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Research Article

Development of Small and Medium Micro Business: A Geographical Outlook on West Java Province, Indonesia

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Abstract

The main business actors in Indonesia are the micro, small and medium enterprises (MSMEs). The role of MSMEs in Indonesia is as a vehicle for driving the economy that can reduce poverty and reduce unemployment through the creation of productive jobs. MSMEs can expand job opportunities, absorb more labor than other business sectors. The contribution of the MSME business unit to the absorption of labor shows that MSMEs have a very important role in development and economic growth in Indonesia. West Java Province is known as the largest MSME producing province in Indonesia. The development of the MSME sector and its role in the growth of employment and income in the province of West Java.

Keywords

MSME, West Java, Business Unit, Manpower.

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Introduction

Most of the business people in Indonesia are micro, small and medium enterprises or known as MSMEs. MSME actors are required to be able to follow the trend of demand and market needs, by producing productively and efficiently and being able to produce products that comply with the best quality standards in the national and international markets. The role of MSMEs in Indonesia as a vehicle for driving the economy can reduce poverty and reduce unemployment through the creation of productive jobs. MSMEs can expand job opportunities, absorb more labor than other business sectors. MSME activities can provide economic prosperity which plays a very important role in creating a positive economic environment for a country. According to data from the Ministry of Cooperatives and Small and Medium Enterprises in 2019 in table 1, the development of MSMEs and Large Enterprises (UB) in 2018 amounted to 64,194,057 business units compared to UB which is 5,550 business units, MSMEs dominate the activities of business units with a ratio of 99.99% compared to 0.01%. Likewise in 2019 MSMEs with a total of 65,465,466 (99.99%) business units compared to UB's 5,637 (0.01%) business units. The comparison of large business units has an impact on the absorption of labor produced according to the data in table 2, where MSMEs in 2018 absorbed 97% of workers (116,978,631) compared to UB of 3% (3.619,507). Likewise, in 2019 the number of MSME businesses was 96.9% (119,562,843) compared to 3.1% at 3,805,829.

Table 1:
Indonesian MSME and Large Enterprise Business Units (2018-2019)

	2018	%	2019	%
UMKM	64.194.057	99,99	65.465.477	99,99
UB	5.550	0,00	5.637	0,00
TOTAL	64.199.607	100	65.471.114	100

Source: Ministry of Cooperatives and Small and Medium Enterprises (2018 – 2019)

Table 2:
Indonesian MSME and Large Enterprise Workers (2018-2019)

	2018	%	2019	%
UMKM	116.978.631	97,0%	119.562.843	96,9%
UB	3.619.507	3,0%	3.805.829	3,1%
TOTAL	120.598.138	100%	123.368.672	100%

Sumber : (Darma, Wijaya, & Darma, 2020)

The contribution of the MSME business unit to the absorption of labor shows that MSMEs have a very important role in development and economic growth in Indonesia. According to Tambunan (2012) MSMEs contribute greatly to the formation of Gross Domestic Product (GDP) growth compared to UB, and according to (Levy, et al. 1999) there is no doubt that MSME performance is very important for economic development in developing countries. So that the role of MSMEs is increasingly becoming more important in economic development in the country because of their influence in employment and Gross Domestic Product (GDP). In 2018 GDP at current prices was 61.07% (9,062.581) and GDP at constant basis was 57.24% (5,721,148). in 2019 MSME GDP at current prices rose by 60.24% (9,580,762) and at constant basis GDP by 57.14% (7.034,146). Mitchell (2019) assesses that Indonesia is included in the top ten countries with the fastest economic growth, one

of which is due to the rapid growth of MSMEs (Elsi et al., 2020).
It can be seen that between economic growth and employment absorption theoretically is shown by Okun's Law where there is a negative relationship between unemployment and GDP. Okun stated that a 1% decrease in unemployment would lead to an increase in GDP growth approaching 2%. In other words, according to Okun's Law and (Williamson, 2018) if GDP increases by 2%, there will be an increase in employment which can reduce unemployment by 1%. This is because the working population contributes to producing goods and services, whereas unemployment does not contribute. Okun revealed that the higher the unemployment rate, the lower the economic growth rate of a country (Vlachvei & Notta, 2015). The contribution of such units may increase if the owner or manager possess the appropriate geographic knowledge. The geography plays a vital role in the business establishment and becoming a stable source of income. Geographic education in this regard can help a lot to smoothly and productively carry out the operations (O. Batubara & Fadjar, 2021).
One of the provinces that plays a major role in the Indonesian economy in the MSME sector is the province of West Java. West Java is known as the largest MSME producing province in Indonesia. The development of MSMEs is one of the government's strategic choices to reduce income inequality and poverty. The selection of micro-enterprises as a strategic option for poverty alleviation was chosen because they tend to be mostly cultivated by low-income people. Therefore, this study focuses on the development of the Micro, Small and Medium Enterprises (MSME) sector and its role in employment and income absorption in the province of West Java.

