuals and / or individual business entities that meet the criteria for micro-enterprises.
- 2.Small business is a productive economic business that stands alone, carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become a direct or indirect part of medium-sized enterprises or large businesses.
- 3.Medium enterprises are productive economic enterprises that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part either directly or indirectly of small businesses or large businesses with the amount of net worth or annual sales proceeds as stipulated in the Law.

The following are the criteria for MSMEs based on turnover and the number of employees owned

**Table 1. Criteria for MSMEs based on assets and turnover owned**

No.	Description	Assets	Turnover
1	2	3	4
1.	Micro	Maximum Rp. 50 Million	Maximum 300 Million
2.	Small Business	>50 Million – 500 Million	> 300 Million - 2.5 Billion
3.	Medium Enterprises	> 500 Million - 1 Billion	2,5 Billion - 50 Billion

Source: Law Number 20 of 2008

**Table 2. MSME criteria based on the number of workers**

No.	MSME Group	Number of Workers
1	2	3
1	Micro	People's business credit from 4 people
2	Small Business	5 to 19 people
3	Medium Enterprises	20 to 99 people

Source: BPS in Handini et al (2019:22)

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**

### ***C. Community Empowerment***

Mardikanto and Soebiato (2018), empowerment can be interpreted as an effort to improve the ability of people (poor, marginalized, marginalized) to express their opinions and or needs, their choices, participate, negotiate, influence and manage their community institutions responsibly (accountable) for the improvement of their lives. In this sense, empowerment means improving the quality of life or welfare of each individual and society, including in the sense of:

1. Economic improvement, especially food adequacy;
2. Improvement of social welfare (education and health);
3. Freedom from all forms of oppression;
4. Guaranteed security;
5. Guaranteed human rights that are free from fear and worry.

Furthermore, Mardikanto and Soebiyato (2018) stated that empowerment does not only include strengthening individual community members, but also their institutions. Instilling modern cultural values, such as hard work, thrift, openness and responsibility are all central parts of this empowerment. Similarly, the renewal of social institutions and their integration into development activities and the role of society in them. The most important thing here is the increased participation of the people in the making of decisions that concern themselves and their society. So the essence of empowerment includes not only strengthening individual members of society but also strengthening its institutions

According to Kartasasmita (1996) in Mulyawan (2016: 67-69), efforts to empower the community must be carried out through three majors, namely as follows

1. Creating an atmosphere or climate that allows the potential of the community to develop (enabling). Here the starting point is the introduction that every human being, every society, has a potential that can be developed. That is, not a society that is completely helpless because, then, it would be extinct. Empowerment is an effort to build that power by encouraging, motivating, and raising awareness of its potential and striving to develop it.
2. Strengthening the potential or potential possessed by the community (empowering). In order to implement more positive measures apart from just creating a climate and atmosphere. This strengthening includes concrete steps and concerns the provision of various inputs, as well as opening access to various opportunities that will make the community more empowered. In the context of this empowerment, the most important efforts are to improve the level of education, and the degree of health, as well as access to sources of economic progress such as capital, technology, information, employment, and markets. This empowerment concerns the construction of basic infrastructure and facilities both physical, such as irrigation, roads, electricity, and social such as schools, and health service facilities, which can be accessed by the community at the lowest level, as well as the availability of funding, training, and marketing institutions in rural areas where the concentration of the population whose empowerment is very credited to the people's business. For this reason, there needs to be a special program for people who are empowered to do business credit, because the general programs that apply to all cannot always touch this layer of society.
3. Empowering also means protecting. In the process of empowerment, it must be prevented from becoming weaker, because the business credit of the people who are empowered in the face of the strong, therefore, in the concept of community empowerment, protection and empowerment to the weak is very much based on its nature. In this context, the existence of laws and regulations that clearly and firmly protect the weak is very necessary. Protecting does not mean isolating or masking from the interaction because it will dwarf the small and neglect the weak. Protecting should be seen as an attempt to prevent the occurrence of unbalanced competition, as well as the exploitation of the strong over the weak. Community empowerment does not make the community more dependent on various charity programs because basically everything enjoyed must be produced by one's own efforts, and the results can be exchanged with other parties.

