

Community Empowerment through Micro, Small and Medium Enterprises (MSMEs) at the Department of Industry and Trade Cooperatives in Sampang District, Sampang Regency



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ABSTRACT: The existence of MSMEs in Sampang Regency is not all MSMEs can be fostered by related agencies. The existing problems includes weaknesses in access to information, lack of infrastructure assistance and capital fertilization, lack of HR skills and weaknesses in partnership networks. The purpose of this study is to empower the community of MSME actors to achieve a society that is independent, self-sufficient, able to adopt innovations and develop MSMEs. Community empowerment carried out to MSME actors uses three aspects, namely, Enabling, Protecting, and Empowering. The research method used is a descriptive qualitative approach, then the data collection technique used is an interview and documentation technique with five informants, namely the State Civil Apparatus as many as three people and the community or MSME actors two people who refer to purposive sampling techniques. The data analysis used is an interactive model analysis technique from Miles and Huberman. The results of the study obtained an explanation that community empowerment through Micro, Small and Medium Enterprises in the Diskopindag in Sampang District, Sampang Regency did not run optimally after being analyzed using three indicators of community empowerment because there are still many obstacles that are not in accordance with the expectations of MSME actors. So it can be concluded that community empowerment through Micro, Small and Medium Enterprises at the Department of Industry and Trade Cooperative in Sampang District, Sampang Regency, can be said to have not run optimally.

KEYWORDS: Empowerment, Community, MSMEs

I. INTRODUCTION

Development basically leads to changes in a more positive direction better than the previous situation to achieve the goal of increasing the level the lives of many people, development in the era of globalization is very superior economic sector as a measure of the success of the development carried out by the government, including in developing countries like Indonesia. However economic growth also cannot grow and develop if utilization of human resources are not optimal, because human resources are object from existence of development itself (Rosenberg, N. 2020). People's welfare is the main goal in the country's development the unity of the Republic of Indonesia. There are many government efforts in business to create and improve the welfare of society in accordance with objective development in Indonesia Which poured in opening Constitution 1945 (Arora et al. 2019).

Business Small, And Intermediate is one activity business that is capable of expanding field Work And giving service economy in a manner wide to the community and can play a role in the process of equity and improvement people's income, drivers of economic growth, and in realizing national stability. In addition, Small and Medium Enterprises are one of the main pillars national economy who must obtain a placement main, support, protection and development as broad as possible one of the manifestations of firm alignment with the people's economic business group, without ignore business role Big and Body Business State owned.

In economic development, micro-enterprises are always described as sector Which have role important, Because part big amount resident educated low And life in activity business micro, both in the traditional sector and in the modern sector. Business the development carried out by the government is still not maximal because of the In fact, the progress of MSMEs is very small compared to the progress that has been made achieved business big as well implementation policy MSMEs by government only a few are implemented, more are just slogans so the results very unsatisfactory. The government is more in favor of big businessmen almost in all sectors, including trade, banking, forestry, agriculture, and industry (Mensah, I. K. 2020).

As a consequence of the regional economic policy, in Law of the Republic of Indonesia No. 20 of 2008 concerning Micro, Small, and Intermediate. Where in Chapter 1 General Provisions Article 1 point 10 which reads, Development is effort Which done by Government, Government Regions, Business World, and Communities to empower Micro, Small Enterprises And Intermediate

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through gift facility, guidance, accompaniment, And reinforcement assistance to grow and improve capabilities and power competitive Business, Small, and Intermediate (Todaro, at al. 2020) .

With exists law the, so seen that exists base law Which strong for maintenance Autonomy Area, with give discretion to area For realize area Which independent and empower Micro, Small and Medium Enterprises in accordance with the Law Invite Which valid (Ley, S. et al. 2019). Problems Which faced MSMEs indeed complex, so that needed various approach Which can reduce obstacle Which Yes, problem finding Which among other things, weakness access on information related legality business And licensing, fertilization capital, And limited means infrastructure, lack of human resource skills in terms of formal education as well as knowledge And inner weakness formation business networks and partnerships because they are all very influential on management his efforts .

