

IMPLEMENTATION OF MICRO BUSINESS PRODUCTIVE ASSISTANCE POLICY IN PANGKALAN VILLAGE LANGKAPLANCAR DISTRICT PANGANDARAN REGENCY IN 2021

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ABSTRACT

This research is motivated by the still not optimal implementation of the Micro Business Productive Assistance policy in Pangkalan Village, Langkaplancar District, Pangandaran Regency in 2021. The research method used in this study is qualitative. In this study, primary data are direct and immediate data that can be obtained from the source. The data sources used in this study were 8 informants consisting of the Village Head, Village Secretary, General Affairs Officer, Community Leaders, Youth Leaders, and Community Representatives. The data collection in this research is data collection with observation methods and in-depth interviews and documentation. Based on the results of research and discussion that the implementation of the Micro Business Productive Assistance policy in 2021, namely the lack of coordination between the Office of Cooperatives for Micro, Industry and Trade and the Village Government resulted in a lack of clear information on the program implementation flow, as well as the absence of formal media in conveying information to the public causing the delivery of information to the community. Information only relies on informal activities carried out by the Village Government directly to the community. The steps taken by the Village Government in dealing with these obstacles are that the Village Government maximizes the process of delivering information directly to the target community even though it is not accompanied by formal information media, and the Village Government asks for information on the causes of policies that are not well targeted in the Productive Assistance for Micro Business in 2015. 2021 in anticipation of complaints that will be obtained from people who feel aggrieved.

Keywords: *Implementation; Policy; Productive Micro Enterprises; Village*

Introduction

Micro, Small, and Medium Enterprises (MSMEs) are a category of small-scale businesses and are believed to be able to make a good contribution to the Indonesian economy. Therefore, during the Covid-19 pandemic, the government needs to

pay attention to the MSMEs sector so that it does not go bankrupt, such as due to limited capital, difficulties in obtaining raw materials, and difficulties in marketing.

The Micro, Small and Medium Enterprises (MSMEs) sector in

Pangkalan Village also feels the impact of the *Covid-19* virus pandemic which has caused a decline in people's purchasing power and changes in people's purchasing patterns, namely by conducting online transactions. In addition, restrictions on community mobility such as the absence of school activities and the absence of monthly market activities in Pangkalan Village cause *MSMEs* actors to feel very lost and difficult.

Social Assistance (in Indonesian is *Bansos*) provided by the government to underprivileged communities is expected to improve their welfare (Hulu, et al. 2021:21). One of the Social Assistance policy programs issued by the government during the *Covid-19* pandemic is the Micro Business Productive Assistance Program or often (called in Indonesian is *BPUM*). There are still many people in rural areas who are still classified as underprivileged.

Productive Micro Business Assistance is one of the government's policy strategies in the context of national economic recovery efforts carried out to accelerate the handling of the corona virus pandemic and face threats that endanger the social economy and financial system stability as well as save the national economy. The Productive Assistance Fund for Micro Business is expected to be useful to support the sustainability and development of community businesses or be used as additional capital to develop community businesses.

Based on the results of initial observations that the Micro Business Productive Assistance program in Pangkalan Village, Langkaplancar District, Pangandaran Regency, there are still several problems, namely:

1. There is a distribution of assistance that is not on target, namely as many as 4 people who do not have micro businesses but receive assistance due to the lack of clarity of the Village Government in the problem of collecting data on aid recipients;
2. Assistance funds are not used as intended, such as being used to buy jewelry and other lifestyle necessities due to the lack of consistency from the Village Government towards the objectives of program implementation;
3. The non-achievement of the ultimate goal of Micro Business Productive Assistance as an effort to maintain business during the pandemic was caused by a lack of information and facilitation from the village government, namely for 2 (two) business actors.

Literature Review

As the definition of policy stated by Edi Suharto in Uddin and Sobirin (2017:3), namely, policy is a provision that contains principles that direct how to act in a planned manner.

1. The policy is a form of government relationship with the environment or society. Policies are made to

create order, peace, and public welfare and to protect people's rights.