### ***D. Handicraft Industry***

The handicraft industry is one of the sub-sectors of the creativity-based industry. Firdausy (2017: 135) quoted Presidential Instruction number 72 of 2015 meaning that the handicraft industry is a creative activity related to the creation, production and distribution of products made and produced by craftsmen starting from the initial design to the process of completing their products, including handicraft items made of: precious stones, natural and artificial fibers, leather, rattan, bamboo, wood, metals (gold, silver, copper, bronze, iron) wood, glass, porcelain, cloth, marble, clay, and lime.

Tjitrosoepomo (1991:21) put forward the meaning of craft in a general and cultural sense as follows:

1. The general meaning of the word, craft is a skill that connects with a manufacture of goods that must be done diligently and meticulously, usually done by hand.
2. Meaning in culture, crafts is closely related to the ceremonial system of belief, education, art, technology, equipment and even livelihood.

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**

Furthermore, according to Adamson and Sennette (2007) in Paradise (2017: 136) craft can also be defined as a form of quality workforce skills driven by the use of specially modified materials internally as well as externally. In the context of the creative industry, the handicraft subsector produces culturally substantive products and designs and productions traditionally without taking away from the peculiarities of the product.

UNESCO in Firdausy (2017: 135) is of the view that the handicraft industry is an industry with the production of artisanal products (handicrafts) produced by craftsmen by utilizing traditional craftsmanship as a form of cultural heritage. The handicraft industry uses raw materials from natural resources to create creative products with distinctive features that are cultural. So that the creative industry of crafts is an economic activity that produces products based on tradition, culture and history behind content creation. The inputs needed in the creative craft industry consist of culture, creativity of business actors, product innovation, raw materials and technology.

### **III. METHOD**

This research will use qualitative research methods. According to Sugiono (2012: 9); "Qualitative research methods are research methods based on the philosophy of *pos positivism*, used to research on natural object conditions, (as opposed to experiments) where researchers are as key instruments, data collection techniques are carried out triangulation (combined), data analysis is inductive / qualitative, and the results of qualitative research emphasize meaning more than generalization". Researchers choose to use qualitative research methods because the author will conduct a more in-depth study of the data and facts that will be collected to answer the formulation of research problems in the Role of the Cooperatives, Small and Medium Enterprises and Manpower Offices in empowering Micro, Small and Medium Enterprises (MSMEs) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province.

This research is a type of descriptive research with qualitative research methods. According to Nazir (2014:74) descriptive research is the study of finding facts through proper interpretation. The purpose of descriptive research is to make descriptions, drawings or paintings systematically, factually and credit people's efforts regarding the facts, properties and relationships between the phenomena investigated. This research is identified with research questions that use the question of "how" in developing existing information. The research was located at the Office of Cooperatives, Small and Medium Enterprises and Manpower of Banjarbaru City, South Kalimantan Province. The location determination is carried out with several considerations, including: There is an MSME empowerment program carried out by the Office of Cooperatives, Small and Medium Enterprises and Banjarbaru City Manpower; The author assesses that the role of the Office of Cooperatives, Small and Medium Enterprises and Manpower will greatly affect the empowerment of MSMEs in the handicraft sector in Banjarbaru City. Related to this study, the researcher first determined the key person with a purposive sampling technique. According to Silalahi (2010: 273), "purposive or purposeful sample selection, sometimes referred to as judgement sampling, is the selection to whom the subject is in the best position to provide the required information". Therefore, researchers use purposive sampling techniques with the consideration of choosing informants who are considered to be able to provide preliminary information about what the author hopes so that it can make it easier for researchers to analyze the Role of the Trade Office in empowering Micro, Small and Medium Enterprises (MSMEs) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province. The informants as the key persons in this study were 5 (five) people, namely the Head of the Cooperatives, Small and Medium Enterprises and Manpower Office of Banjarbaru City, the Head of the Micro, Small and Medium Enterprises Cooperative Business Development Division, the Head of the Capital and Business Development Section, the Head of the Financial Institutions Management Section and the Head of the Promotion, Marketing and Business Network Section. After determining the key person, the researcher used snowballing sampling techniques to find other informants in order to complete the information the researcher needed. As for the other informants, the researcher determines according to the instructions of the key person. As Silalahi (2010:273) argues, the snowball sampling procedure is carried out in stages. First of all, identified the person who is considered to be able to provide information to be interviewed then this person is used as an informant for the identification of others. This opinion is in line with what Nasution (2011:99) stated, that:

In snowball sampling, we start with a small group that is asked to show each other's comrades. Then it was also asked to find each other's friends as well, and so on so that the group was constantly getting bigger, like a snowball that grew larger as it slid from the top of the hill down

As for after the snowball sampling technique was carried out, there were 21 (twenty-one) people who were the speakers in this study, namely

List of Informants

1. Head of Service
2. Service Secretariat
3. Head of Micro Enterprise Development Division of Small and Medium Enterprises Cooperative
4. Sub Coordinator of Financial Institution Management
5. Sub Coordinator of Capital and Business Development

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**

6. Sub Coordinator of Promotion, Marketing and Business Networking
7. Fadli, PLUT Consultant
8. Septian, PLUT Consultant
9. Secretary of Dekranasda Banjarbaru
10. Marlina, staff in the capital and business development sub-field
11. Ibu Anna, owner of the Dantis Knitting cottage
12. Ibu Latifah, owner of Najwa Knitting
13. Ibu Salmah, Electorate of Asparagus Sasirangan
14. Hj. Imay, owner of NDF sasirangan
15. Ibu Kaolina, owner of Shafira Sasirangan
16. Ibu Mella Owner Taamir Sasirangan
17. Ibu Siti, member of the purunAl-Firdaus craftsman group
18. Ibu Mujiatni, member of the al-Firdaus purun craftsman group
19. Ibu Salasiah, member of the purun craftsman group Galoeh Tjempaka
20. Ibu Habibah artisan of Sultan village
21. Ibu Farilawati owner of N Two Collection

Data collection techniques according to Sugiono (2012: 225) in general there are four types of data collection techniques, namely observation, interviews and documentation. In terms of observation, researchers record events in the field without any author intervention to affect the conditions that occur. The author made observations in the Office of The Menengah Small Business Cooperative and Manpower of Banjarbaru City, South Kalimantan Province. To obtain information about the problem under study, the author conducts interviews directly with respondents who can provide the necessary information, and can open up opportunities for informants to be able to present their views and opinions on the issues discussed. In conducting the study, the authors conducted interviews with 21 (twenty-one) speakers. In the documentation, literature, mass media, notes, reports, agendas and other data related to the role of the Trade Office in empowering Micro, Small and Medium Enterprises (MSMEs) in the handicraft sector in Banjarbaru City, South Kalimantan Province are used. In this study, researchers chose to use semi-structured interviews through face-to-face or telephone in-person interviews. This researcher does so that the data source does not feel cornered by the intended question so that the interview becomes flowing and more in-depth (in-depth interview). The interview technique carried out is an in-depth interview and the questions asked are open questions so that detailed, clear, and systematic answers are obtained so that they can provide a comprehensive picture of the object under study.

According to Miles and Huberman (1992: 16-18) the analysis consists of three lines of activity that occur simultaneously, namely:

### 1. Data Reduction

Data reduction is defined as the process of selecting, concentrating attention on simplification, extracting, and transforming coarse data that arises from written records in the field. Data reduction lasts continuously for as long as qualitative research-oriented projects take place. The anticipation of data reduction is already apparent when his research decides (often without fully realizing it) the conceptual framework of the research area, research problems, and which data collection approach he chooses. During data collection, the next stage of reduction occurs (making summaries, coding, searching for themes, creating clusters, creating partitions, creating memos). This data reduction/transformation continues after the field assessment, until the full final report is compiled.

