

IMPLEMENTATION OF POLICIES TO SUPPORT MSMEs IN THE PROGRAM "TRENGGINAS GALAN ECONOMY" IN TRENGGALEK



Economics

KEYWORDS: Implementation, Policy, Empowerment, MSMEs, Trenggalek

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ABSTRACT

The purpose of this study is to assist the efforts Bappeda Trenggalek in initiating the development of MSMEs through Galang Trengginas Economics Program (Trenggalek) need to get the welcome and support from various parties in order to spur economic growth supported by local private.

The method used in this research are: First Year, identification and development of a model in a limited test of policy implementation necessary model for empowerment of MSMEs in efforts to accelerate economic growth in the district Psychology.

The results showed that the various programs of community empowerment strategies, most have a multiplier effect for economic welfare and public Trenggalek, which includes the program: a). Core Competence (Mocaf / Casava Modified Flour), which became the mainstay but less provide a real multiplier effect for economic and social development of society. b). Program one Village on Product of tiles, where the tile manufacturing expertise in tile artisans Rehearse in society, have led to the increase economical effect for tile-producing region. c). On the other hand, the empowerment of batik Trenggalek, yet provide a comprehensive economic effect for society batik artisans in general, and have not been able to lift batik batik Trenggalekas a hallmark of Psychology. d). On the empowerment program tempe chips craftsmen have made this area become icons of district are Tempe Kripik.

I. INTRODUCTION

Trenggalek as one of the districts in East Java, an area that is relatively lagging development compared to other districts in East Java. Therefore, there needs to be a strategic study to be able to accelerate the development process and the efforts penyejahteraan people in the area so as not to fall behind in other areas appeal. It is important to remember Trenggalek, has the potential of natural resources and human resources are quite large, which can be used as the basic capital to be managed so that economic activity can be encouraged and developed for the benefit of their prosperity.

According to a survey conducted BPS East Java province, the number of MSMEs in Trenggalek in 2011 for all sectors of the business as much as 143 455, which is divided into 140 595 Micro, Small Business and 551 2,309 Medium Enterprises. Based Public Policy Budget document (KUA) In 2014, development of MSMEs is one of the strategic issues that should be worked Trenggalek district government in 2014 (Bappeda, 2014). Based on the description above, it is necessary to study in an effort to develop an economic enterprise of micro, small and medium-based products featured Trenggalek areas, as follows:

1. The Regional Core Competence: Mocaf (Modified Cassava Flour)
2. One Village One Product: Tile
3. Creative Industries: Batik
4. Agro Industries: Tempe Kripik

Besides, did not rule out the existence of the potentials in the development of other prospective deemed to lift people's economy which in turn is expected to improve the welfare of people in Trenggalek.

II. REGIONAL AUTONOMY AND ECONOMIC EMPOWERMENT COMMUNITY

Governance reforms with the spirit of decentralization, to give greater authority to the local government, in order to reduce the central government to regional hegemony and a striking difference between central and local government, politically has been done with the enactment of Law no. 22, 1999. The law has been enhanced even with the issuance of Law No. 34 of 2003, is the actualization in order to give authority to the regions to be more authoritative and more

flexibility in meeting the people's aspirations and providing services, especially to the people in the area. However, reform of the government system, it was not just followed by reform "in the public bureaucracy." (Dwiyanto, et al, 2002).

Efforts to improve public services in the area, is very dependent on the implementation of regional autonomy, because good service is inseparable from the ability and authority to organize the regional front line bureaucracy, especially the various Office of Public Services in actualizing the best service to the community. This is because every activity of government administration end result should be accountable to the community or the people as sovereign.

Along with the Regional Autonomy, strategic momentum to be filled is how to build the capacity of local communities in accordance with their competence and their own potential. The most promising theory in momentum is building community-based local communities (Community Based Development). Because this development model is more respect to the mechanism of socio-culturally compatible. Socio-cultural compatibility is considered more fleksibel in adapting structures and procedures conform with local variations. So as to avoid the design of structures and mechanisms are technocratic, without any attempt to understand the "social fabric" of a particular region and without efforts to adjust to the socio-cultural context. Thus actually to implement the development strategy of human-centered society, should instead emphasize the importance of the implementation of this community based development.