2. The stages of public policy according to Dunn (2003:24) are as follows: Agenda setting the stage Elected and appointed members place issues on the public agenda. Previously, this issue had the competence to be included in the policy agenda. It is very possible that at this stage a problem is not touched at all because of other issues that are the focus of discussion.
3. Policy formulation stage
Issues that have entered the policy agenda are then discussed by policymakers. The problem is defined and then studied for appropriate problem-solving. The solution to this problem comes from the various available policy alternatives. Each alternative competes to be selected as a policy that can solve the problem. At this stage, each policy actor will compete and try to propose the best solution to the problem.
4. Policy adoption stage
Of the many policy alternatives, in the end, one of the policy alternatives was adopted with the support of the majority of the legislature, consensus between the directors of the institution, or judicial decisions. Policy implementation stage
5. A policy program will only be the records of the elite if the program is

not implemented i.e. implemented by administrative bodies. The policies that have been taken are then implemented by the units that mobilize financial and human resources. Some policy implementations have the support of implementers, but some may be opposed by policy implementers.

6. Policy evaluation stage
Policies that have been implemented will be assessed to see how far the policies achieve the expected impact, namely solving problems in the community. Therefore, measures and criteria are made to measure whether or not the public policy is expected to achieve the goals.

Furthermore, as according to Putra (2003:81), the elements of the policy include the following:

1. Formation of new organizational units and implementing staff.
2. Elaboration of objectives into various implementing rules (Standard Operating Procedures)
3. Coordination of various sources and expenditures to target groups; division of tasks inside and outside the implementing agency.
4. Allocating resources to achieve goals.

Thus a policy can be implemented by the organization properly if these elements are implemented so that the policy objectives can be achieved. Policies should not conflict with the social values in society.

Implementation as stated by Purwanto and Sulistyastuti (2005:21) are: Activities to distribute policy outputs (*to deliver policy output*) carried out by implementors to the target group (*target group*) as an effort to realize the policy objectives that will arise when the *policy output* is well received by the target group so that the policy will be able to be realized.

This opinion is reinforced by the same opinion, namely in Syahrudin (2018:3) implementation is the stage of realizing, namely thinking and calculating carefully all kinds of possibilities of success and failure, including obstacles or opportunities that exist and the ability of the organization assigned to carry out the task program.

The *top-down* policy model developed by Edward (Nuridin, 2017:29) suggests that four variables determine the success of policy implementation, namely:

1. Communication means that the success of policy implementation requires that the implementor knows what must be done and where the policy objectives must be implemented to the target group
2. Resources consist of human resources in the form of competence or finances. Although the contents of the policy have been communicated, if the implementor lacks resources, the implementation will not run effectively.

3. Disposition is the nature and characteristics of the implementor. The attitude of the implementer often causes problems if there is a difference in perspective between the implementer and the policy maker. This can be overcome by paying attention to employee placement and incentives.

4. Bureaucratic structure, namely the arrangement of work units in the organization shows the division of labor with the clarity of functions or activities that are integrated.

Broadly, productive (*productive*) according to Ningrum (2016:7). it means "a lot of results, a lot of produce, and is capable of producing". In other words, productivity is a way to get the desired result.

The definition of Micro Business according to Suci (2017:4) is a productive business owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in the Law.

Research Methods

The research method used in this research is qualitative. In this study, primary data are direct and immediate data that can be obtained from the source. The sources of data used in this study were 8 informants consisting of the Village Head, Village Secretary, General Affairs Officer, Community Leaders, Youth Leaders, and Community Representatives. The data collection in this research is data collection with observation and in-

depth interviews and documentation methods.