Data reduction is part of the analysis. Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary, and organizes data in such a way that its final conclusions can be drawn and verified. With the reduction of data researchers do not need to interpret it as quantification. Qualitative data can be simplified and transformed in a variety of ways, namely: through rigorous selection, through summary or brief description, classifying them in one broader pattern, and so on. Sometimes it can also turn data into numbers or rankings, but this is not always wise.

### 2. Data Presentation (Display Data)

Miles and Huberman limit a presentation as a set of composed information that gives the possibility of drawing conclusions and taking action. They believe that better presentations are a major way of valid qualitative analysis, which includes: various types of matrices, graphs, networks and charts. All of them are designed to combine information arranged in a unified and easy-to-achieve form. Thus an analyzer can see what is going on, and determine whether to draw the correct conclusions or whether to continue to step up to perform an analysis that according to the suggestions told by the presentation as something that may be useful.

### 3. Conclusion Drawing/Verification

Drawing conclusions according to Miles and Huberman are only part of one activity of the whole configuration. The conclusions were also verified during the study. The verification may be as short as the rethink that passes through the mind of the analyzer (researcher) as long as he writes, a review of the field notes, or it may become so thorough and expend effort with review and brainstorming among peers to develop intersubjective agreements or also extensive efforts to place a copy of a finding in another

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**

set of data. In short, the meanings that arise from the other data must be tested for their correctness, robustness, and compatibility, that is, what constitutes their validity. The final conclusion does not only occur during the data collection process, but needs to be verified so that it can really be accounted for.

In this study, the SWOT analysis consisted of Strengths, Weaknesses, Opportunities, and Threats faced by the Role of the Small and Medium Enterprises Cooperatives Office and Manpower in empowering micro-enterprises in the handicraft sector in Banjarbaru City, South Kalimantan Province. This analysis technique assumes that the right strategy can maximize strengths and optimize opportunities and suppress weaknesses and threats. In the SWOT matrix are described the strengths and weaknesses of the organization so that it can be determined the opportunities and threats that will be faced.

### **IV. FINDING AND DISCUSSION**

#### **A. FINDING**

#### **The Role of the Office of Cooperatives, Small and Medium Enterprises and Manpower in Empowering MSMEs in the Handicraft Sector**

##### **Innovator**

As an innovator, the government as a whole must be the source of new things. The innovations carried out by the Office of Cooperatives, Small and Medium Enterprises and Manpower are free shipping programs in collaboration with JNE and subsidies for PEOPLE'S BUSINESS CREDIT in collaboration with Bank Kalsel. This is as stated by the Head of the Office of Cooperatives, Small and Medium Enterprises and Manpower who stated that for product marketing, the department cooperates with Dekranasda to increase the marketing of SME products, even to the point of participating in international events, namely Paris Fashion Week. In addition, there is also a free shipping program in collaboration with JNE, so that craftsmen can sell their products without worrying about the burden of shipping costs, besides that there is also a people's BUSINESS CREDIT subsidy cooperation with Bank Kalsel. Based on data from 46 MSMEs that take advantage of the free shipping program, only 7 (seven) MSMEs in the handicraft sector take advantage of the free shipping program, and are dominated by purun and knitted modified crafts. So there are still many micro-entrepreneurs who have not taken advantage of this free shipping program. In the implementation of this free shipping program, it turns out that it is still not optimally utilized. Socialization about the free shipping program is not implemented optimally, so many MSME actors do not take advantage of it. After further evaluation, it turned out that there were several technical obstacles regarding the implementation of this free shipping program. As stated by Fadli, PLUT Consultant that the free shipping program starting in July we stopped temporarily first, because there were improvements regarding the mechanism for providing free shipping in the MoU with JNE.

In addition to the mechanism problems with JNE, the Office of Small and Medium Enterprises Cooperatives and Manpower also indicated that there was some abuse of this free shipping voucher, so a review of the MoU with JNE was needed, as conveyed by the Head of the Micro, Small and Medium Cooperatives Development Division that there were indications of MSME actors who received vouchers selling their vouchers to others, so it is necessary to change the mechanism for disbursement of his voucher with JNE. Later, each voucher given will have a barcode, so that its use cannot be transferred.