Government decisions that seek to empower MSMEs are right, considering the potential and role of MSMEs in development national. The important and fundamental thing is to provide more opportunities to SMEs by suppressing or reducing obstacles emerging. In this case is the weakness of access to information and expansion market share, weakness of access and capital accumulation, weakness of access to information And technology, weakness in management organization, as well as weaknesses in the formation of business networks and partnerships. Therefore, in Office of Cooperatives, Industry and Trade, Sampang District, Regency Deep Sampang carry out program And activity development in field MSMEs very necessary, especially in empowerment Business Micro Small and Intermediate in Subdistrict Lacquer Regency Lacquer Which so far still not optimal among SMEs .

Based on results interview, 2021/12/17 with father Hadi Sutrisno perpetrator business MSMEs Regency Lacquer expose: that in business development the most fundamental problem that is the process of selling, which they think That only focus sell without think about How para the consumer is interested, because the MSMEs in the District of Sampang Regency Lacquer lack of skills source Power man in understand design packaging, the aesthetics of the packaging of the products we sell and also in terms of education formal nor knowledge very influential to management manage their business and there needs to be empowerment in order to generate and motivating para MSMEs in developing business.

Another problem also emerged which was also explained by Mr. Komarudin MSME business actors explained that developing a business is very important need legality business And licensing Which easy got, but helplessness in obtain information related legality business or licensing and limited facilities and infrastructure, so that MSME businesses are not can develop and there needs to be empowerment in order to build power and motivating in developing effort.

Then Mother Nurhayati Which Also perpetrator business MSMEs expose that what is needed is a program from the Office of Industry and Cooperatives Trade namely in the empowerment program to give training on business ummm. Party Service Cooperative Industry And Trading Not yet provide training on how to produce business with new innovations and the ideas given by the District Cooperative Industry and Trade Office Lacquer Still including innovation long. So that influential on the management of business generated by MSME actors products that are less powerful sell high and the quality is still low below average related to business marketing access so that there is a need for empowerment For increase Power And motivating in develop effort.

The following are the results of the 2021/12/18 interview with an employee at the Service Cooperatives, Industry and Trade in the SME Cooperative Sector, Namely Mrs. Ratna explained that role Service Cooperative, Industry And Trading Sampang Regency in empowering the community to the perpetrators MSMEs in Subdistrict Lacquer Regency Lacquer Already held empowerment programs such as WUB (new entrepreneurship), coaching outreach, training business And Also in DISKOPINDAG Regency Lacquer own business development assistants, because the main target of the program empowerment That on perpetrator MSMEs in Subdistrict Lacquer Regency Lacquer only just in program Which Already planned Not yet implemented at this time, community empowerment is currently very much needed all MSME actors because there are many MSME actors in the Regency Lacquer experience failure And difficulty in develop his efforts.

Seeing the obstacles above, then the service Industrial Cooperative and Trading Regency Lacquer feel need do empowerment community towards MSME businesses. The Sampang Regency Cooperative Service has the task of carrying out as regional household affairs in the field cooperation businessman small And medium as well as carry out task in accordance with field his job. With thereby empowerment MSME business has become one of the main tasks in the program Work Service Cooperative Industry And Trading. Program empowerment community includes : Guidance and directing activities , program development partnership, procurement or help capital, development training production and also evaluate result of the programme. Based on the background of the problems above, the researcher is interested in doing research entitled "Community Empowerment Through Micro Enterprises Small And Intermediate (UMKM) On Service Cooperative Industry And Trading In Sampang District Sampang Regency.

Based on the background of the problems that have been described previously, then obtained formula problem For study This, that is: How community empowerment through micro, small and medium enterprises (MSMEs) on service cooperative industry And trading In Subdistrict Lacquer Regency Lacquer? The aim of this research is For know empowerment public through business micro small And medium (UMKM) on service cooperative industry And trade in Sampang District Regency Lacquer.

To produce a comprehensive and correlated research, in conducting research entitled "community empowerment through micro, small and medium enterprises (MSMEs) at the Dan industrial cooperative service trading Regency Lacquer". Researcher do review

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to research -research which has done previously as reference discussion and as comparison, including research conducted by Fani Balqis, 2019. Researching about "Strategy Empowerment Public Through Micro, Small and Medium Enterprises (MSMEs) by the UKM Cooperative Service Pekanbaru City. Public Administration Study Program, University Riau. Formula Problem in study This is How strategy empowerment public through MSMEs by service cooperatives, SMEs in Pekanbaru City, and what are the inhibiting factors community empowerment strategy through MSMEs by the cooperative service, UKM City Pekanbaru. The research method uses a descriptive qualitative research approach.

