

Efforts to Empower MSMEs in Panci Village in Increasing Family Income (Study on MSMEs in Panci Village in Porong District, Sidoarjo Regency)

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Abstract

Economic development is generally carried out by developing countries aimed at creating economic development that can be enjoyed by the community. Method used that is qualitative, it allows data analysis when the researcher is in the field or after returning from the field, the analysis is carried out. Research result :1. Efforts to empower MSMEs in Kampung Panci in increasing family income by utilizing technology, making packaging more attractive, empowerment programs regarding facilities and infrastructure and the role of the Government in increasing the marketing of MSME products, 2. Efforts by MSMEs in Kampung Panci in increasing family income by increasing income family and make citizens more productive and creative, 3. The role of the sub-district for SMEs in Kampung Panci. The conclusion is that they have not used online media as their marketing access; the lack of facilities and infrastructure, can increase income and the absence of assistance provided by the District is not evenly distributed to all business actors in MSMEs.

Keywords: Empowerment, SMEs, Income

1. Preliminary

Endeavors to Enable MSMEs in Panci Town in Expanding Family Pay. (Study on MSMEs in Panci Town in Porong Locale, Sidoarjo Regime). For example, by creating jobs with the aim of equalizing income distribution and being able to reduce unemployment. The main problem faced by most developing countries, including Indonesia to date, is how to take advantage of the abundant human factor for their development, so that a large population is not a burden for development, but instead becomes development capital. Locales in Indonesia are beginning to foster the modern area, accordingly diminishing the hole with the agrarian area (HAFNI, 2015)

According to Zubaedi, (2007) Strengthening is a push to construct local area limit by empowering, spurring, bringing issues to light of their latent capacity and endeavors to foster their latent capacity. Ginandjar Kartasasmitha, (1996) expressed that strengthening is a work to construct power by empowering, inspiring, and bringing issues to light of its latent capacity and attempting to foster it Wibowo, (2016) Strengthening can urge individuals to be

more engaged with dynamic in the association. Hence, it will build the capacity and feeling of having a place, and increment the awareness of certain expectations with the goal that presentation increments. Engaged laborers are required to tackle job past the duties appointed to them.

MSME is a business action that expects to extend work openings and offer wide financial types of assistance to the local area and can assume a part during the time spent value and increment individuals' pay, energize monetary development, and assume a part in acknowledging public soundness. Also, miniature ventures are one of the primary mainstays of the public economy that get the principle opportunity, backing, insurance and wide advancement as a type of a firm gathering to individuals' monetary business bunch, without disregarding the job of enormous organizations and government-claimed endeavors. As indicated by the Service of Labor (Depnaker), miniature undertakings are organizations that have under 5 specialists

Maccording to Setiawati, (2017), Income is the gross inflow of monetary advantages emerging from the ordinary exercises of the substance during a period if the inflow brings about an expansion in value that isn't gotten from speculation commitments. While Martani, (2016) clarify the importance of pay as follows: Income will be pay that comes from the typical exercises of a substance and alludes to various terms like deals, expenses, interest, profits and sovereignties. (sovereignty)

Sriyana, (2010) noted that miniature, little and medium ventures (MSMEs) have a significant part in the nearby economy. This is shown by the capacity of MSMEs to drive provincial financial exercises and give business openings. Nonetheless, MSMEs actually deal with different fundamental issues, in particular the issue of item quality, showcasing and business supportability. Different advancement approaches are expected to cut the chain of issues looked by MSMEs, specifically to beat a few things that become deterrents in the field of item improvement and advertising.

Sidoarjo Regency is one of the regencies with a large area in East Java which has economic potential. Economic conditions that are quite potential can be seen from the number of industries in Sidoarjo Regency which continues to increase. To date, Micro, Small and Medium Enterprises (MSMEs) have contributed greatly to economic growth. As a district dubbed the City of MSMEs, Sidoarjo has hundreds of thousands of MSMEs in a number of fields. Even the Office of Cooperatives and Micro, Small and Medium Enterprises (UMKM) of the Sidoarjo Regency Government noted that there were around 206,745 types of MSMEs spread across 18 sub-districts in Sidoarjo.

One of the areas in Sidoarjo Regency, precisely in the Porong area, there is a pot village. This business of making kitchen utensils has existed for a long time and has been going on for generations. Based on the reality and description of the background, it is an interesting thing for the author to study further about empowering MSMEs to increase family income levels by taking the research title, "Efforts to Empower MSMEs in Kampung Panci In Increasing Family Income. (Study on MSMEs in Panci Village in Porong District, Sidoarjo Regency)".