Results and Discussion

1. Communication

a. The process of delivering program objectives and implementation instructions

Micro Business Productive Assistance policy in Pangkalan Village, Langkaplancar District, Pangandaran Regency in 2021, the Village Government in conveying information regarding the objectives and instructions for implementing the program carried out quite optimally. This is indicated by the existence of meetings with policy implementers, in this case, the Village Government, followed by direct outreach activities to the target community carried out by the Head of the Village and RT/RW who are the implementers of policies from the Village Government.

b. Clarity of program objectives and implementation instructions

The results of observations made indicate that the Village Government has made efforts to overcome the obstacles that occur in the indicators of clarity of goals and instructions for implementing this program. This can be seen from the Village Government independently reviewing the policy content of the Regulation of the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number 6 of 2020 concerning General Guidelines for the Distribution of Government

Assistance for Micro Business Actors to Support National Economic Recovery in the Context of Facing Threats That Endanger the National Economy and Saving the National Economy During the Pandemic *Coronavirus Disease 2019 (Covid-19)*, as well as by seeking additional information from the internet media that can support the delivery of information to the public.

c. Village government consistency regarding objectives and implementation guidelines

Based on the results of observations during the implementation of the Village Government program consistently providing the information needed by the community. This is indicated by the delivery of information to the community from the beginning of the implementation until the program is finished.

Thus, in implementing the communication dimension, the Village Government in conveying information regarding the policy of Productive Assistance for Micro Enterprises in 2021 regarding the objectives and instructions for implementing the program has been carried out quite optimally. This is shown by the implementation of policy socialization in the form of meetings with policy implementers in the village hall. Followed by the implementation of providing information directly to the target community by the policy implementer.

2. Resource

a. Availability of expert resources for program implementation

Based on the overall results of interviews with 5 informants from the community, it is known that the support of expert resources as implementers in policy implementation has been carried out optimally. This can be seen from the availability of policy implementers from the Village Government who carry out the program following existing provisions.

Similarly, the results of the observations revealed that during the implementation of the Productive Assistance program for Micro Enterprises in 2021, expert resources were available to support policy implementation. The expert resources consist of the Village Head as the person in charge of the policy, General Kaur as the implementer of the policy, and assisted by the Head of the Village and RT/RW of Pangkalan Village and other Village staff so that the support of expert resources in the implementation of this policy implementation is adequate.

b. Availability of necessary information

Based on the results of observations, it can be concluded that the efforts made by the Village Government in dealing with obstacles to the availability of information needed by the community can be carried out quite well. This can be seen from the delivery of information to the

target community even though it only relies on the delivery of information informally. In addition, the community is also warmly welcomed by the Village Government if they want to ask directly about the Phase 2 Micro Business Productive Assistance policy at the Village Office.

c. Availability of the necessary facilities

Based on the results of observations regarding the facilities provided by the Village Government in the implementation of the Productive Assistance program for Micro Business in 2021, it is carried out optimally. It can be proven that the Village Government is very helpful and facilitates the community in making the requirements needed both in the proposal and even in the process of disbursing aid funds.

Furthermore, based on the results of research in the dimension of resources that in the aspect of expert resources that support the implementation of this policy are available and sufficient for the implementation of the policy. The expert resources are policy implementers in this case the Village Government so that the expert resources for implementing this policy are adequate and equipped with knowledge of the content and objectives of the policy.

3. Disposition

a. Seriousness in implementing policies

Based on the overall results of interviews with 5 informants from the

community, that the seriousness of the policy implementers is good as can be seen from the seriousness and willingness of the implementers to carry out their respective duties well. Not only that, the community also assumes that all policy implementers have worked according to their assigned tasks.

Based on the results of observations, it is known that in carrying out their duties the policy implementers in this case the Village Government have worked seriously. This can be seen from the satisfaction of the people who are the targets of the policy. The community feels the sincerity and seriousness of policy implementers by providing good service as a result of the seriousness of the policy implementers, namely the Village Government.

b. Availability of incentives for implementers

Based on all interviews with 5 informants from the community, the community does not know whether or not there are incentives available for policy implementers. The community sees the Village Government as only serving the community as usual. In addition, the community also explained that in implementing the policy, the community was free of charge, either by the Village Government or other parties.