Research Purposes

The aim of this research is:

1. Meaningful the development of MSMEs in West Java Province within a period of 2 (two) years, in 2018 and 2019.
2. Meaningful how big the role of MSMEs is to labor absorption in West Java Province in 2018 and 2019.

Literature Review

MSMEs

According to Law No. 20 of 2008 concerning micro, small and medium enterprises, it is explained that Micro, Small and Medium Enterprises are business activities that are able to expand employment opportunities and provide broad economic services to the community and can play a role in the process of equity and increase community income. encourage economic growth, and play a role in realizing national stability. In addition, Micro, Small and Medium Enterprises are one of the main pillars of the national economy that must obtain the main opportunity, support, protection and development as widely as possible as a form of firm alignment with people's economic business groups, without neglecting the role of Large Enterprises and Business Entities. State Owned (Tambunan, 2008).
Based on the above definition, the objectives of empowering MSMEs based on Article 5 of Law No. 20 of 2008 are:

1. Realizing a balanced, developing, and just national economic structure.
2. Grow and develop the capabilities of Micro, Small, and Medium Enterprises to become strong and independent businesses
3. Increasing the role of MSMEs in regional development, job creation, income distribution, economic growth, and alleviating people from poverty.

Based on the criteria for wealth and sales proceeds, according to Law Number 20 of 2008 article 6, the criteria for micro businesses are:

1. At most have a total net worth of IDR 50,000,000 excluding land and buildings for business
2. At most have a total annual sale of IDR 300,000,000.

Small business criteria as follows:

1. Have a net worth of between IDR 50,000,000 to IDR 500,000,000 excluding land and buildings for business premises.
2. Have annual sales of between IDR 300,000,000 to IDR 2,500,000,000.

Medium Enterprises Criteria as follows:

1. Have a net worth of more than IDR 500,000,000 (five hundred million rupiah) to a maximum of IDR 10,000,000,000 (ten billion rupiah) excluding land and buildings for business
2. Have annual sales of more than IDR 2,500,000,000 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000 (fifty billion rupiah).

Barriers in SMEs

According to Tambunan (2012) the development of MSMEs does not always run smoothly. There are several obstacles and obstacles that make it difficult for MSMEs to develop, including:

1. Limited capital, access to sources and financial institutions.
2. The low quality of human resources for business actors.
3. Limited ability in marketing.
4. Inadequate information facilities.
5. Distribution, procurement of raw materials and others
6. Costs arise due to complex administrative and bureaucratic procedures.

Employment

According to the view of Novaria, Marwa, Susetyo, and Azwardi (2016), the large number of available jobs is reflected in the large number of working people. The working population is absorbed and scattered in various sectors of the economy. The absorption of the working population is due to the demand for labor, the absorption of labor can be said to be the demand for labor. The expansion of employment opportunities to absorb labor can be done through two things, namely:

1. Industrial development where the type of industry that is labor-intensive is relatively able to absorb a lot of workers in the industry, especially in the home industry.
2. Through various public works projects, for example: construction of irrigation, roads and public infrastructure.

The Development and Role of MSMEs

In the Primatami research (2019), the MSME sector in West Java province in the period 2006 and 2016 experienced growth which is seen from the overall urban district with the highest growth rate in the city of Banjar (+91%) and the lowest in the district of Ciamis (+11%) where wholesaler and retail sector which is very important. Then research from Volunteers (2014), West Java MSMEs increased during 2010 to 2012 where the highest number of MSMEs in 2011 increased by 8,743 business units while employment reached 80% of the total workforce, where there was an increase from 2010 to 2012, from 12,964 to 2011 of 13,173 and 2012 of 13,962, the contribution of MSMEs to GDP is quite high with a percentage of 42.78%, and 2.95% to the rate of economic growth (J. R. Batubara, Bardosono, Irawati, & Salimar, 2019; Sutadian, Muttil, Yilmaz, & Perera, 2018).