With the explanation of the 2 paragraphs above, I give something new, namely a significant increase in Sidoarjo Regency's Original Revenue. Thus, Sidoarjo Regency is well-

known in the East Java region, resulting in all regencies and cities around Sidoarjo Regency automatically contributing to the economy indirectly.

2. Theory Study

Empowerment

Strengthening is a push to construct that force, by empowering, propelling, and bringing issues to light of its latent capacity and attempting to foster it.(Ginandjar Kartasasmitha, 1996)

MSME

The meaning of UMKM is the monetary action of individuals who have a greatest total assets of IDR 200,000,000, where land and structures where the business is found are not considered. Or on the other hand the individuals who have a yearly deals turnover of at most IDR 1,000,000,000 and have a place with Indonesian residents. The reason for computing the abundance computation is changed in accordance with the turnover or deals benefit in the yearly time frame got by the organization.(Adi, 2007)

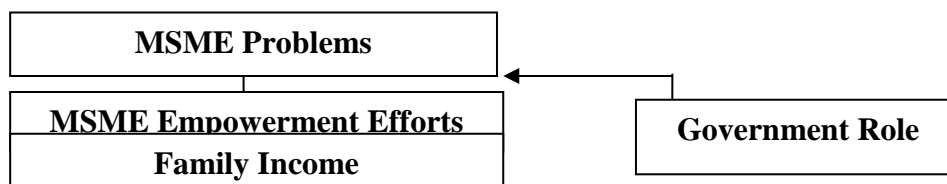
Income

According to Lau, Peter and Nelson, (2014) express the importance of pay as follows: Income is the gross inflow of monetary advantages during the period that emerges in the common course of exercises of a substance when inflows result from extra capital, other than those identifying with value holder contributions. Economic development is a proportion of the achievement of a nation's turn of events. The economy is viewed as encountering development if all genuine compensation for elements of creation in a given year is more noteworthy than the pay got by the local area in the earlier year (Istanti et al., 2021, p 158)

Family

Family is family members identified with marriage or family members identified with posterity. For sure is implied by family is a little local area comprising of a couple framed through lawful marriage, if they have youngsters by any stretch of the imagination.(Almina Rospitaria Tarigan, Zulhaida Lubis, 2018)

conceptual framework



Picture 1
conceptual framework

Research Question and Analysis Model

Research Question

In this study, the Research Questions that will be used in collecting data are:

a. Main Research Question

How to Empower MSMEs in Panci Village in Increasing Family Income (Study in MSMEs in Panci Village, Surabaya, Porong).

b. Mini Research Question

- a) What are the Efforts to Empower SMEs in Panci Village in Porong District?
- b) What are the Efforts to Increase Family Income through MSMEs in Kampung Panci in Porong District?
- c) How is the government's role in the MSMEs of Kampung Panci in Porong District?

Analysis Model

According to Sugiyono., (2019) intelligent examination model, to be specific in subjective exploration, it is feasible to break down information when the scientist is in the field or in the wake of getting back from the field, the investigation is completed. In this investigation the information has been done all the while with the information assortment measure. As expressed by Miles and Huberman, the progression of examination follows an intuitive investigation model.

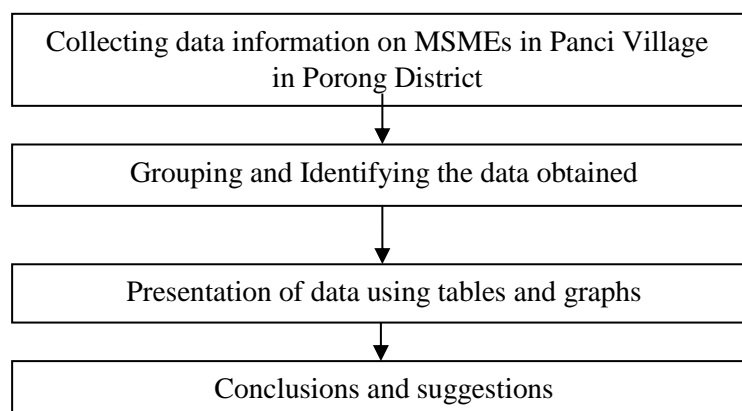


Figure 2
Analysis Model

3. Research Methodology

Research Approach

In this investigation, the methodology utilized by the scientist is a subjective methodology strategy where the subjective examination strategy is an exploration technique dependent on the way of thinking of postpositivism, used to analyze the state of regular articles, (instead of a trial) where the analyst is the key instrument, information assortment procedures led by triangulation (joined), information investigation is inductive/subjective, and subjective exploration results stress meaning as opposed to speculation(Sugiyono, 2018)

Research Limits

In conducting this research, the writer acknowledges that there are limitations, so the limitations of this research are:

1. Research subjects: only carried out on SMEs Kampung Panci in Porong District, Sidoarjo Regency.
2. Object of research: for the analysis only focuses on family income in Porong District, Sidoarjo Regency.