In addition to the shipping cost subsidy program, there is also a subsidy program for KREDIT USAHA RAKYAT in collaboration with Bank Kalsel. Of the 12 (twelve) Micro Enterprises that received subsidy assistance for THE PEOPLE'S BUSINESS CREDIT, none of the Micro Enterprises from the handicraft sector applied. This is because the PEOPLE'S BUSINESS CREDIT subsidy has a requirement that it has never applied for a PEOPLE'S BUSINESS CREDIT loan before, so there are indeed few Micro Enterprises who get this subsidy assistance, because most Micro business actors have applied for a PEOPLE'S BUSINESS CREDIT loan. As stated by Mrs. Marliana, staff at the Business Development Division of Micro, Small and Medium Enterprises Cooperatives. Based on this, not all MSMEs can get KUR, because in the field there are already many micro-business actors who have applied for KUR loans. So that the purpose of this KUR subsidy program is actually for actors who are just starting a business

##### **Modernizers**

As a modernizer, the government is tasked with leading people towards a modern life. To realize this, it is necessary, among others, mastery of science and technology, managerial ability and proficiency, a reliable national education system so as to produce productive human resources and have a clear vision of the desired future so that it is oriented towards the future. The role of the Office of Cooperatives, Small and Medium Enterprises and Manpower as a modernizer is to hold digital / online marketing training for craftsmen, as conveyed by the Head of the Promotion, Marketing and Business Network Section who said that the challenge during the Covid-19 pandemic is how to increase the sales of craftsmen online. Because many craftsmen don't understand the procedures for selling online. So we hold a digital / online marketing training program for craftsmen. Our craftsmen teach how to market their products on marketplace platforms such as umkmjuara.id, Shopee, Tokopedia, Bukalapak and Lazada. In addition, for craftsmen, we also teach marketing through social media such as Instagram, Facebook and Whatsapp which is also supported by a free shipping program in collaboration with JNE. There is a marketplace under the Banjarbaru City Small and Medium Enterprises

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**

and Manpower Cooperative Office, which is [umkmjuara.id](http://umkmjuara.id), but the implementation is still not optimal. From the results of observations in the field, there are several obstacles in terms of online product marketing, as conveyed by Kaolina's mother, the owner of Shafira Sasirangan. Age and education are one of the factors that influence the success rate in this online entrepreneurship and marketing training. There are some craftsmen who think that it is enough to sell at home or shop, without the need to market it online, due to limited resources.

### **Empowerment**

#### **Enabling**

In this case, the Office of Cooperatives, Small and Medium Enterprises and Manpower of Banjarbaru City held several entrepreneurship training programs for craftsmen to motivate craftsmen to further improve product quality and improve marketing. This activity also coordinates with kelurahan/kecamatan to explore the potential that exists in the community and develop it. With this entrepreneurship training, it is hoped that it can foster the spirit of entrepreneurship in the community.

For the program to create a conducive SME climate, the Banjarbaru city government in 2020 budgeted Rp. 4,083,696,500 for its activities. Activities of the Conducive Small and Medium Enterprises Climate Creation Program, namely:

1. Planning, Coordination and Development of Small and Medium Enterprises has indicators of the implementation of coordination with villages /sub-districts in the development of MSMEs with a target of 1 time and realization 1 time.
2. The development of Small and Medium Enterprises has indicators of the number of MSE (food/beverage) products that are halal/HAKI certified with a target of 35 and the realization of 35 Micro Enterprises. Then the indicators of the implementation of socialization about the certification of MSME products with a target of 2 times and realization. This activity also contains equipment and materials for MSMEs affected by the Covid-19 pandemic.
3. Expansion of Market Access for MSME products has indicators of the implementation of facilitation of market access expansion with a target of 2 times and realization 2 times.

