

Implementation of East Lombok Flourishing Program (Renternir Through Interest Free Credit) at MSMEs in Selong

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Abstract: Implementation is the process of putting a plan, decision, or policy into action. Implementation also includes a number of actions, such as planning, preparing resources, organizing leadership, and implementing an action or decision. This research aims to find out how the implementation of the Lotim Program improves the development of MSMES in the Selong district and what obstacles there are to its implementation. The research used in this study is descriptive research with a qualitative approach. The data submitted is then analyzed by reducing the data, presenting the data, and drawing conclusions. The research is based on the theory of Edward III, who uses four factors as a reference for the research: resource, communication, bureaucracy, and attitude. The results of the research implementation of the Lotim development program at MSMES in the Selong district showed that the implementation of this Lotim development program has been sufficiently good but not fully successful. The recipients of this Growth Lotim program feel that it has been very helpful in developing their venture. The obstacles to the implementation of this program are more likely than the people who are difficult to gather, and the communication and monitoring carried out by the program implementing authorities have not been performed optimally. In this case, the monitoring is performed after the people are declared to accept the Lotim Developing Program.

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Introduction

Small and medium-sized microenterprises (SMEs) are a form of small enterprise that can expand the field of employment, play a role in the process of eradication, increase the incomes of the community, and drive economic growth.

According to Handini (2019), small and medium micro enterprises (MSMES) are a form of small enterprise in a society whose founders take the initiative. Most people believe that MSMES only benefits certain parties. In fact, MSMES has played a major role in reducing the unemployment rate in Indonesia. MSMES can also absorb a lot of the

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Indonesian labor force that is still unemployed. In addition, MSMES has significantly contributed to regional income as well as the income of the Indonesian state. Micro, small, and medium-sized enterprises are enterprises capable of expanding employment and providing broad economic services to society. They can play a role in the process of eradication, increase the incomes of the community, stimulate economic growth, and play a part in the realization of national stability.

MSMES has also become one of the motor wheels of the national economy with its contribution and role in absorbing more labor in comparison to other business elements in Indonesia. According to the data of the Ministry of Cooperation and Small and Medium Enterprises (Kemenkop SMEs) in March 2021, the number of MSMES perpetrators in Indonesia reached 64.2 million, with a contribution to the gross domestic product (GDP) of 61.07%, or Rs8.573.89 trillion. MSMES is able to absorb 97% of the total labor force and is capable of aggregating up to 60.42% of total investment in Indonesia. Namu, the high number of MSMES s in Indonesia is not without challenges. To respond to the challenge, the government has implemented a number of MSMES support programs, including insecticide assistance and reproduction through the PEN program, People's Enterprise Credit, the National Movement of Made Flowers of Indonesia (Gernas BBI), MSMES Marketing Digitalization, the Alumni Entrepreneurship Strengthening Programme of Pre-working Cards Through KUR Production, and a long-term strategy to raise the MSMES class through the Employment Act (Kamsidah & Fatwati, 2021).

Some MSMES sectors in Lombok affected by the pandemic, such as tourism and handicrafts, are still in trouble. Food and beverage-related sectors, as well as general trade such as traditional markets and clown shops, have greater potential to survive this difficult time. The use of digital technology is an essential key for MSMES in Lombok to survive and thrive in the future (Fahrurrozi, 2023a, 2023b). There are many opportunities that can be exploited, including using the e-commerce platform, social media, and apps to boost sales and expand market reach. However, efforts are still needed to assist MSMES in adopting digital technology and overcoming access barriers and technological expertise that are still barriers for some entrepreneurs.

Eastern Lombok has great potential in the MSMES sector, but there are still many challenges to be faced by MSMES actors in the region. One of the efforts of the local government to improve the economy of the region and the well-being of its people is to implement the Eastern Lombok Development Program, which is aimed at strengthening the sector of MSMES in Lotim.

Based on the results of an interview that the researchers conducted on March 10, 2023, with Mr. Muhammad Irsan as the head of the Eastern Lombok cooperative field, they said that the beginning of the formation of the Lotim Berkembang program was an initiative of the deputy governor's father. After the review, it turns out that many MSMES perpetrators have applied for credit with the renters. That's why the Lotim program has been developed.