Location The research was conducted at Jalan Lotus No. 81 Karam Island, Sukajadi Office Pekanbaru City Office of Cooperatives and SMEs, Research Focus namely, Strategy Empowerment carried out by the UKM Cooperative Service for MSME actors Pekanbaru City and Factors that hinder the empowerment strategy public through umkm on SME Cooperative Service. Results Research shows that public is perpetrator main development, whereas government (bureaucracy) obliged For direct, guide, as well as create climate Which support potency public For develop. Creation climate business Which conducive for perpetrator MSMEs is matter important, because there are still many MSME actors who are ensnared by business circles which has no end. In the framework of this empowerment, tremendous effort The main points are increasing the level of education, and access to resources economic progress such as capital, technology, information, employment, and markets. Protecting and taking sides with the weak is fundamentally deep the concept of community empowerment, with the aim of preventing the weak from becoming increase weak, by Because lacking powerless in face Which strong. Conclusion, Strategy empowerment public through MSMEs by service cooperative, UKM City Pekanbaru has held However Still Not yet maximum, UKM City Pekanbaru in create atmosphere climate Which possible develop Not yet fully created conducive for perpetrator MSMEs City Pekanbaru.

The thing that distinguishes between this research and research conducted by previous researchers located on focus study This Which focus on strategy empowerment carried out by the UKM Cooperative Service for MSME actors Pekanbaru City and also the factors that hinder the empowerment strategy the community through umkm at the ukm cooperative service in Pekanbaru City. Whereas study Which done writer focus on empowerment Which carried out by the industry and trade cooperative service for MSME actors Regency Lacquer.

The next previous research is research conducted by Nurhaeni Jaya et al, 2021. Researching about Implementation Program Community Empowerment Through the Micro, Small and Medium Enterprises program (UMKM) On Service Cooperative Business Micro And Trading City Rock. Program Studies Administration public, Major Knowledge Social And Knowledge Political Tribhuwana Tanggadewi University. The formulation of the problem in research this is How to Implement the Community Empowerment Program Through program Business Micro Small And Intermediate (UMKM) On Service Cooperative Business Micro And Trade City Rock. This research method uses a qualitative approach to research, location This research is at the service of micro and trade cooperatives in Batu City, Focus research This focus Implementation Empowerment Public through Micro, Small and Medium Enterprises program at the micro and cooperative business services trading City Rock. The results of the research show that the Office of Cooperatives, Micro Enterprises and Trade in Batu Dalam City matter empowerment public through program MSMEs in contest communication, has tried his best in the development of MSMEs Batu City, this is seen by how the Office of Micro Business Cooperatives and Trade of Batu City carry out international cooperation with the State others, establish cooperation with companies and communities in development of small micro business products in Batu City, until now MSME products Batu City has started to penetrate the export market. Department of Business Cooperatives Micro And City Trade rock Also do communication with Center Integrated Business Services and the Batu City Business Community Group.

Can it can be concluded that communication between community empowerment policy actors through the MSME program in Batu City is very good. There is coordination communication in form cooperation between Implementor with country other, companies And public as well as perpetrator MSMEs City Rock determine success communication. Conclusion, From the results this study it can be concluded that, Implementation the Micro, Small and Medium Enterprises Empowerment program in Batu City seen from in terms of communication is very good, which can be seen from the existence of cooperation international one of which is the country of Dubai. Judging from the availability of sources Power owned by the Office of Cooperative Micro Enterprises and Municipal Trade Rock quite good, which in realizing the MSME program of the Business Cooperative Service Micro And Trading City Rock prepare budget special. In implementation of the program, supported by the attitude and commitment of implementation program. Disposition or attitude Service Cooperative Business Micro And Trade in Batu City who is capable of every program implemented, as well as the attitude of MSME actors who accept and support every program that set shows that the disposition or attitude of the city of stone program implementers Already pretty good.

Matter Which differentiate study This with study Which done by writer located on focus study This focus on Implementation Empowerment Public through program Business Micro Small Intermediate On the office of micro business cooperatives and trade in Batu City. While research carried out by the author focuses on the empowerment carried out by industry and trade cooperative services for Regency MSME actors Lacquer.

