

MAPPING OF BUSINESS EMPOWERMENT PROGRAM FOR MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) ON RUMAH PENGUSAHA MALANG RAYA COMMUNITY

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Abstract

Micro, Small and Medium Enterprises (MSMEs) have a significant role in the economy country which develop. As big as 90 percent from entity business is an MSMEs that contributes to global labor absorption. In terms of labor absorption, MSMEs in Indonesia absorb more power Work If compared to with country ASEAN other. Realizing the importance role MSMEs then it is necessary empowerment efforts MSMEs in in order to accelerate regional and central economic development and increase the competitiveness of MSME products. Rumah Pengusaha Malang Raya or abbreviated as RPMR is one of the communities MSMEs Which is at in region Malang Raya, Indonesia (Malang City, Malang Regency and Batu City). The current RPMR community members number 100 (one hundred) members who are mapped out consisting of culinary, handicrafts, fashion, and merchant. With the large number of MSMEs members. Based on these ideals, so that this community can develop and make a significant contribution to improving the economy in Malang City and generally in East Java, it is needed mapping Business Empowerment Program. Micro, Small and Medium Enterprises which will be used later as an initial step to strengthen coordination and synchronization in MSME development programs.

Keywords: Mapping of Business, MSMEs, Empowerment Program, Community

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a significant role in the economy country which develop. As big as 90 percent from entity business is an MSME that contributes to the absorption of global labor Which reach 50 percent (Bank World, 2020). According to Katadata.co.id (2021), MSMEs contributed to Product Domestic Gross (GDP) consistently each year, reaching Rp 7,034.1 trillion at constant prices in 2019—an increase of 22.9% from Rp 5,721.1 trillion in the previous year. Not only that, Indonesian MSMEs contributed to absorbing 119.6 million or 96.92% of total workforce in Indonesian business units. This workforce absorption increased by 2.21% from 2018. The large contribution of MSMEs is due to majority unit business Indonesia donated from MSMEs. As many as 64.2 million or 99.99% of Indonesian business units are MSMEs. The details are as many as 63.4 million is Business Micro, 783.1 thousand is Business Small And 60.7 thousand Medium Enterprises

(Katadata.co.id, 2021), while Large Enterprises are only 5.5 thousand or 0.01% of the total Indonesian business units. The workforce absorbed by this business unit is 3.6 million or 3% of the total Indonesian workforce (Ministry, Cooperative, Business Small and Medium, 2021). In general, the proportion of MSMEs in Indonesia to all business units is the highest when compared to other ASEAN countries, reaching 99.9 percent, then Cambodia and Laos at 99.8 percent. In terms of labor absorption, MSMEs in Indonesia absorb more labor when compared to other ASEAN countries (TNP2K, 2021). Realizing the importance of the role of MSMEs, it is necessary to empower MSMEs in order to accelerate regional and central economic development and increase the competitiveness of MSMEs products.

East Java is one of province from thirty-three provinces that have the potential to contribute to economic growth in Indonesia. Badan Pusat Statistik (BPS) in www.infopublik.id (2021) noted that the Quarter III-2021 Province Java East donate growth the second largest economy to the Gross Regional Domestic Product (GRDP) on Java Island with a contribution of 25.33 percent after DKI Jakarta with a contribution of 29.38 percent. The economy of East Java in the third quarter of 2021, measured based on the Gross Regional Domestic Product (GRDP) at current prices, reached IDR624.87 trillion, while the GRDP at constant prices reached IDR 423.04 trillion. Development economy which rapid in Java East, also supported by the rapid economic development in Malang City. Malang City contributes 60 percent of the rate of economic growth in East Java (malangtimes.com, 2020). Through the sector creative economy, MSMEs are the mainstay of the Malang City Economy (Cnbcindonesia.com, 2021). To encourage this, education and assistance are needed so that micro, small and medium enterprises can own skills and produce product which good.