III. RESEARCH METHODS

Design research and this study using a model of action research and studies as participant action research, diagnosis action research and empirical action research (Kemmis & Taggart, 1988). Naturalistic Inquiry (Lincoln & Guba, 1985). in addition to high levels of scientification kinds of research and studies have been also in accordance with the purpose of research and study that resulted in the empowerment of MSMEs policy implementation model, which can be a reliable and optimal models in improving the productivity and efficiency of the empowerment of poor communities in the areas studied. At this stage of the need assessment will be used method of focused group discussion.

IV. RESEARCH RESULT

Based on statistical data (Trenggalek in Figures, 2012), the results of the final population registration in 2011 showed that the total population of 813,418 inhabitants Trenggalek. Of the total population of as much as 410,955 people (50.52%) are male population, while 402,463 people (49.48%) is a woman with a population growth rate per year on average by 1%. A relatively large number of population is one of the potential that can be developed in support of regional economic development based on natural resources and local communities profession.

In order to empower MSMEs as a manifestation of the government's political appointments Trenggalek, to lift the economy of the people (grassroots), the government launched Trenggalek 4 priority program for SME Empowerment. The acceleration of economic development needs to be realized through economic empowerment program based on Resources and the potential that exists in the community in the Trenggalektory of the District Government Psychology. Acceleration is intended other than as an attempt to catch up to other districts, also meant that four sectors that could be a lever of economic growth in other sectors. In the hope of encouraging the growth of other sectors of the economy, on an ongoing basis and relating to one another.

As for the four priority sectors Psychology Program are as follows:

1. The Regional Core Competence: Mocaf (Modified Cassava Flour)
2. One Village One Product: Tile
3. Creative Industries: Batik
4. Agro Industries: Tempe Kripik

4.1. Tiles

Tile is a closed roof made of molded clay, burned and many different forms. Tile or tile roofing is the main ingredient maker. Tile made of various materials there of clay, organic material, cement casting material, etc. Shape and type of tile vary depending on the art of the maker. Tile production in general is the use or utilization of natural resources such as land in the neighborhood Trenggalek own Trenggalektory, as well as materials used to burn these tiles. The craftsmen in the environment Trenggalek generally uses material from Trenggalek's own district. So that almost all the raw material tiles, all derived from existing materials in the environment Trenggalek. Basically there are various types of tile are in production in general, namely:

1. Tile Clay

This type of tile made of clay are pressed (press and such) and then heated with embers with a certain degree of heat. Tile durability of this type is very strong. Order required in the installation, mounting mechanism locks or crocheted tiles on cantilever frame. There are several forms of tiles made of clay material:

2. Tile Metal or Metal

This tile installation is not much different from the tile of clay. This tile width accelerate time to work on a house. Tile of this type usually require screws for installation because it weighs a hefty geteng this type of light so easily carried by the wind.

3. Asphalt Tile

There are two forms of the model is a model that terbuat flat on the plywood and corrugated shape bolted to the roof frame. Wide shape and light weight make this roof is often used for roofs on additional buildings such as a garage.

4. Glass Tile

This tile is used so that sunlight can enter directly into the room thus saving electricity consumption for lighting. This tile material made of glass. This tile has a limited form that is compatible or in accordance with some specific types of tile.

5. Ceramic Tile

This tile has a color which is quite a lot because during the finishing

process dyes coated on the upper part (glazing). The main material is a ceramic tile. Rests on a wooden frame or concrete.

4.2. Casava

Current conditions indicate that the product is economically mocaf was much cheaper than the products of wheat that had been circulating in the market. Raw materials are easily cultivated, cheapening the price of cassava in the market today, as well as the processing of flour that does not require high technology, making the price mocaf currently only 40-60 percent of the price of wheat. This makes any finished product resulting from this mocaf will be more profitable than wheat flour.

During normal use of cassava flour because of its quality, is still very limited. For a food ingredient, for example, such as the substitution of wheat by 5% on instant noodles that produce products with low quality, or in pastries. However, applications mocaf flour with the characteristics described above, was able to produce food products that are very encouraging.