Furthermore, previous research conducted by Hesty Kusuma Wardani Ambar Pertiwi et al. 2018, Researching the Role Cooperatives and SMEs in the Empowerment of Small and Medium Enterprises in the City Malang (Studies at the Office of

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Cooperatives and SMEs in Malang City), Study Program Public Administration, Department of Administrative Sciences, University of Brawijaya Malang. As for formula problem in study is How implementation empowerment SMEs as well supporting factors And inhibiting factor. The research method uses a descriptive qualitative research approach, Location of this research in the Office of Cooperatives and SMEs Malang City, Research focus This study focuses on the implementation of UKM empowerment and supporting factors and the inhibiting factors for the UKM empowerment process carried out by the agency cooperative and urban SMEs poor. Results research, In business empowerment small middle school, Department Cooperative And UKM City Poor do various effort, between other, First, development of human resources (HR), coaching is done by give guidance entrepreneurship form training - training to UKM like training enhancement facilitation Right Riches Intellectual (IPR), training the about procedure management right patent, right brand, legality business, design product, entrepreneurship, And management. Second, help access to capital. The Office of Cooperatives and SMEs in Malang City provided help information How get capital on party to three that is banking and provide information on how to prepare a good proposal in applying for capital. Thirdly develop a network of cooperation for UKM. The Malang City Kopersai and UKM Service cooperates with the private sector that is CV.

Conclusion, Implementation of empowerment carried out by the Office of Cooperatives and Malang City SMEs are still not running optimally and evenly. That matter because the Office of Cooperatives and SMEs in Malang City does not have proper data valid about amount whole UKM in City Poor. So from That, The Office of Cooperatives and SMEs in Malang City refers to SMEs that are members of the Cooperatives and SMEs Association Amangtiwi. Part UKM Which has joined in Association Amangtiwi is already classified as an empowered UKM, but the Department Cooperative And UKM City Poor This in do empowerment more focuses on SMEs who are members of the Amangtiwi Association and UKM Which not joined in such associations neglected.

Matter Which differentiate study This with study Which done by writer is located on implementation empowerment UKM as well as factor supporting and inhibiting factors of the UKM empowerment process carried out by service cooperative And UKM City Poor, whereas study Which done writer focus on empowerment Which done by service industrial cooperative and trade on MSME actors Sampang Regency.

II. METHOD

Type study This use approach qualitative descriptive with put object like What exists, appropriate with form original so that fact indeed can obtained . According Prastowo, 2020 methodology qualitative is procedure study Which produce data descriptive qualitative form words written oral from people And behavior Which observed . From the description above, can We understanding that method study qualitative is method (path) research systematically used _ For study or researching something object on the background natural without There is manipulation in it and without There is testing hypothesis , with natural methods _ when results research Which expected no generalization based on size - size quantity , however meaning (facet quality) of observed phenomenon. (Prastowo , 2020: 24)

2.1. Location Study

Study this done in Office Service Cooperative Industry and Trade in the District Lacquer Regency Lacquer road Diponegoro No. 52A Sampang. Such location researcher take because of the Industrial Cooperative Service and Trade have contribution and role important and do empowerment public especially perpetrator MSMEs in Subdistrict Lacquer Regency Lacquer And researcher choose place the Because a number of reason logical Which worthy researcher explain , among them that party Service Cooperative Industry And Trading Not yet do program empowerment like give training method produce effort and innovation Which new For increase Power competitive economy as well as income society .

2.2. Research focus

Study This focused on planning Which meant in study This is related with empowerment public through business micro small and medium (MSMEs) at the Office of Cooperative Industry and Trade in Subdistrict Lacquer Regency Sampang. For now empowerment the capable walk Good Can seen with theory put forward by Fahrudin (2012), Which there is three aspect empowerment namely : Enabling, that is create atmosphere or climate Which possible potency public growing. Empowering, that is increase capacity with strengthen potency or Power Which owned by the community. protection, that is protect interest with develop system protection for public Which become subject development .