Rumah Pengusaha Malang Raya or abbreviated as RPMR is one of the communities MSMEs Which is at in region Malang Raya (Malang City, Malang Regency and Batu City). The current RPMR community members number 500 (five hundreds) members who are mapped out consisting of culinary, handicrafts, fashion and merchants. The size amount member MSMEs the, given the opportunity that big in providing economic contributions in the city Malang. RPMR stand on February 19 2018, which was initiated by an entrepreneur and packaging producer from an ideal of building a business group in the Malang Raya area, both Still pioneer and entrepreneurs scale export. Based on ideals the so that community This can develop and give contribution which means improving the economy in Malang City and in East Java in general, so needed mapping Program Empowerment Business MSMEs at the Rumah Pengusaha Malang Raya which will later be used as an initial step to strengthen coordination and synchronization in the MSMEs development program. Empowerment is effort build power

(public) with push, motivate, and raise awareness of the potential they have and strive to develop. Empowerment of the people's economy must be carried out by the government in collaboration with non-governmental organizations and the banking world. It is hoped that with the empowerment of MSMEs in RPMR, it can create a conducive climate for MSMEs to develop, strengthen the potential of the community by preparing physical and social infrastructure that can be accessed by all levels of society.

Based on the above, the mapping of business empowerment programs for MSMEs in Malang Raya. It is very necessary to do, so that it can provide an overview of the MSMEs map in Malang Raya, which can later be used as a basis for conducting analysis, policy formulation and significant decision making in increasing the growth of MSMEs in Malang Raya. Furthermore, the problems raised in this study are:

- (1) How to map MSME profiles of community Rumah Pengusaha Malang Raya?
- (2) How is the MSME empowerment program carried out to increase the competitiveness of MSME products in the Rumah Pengusaha Malang Raya community?

Furthermore, the objectives of this study are: (1) Get data mapping business micro, small and intermediate (MSME) for members of the Rumah Pengusaha Malang Raya community which is used as the basis for compiling a profile of MSMEs at the Rumah Pengusaha Malang Raya; (2) Compiling an MSME empowerment program through a mentoring program to increase the competitiveness of MSME products at the Rumah Pengusaha Malang Raya. Malang Raya entrepreneurs who can be used as a basis for conducting analysis, policy formulation and significant decision making in increasing the growth of MSMEs in Malang Raya.

LITERATURE REVIEW

Definition of Empowerment

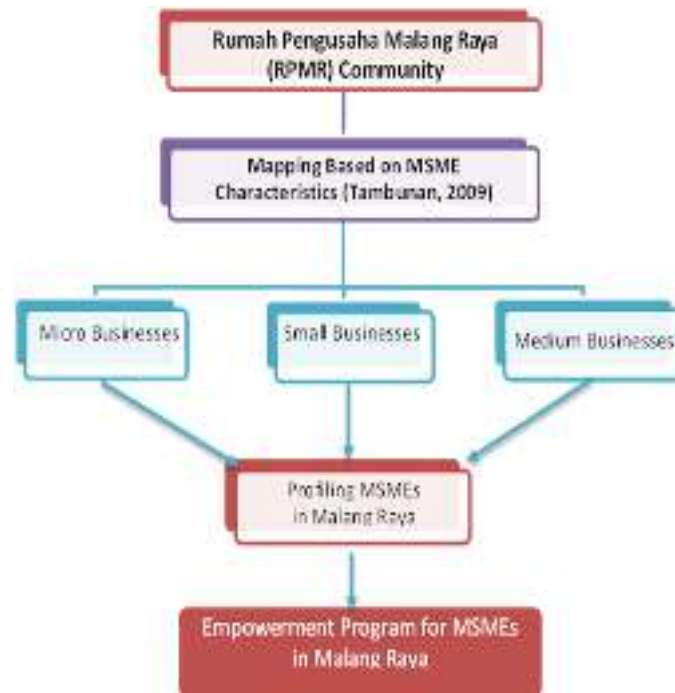
Empowerment is the process of increasing the capacity of individuals or groups to make decisions that have a positive impact on their lives. According to the World Bank (2002), empowerment involves providing access to resources, opportunities, and decision-making power, so that individuals or groups can transform their choices into desired actions and outcomes. This concept is also applied in the context of community empowerment, where Ife (2016) defines it as the process of increasing people's ability to control their own lives through capacity building, increased participation, and the development of supportive institutions. This shows that empowerment is not only individual, but also collective, with the aim of creating independence and sustainability.