Research Method

This research describes qualitative research with descriptive analysis. The type of data used is secondary data from data from the Ministry of Cooperatives and Small and Medium Enterprises (2018 – 2019) for 2 (two) years. The object of this research is MSMEs in West Java Province. The method used is observation and literature study. And the analytical methods used include data reduction, presentation and conclusion.

Results and Discussion

The MSME sector is a sector that plays a very important role in West Java Province, which is known as the largest MSME producing province in Indonesia. This condition can be seen in table 3 below the business units with the highest total in 2018 namely in Tasikmalaya district with 55,002 business units (9.58%) and the lowest in Kuningan district with 7,261 (1.26%), as well as for representatives of the City The highest was in the city of Tasikmalaya with 26,500 business units (4.62%), Tasikmalaya became the district and city with superior products in West Java such as woven Bamboo, Umbrella geulis, Embroidery, Batik, Weaving Mendong, Kelom geulis/footwear, Wood Crafts , and Traditional Foods and able to absorb 98,103 workers Dewi (2020) although not the highest in 2018 in Cirebon district, and the lowest in Cirebon city 3,203 (0.56%) for in urban areas the MSME industry has less role due to the low growth in the Cirebon city area cannot be separated from the condition of the region, until 2018 it is an area that has not been widely used as an investment destination by investors, both domestic and foreign. or abroad, this is inversely proportional to Cirebon district which can absorb 163,478 (11.23%) of the total 1,455,352 total workforce in West Java province originating from the industrial sector, marine and agricultural businesses, and mineral mining activities (Number, 2008; Santoso & Putro, 2021).
The growth in the number of business units is not in line with the large number of workers and the amount of regional income, it can be seen from table 3 above that the highest income in 2018 was represented by Bogor Regency with a total regional income of 6,884,011,000 (8.42%) of the total income of 81,785 .663,340 and the lowest was in Pangandaran district of 1,072,735,160 (1.31%), for representatives of the city the highest income was in the city of Bandung with a total income of city MSMEs of 6,672,618,470 (8.18%) and the lowest in the city of Banjar of 735,533. 330 (0.90%) (Widilestariningtyas & Karo, 2016).

Table 3:
Number of MSME Business Units, Manpower and Revenues of Districts and Cities of West Java Province (2018 – 2019)