Data Collection Techniques

According to Sugiyono, (2018), information assortment methods are the most essential advance in research, in light of the fact that the principle motivation behind research is to acquire information. Without knowing the information assortment strategies, the analyst won't get information that fulfills the information guidelines set

4. Results

a. Efforts to empower MSMEs in Kampung Panci in increasing family income

Strengthening is a conscious and continuous cycle that is focused in the existence of the nearby local area, including: common regard, basic reflection, mindful and bunch support, through which individuals who feel they don't have shared important assets become acquire more prominent admittance to getting and controlling these assets(Malik, 2012).

From the results of interviews with business actors in Kampung Panci SMEs and researchers found inhibiting factors such as:

1. Delay in delivery of raw materials,
2. Not every day pots or household utensils are sold out,
3. Some of the business actors still do not use online media for marketing,
4. Lack of infrastructure such as parking lots.

Judging from the inhibiting factors found during direct interviews with business actors in Kampung Panci, that inhibiting factors can be minimized using a creative economy empowerment program. The program is an action completed at the neighborhood level and has the point of expanding the pace of development, making occupations, and expanding pay, which is imaginative, uncommon, and has not been broadly done by others, has critical selling power and has a homegrown and global portion of the overall industry. wide fare(Suryana., 2013). With the hindering elements experienced by business entertainers in Kampung Panci, a strengthening program in the UMKM of Kampung Panci can be completed as supporting components, for example,For the use of technology.

1. By making the packaging more attractive
2. Empowerment program regarding facilities and infrastructure
3. The role of the government is also important in increasing the marketing of MSME products

b. Efforts of Kampung Panci SMEs in increasing family income

With the existence of Kampung Panci, many changes have occurred in the UMKM of Kampung Panci, namely:

1. Increase family income

In financial planning, efforts to increase income are also needed to help us get out of financial difficulties. Whatever it is, whether we are in trouble because of debt or when we are laid off. In this case, by carrying out activities in producing household appliances that can be done from home without having to leave the house, it makes us more efficient, meaning that without having to leave the house we can do work inside the house and be able to make money to increase family income.

2. Make citizens more productive and creative

The existence of the pot village makes residents more productive and creative in producing household appliances. Productive means being able to produce in large quantities while creative means the ability to create new products.

c. The Role of the District for the SMEs of Kampung Panci

The role of the Government as in the District with the existence of Panci Village can be seen from the results of interviews that the role and response of the District to Panci Village are very supportive and of course also facilitate the District several times to hold training or guidance from the District so that Panci Village has new knowledge about how to making pots and household utensils, about marketing that can make their products known to the wider community, about neat packaging so that they can attract more customers. In this case the training provided by the sub-district as a form of support for the development of Kampung Pan is to conduct trainings in the manufacture of household appliances by bringing in people who are experts in making household appliances,

Conclusion

1. Based on interviews with business actors in Kampung Panci SMEs, there are several inhibiting factors such as delays in raw materials; not sold out; some business actors in Kampung Panci have not used online media as their marketing access; lack of facilities and infrastructure such as parking lots.
2. With the existence of Kampung Panci, it can affect family income to increase so that it can help meet the daily needs in the family. Besides being able to increase income, it can also make the residents in Kampung Panci productive.
3. There is a discrepancy in the answers from interviews that the sub-district has collaborated with the Trade Office to introduce it to distributors. Meanwhile, the business actors in Panci Village said that there were only groups of residents under the guidance of the Trade Office. This means that the assistance provided by the District is not evenly distributed to all business actors in MSMEs.

Suggestion

1. With the hindrances that are as yet experienced by business entertainers in Kampung Panci, one-on-one settlement should be completed despite the fact that the interaction

requires some investment. For example, changing product packaging that is more able to sell or attract the attention of others. Then residents who discouraged from using online media in their marketing, should be given motivation and understanding of the benefits of using media to market their pots from those who use media to those who do not. Because the system in Kampung Panci is a collaboration. As for those who want Panci Village to have a parking lot to keep it tidy even though the place is busy with people passing by and busy picking pots.

2. The sub-district should be even more active in supporting the UMKM of Kampung Panci by inviting directly, gathering residents directly to take part in events that are being held or that will be offered from the sub-district. Furthermore, endeavors are made to complete help with the Exchange Office uniformly so all business entertainers in Panci Town can encounter the offices that have been given by the Exchange Office, thus that they can progress all the while to present Panci Town and can build family pay. The sub-district must routinely go directly to MSMEs on a regular basis to find out what MSMEs need and provide parking spaces for potential buyers.

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