MSMEs and Business Empowerment

MSMEs play an important role in the economy of many countries, including Indonesia. According to Law of the Republic of Indonesia No. 20 of 2008, MSMEs are defined as productive businesses owned by individuals or business entities that meet certain criteria based on wealth, turnover, or number of workers. Empowerment of MSMEs as explained by Tambunan (2011) is a series of activities aimed at increasing the capacity and performance of MSMEs through access to capital, technology, training, and markets. Thus, empowerment of MSMEs not only encourages economic growth, but also creates jobs and reduces poverty, which is in line with sustainable development goals. According to the OECD (2017), empowerment of MSMEs also involves creating a supportive environment through government policies, access to wider markets, and increasing business management capacity. This is in line with the opinion of Maksum *et al.* (2020) who emphasize the importance of a socio-economic approach in empowering MSMEs, including through training and mentoring to increase competitiveness. Mapping of the Micro, Small, and Medium Enterprises (MSMEs) Empowerment Program at the Malang Raya Entrepreneur House is used as an initial step to strengthen coordination and synchronization in the MSME development program. Empowerment is an effort to build power (community) by encouraging, motivating, and raising awareness of their potential and trying to develop it. Empowerment of the people's economy must be carried out by the government in collaboration with non-governmental organizations and the banking world. It is hoped that the empowerment of MSMEs in the RPMR can create a conducive climate for MSMEs to develop, strengthen the potential of the community by preparing physical and social facilities and infrastructure that can be accessed by all levels of society.

The novelty in this study is the mapping of the micro, small and medium enterprise empowerment program at the Rumah Pengusaha Malang Raya. as description map MSMEs in Malang Raya This can be used to conduct analysis, formulate policies and make important decisions in increasing the growth of MSMEs. Furthermore, the research framework is depicted in Figure 1.

Figure 1. Research Framework



Source: Processed data (2024)

RESEARCH METHOD

Based on the objectives achieved, the method used in this study uses a quantitative approach with a type of research in the form of descriptive research. According to Sekaran (2007) Quantitative research is cross-sectional research, namely research where data is collected only once (which is carried out in a period of days, weeks, or months) to answer questions. Method This allow researcher learn object in period time This research was conducted at the Malang Raya Entrepreneurs' House, Malang City,

The population in this study is the creative industry which is included in 16 sub-sectors of the creative industry and is located in Malang City. In this study, a survey method was used. The purpose of this survey was to identify the location of the creative industry and collect attribute data such as location photos and opinions of creative industry participants about the location, accessibility, facilities and infrastructure. Location identification begins by making a list of creative industry addresses; these addresses are then recorded on the survey map in preparation for the field survey. The next step is the identification of the location of the creative industry, which is obtained through a short questionnaire. In determining the researcher's respondents, identifying respondents through the Head of RPMR to determine the names of respondents needed in this study. The Head of RPMR selects and sorts from RPMR members

with the criteria of active members and willing to voluntarily fill out the questionnaire provided by the researcher. From the data submitted by the Head of RPMR, the researcher contacted the respondents to obtain questionnaire data. In the data collection process, 100 members were considered active and willing to fill out. The data collection process was carried out by researchers assisted by students as field implementers. Data collection was carried out from June 2 to September 18, 2023.