At the time of the launch of this program, the primary target was the cattle farmer. It is recorded that from 2020 to 2022, the realization of the Lotim expansion for the Cattle Kur reached Rs. 91.94 billion with a total of 6.129 farmers, while the amount of profit subsidies granted amounted to Rs. 5,516 billion more. Seeing from the success and the consideration

that has been made for six months, precisely in October 2022, this program continued to target MSMES perpetrators. One of the problems of the MSMES in Lotim is the minimal capital factor, so the MSMES does not develop well.

The Lotim Program is working with PT. Pegadaian on the process of distribution of funds in order to help the government realize the program. Data from November 2022 to January 2023 recorded 614 MSMES receiving funds from this program, with details of which: in November 2022, 46 MSMES were recorded, in December 2022, 267 MSMES were registered, and in January 2023, 301 MSMES were recorded. The maximum amount of funds granted to MSMES perpetrators amounted to Rs. 10,000,000, which were diversified directly by PT. Pegadaian.

Selong is the capital of the East Lombok district. Currently, the condition of MSMES in Selong depends on the economic sector in the region. Selong has great tourist potential because it is located on the island of Lombok, which is famous for its beauty. With the presence of tourism, business opportunities for MSMES in the fields of services and culinary can develop well. In addition, shell also has potential in the agricultural sector, such as coffee, vegetables, fruit, and pea plantations. MSMES that operates in agribusiness fields such as food and beverage processing can also grow well.

The infrastructure conditions in Selong are quite good, with the highways connecting to various regions on the island of Lombok. It has become an important factor in the development of MSMES in Selong, as good accessibility will facilitate product distribution and marketing. However, as is the case with other regions in Indonesia, the COVID-19 pandemic has had an impact on the economic growth of Selong. Many MSMES s suffered a fall in turnover, and some even had to close. Despite this, a number of MSMES s have survived by adapting to the digital age. Overall, the MSMES condition on the shelf has great potential and needs to be supported with various programs and policies that can help improve MSMES competitiveness and empower the local economy.

Research Method

The type of research used in this study is descriptive research with a qualitative approach. What is meant by qualitative research is research that emphasizes the quality or most important thing about a good or service. Primary data is a primary data source obtained through interviews with research subjects and direct observations on the ground. Qualitative research data sources are staff of the service, staff of PT. Pegadaian, and customers of the Lotim program that is developing. Secondary data is data collected from other sources. Secondary sources include comments, interpretations, or discussions on original material. Even secondary data can be articles in popular papers or magazines, books or live images, or articles found in scientific journals that evaluate or criticize research. The techniques and procedures used for data collection are observations, interviews, and documentation. The validity technique that the researchers use is the triangulation technique. While the data analysis process used is Miles and Huberman, which is performed in several stages, namely, data reduction, data presentation, and conclusion drawing.

Result and Discussion

Implementation of the Lotim Program is improving the development of MSMES in the Selong district

The results of the research and the interviews that the author conducted can then be discussed about the implementation of the lotim program in improving the development of MSMES in the shell condition. The East Lombok Rental through Credit Without Flowers Program is a development program for micro, small, and medium-sized enterprises (SMEs) implemented by the Government of East Lombok District, West Nusa Tenggara. The program aims to improve the quality of MSMES products as well as help the product's marketing reach a wider audience.

In its implementation, the Lombok East Rental through Credit Without Flowers program provides some kind of assistance, such as training for MSMES business owners on business management or good production techniques. In addition, micro, small, and medium-sized enterprises (SMEs) are also given access to financing so that they can develop. Through the Lotim Development Program, the East Lombok government is working with financial institutions, such as banks, to provide low-interest loans to MSMES. This research model includes four factors:

1. Resource

The resources available to the cooperative department and the resources involved in the Lotim program are growing. The staff involved in the program is clearly defined in accordance with the program policy, and the number of staff available is also sufficient to help the community follow the development of the program. The quality of the staff is also very good and has been placed according to their respective fields. In addition, the government also provides training to the staff of the officials as well as the recipients of the program. In addition to human resources, the implementation process of a program also requires administrative resources; these resources must be available to streamline the administration of implementation. These resources are available through funds or other incentives that can streamline the implementation of the policy. The resources for the developing budget loans to the community come from the Government of East Lombok, more precisely the DAUD Fund (Regional Public Allocation Fund) and the funds that come from APBD.

2. Communication

Communication between the Department of Cooperation and PT. Pegadaian is very good; the transmission of information from one unit to another related to the program is good without any miscommunication, but here the researchers found differences of opinion between the services relating to the community of the recipient of the program.