#### **Empowering**

In the context of this empowerment, the most important efforts are to improve the level of education, and the degree of health, as well as access to sources of economic progress such as capital, technology, information, employment, and markets. For this reason, there needs to be a special program for the underpowered community, because the general programs that apply to all cannot always touch this layer of society. As for strengthening Empowering, the Office of Cooperatives of Small and Medium Enterprises and Manpower organizes means of promoting MSME products through bazaars and exhibitions, capital assistance and with the help of shipping cost subsidies.

Based on the results of the study, SMEs who received the stimulus were SMEs who had been registered in the MSME database assisted by the Small and Medium Enterprises Cooperatives and Manpower Office, besides that the business had never previously applied for a KUR. In its realization, MSMEs that get KUR subsidy assistance are still very few, namely only 12 MSMEs. This is because the requirement to get KUR subsidies is that they have never applied for a KUR before, while MSME actors have mostly applied for KUR before. In addition, there is also assistance in the form of equipment from the Office of Small and Medium Enterprises Cooperatives.

#### **Protecting**

Empowering also means protecting. In the process of empowerment, it must be prevented from becoming weaker, because it is less empowered in the face of the strong, therefore, in the concept of community empowerment, the protection and empowerment of the weak is very much based on its nature. In this context, the existence of laws and regulations that clearly and firmly protect the weak is very necessary. Protecting does not mean isolating or masking from the interaction because it will dwarf the small and neglect the weak.

Protecting must be seen as an effort to prevent the occurrence of unbalanced competition, as well as the exploitation of the strong over the weak. Community empowerment does not make the community more dependent on various charity programs because basically every thing enjoyed must be produced by one's own efforts, and the results can be exchanged with other parties. As for the protection of SMEs, the Office of Small and Medium Enterprises Cooperatives and Manpower assists in the IPR process and assistance for business registration. To register an MSME business by obtaining a NIB (Business Identification Number) is free of charge, but the obstacle is that when managing Intellectual Property Rights (IPR) it is necessary to pay Rp. 500,000.00. For IPR registration, there is a assistance program from the Office of Cooperatives of Small and Medium Enterprises and Manpower, namely free IPR management fees for 15 (fifteen) MSMEs every year

## **B. DISCUSSION**

Based on the SWOT analysis obtained from the results of the study, the following strategies were obtained:

### **SO Strategy**

This strategy is made by utilizing all the strength to seize and make the most of opportunities. As for the SO strategy, namely:

## **The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province**

1. Conducting product development programs, with materials directed at improving product quality in order to penetrate the global market
2. Conducting MSME bazaar activities
3. Increase production and marketing by cooperating with the private sector
4. Promotion of MSMEs through the Mayor's regulation/circular to use MSME products, for example knitted bags, sasirangan veils for women when going to the office. and the use of purun as a replacement for snack boxes and rice boxes during official events. As well as the purchase of government service goods through the umkmjuara.id application
5. Establishing intense coordination and cooperation with villages and sub-districts in empowering SMEs

### **ST Strategy**

This is a strategy in using the power possessed to overcome threats. The ST strategy is:

1. Provide input to make regulations regarding tax reductions for local MSMEs, so that selling prices can be more competitive
2. Maximizing socialization programs and assistance to craftsmen in improving product quality and product marketing, this can be done both offline and online.
3. Propose to make regulations regarding imported goods tax. So that local goods are not too far away in price from imported goods.

### **WO Strategy**

It is applied based on the utilization of existing opportunities by minimizing existing weaknesses. The WO strategy is:

1. Become a mediator between craftsmen and investors in order to improve the marketing of their products
2. Maximize training activities both offline and online. Materials or training activities carried out offline are uploaded also to social media and YouTube.
3. Collaborating with universities in Banjarbaru City in research on the empowerment of MSMEs which will be an evaluation material for the Banjarbaru City Government

### **WT Strategy**

This strategy is based on activities that are defensive in nature and in the form of minimizing existing weaknesses and avoiding threats. The WT strategy is:

1. Maximizing assistance to craftsmen, especially in product promotion and sales
2. Maximizing monitoring of Government Fund Utilization Management for Small and Medium Enterprises
3. Urges craftsmen to maximize the production of goods that are widely consumed by local people