2.3. Data source

Data source is possible sources _ somebody researcher get a number information or required data in A research, good data primary as well as secondary data (Baas, J., Schotten, M., Plume, A., Côté, G., & Karimi, R. (2020). Type data obtained through two source namely:

A. Data Primary is source data Which direct give to data collector. Data created by researchers with Meaning special for finish moderate problem _ handled it. Data collected by the researchers themselves in a manner direct from source First or place object study That done, study This use technique purposive sampling. According to Prastowo, 2020 in Sugiyono, (2007) purposive

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sumpling that is, a sampling technique or technique taking informant source data with consideration certain from party researcher alone, with see criteria subject composed researchers _ from official at the office cooperative industry and trade.

In study This is the primary data is the result data interview researcher with source person namely:

1. Mrs. Kurnia Supartina , S.Sos . , M.Sc. as Head of Department Cooperative and Business Micro. Chosen become informant in study because status Which Can say important Because as chairman Kabid Which have MSME data and also knowing all terms of the empowerment program done by DISKOPINDAG. 2. Mr. Slamet Riyanto, S.Sos as Head Sexy Development Restructurisation Partnership. Chosen become Informant in study he because status Which as kasie development more understand What just empowerment carried out by DISKOPINDAG for develop MSMEs so Can said informant that's right For get research data . 3. Mrs. Ratna Kurniasih, ST as Head Sexy Facilitation of Infrastructure Facilities Cooperative and Micro Enterprises. Chosen become informant in study because status as _ kasie facilitation means infrastructure that also has linkages in empower public so that more understand Lots thing already _ done For empower SMEs and more easy get information . 4. Nurhayati's mother as perpetrator MSMEs. 5. Mr Hadi Sutrisno as Perpetrator MSMEs. Mother Nurhayati and Father Hadi Sutrisno chosen become informant in study because they Already follow as well as in the empowerment program which done Diskopindag Regency Sampang.

B. Data secondary that is data Which No direct give data to data collectors, for example material or documents, magazines as well as work write relate with problem which researched writer. Whereas in study this , which becomes secondary data source including documents _ Which containing information important And Which relate with empowerment public through business micro small And medium (MSMEs) on Service Cooperative Industry And Trading in Subdistrict Lacquer Regency Sampang.

Researcher choose validity data credibility (trust), through credibility (trust) research qualitative can reached. In checking researcher data use technique inspection data validity ie triangulation. According to Flick, U. (2020) triangulation is technique inspection validity data Which utilise something Which other.

III. RESULTS AND DISCUSSION

There is amount total MSMEs in Subdistrict Lacquer Regency Lacquer as much 3,318

Recapitulation data MSMEs Office of Cooperatives , Industry and Trade Regency Lacquer Year 2021

No.	Subdistrict	Business Micro	UM > NIB	UM > BUSINESSMAN	UM > Go on Class	WUB	Total Business Micro	Business Small	Business Intermediate	Total MSMEs
1	Lacquer	2,414	47	656	5	100	3,222	78	18	3,318
2	Camplong	2,232	31	121	11	100	2,495	47	5	2,547
3	Omben	2,370	28	63	5	100	2,566	10	4	2,580
4	Canning	1,678	27	54	8	100	1,867	93	15	1,975
5	Torjun	1,976	33	75	2	100	2,186	14	5	2,205
6	scream	1,661	27	69	3	100	1,860	31	5	1,896
7	veil	1,923	6	32	3	100	2,064	20	2	2,086
8	Sresh	2,170	15	54	3	100	1,342	8	7	2,357
9	Arms	1,854	33	263	4	100	2,254	8	2	2,264
10	Rebate	1,177	5	41	3	100	1,326	81	6	1,413
11	Ketapang	2,369	22	100	27	100	2,618	119	4	2,741

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12	Coral pinang	1,991	27	111	3	100	2,232	9	3	2,244
13	Banyuates	2,163	27	64	20	100	2,374	47	9	2,430
14	Sokobanah	1,952	34	114	7	100	2,207	5	3	2,215
	AMOUNT	27,930	362	1,817	104	1,400	31,613	570	88	32,271

Source : Service Cooperative, Industry, And Trading Regency Lacquer, 2021

By looking at the table above, it can be seen that the amount business micro Which do activity business in Subdistrict Lacquer Regency Lacquer amount 2,414 And whereas micro business NIB Which facilitated number parent try amount 47, And business micro ones There were 656 entrepreneurs who became entrepreneurs while micro-enterprises only went up a grade numbered 5, and new entrepreneurs (WUB) numbered 100 so that the total of micro businesses in Sampang District, Sampang Regency totaled 3,222. Small business is a productive economic business that meets the criteria, number of micro businesses 78 and medium enterprises, namely economic enterprises productive activities carried out by individuals/business entities amounted to 18 and amount total MSMEs in Subdistrict Lacquer Regency Lacquer amount 3,318.