3. Bureaucratic structure

The organizational structure of the cooperatives and MSMES is in line with the existing standards. In addition to the organization structure of the SOP, which helps improve the efficiency of work by providing step-by-step guidance on how to perform specific tasks, in accordance with the opinion of Isna Ramdhani (2020), the clarity and consistency of the rules of the existing enforcement agency have been well implemented and are in line with the program SOP that has been established, so that there is synergistic coordination between the

relevant service and the recipients of the Lotim program. With SOP, time and resources can be optimally used without having to doubt what to do next.

4. Attitude

The supervision carried out by the staff to the recipients of the program is developing quite well. The supervision, construction, and monitoring of the entire community of recipients of the program are performed every month, with 2–3 visits. It's meant to see how the community's efforts are developing after receiving the aid of this program. The funds borrowed from the MSMES community have been used in accordance with the needs and conditions set by the government.

Obstacles to the Implementation of Growing Lotim Programs at MSMES in Selong

Obstacles to implementation of the Lotim program develop on MSMES in the Selong district as follows:

In the implementation of the lotim program developed on MSMES in the emergency, Selong does not always run smoothly. The obstacles are as follows:

1. Lack of information obtained by the public so that they do not know information related to the activities carried out by the related service
2. Lack of public participation in the activities of this expanding lotim program And people don't want to get rid of the files they need to sign up for the program.

From the obstacles experienced by the developing Lotim program manager, there are several solutions, as follows:

1. Related services and staff are more active and clear in providing information to the public, so that the public knows more clearly information related to the development of the Lotim program.
2. The lack of public participation is very much felt by us. The way we deal with this problem is by providing a plan-based understanding to the entire community so that they understand that this program is crucial to the development of its initiative.

Conclusion

From the results of the research, the researchers will draw conclusions and give advice on the implementation of the Lomboek Timur Development Program at MSMES in Selong District. Implementations of the lotim development program at the MSMES in Selong Prefecture have been quite well implemented, but there are still problems that can be seen from the 4 indicators in this research, namely as follows:

1. Resource

The staff involved in the Growth Lotim Program has been established in accordance with the policy of the program. The number of staff available is also sufficient to help the community follow the Growing Lotim program. The quality of the staff is also very good and has been placed according to their respective fields. In addition to human resources, the implementation of a program also requires resources from Anggaran; the development of lotim budget resources that are borrowed from the community comes from the Government of East Lombok, more precisely the DAUD Fund (Regional General Allocation Fund) and the funds that come from the APBD.

2. Communication

Communication between the Department of Cooperation and PT. Pegadaian is very good; the transmission of information from one unit to another related to the program is good without the absence of communication, but here the researchers found differences of opinion between the departments relating to the recipient community of the program. Related services say they have hindered communication between recipients of the developing Lotim program, while the recipient community says they have never met and communicated directly or indirectly with the service at all. The information delivery of the Lotim development program carried out by PT. Pegadian and the cooperation services was done by conducting socialization in the village and distributing brochures to the community. Inhibitors of the transfer of information related to the Lotim program are more likely to go to societies where information is difficult to gather and there is minimal public participation.

3. Bureaucratic structure

The organizational structure of the cooperatives and MSMES is in line with the existing standards. In addition to the organizational structure of the SOP that has already been established in the Lotim program, it is very difficult for staff, officials, or the community, (Fahrurrozi & Mispandi, 2023). Because SOP serves as a guideline and legal basis for anticipating unexpected situations or circumstances as well as a reference for carrying out work, With this expanding Lotim program, MSMES has been very helpful in financing because capital is an important factor in an enterprise.

4. Attitude

Monitoring, or training and monitoring, of the entire community of program recipients is carried out every month, with 2–3 visits. It's meant to see how the community's efforts are developing after receiving the aid of this program. The funds borrowed from the MSMES community have been used in accordance with the needs and conditions set by the government. Employees of cooperative services, PT. Pegadaian, and the community are able to maintain consistency by maintaining good communication with each other and by remaining active in following all the activities that are included in this development program.

Recommendation

After conducting research and completing the discussion on this scripture, the researcher wants to submit a suggestion advice of what is produced after observing during the making of this script as follows. The researchers' advice should be given more firmly to the chief of the service and to the staff to follow the socialization. In the Growth Lotim Program, one of the conditions for obtaining a loan is that the community must have a business permit. However, there are still many MSMES borrowers who have not yet obtained a business license. My suggestion is that cooperative and PT staff should be more careful in supervision and more collective in the implementation of the program.

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