## **CONCLUSSION**

Based on the discussion in the previous chapter, several conclusions were obtained, namely:

1. On the role dimension, 2 (two) indicators are discussed, namely innovators and modernizers. The role of the Banjarbaru City Small Business and Labor Cooperative Service is in the form of helping online product marketing and economic stimulus through free shipping and KUR subsidies.
2. In the empowerment dimension, 3 (three) indicators are discussed, namely enabling, empowering and protecting.
  - a) From the enabling indicators, the Office of Cooperatives of Small and Medium Enterprises and Manpower held socialization, training and coaching on entrepreneurship, in order to motivate craftsmen to grow their entrepreneurial spirit and further develop their products.
  - b) From the empowering indicator, the Office of Small and Medium Enterprises Cooperatives and Manpower held MSME product events and encouraged MSME players in the handicraft sector to actively participate in participating in events both locally, nationally and even internationally. In addition, the department also provides assistance in the form of capital. Dinas also has a PLUT unit which is tasked with facilitating the assistance of SMEs to be able to develop their businesses.
  - c) From the protecting indicators, the Office of Cooperatives of Small and Medium Enterprises and Manpower assists in the business licensing process, IPR (Individual Property Rights) as well as by reducing bank interest services.
3. In general, the role of the Small and Medium Enterprises Cooperative Service and Labor from the Dimension of Role and Dimension of Empowerment can be seen in the following matrix:



## The Role of the Cooperatives, Small and Medium Enterprises (SME's) and Labor Office in empowering Small and Medium Enterprises (SME's) in the Handicraft Sector in Banjarbaru City, South Kalimantan Province

Table 3. Matric dimensions of role and empowerment

Role	Innovator	Modernizers
<b>Empowerment</b>		
<b>Enabling</b>	KUR subsidy program and Capital Assistance for Micro Business actors	Socialization and training to improve entrepreneurship
<b>Empowering</b>	Free shipping program and MSME bazaar / exhibition as well as MSME assistance program	Online marketing socialization and training as well as socialization of product quality improvement and marketing
<b>Protecting</b>	The existence of a superior village / village	Assistance in business registration and IPR

Source: processed by the author

4. In implementing the role of the Banjarbaru City Small and Medium Enterprises and Manpower Cooperative Office to empower micro-enterprises of sasirangan, purun and knitting industries in Banjarbaru City, some have been implemented, some have not been maximized and some have not been implemented.
  - a. The programs that have been implemented are business assistance programs and IPR (Intellectual Property Rights). Every year at least 15 (fifteen) MSMEs that are facilitated get IPR. In 2021 there are 4 (four) MSMEs in the handicraft sector who have been upgraded to small businesses after obtaining business assistance facilitation and IPR registration.
  - b. The role that is still not optimal is in utilizing the free shipping assistance program, KUR subsidies and the use of umkmjuara.id applications.
  - c. The role that has not yet been implemented is the implementation of the MSME exhibition bazaar due to the constraints of the Covid-19 pandemic, besides that the assistance of RT Mandiri has also not been carried out.
5. From the craftsman side, there is a tendency for craftsmen who have high motivation for business development, namely craftsmen who are just starting a business. Long-standing craftsmen tend to lack motivation in the development of their products. They tend to feel comfortable with their current business conditions, and it is difficult if they are fostered to improve their business. In addition, the level of education and age are also factors that affect the success rate of the mentoring and training programs carried out.
6. SWOT analysis in empowering Micro Enterprises in the Purun, Sasirangan and Knitting Handicraft Sectors in Banjarbaru City used the SO strategy, namely
  - a) Conducting product development programs, with materials directed at improving product quality in order to penetrate the global market
  - b) Conducting MSME bazaar activities
  - c) Promotion of MSMEs through the Mayor's regulation/circular to use MSME products, for example knitted bags, sasirangan veils for women when going to the office. and the use of purun as a replacement for snack boxes and rice boxes during official events. As well as the purchase of government service goods through the umkmjuara.id application
  - d) Establishing intense coordination and cooperation with sub-districts and sub-districts in empowering SMEs

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