Data Which used in study This is data primary and secondary. Primary data is raw data obtained directly from research subjects through surveys with questionnaires and in-depth interviews with creative industry players in Malang City. While secondary data is in the form of regulations that collected, results review literature, data statistics, and document related other. data for this research was also collected through direct surveys.

This study uses descriptive data analysis, where the results of data collection using questionnaires and in-depth interviews are narrated in the form of sentences. Then the analysis is carried out with the following stages: (1) Identifying characteristics business micro, small and intermediate for Mapping of MSMEs; (2) Collection of MSME profile data used as the basis for compiling a profile of MSMEs at the Rumah Pengusaha Malang Raya community; (3) Analysis descriptive And compilation description (profiling) Map MSMEs in Malang Raya Entrepreneur House; (4) Preparation of MSME empowerment programs through mentoring programs to increase competitiveness. MSME products at Rumah Pengusaha Malang Raya which can be used as a basis for conducting analysis, policy formulation and significant decision making in increasing MSME growth in Malang Raya.

In determining the MSME characteristics map, researchers used MSME characteristics adopted from Tambunan's research (2011). The next stage is the preparation of research instruments. In preparing this research instrument, the characteristics of MSMEs adopted from Tambunan's research (2009) were used. The characteristics adopted meet the aspects needed in mapping micro, small and medium enterprises in the Rumah Pengusaha Malang Raya (RPMR). The aspects of the empowerment program mapping for RPMR are explained in Table 1.

Table 1. Aspects Mapping Program Empowerment RPMR

No	Aspect	Item
1.	Formality Business (Business Status).	1.1 Type licensing business Which owned 1.2 Form Business 1.3 Amount Labor

2	Organization and Management	2.1 Business run direct by owner 2.2. There is sharing power Work in business activities 2.3 Have structure organization clear 2.4 Use bookkeeping simple finance 2.5 Use Standardization Accounting in financial bookkeeping
3	Characteristic from Employment Opportunity	3.1 Power Work originate from family members only 3.2 Use power Work Which have been paid every month 3.3 Use system recruitment formal in recruiting workers
4	Pattern Characteristic from Production process	4.1 Use machines manual in production 4.2 Use machines with high technology to produce
5	Orientation Market	5.1 Product sales market (Local/Domestic) /Export) 5.2 Sale product for serving social groups (low/middle/upper income)
6	Profile Economy and Social	6.1 Level of education (junior high school, high school, diploma, Bachelor, Master, Doctor) 6.2 Motivation Main do business
7	Source- Source Raw Materials and Capital	7.1 Source of Raw Materials 7.2 Source Capital business
8	External relations	8.1 Access to programs government
9	Women Entrepreneurs	9.1 Amount worker woman on business

Source: Tambunan (2009) and Processed data (2024)

Furthermore, the mapping aspects of the RPMR empowerment program were compiled into an instrument in the form of a questionnaire which was distributed to community members from the Rumah Pengusaha Malang Raya. The next step that was carried out was to identify members of the Rumah Pengusaha Malang Raya who were used as respondents. In identifying respondents in this study, the researcher was assisted by the Head of RPMR to determine the names of respondents needed in this study. The Head of RPMR selected and sorted from RPMR members with the criteria of active members and willing to voluntarily fill out the questionnaire provided by the researcher. From the data submitted by the Head of RPMR, the researcher contacted the respondents to obtain questionnaire data.

The next step after determining the respondents, the next stage is the collection of MSMEs profile data which is used as the basis for compiling a description (profiling) of MSMEs at the Rumah Pengusaha Malang Raya. The Rumah Pengusaha Malang Raya is a voluntary community, there is no coercion in become member, so that in taking and collection The data