Viewed from whole amount MSMEs in Subdistrict regency sampang which totaled 3,318, micro businesses that have parent numbers trying (NIB) only partially who already have business legality. While the largest number is owned by micro and micro business went up to class in Sampang District, Sampang Regency only amounted to 5 Where business micro go on class can interpreted his efforts Can the more develop Which Of course accompanied with productivity, Power competitive increase which later from micro businesses grow into small businesses, then increased to a medium-sized business and finally got it grow. But MSMEs in Sampang District, Regency Sampang did not develop as expected because of that MSMEs in Sampang District necessary empowerment.

In this research researchers use Fahrudin's theory (2012) along with the indicators there are 3 namely: 1. Enabling, creating an atmosphere or climate Which possible potency public develop. 2. empowering, that is increase capacity by strengthening the potential or power possessed by public. 3. protection, that is protect interest with develop system protection for public Which become subject development.

RESULT DISCUSSION

Enabling is process First in community empowerment Which meant For create atmosphere or climate Which possible potency public develop. The assumption is understanding that every person, every public have potency Which can developed It means No There is person or public without Power. Based on understanding in on, that exists real from enabling This can be done through the design of empowerment programs with involve public in every program empowerment the. Community involvement of MSME actors in Sampang District Regency Lacquer This is beginning For awaken independence public with include they understand thoroughly direct. According to Dindler, C.et al. 2020 Empowerment society is a process development that makes the community take the initiative to start the process activity social in improving the situation and own condition.

In empowering the MSME community in the District Lacquer Regency Lacquer Service Cooperative Industry And Trade must carry out related empowerment programs create Susana business Which conducive so that can finish problem in sector MSMEs so that public perpetrator MSMEs in Subdistrict Lacquer Regency Lacquer Can can develop his efforts. From the results of research conducted by one of the respondents, Ms gift Supartina, S. Sos that program priority in do development MSMEs in Subdistrict Lacquer Regency Lacquer including, 1. Realizing superior cooperatives and small and medium enterprises And prosperous. 2. MSMEs Which capable develop himself so that can become foundation and forerunner of the business big. 3. Creating cooperative And MSMEs Which can independent in a manner economy. 4. Improve monitoring And evaluation to cooperative And business small medium 5. Increase coaching institutional cooperative And medium business. 6. Reinforcement capital cooperative And business micro small medium. 7. Improving data collection and processing of cooperatives and business small medium.

Empowering This intended For strengthen potency Power Which owned by public through step – step real Which concerns provision various inputs And opening in various opportunity Which will open public the more Empower. In development term empowerment has become discourse public And even often made say key for progress And development success public.

In increasing human resources by strengthening the potential of the owned public perpetrator MSMEs Service Cooperative Industry And Trade in Sampang District Sampang Regency has made various empowerment programs such as conducting training, coaching and business business development companion for MSME actors and In this empowerment program, MSME business actors get assistance means and infrastructure in accordance with their business needs. In accordance with the mission of the

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Department of Industry and Trade Cooperatives in district Lacquer Regency Lacquer that is increase fostering and facilitating the potential development of micro, small, medium, and big Which based science and technology as well as Empower competitive global. So it is necessary to carry out a coaching and training so that each program given in accordance with the Which expected. From the results of research conducted by researchers one of the respondents that is Father congratulations Riyanto S. Sos say Effort Service Cooperative Industry And Trading in Regency Lacquer problem in increase Power competitive with strengthen potency Which owned public perpetrator MSMEs First, see potency SDA Which There is in Subdistrict Lacquer And Also potency HR para perpetrator business they in carrying out business activities so that they are truly independent. Second, from In terms of their legality, from the SKU (business certificate), NIB (number parent company) and the stages of the legality stage are carried out which in the end they can access all of that through digitization also marketing locally and outside the region. Third in improving human resources MSME actors community Industry and Trade Cooperative Service in Subdistrict Lacquer Regency Lacquer will give help special infrastructure and training facilities both in the aspect of entrepreneurship, management, administration And knowledge as well as his skills in development his efforts .