Various tests have been carried out for the implementation of mocaf since 2004 among others by:

1. Noodle Products, Sentafood Indonusa (Karawang)
2. Product Bihun, Tiga Pilar Sejahtera (Solo)
3. Confectionery Products, Indofood (Cikampek)
4. Snack Products, Garuda Food (Jakarta), Two Rabbits and Miscellaneous Food Blessing (Sukabumi)
5. Meals, Culinary Foundation Indonesia (Jakarta)

The result showed mocaf test can be used as a food ingredient with very wide usage. Mocaf turns out not only be used as supplementary material, but can be directly used as the raw material of various types of food, ranging from noodles, bakery, cookies until the semi-wet food. With little change in the formula, or the process, because the product is not the one identical characteristics with wheat flour, rice or others, can be produced optimal quality products.

4.3. Tempe Kripik

Tempe chips in the Regional District of Psychology, has a lot of the produce. Tempe is in the form of thin and very easily found in various regions in Trenggalek. In addition to be complementary when eating, not infrequently used as snack chips Tempe. So the demand for chips themselves Tempe is high. To manufacture the chips Tempe is easy. As well as the basic ingredients that tempeh is also very easy to obtain, in the community environment Trenggalek.

To run this business, is actually very simple. Therefore to make food is relatively easy and can be run alone. Tempe chips, made like tempeh in general, it's just preparation is made in a thin layer so that when consumed becomes crispy and savory..

Production of tempe chips has become a trade mark Trenggalek home environment industry. So the improvement and development efforts, will be more significant if the market aspects and quality standards is emphasized. Given the importance of touch coaching for marketing purposes outside the district of Psychology. Besides considering the number of production so much, it's time in the push certain employers to reach upper-class society, as well as overseas customers. In order for the public income from these chips can tempe production, is able to improve the standard of living and economy of the community Trenggalek.

4.4. Batik Trenggalek (Menak Sopal)

Various devices include dye batik-making Batik, canting, night or candles, and cloth to batik. In the manufacture of batik, necessary equipment, among others: cloth (cloth made from cotton, silk), 2B pencil to make a preliminary design batik, canting (tools made of bamboo, has a copper tip and has a hole in front) has a canting functions like a pen.

Batik in Psychology starts from batik skills resident in the village Resources (Ngentrong), batik advantages in terms of beauty or art other than that aspects of culture-based economy as well as the economic potential of culture-based business. Like batik produced by Poem Tie batik, batik menak Sopal has been created and is expected to be a product of art and culture that can thrive and provide economic benefits for communities in rural environment resources.

V. ANALYSIS AND DISCUSSION

MSME programs in efforts to accelerate the growth of the people's economy is very strategic dimension to efforts to promote the general welfare, it is because MSMEs are the direct economic actors who are generally in quantity carried by the local communities. Therefore it should be a pattern or model of empowerment promoting good governance, in order to provide optimal results for the welfare of society and the acceleration of economic growth that is relevant to its intended purpose. The pattern or model that is very relevant for the program "Galang Trengginas Economy" according to the latest theory is to involve proportionately three pillars of good governance in order to realize economic and social development that is inclusive, progressive, comprehensive, personality and justice, for economic players MSMEs.

5.1. Wisdom

As for the policy to be implemented by the Government of coaching MSMEs Trenggalek that can be controlled and well coordinated, it is necessary to adopt the three pillars of good governance so as coaching and empowerment of MSMEs can achieve the desired goals, as follows:

a. The Government, acting as a facilitator and waiters process accelerated economic growth Trenggalek, to realize a healthy climate for business and economic development community.

b. Financial institutions, acting as a stimulator and activator initiator community economy is able to grow the productive process of the community, as well as the management patterns that the marketing of their products.

c. Economic Actors MSMEs community, acting as a social fabric that rests on socio-cultural development of the productive, to realize a productive work culture in society Trenggalek, through a slogan or motto: "sayek Saeko proyo captured quite bebarengan greet gawe".

5.2. Strategy.

The strategy of development or empowerment of MSMEs that are most relevant is development based on social and cultural conditions is referred to as "Community Based Development". With the enactment of a decentralized system of government, and democratic today, is an opportunity to revitalize the Community Based Development in the development and empowerment of communities, especially in rural areas. Thus increasing the region's economy and people's welfare, can be felt by the entire community is being targeted at the development of Trenggalek. (Korten, 1986).

Along with the Autonomous Region today, development strategy of "Community Based Development" should be utilized as a strategic momentum to be filled with the capacity of local community development efforts in accordance with their competence and their own potential.

