

The Strategic Plan Implementation Of Community Empowerment Through Micro, Small, And Medium Enterprises In Order To Establish An Independent Communities (Studies In Dinas Koperasi Dan Ukm, Blitar)

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ABSTRACT: Blitar is one of town which is active in developing local economic based on cooperation and Usaha Mikro Kecil dan Menengah (UMKM). In strategic planning department of cooperation and UKM Blitar has a goal to improve the lives and build independent society. The aim of this study is to describe and analyzing the strategic planning, implementing the strategic planning and role of stakeholders in productivity society through UMKM to develop independent society. Research methods use qualitative descriptive that explains how the implementation of strategic planning in society productivity through UMKM in empowerment independent society. Data collection technique is through observation, interviews, and documentation. The method of analyzing the data is using data reduction, data display, and drawing conclusion. The result of this study is the aim and target of strategic plan at cooperation service UKM Blitar have accurate target, seeing at many UMKM at Blitar and can get many labor forces. UMKM is one of economic pillar at Blitar so, it is expected that UMKM can be developed continuously and develop independent society. The strategy of empowerment UMKM Blitar they are increasing partnership network, increasing human resource quality cooperation and UKM, strengthening monetary capital and cooperation business and UMKM and improve a volume of business. But, a Blitar government should be more active to socialize the productivity that has been existed, because many society that it do not know about the program. Stakeholders involved include Blitar cooperation and UKM department, bank, private sector, academia, LSM, BAPPEDA, and the city parliament Blitar. With empowerment it is expected to be able to decrease the poverty volume and unemployment in Blitar society can be independent.

Keywords: Strategic Planning, Empowerment, Usaha Mikro Kecil dan Menengah (UMKM)

I. INTRODUCTION

That the creation of a just society and a prosperous represents the ideals of the Indonesian nation, according to the Constitution of 1945, Article 33 which states that all natural resources in Indonesia are abundant on land and sea can manage very well and for the welfare of society as well. In achieving justice and prosperity of the Indonesian people need to do the construction. As expressed by Siagian (2009: 2) development itself is a series of business growth and change that is planned and conducted a nation, state, and government consciously towards modernity in order to develop (nation building). Strategic planning can help organizations to address the ever-changing environment and is able to adapt to the uncertainty of the situation. However it is still associated with the organization's ability to think strategically, to formulate effective strategies and rationalization on the strategy used. Community empowerment is an economic development concept that summarizes the social values. This concept is not solely to meet the basic needs (basic needs), but here is the empowerment of people centered, participatory, empowering, and sustainable. (Theresia 2014: 91). Community empowerment can serve as a liaison development concepts of macro and micro. Within the framework of various inputs such as funds, infrastructure, and facilities allocated to the community through various development programs should be placed as a stimulus to spur economic activity accelerated society. Empowerment of Micro, Small and Medium Enterprises to be very strategic in moving the national economy, given its business activities cover almost all fields of business so that the contribution of SMEs to be very big for the increase in national income, employment, and income generation for low income groups. The main approach to the concept of community empowerment is not mere objects of development projects, but the community as the subject of the development effort itself. Hence, according to Theresia (2014: 103) empowerment should follow the following approach:

1. Empowerment efforts should a target or may be called as a pro. These efforts are addressed directly to that need, with programs designed to address the problem and in accordance with requirements
2. Empowerment must include targeted by community. Using a group, because the poor individually will be difficult to solve the problems encountered with the approach of the group.