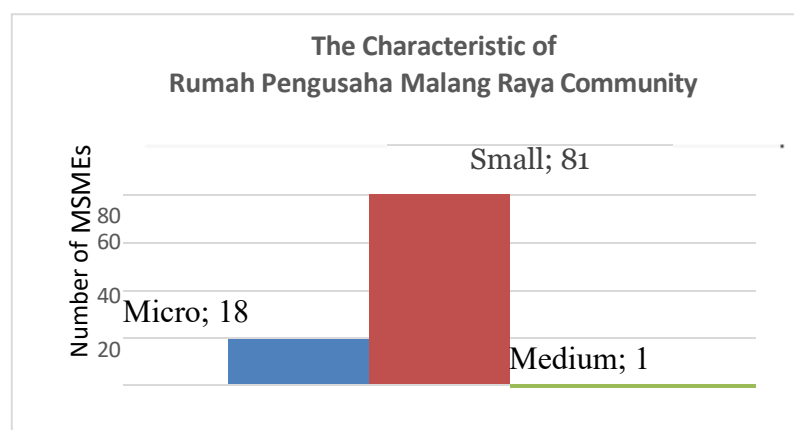
contains members who are willing or unwilling to act as respondents in the research. Amount member RPMR which delivered by Chairman RPMR as much as 100 members who are considered active and willing to fill in. The data collection process is carried out by researchers assisted by students as field staff, Data collection done start at 2 June – 18 September 2024 with the number of MSMEs as many as 100 member businesses were willing to fill in, the rest were not willing to fill in or had not yet completed the data collection until this report was compiled.

RESULT AND DISCUSSION

(1) Profile MSMEs on Rumah Pengusaha Malang Raya

In this study, respondents were 100 RPMR member businesses who were willing to fill in, the rest were not willing to fill in or had not completed the data collection until this report was compiled. The MSME profile based on MSME characteristics is depicted in Figure 2.

Figure 2. Characteristics RPMR



Source: Data Processed (2024)

Based on Figure 2. can explained characteristics MSMEs on Rumah Pengusaha Malang Raya as follows:

1. Business Micro

- Type goods/commodities No always still, at any time can change
- Place business No always settled, at any time can move place
- Not yet do administration finance Which simple though
- No separate finance family with finance business
- Not yet own soul businessman adequate
- Level education average low
- Generally, they do not have access to banking, but some have access to non-bank

financial institutions.

- Generally, no own permission business or condition legality other including Taxpayer Identification Number

2. Business Small

- Type goods/commodities yes attempted generally already still no changeable
- Location/place business generally Already settle down No move around
- On generally already do administration finance although still simple
- Finance company Already start separated with finance family
- Already make balance sheet business
- Already own permission business and condition legality other including Taxpayer Identification Number
- Human resources have experience in entrepreneurship
- Already access to banking in needs capital
- Not yet able to carry out good business management such as business planning

3. Business Medium

- Have better management and organization, with a clear division of tasks including finance, marketing and production.
- Has do management finance by implementing a system accounting regularly so that it is easier for auditing and assessment or examination including by banks
- Already have regulations or management and labor organization
- Already have legal conditions between other neighboring permits
- Already have access to bank funding sources
- In general, it has its own human resources who are trained and educated

Based on the characteristics of MSMEs in Figure 4.1, members of the Rumah Pengusaha Malang Raya are dominated by Small Businesses, which is 81% and the rest are Micro Businesses 18% and Medium Businesses 1%. Furthermore, the MSMEs profile based on the field or type of business is described in Table 2.

Table 2. Type Business on Rumah Pengusaha Malang Raya (RPMR)		
Type Business	Number of MSMEs	Percentage (%)
Industry Food and Beverage	64	64
Industry Miscellaneous Craft	9	9
Product Drug Traditional and Tool Health non-medical	7	7

Industry Textiles and goods from textile	6	6
Service trading and service other	3	3
Trader Informal	2	2
Industry Goods from Land Look for House Ladder	2	2
Business restaurant (House Eat)	1	1
Industry Processing	1	1
Fishery	1	1
Agriculture	1	1
Industry of Various Flours from Rice, Grains, Nuts and tubers	1	1
Service Transportation	1	1
Industry Printing and Fabric Refinement	1	1
TOTAL	100	100

Source: Data Processed (2024)

In Table 3. it is explained that the types of businesses in Rumah Pengusaha Malang Raya are dominated by the food and beverage industry with 64 businesses or 64%. Furthermore, the various handicraft industry is the business sector with the largest number the second is as big as 9 (9%) which followed by field product business traditional medicine and medical devices non-medical as big as 7 (7%), the rest followed other business fields.