Protecting is protecting and defending the interests of society weak. Protection and favor of the weak is fundamental its nature in the concept of community empowerment, with the aim of preventing the weak get weaker. Due to lack of power in the face of the strong. In the context of community empowerment, Community protection is not only limited to protecting the weak, will but guard sustainable from a program empowerment.

In this case the Department of Industry and Trade Cooperatives in Sampang District, Sampang Regency carried out various implementations efforts to empower the community include providing a facilitation such as capital, assistance with people's business credit cards (KUR), and procurement coaching development business.

Target from effort empower the is para perpetrator MSMEs in Subdistrict Sampang Sampang Regency, with the efforts made by Service Cooperative Industry And Trading in Subdistrict Lacquer Regency Lacquer can give impact positive in matter protection public perpetrator MSMEs in Subdistrict Sampang Regency Lacquer. From the results of research conducted by researchers one of the respondents that is Mother gift Supartina, Sauce., M.Sc say effort Which Already done For protect to competition Which No balanced to business class economy weak Wrong only one implementation business development assistance to MSME actors both in terms of knowledge And Skills And gift capital to businessman small, facilitation MSME, accompaniment KUR legality business training production, and product processing so that small business actors are grouped economy weak can develop their business.

Referring to the theory of empowerment according to Hamid, 2018 through business improvement (better business) where the improvement of this business can improve accessibility such as repairs source financing, source information/innovation, provision product, marketing equipment and institutions as well as improving businesses/businesses run so that business the Can develop. Matter This in support by wrong One respondent Mother Nurhayati as perpetrator MSMEs say perpetrator MSMEs on Service Cooperative Industry And Trading in Sampang District Sampang Regency has many programs Already done only just program Which given No maximum so that there are still MSME actors who have not participated in the program given by Service Cooperative Industry And Trading, according to public perpetrator MSMEs Service Cooperative Industry And Trading in Sampang District Sampang Regency of course Lots program what has been done is that the program provided is not optimal so that there are still MSME actors who have not participated in the program given by the Office of Cooperatives Industry and Trade, according to him in follow training how difficult get licensing For business developed and the business being developed at this time is still further the word is balanced because there are many MSMEs out there whose business is more forward, therefore the Cooperative Service should maximize it in provide programs so that business competitiveness is not balanced against the SMEs can be avoided and can protect interests public perpetrator MSMEs in Subdistrict Lacquer Sampang Regency.

IV. CONCLUSION

The Sampang Regency Industry and Trade Cooperative Service has received it create atmosphere Which possible potency public develop by providing motivation and direction to the MSME community in Subdistrict Lacquer Regency Lacquer For can develop in establish business MSMEs. Service Cooperative Industry And Trading Regency Lacquer has give a number of Program like socialization mop a tihan, construction, And business companion. But there are also MSME community members in the District Sampang did not participate in the program due to incomplete information minimal And Lots Also perpetrator MSMEs in Subdistrict Lacquer Regency Lacquer Which Still belong economy weak Not yet get access Licensing and business legality due to expensive permits and complicated procedures long so that it is said to be not optimal in increasing capacity with strengthening the power potential of the MSME community in Sampang District.

The Sampang Regency Industry and Trade Cooperative Office said Not yet optimal in protect interest public weak like on provision of capital assistance, MSME facilities, KUR assistance, and also legality business Because Lots public MSMEs Which sigh Not yet get access help the so that perpetrator MSMEs Which belong the economy weak difficult to develop his efforts .

Suggestions for the Office of Cooperatives, Industry and Trade, Sampang District, Regency Sampang to further improve in providing empowerment programs to MSME actors, and further improve the professionalism and consistency of Cooperative

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employees who are competent in their fields in providing training service program so that later it can minimize errors that will occur occurs from a predetermined program and the program will run later optimal. At least the Sampang District Industry and Trade Cooperative Office Sampang Regency has also made further improvements in providing access to permits as well as guarantee business so that in the future Can the more proceed And compete with global markets and also provide assistance with facilities and infrastructure on an ongoing basis continuous use in the implementation of training or coaching can walk optimal, And Service Cooperative Industry And Trading Keep going supervise perpetrator MSMEs Which has given program so that the more increase his efforts.

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