The local government through the Department of Cooperatives and SMEs program has been implemented empowerment plans relating to economic empowerment, especially of Micro, Small and Medium Enterprises. The form of involvement of local governments to local investors or Micro, Small and Medium Enterprises to be more real, that is not solely on the creation of the climate (external) but also empowering potential (internal) them. The planning is a process of drafting phases of activities involving elements of stakeholders from the public, private and government in order to utilize and allocate existing resources in order to improve social welfare in the region. In the planning method used is through two approaches, top-down approach and the bottom-up approach. Blitar City is one area that is rapidly developing local economy, the local economy is based on the potential of Cooperatives and SMEs be one factor in the local economy booster in Blitar City itself. They process the raw materials to add value and further into finished goods, with a further processing stage then the item will have a greater added value and can be marketed to consumers at a higher price. Micro, Small and Medium Enterprise (SMEs) in Blitar City is one of the cornerstones of the economy. Employment of the SME sector is very high. The type of SMEs in Blitar is very diverse, ranging from enterprises as a means of subsistence to business, which can get into the export market. But the existence of SMEs is not well-organized, because this is due to licensing issues. There are still many SMEs which do not have a business license as well as many SMEs who do not have a patent for his efforts. Some potential excellent products are includes processed by leatherback products, the center of the drum, food industry, craft bag from coconut shells, batik, and industry. The flagship product is the potential products are developed on a region by utilizing Natural Resources and the local Human Resources. In addition to the featured product is the result of community efforts with the following criteria:

1. Has a high competitiveness in the market (the unique, specific characteristics, excellent quality, low price)
2. Exploiting the potential of local resources that could potentially be developed
3. Has a high added value for society
4. Economically advantageous and beneficial to increase revenue and human resource capability
5. Eligible backed by capital funds or credits. (Department of Cooperatives and SMEs, Blitar City, 2015)

The empowerment plan is expected to make the industry players to be more active SMEs develop their business. Planning MSME expected to create a positive effect, namely the formation of a group of industry stakeholders or community groups (community groups) aimed at jointly resolve problems and jointly develop their business in order to compete in national and international markets.

II. THEORETICAL FRAMEWORK

Public Administration

Also according to Rosenbloom cited by Pasolong (2012: 56) defines "Public Administration is the use of managerial, legal, and political theories and practice to fulfill the legislative, legal, and political government for the provision of regulatory and service functions to the society as a whole or part of it. "It can be explained that public administration serves as the activity of the government in taking care of the interests of the State, so that it can be said that the purpose of public administration is to improve the welfare and prosperity of the people. According Tjokroamidjojo (1995: 12) Planning, such as:

- a. Planning is a way how to achieve a purpose as well as possible (maximum output) with existing resources in order to more efficiently and effectively
- b. Planning involves setting goals that will be achieved or that will be done, how, when, and by whom.
- c. Planning in a broad sense is nothing but a process of systematically prepare kegiatanyang be done to achieve

The Planning Process

In his book Conyers and Hills (1984: 75-81) also explained that the planning process includes 10 stages, such as:

1. Decision to adopt planning. The initial decision to adopt the plan as a means of solving the problem of development and achieve desired goals and objectives
2. Establish organizational framework for planning. The organizational framework for planning actually built strongly affect to the planning run and the possibility of success and failure
3. Specify planning goals. The purpose and objective is an expression of priorities of planning and formulation represents the first stage of the planning process cycle
4. Formulate objectives. Interest usually takes the form of a statement of what should be achieved in the medium term planning to long-term. Objective greater detail, that an operational statements that describe specific measures taken to achieve the objectives

5. Collect and analyze a data. It is the bridge between goals and objectives of planning and formulation of alternative measures designed to achieve the goals and objectives. The availability of data is the most serious problem facing the planners in Third World Countries
6. Identify alternative course of action. Search possible courses of action to solve problems and achieve goals and objectives of planning, usually in the form of a written document that describes the various actions that can be performed
7. Appraise alternative course of action. Ratings basically means identifying the advantages and disadvantages of different actions
8. Select preferred alternatives. The overall purpose of the planning assessment is get a information for decision makers who help them decide what action to selected
9. Implementation. Implementation is usually seen as something outside the scope of planning. This attitude can be explained by the fact that the action plan implementation is the responsibility of the technical and administrative personnel rather than planners
10. Monitor and Evaluation. Monitoring ideally an ongoing process applied to the implementation of the plan, which must be considered monitoring what is needed and how to implement them during AHAP beginning of the planning process of implementation. Evaluation is designed to show whether the plan objective has been achieved, their effect is not anticipated, which is a lesson for future planning, the reasons of success and failure.