This study uses descriptive data analysis, where the results of data collection based on questionnaires and interviews are narrated in the form of sentences. The results of the MSMEs profile data collection are used as the basis for compiling a description (profiling) of MSMEs at the Rumah Pengusaha Malang Raya in compiling a mapping of MSMEs empowerment programs. In determining the MSMEs characteristic map, the researcher used the MSMEs characteristics adopted from study The Bunch (2009). Table 4. explain results analysis data from data collection of MSME members.

Table 4. Results Mapping Characteristics of RPMR

No	Aspect	Item	Results Mapping
1.	Business Formality (Business Status).	1.1 Type licensing business owned – NIB 1.2 Type of business license held – NPWP	75% (Own), 15% (Do Not Have) 52% (Own), 48% (Do Not Have)

No	Aspect	Item	Results Mapping
2	Organization and Management	1.3 Form Business	84% (Individual), 16% (UD/CV), 0% (Cooperative), 0% (Company Limited)
		1.4 Amount Labor	64% (1-5 people), 27% (5-10 people), 9% (20=99 person), 0% (>99 person)
		2.1 Business is run directly by owner	100% (running owner), 0% (Not run by owner)
		2.2 There is a division of power Work in business activities	59% (Kindergarten Division), 41% (No Share Kindergarten)
		2.3 Have organizational structure Which clear	28% (has a structure Organization), 72% (Do not have)
3	The Nature of Employment Opportunities	2.4 Using bookkeeping simple finance	65% (Bookkeeping Simple), 35% (Do not do bookkeeping)
		2.5 Using Standardization Accounting in financial bookkeeping	15% (Use SAI), 85% (No Using SAI)
		3.1 Power Work originate from family members only	64% (kindergarten) from Family), 35% (Not Family)
		3.2 Using labor Which has paid monthly	39% (kindergarten) Salaried per month), 61% (not paid per month)
4	The Nature of the Pattern Production process	3.3 Using the recruitment system formal in recruiting workers	30% (System Recruit), 70% (Not Using Recruitment System)
		4.1 Use manual or high-tech machines in production	12% (Machine Technology Tall), 88% (Manual Machine)
5	Market Orientation	5.1 Market sale products (Local/Domestic/Export)	33% (Local), 65% (Domestic), 2% (Export)
		5.2 Sales of products to serve group social (low/middle/upper income)	3% (low), 95% (Intermediate), 2% (On)
6	Economic Profile and Social	6.1 Level of education (junior high school, Senior High School, Diploma, Bachelor, Master, Doctorate)	5% (Junior High School), 42% (Senior High School), 18% (Diploma), 32% (Bachelor), 2% (Masters), 1% (Doctor)
		6.2 Main Motivation for doing business	4% (Survival), 94% (Profit), 2 (Other, hobby)

No	Aspect	Item	Results Mapping
7	Sources of Materials	7.1 Source of Raw Materials	99% (Local), 1% (Import A little), 0% (Many Imports)
	Standard and Capital	7.2 Source Capital business	59% (Owner's equity), 38% (Credit), 3% (Consignment)
8	External relations	8.1 Access to programs government	33% (Access program government), 67% (Not to access Government programs)
9	Women Entrepreneurs	9.1 Amount worker women on business	3% (No Female Workers), 14% (= male workers), 20% (< worker men), 63% (> Male workers)

Source: Data Processed (2024)

(2) Program Empowerment MSMEs at Rumah Pengusaha Malang Raya Community

Collection data taken from every MSMEs for choose empowerment programs that are most needed for each MSME. Each MSME can choose more from one program empowerment. Need Empowerment programs for MSMEs are explained in Table 5.