5.3. Organization Programme "Trenggalek"

1. At the District Level

a. The form of the Working Group or team in charge of the success of Psychology Program, at the district level.

b. Chairman of the district level who are ex officio Ka. Bappeda as Team Leader Program Coordinator Trenggalek and together with the Secretary.

c. Comprising members from relevant agencies appointed for Economic Galang Trengginas team and Performers Representative Economics and Banking.

d. Duties include:

1). Trenggalek socializing, at district level to be continued at the village level.

2). To monitor and evaluate the implementation of the Economic Galang Trengginas program.

e. Implement deliberation Three Pillars (Government, Economics and Banking Actors) district level in the preparation of the annual program.

2. At District Level

a. The form of the Working Group or the team at district level, which consists of three governments, economic actors and representatives of Banking.

b. To coordinate the implementation of the Economic Galang Trengginas.

c. To disseminate the program targets Trengginas Economic Assemble the Village / Sub the program location Economics Trengginas Galang.

d. To monitor and evaluate the implementation of the Economic Galang Trengginas.

e. Report on the implementation of activities Trengginas Economic Assemble Head periodically at each quarter, and a copy forwarded paa Coordination Team at the district level.

f. Implement deliberation Three Pillars (Government, Economics and Banking Actors) district level in the preparation of the annual program.

3. At the Level of Village / Village.

a. Formed Working Group or Team consisting of three parties, namely the Government, Economics and Banking Actors.

b. Determine the program of productive economic activity of society to get help increase business.

c. Coordinating and synchronizing the determination or the determination of the priority program funding MSMEs.

d. Develop priorities for raising programs outlined in the annual program.

e. Implement deliberation Three Pillars (Government, Economics and Banking Actors) the village / villages in the preparation of the annual program.

4. Expert Team.

a. Places berhimpunnya experts consisting of experts from various science based expertise and experience, and can be either from internal local government and from various public and private universities as well as from experienced practitioners when needed, which is determined by Regency Psychology.

b. Tasked with providing a quiet study of innovation and creativity development program "Psychology", in efforts to improve program development and cooperation is a priority, sustainable manner.

c. The existence of the Expert Team is at the district level (in charge of assisting Bappeda).

5.4. Conclusion

1. Decentralized regional governance is a golden opportunity to take

the opportunity in efforts to accelerate the economic development of society is based on social and cultural conditions. So as to create a pattern-based development in local communities in accordance with traditional cultural and social conditions that exist. Thus the acceleration of economic growth in the region should not pose a "culture shock" that could be counter-productive for the community itself. Under the regional autonomy law in addition to an opportunity is also a challenge.

2. MSME development efforts, is a highly strategic policy for community economic development efforts are independent, inclusive and targeted for this business group does need to get help from the government in order to compete with employers or other economic actors that have a large, independent and able to compete with a partner. Other business, both at the regional, national or international.

3. Acceleration of the process of promoting the welfare of society and the intellectual life of the community, should support each other to improve the productive social system for the local community itself, in order to achieve revenue that can sustain economic growth in local communities. MSME coaching local communities, can be the most effective model for peningkatana public welfare in addition to efforts to invite investors from outside so that the wheels faster economic turnaround for economic growth are still relatively underdeveloped as in the Trenggalek.

5.5. Suggestion

1. Galang Trengginas Economics Program is a strategic step in the effort to promote economic growth rests on local communities, and efforts to advance the regional economy independently based on the potential of the social economy of local communities. Weak socio-economic conditions of society Trenggalek, which generally have low purchasing power should soon be overcome with the efforts to bring groups of people who have more purchasing power, both from within and from outside the region, both regionally, nationally and internationally.

2. Efforts to promote MSMEs. Is a strategic step for the economic development of an inclusive society based on socio-economic conditions of local communities. For that we need an effort direct involvement of these groups in order, can deliver the active participation of the community so that MSMEs are able to capture the aspirations of concrete in accordance with the needs of the MSME economic players themselves. Therefore, it is necessary umbrella organization for these MSMEs so that businesses, can work together with governments and financial institutions are able to sustain the flow of funding for this effort.

3. Various potential economic effort that has grown in society Trenggalek, such efforts Tempe chips, criping Bananas, Mocaf, tiles, Batik, pitchman "EtheK" and others, as well as a variety of other businesses, are highly local and unique, can actually seen as an excellent potential that are not owned by other regions. So that in the era of competition among regions, among countries today, in the current world trade freedom, an excellent potential that can be in competition with other regions that do not have products that are local in nature.

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