Empowerment

Adi (2003: 54) basically community empowerment is a process in which people are given confidence in order to determine the development needs of their own. Opinions of Perkins (Wrihatnolo, 2007: 179) states that empowerment is a "development strategy, empowerment is a process of deliberate continuous, centered on local communities, and involve the principles of mutual respect, crisis, awareness, and participation groups, and through the process those who lack equal parts will be valuable resources gain greater access and control over these resources. "empowerment is the work done both individuals and groups who do it consciously and planned so that the condition of the community can be as expected namely an independent community.

Empowerment Strategy Micro, Small and Medium Enterprises According Situmorang (2008: 87) empowerment strategy Micro, Small and Medium are includes:

- a. Improve a Quality of Human Resources. Improve the quality of human resources is a central activity undertaken by the government in an effort to educate the nation. However, various indications show that all forms of formal education do not guarantee an increase in the knowledge of a group of SMEs.
- b. Business Licensing SMEs
- b. The difficulty of getting permission is a second problem that cannot be solved solely by SMEs. This problem is further complicated by the implementation of regional autonomy that caused by local governments issued from local regulations are not all in line with government regulations. Structuring and improvement of local regulations (Perda) needs to be done in order to support the empowerment of SMEs.
- c. Increased Capital. Increased capital for SMEs conducted through program development of various credit schemes for SMEs and financing program productive cooperatives and micro-enterprises. In this case Blitar City Government expected to be able to provide capital assistance for the activities of the empowerment of SMEs in the city of Blitar.
- d. Improvement Technology. One of the factors that hinder this program is the application procedure and the delivery of goods to the area with a lot of post termination. To speed up the delivery process should be given in the form of money because the price of the delivered goods can be more expensive than purchased at locations SMEs.
- e. SME Market Development. One of the major problems encountered in the empowerment of SMEs is the lack of access of SMEs to the market. The economic theory explains that the concept of marketing involves four supporting elements of product, price, place or location and promotional products. These four aspects are interrelated in improving the marketing function. The fourth element of the campaign in an effort to introduce the product and develop a network of markets is an activity that has been carried out by SMEs either independently or with the help of stakeholders, especially the government.

The Empowering of SMEs concern is how to build strong human resources, the need for guidance from production to after production. Need the encouragement to create innovative products that are competitive. Ability to encourage innovative thinking and behaving badly needed. In addition SMEs need to have skills in packaging, promotion, and marketing of products. Marketing products can be done directly or through partnerships. Agent empowerment is required to encourage SMEs to cooperate with various parties in marketing the product.

III. METHODOLOGY

This study used a qualitative method with descriptive approach. So the researchers set the focus of the study as follows:

1. Strategic Planning Department of Cooperatives and SMEs Urban Blitar Year 2011-2015 in order to empower SMEs in Blitar City to build a self-reliant communities are includes:
 - a. Goals and objectives of the strategic plan for community empowerment
 - b. Strategy and Policy in the community empowerment
2. Implementation of the Strategic Plan of the Department of Cooperatives and SMEs Urban Blitar 2011-2015 in the framework of existing SME Empowerment in Blitar City to establish an independent community focused on:
 - a. Schedule of events empowerment program
 - b. Total financing, infrastructure development program
3. The role of stakeholders in the implementation of the strategic plan of community empowerment through the

Micro, Small and Medium Enterprises in order to build a self-reliant community.

Researchers conducted a study that is in the city of Blitar. Namely research site in Blitar City Government Department of Cooperatives and SMEs which at that agency regulating the Unit Micro, Small and Medium Enterprises in the city of Blitar. This study uses primary and secondary data by means of observation, interviews, and documentation.