Based on the results of observations, it is known that during the implementation of the Productive Assistance program for Micro Business in 2021, there are no incentives or budgets provided. However, the unavailability of these

incentives does not make policy implementation less than optimal. The Village Government continues to optimize as much as possible in every process. Likewise, the community emphasized that in its implementation there were never any fees.

c. Adequate incentives for implementers

Based on the results of observations, it is known that in the implementation of the Productive Assistance for Micro Enterprises program in 2021 incentives for policy implementers are not sufficient because they are not available. Due to the unavailability of incentives for policy implementers, the incentives for policy implementers are not automatically sufficient.

In the implementation of the Micro Business Productive Assistance policy in 2021, the dispositional dimension support has been carried out optimally. The policy implementer, in this case, the Village Government, has carried out their duties well so that the community can feel the seriousness of the work given by the Village Government. Even though in reality there are no incentives available for policy implementers, this does not make the Village Government's performance less than optimal.

4. Bureaucratic Structure

a. Availability of implementation procedures for implementers

Based on the overall results of interviews with 5 informants from the

community, it is known that the procedures for implementing the assistance policy are considered by the community to have been available and implemented, this can be seen from the process starting from the stages of data collection carried out by the Village Government which is submitted to the Micro Business Cooperative Service. Industry and Trade, then the stage of notification of the winner of the aid program, until the notification of the disbursement of aid funds was carried out properly by the Village Government.

Likewise, with the results of observations it is known that in the implementation of the Micro Business Productive Assistance policy phase 2 has been carried out according to the established procedures such as socialization activities, data collection, submission of data to the Office of Cooperatives for Micro, Industry, and Trade, notification of aid winners, until notification of disbursement of funds help.

b. Adequacy of implementation procedures for implementers

Based on the overall results of interviews with 5 informants from the community, it can be assessed that the community feels that the procedures carried out by the Village Government are sufficient in implementing the Micro Business Productive Assistance program in 2021.

Likewise, the results of observations indicate that in the implementation of the Productive

Assistance program for Micro Business in 2021, the procedures available for implementers are sufficient. The rules and instructions for implementing the program from start to finish are all available and sufficient to carry out the program well.

c. Coordination with the agencies involved

Based on observations, it is known that during the process of implementing the Micro Business Productive Assistance policy in 2021 it went well. This can be seen from how each agency carries out its duties properly, and there are no incidents of throwing responsibilities at each other that can confuse the public.

Based on the results of research in the dimensions of the bureaucratic structure that the Micro Business Productive Assistance program phase 2 in 2021 has been carried out in accordance with procedures such as the division of tasks for each party. Mechanisms and procedures for implementing policies are available and implemented in accordance with the regulations that apply to each party. All available mechanisms and procedures in implementing the program are considered sufficient so that they can maximize all the implementation processes.

Conclusion

Based on the results of the study, it can be concluded that the implementation of the Micro Business

Productive Assistance policy in Pangkalan Village, Langkaplancar District, Pangandaran Regency in 2021 is still not optimal, namely because there are still several indicators that are not implemented following the factors that support policy implementation. These indicators include communication, namely that there are still people who do not know clearly about the Micro Business Productive Assistance program in 2021. Furthermore, resource indicators, namely information media are received by the community only through informal activities due to the unavailability of formal information media. Then the indicators of the bureaucratic structure, such as the lack of coordination carried out by the parties involved in the Productive Assistance for Micro Enterprises program in 2021.

The obstacles faced in implementing the Micro Business Productive Assistance policy in 2021, namely the lack of coordination between the Office of Cooperatives for Micro, Industry and Trade and the Village Government resulted in a lack of clear information on the flow of program implementation and the absence of formal media in conveying information to the public causing the delivery of information. only rely on informal activities carried out by the Village Government directly to the community. The steps taken by the Village Government in dealing with these obstacles are that the Village

Government maximizes the process of delivering information directly to the target community even though it is not accompanied by formal information media, and the Village Government asks for information on the causes of policies that are not well targeted in the Productive Assistance for Micro Business in 2015. 2021 in anticipation of complaints that will be obtained from people who feel aggrieved.

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