Kabupaten/ Regency	2.018						2.019					
	Unit Usaha		Tenaga Kerja		Pendapatan		Unit Usaha		Tenaga Kerja		Pendapatan	
Bogor	26.793	4,67%	90.074	6,19%	6.884.011.000	8,42%	30.008	5,60%	124.230	9,60%	8.716.333.497	10,38%
Sukabumi	33.062	5,76%	70.333	4,83%	3.623.792.780	4,43%	30.428	5,67%	61.463	4,75%	4.446.121.182	5,30%
Cianjur	26.573	4,63%	72.924	5,01%	3.424.545.350	4,19%	25.766	4,81%	50.035	3,87%	1.843.133.355	2,20%
Bandung	32.171	5,60%	87.342	6,00%	5.064.214.070	6,19%	29.752	5,55%	102.320	7,91%	8.265.403.067	9,85%
Garut	35.640	6,21%	93.688	6,44%	3.958.846.800	4,84%	38.703	7,22%	102.036	7,88%	4.072.235.201	4,85%
Tasikmalaya	55.002	9,58%	98.103	6,74%	2.791.429.240	3,41%	37.175	6,93%	60.301	4,66%	1.449.024.352	1,73%
Ciamis	26.609	4,63%	58.805	4,04%	2.202.559.010	2,69%	25.759	4,80%	45.012	3,48%	1.037.172.331	1,24%
Kuningan	7.261	1,26%	16.068	1,10%	2.357.709.500	2,88%	8.932	1,67%	19.126	1,48%	825.297.135	0,98%
Cirebon	42.972	7,48%	163.478	11,23%	3.103.121.680	3,79%	34.378	6,41%	106.236	8,21%	8.217.636.403	9,79%
Majalengka	28.533	4,97%	53.577	3,68%	2.926.212.370	3,58%	37.613	7,01%	85.652	6,62%	5.562.901.039	6,63%
Sumedang	19.574	3,41%	39.299	2,70%	2.399.792.560	2,93%	13.136	2,45%	26.408	2,04%	962.556.743	1,15%
Indramayu	18.601	3,24%	48.997	3,37%	3.173.800.630	3,88%	20.450	3,81%	38.683	2,99%	3.741.111.408	4,46%
Subang	17.909	3,12%	66.072	4,54%	2.191.748.100	2,68%	18.122	3,38%	35.766	2,76%	1.538.041.670	1,83%
Purwakarta	7.771	1,35%	14.580	1,00%	2.164.982.020	2,65%	6.163	1,15%	13.635	1,05%	833.165.807	0,99%
Karawang	14.206	2,47%	51.649	3,55%	4.094.323.680	5,01%	7.505	1,40%	17.585	1,36%	1.391.945.972	1,66%
Bekasi	28.330	4,93%	63.586	4,37%	5.051.329.260	6,18%	10.523	1,96%	24.568	1,90%	2.490.622.648	2,97%
Bandung Barat	13.388	2,33%	37.152	2,55%	2.315.012.850	2,83%	15.516	2,89%	30.970	2,39%	1.488.921.542	1,77%
Pangandaran	33.381	5,81%	54.649	3,76%	1.072.735.160	1,31%	36.183	6,75%	68.667	5,31%	1.239.592.214	1,48%
					-							
Kota/ Municipality					-							
Bogor	15.275	2,66%	38.399	2,64%	2.261.049.900	2,76%	15.275	2,85%	41.254	3,19%	3.700.485.254	4,41%
Sukabumi	3.524	0,61%	9.748	0,67%	1.192.637.210	1,46%	4.548	0,85%	8.359	0,65%	545.687.181	0,65%
Bandung	20.323	3,54%	65.132	4,48%	6.672.618.470	8,16%	16.823	3,14%	51.468	3,98%	5.079.807.994	6,05%
Cirebon	3.203	0,56%	8.652	0,59%	1.404.746.320	1,72%	3.569	0,67%	7.613	0,59%	495.102.538	0,59%
Bekasi	10.769	1,88%	33.114	2,28%	5.386.109.580	6,59%	11.577	2,16%	31.049	2,40%	3.838.711.422	4,57%
Depok	12.159	2,12%	29.014	1,99%	2.437.323.170	2,98%	19.892	3,71%	49.637	3,84%	4.614.787.989	5,50%
Cimahi	10.160	1,77%	27.457	1,89%	1.278.079.390	1,56%	8.673	1,62%	26.860	2,08%	2.927.287.085	3,49%
Tasikmalaya	26.500	4,62%	52.958	3,64%	1.617.399.910	1,98%	25.680	4,79%	57.158	4,42%	4.239.026.237	5,05%
Banjar	4.486	0,78%	10.502	0,72%	735.533.330	0,90%	4.058	0,76%	8.129	0,63%	391.067.119	0,47%
Jawa Barat	**574.175**	**1,00**	**1.455.352**	**1,00**	**81.785.663.340**	**1,00**	**536.207**	**1,00**	**1.294.220**	**1,00**	**83.953.178.385**	**1,00**

Source: BPS West Java (2018-2019)

The growth in 2019 the largest number of business units for district representatives from the previous year came from Tasikmalaya Regency in 2019 represented by Garut Regency with 38,703 (9.60%) business units and the lowest was represented by Karawang Regency 7,505 (1.40%) business units , Garut district represents the district with the highest number of business units due to increased public awareness of entrepreneurship, especially in the food and beverage industry Sjoraida,

Anwar, and Rahman (2019) and for representatives of Karawang district with the lowest number of MSME business units because many industries focus more on large scale (large industries).) Karawang is one of the largest industrial areas in Asia (Karawang Regency Government, 2019) and for the representation of the city of Tasikmalaya it still holds the largest role with a total of 25,680 (4.79%) although the growth of the business unit decreased from 2018 at 7.93% according to with the display in table 4 and the city of cirebon still represents the city with the lowest number of business units with 3,569 (0.67%) up 11.43% from the previous year (Widodo, Wahyuni, Zulianto, & Islami, 2019).