IV. RESULTS

Cooperatives and SME Regional Blitar City is a regional work units that regulate and manage the field of SMEs in Blitar. This affair became a growth of new entrepreneur and cultivate independent institution. SMEs implemented to encourage the development of enterprises through institutional services and an increase in business volume and SMEs are the sectors of the economic actors. The free market more expected than Empowering a SMEs in Blitar, because it can continue to grow and survive, and therefore should be done by SMEs that should be able to highlight the peculiarities of products, more innovative, creative, and must be responsive to changes in consumer tastes. In addition to an added value for SMEs maintain that the resulting product tends to goods that consumers need at a cheaper price compared with goods results from major companies.

The strategy set by the Department of Cooperatives and SMEs in Blitar, such as:

- a. Improved by performance of cooperatives and SMEs
- b. Increased by cooperative of institutions and SMEs
- c. Increased by partnership network
- d. Improved by the quality of human resources of cooperatives and SMEs
- e. Retrofitting capital and business cooperatives and SMEs
- f. Increased by the volume of savings and loan cooperative efforts

Cooperatives and SMEs Urban in Blitar that reflected in some of the central government policy through community economic development and the People's Business Credit (KUR) with the Small and Medium Enterprises (SMEs). Some policies set by the government, such as:

1. The development of KUR and SMEs by improving the distribution of KUR through linkage with the pattern of cooperatives and microfinance institutions (MFIs).
2. Consolidation of entrepreneurship programs of various ministries or agencies
3. Development of SMEs by improving the business climate, human resource development, and the provision of financial support, production and marketing.

In the process of empowering is very need for training for MSMEs, because some employers are still traditional focus on them rather than on Human Resources, they are focusing on the function of production, finance, and marketing tend to short term. While on a more modern organization stresses the Human Resources functions so that some of the infrastructure need to be prepared to support the creation of quality human resources. The quality of human resources required that the field of knowledge, skill, ability, attitude in entrepreneurship. A entrepreneurial spirit and productivity gains supported by a development of technology and important in strengthening the focus of Human Resources. Besides relief facilities and infrastructure provided by the government in the form of Blitar purposes of production equipment, such as mixers, blenders, mold meatballs, meat grinders and also aid in the form of booths in the exhibition follow the local and national levels. It is becoming clear evidence that the government seek to Blitar City community is more independent and creative in business. As dictated by Situmorang (2008: 87) empowerment strategy Micro, Small, and Medium are as

follows:

- a. Improved by the quality of Human Resources
- b. Licensing micro, small and medium
- c. Increased by capital
- d. Improved by quality of technology
- e. Market development of small and medium micro enterprises

The right strategy in empowering SMEs are become an important benchmark in the development of SMEs in Blitar. One of them is based on data obtained in the field if programs such as the development of entrepreneurship and SMEs competitive advantage is also included in the strategy of improving the quality of human resources SMEs be very precise.

V. CONCLUSION

SMEs in Blitar can absorb a lot of labor and is one of the pillars of the economy in the hope of SMEs in Kota Blitar can continue to grow and be able to build an independent community. Cooperatives and SME strategy Urban Blitar whom increased by performance from institutions and SMEs, an increase in cooperative institutions and SMEs, increasing partnership network, improving the quality of human resources of cooperatives and SMEs, venture capital cooperatives and SMEs, increasing business volume savings and credit cooperatives. Some policies Cooperatives and SMEs in Blitar can improve KUR and SMEs by the distribution of KUR through linkage with the pattern of cooperatives and other microfinance institutions. SMEs can improve the business climate, human resource development, and the provision of financial support, production and marketing. Otherwise, training, counseling, workshops conducted by the Department of Cooperatives and SMEs Urban Blitar greatly assist SMEs in gaining skills and knowledge. With the variety of training that it has been scheduled, it can encourage people to be more creative and independent in the management of existing businesses. Stakeholders involved by the implementation of the strategic plan for SMEs in order to build a self-reliant community, financial institutions or banks, large employers, private sector, civil society, academics, NGOs, Bappeda, and DPRD in Blitar.

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