Table 5. Program Empowerment MSMEs at Rumah Pengusaha Malang Raya Community

No	Program Empowerment MSMEs	Amount	Percentage
1.	Financing (facility loan capital business, assistance for start-up entrepreneurs, etc.)	30	29%
2.	Training - training for capacity building	5	5%
3.	Mentoring (coaching and / mentoring)	0	0%
4.	Expansion of market access in the form of providing means promotion product goods, access to e-commerce, help marketing)	38	37%
5.	Product certification and standardization (brand /packaging, facilitation of halal and SNI certification)	3	3%
6.	Strengthening system business	3	3%
7.	Development center service business integrated	0	0%
8.	Facilitation licensing (deed land/body law)	1	1%
9.	Facilitation registration right intellectual property product	0	0%
10.	Training Skills for perpetrator MSMEs	2	2%
11.	Giving help tool /equipment business	1	1%
12.	Revitalization means and infrastructure in place of business	6	6%
13.	Coaching partnership and network business	4	4%
TOTAL		103	100%

Source: Data processed (2024)

From the data explained in Table 5. shows that in its implementation, the business of MSMEs members at Rumah Pengusaha Malang Raya does not always run smoothly, there are still many obstacles and constraints that are internal and external faced by UMKM. These obstacles and constraints need to be overcome so that problems in MSMEs can be resolved. Compilation program empowerment MSMEs through program foster to increase Power competition product MSMEs in Rumah Pengusaha Malang Raya which can be used as a basis for conducting analysis, formulating policies and making significant decisions in increasing the growth of MSMEs in. Based on data on Table 2 and Figure 3. so, the program is drawn up empowerment MSMEs For Rumah Pengusaha Malang Raya on Table 4.

Table 6. Program Empowerment MSMEs for RPMR

No	The problem	Solution Program Empowerment
A. Internal		
1.	Capital	1. Business management training, especially financial management, so that MSMEs can prepare financial reports and business proposals. can used as base apply for business capital loan facilities 2. Socialization credit business people for help get business capital loan facilities
2	HR & Business System	1. Capacity building training for MSMEs business management 2. Strengthening MSMEs capacity through implementation of digital marketing
3	Certification and Standardization Product	Socialization of product standardization and SNI certification to increase the selling value of MSMEs
4	Licensing	Training making permission business through Online Single Submission System (OSS) for MSMEs
B. External		
1.	Access Market	1. Training expansion access market for MSMEs 2. Strategy seminar opening export market opportunities for MSMEs
2.	Partnership and Business Network	Seminar/webinars empowerment and partnership to build distribution network

Source: Data Processed (2024)

CONCLUSION

Micro, Small and Medium Enterprises (MSMEs) have a significant role in the economy of developing countries. As much as 90 percent of business entities are MSMEs that contribute to

global labor absorption. In terms of labor absorption, MSMEs in Indonesia absorb more power Work If compared to with country ASEAN other. Realizing the importance role MSMEs then it is necessary empowerment efforts MSMEs in in order to accelerate regional and central economic development and increase the competitiveness of MSMEs products.

Rumah Pengusaha Malang Raya or abbreviated as RPMR is one of the communities MSMEs Which is at in region Malang Raya. The current RPMR community members number 500 (five hundred) members who are mapped out consisting of culinary, handicrafts, fashion, and merchants. With the large number of MSMEs members, based on these ideals, so that this community can develop and provide a significant contribution to improving the economy in Malang City and in general in East Java, it is needed mapping Business Empowerment Program of Micro, Small and Medium Enterprises at Rumah Pengusaha Malang Raya community who will be used later as an initial step to strengthen coordination and synchronization in MSMEs development programs.

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