The district contribution that produced the most labor in 2019 was in the Bogor district with 124,230 (9.60%) because the Bogor district is known as the best MSME producer in Indonesia ranging from the food, beverage, creative industries and others which produce a lot of workers. Entrepreneurship from youth to adult levels (Bogor Regency Government, 2019) and according to table 4 for the lowest number of workers, Kuningan Regency is still represented by a total workforce of 19,126 (1.48%) up 19.03% from 2018 this is due to a lack of awareness of the surrounding community for entrepreneurship (Akhmaddhian, 2017).

The highest income is still represented by Bogor Regency in line with the addition of the number of workers, namely with a total regional income of 8,716,333,497 (10.38%) and an increase from the previous year which was 26.62% according to the display in table 4 Pradono, Faisal, Adriani, Rikeu, and Fajriasanti (2016) and the lowest representative in Kuningan district with a total regional income of 825,297,135 (0.98%) previously in Pangandaran regency, the amount of regional income is in line with the low number of workers due to a lack of public awareness for an entrepreneurial spirit (Akhmaddhian, 2017).

The food, beverage, craft and creative industries sector is the highest sector in the absorption of labor from 2018 to 2018. The large number of MSMEs in the food, beverage, craft and creative industries sector is reflected in the growth in the number of regional incomes.

Table 4:
Growth of Business Units, Labor and Regional Income (2018-2019) West Java Province.

Kabupaten/ Regency	Growth		
	Unit Usaha	Tenaga Kerja	Pendapatan
Bogor	12,00%	37,92%	26,62%
Sukabumi	-7,97%	-12,61%	22,69%
Cianjur	-3,04%	-31,39%	-46,18%
Bandung	-7,52%	17,15%	63,21%
Garut	8,59%	8,91%	2,86%
Tasikmalaya	-32,41%	-38,53%	-48,09%
Ciamis	-3,19%	-23,46%	-52,91%
Kuningan	23,01%	19,03%	-65,00%
Cirebon	-20,00%	-35,02%	164,82%
Majalengka	31,82%	59,87%	90,11%
Sumedang	-32,89%	-32,80%	-59,89%
Indramayu	9,94%	-21,05%	17,87%
Subang	1,19%	-45,87%	-29,83%
Purwakarta	-20,69%	-6,48%	-61,52%
Karawang	-47,17%	-65,95%	-66,00%
Bekasi	-62,86%	-61,36%	-50,69%
Bandung Barat	15,89%	-16,64%	-35,68%
Pangandaran	8,39%	25,65%	15,55%
Kota/ Municipality			
Bogor	0,00%	7,44%	63,66%
Sukabumi	29,06%	-14,25%	-54,25%
Bandung	-17,22%	-20,98%	-23,87%
Cirebon	11,43%	-12,01%	-64,76%
Bekasi	7,50%	-6,24%	-28,73%
Depok	63,60%	71,08%	89,34%
Cimahi	-14,64%	-2,17%	129,04%
Tasikmalaya	-3,09%	7,93%	162,09%
Banjar	-9,54%	-22,60%	-46,83%
Jawa Barat	**- 0,60**	**- 2,14**	**1,14**

Source: BPS West Java (2018-2019)

The government's participation in this matter is expected to assist the development of micro, small and medium enterprises by providing easy access to financing (capital) for micro, small and medium entrepreneurs and providing free facilities through training to improve the ability of micro, small and medium enterprises to run and develop their businesses. so that the business runs, is sustainable and provides independence for low-income communities. Inclusively, the linkage of the MSME industry is needed in strengthening the sustainability of MSMEs which can be realized by strengthening and interrelated cooperation between MSMEs and UB. The existence of MSMEs operating in the upstream to downstream sectors in each business sector should be harmonized with the UB sector so as to create a sustainable supply chain and value chain.

Conclusion

MSMEs in West Java province in 2018-2019 in the number of business units, labor and total regional income fluctuated in overall each city district, with the highest growth in Majelengka district and the lowest in Bekasi district for the highest city representative in Depok city and the lowest in the city of Bandung. The growth of MSMEs in West Java Province plays a major role in the growth of the number of workers and regional income. The geographic education or about geography helps to afrehand find the resources and mobilize them that suits the best interest of the businesses.

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