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THE FIRST  
INTERNATIONAL CONFERENCE ON  
**LAW, BUSINESS  
& GOVERNANCE**

**23-24**

OCTOBER 2013  
BANDAR LAMPUNG  
UNIVERSITY (UBL),  
INDONESIA

**ICON-UBG**  
2013

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Bandar Lampung University (UBL), Indonesia



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**PROCEEDINGS**

# Icon-LBG 2013

THE FIRST INTERNATIONAL CONFERENCE  
ON LAW, BUSINESS AND GOVERNANCE 2013

22, 23, 24 October 2013  
Bandar Lampung University (UBL)  
Lampung, Indonesia

## PROCEEDINGS

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## **PREFACE**

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the First International Conference on Law, Business and Governance (Icon-LBG 2013) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 67 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Utrech University, Maastricht University, Unika ATMA JAYA, Universitas Sebelas Maret, Universitas Negeri Surabaya, Universitas Jambi (UNJA), Diponegoro University, Semarang, Universitas 17 Agustus 1945 Jakarta, Universitas Bandar Lampung, Universitas Andalas Padang, University of Dian Nuswantoro, Semarang, Universitas Terbuka, Universitas Airlangga, Bangka Belitung University, President University, Tujuh Belas Agustus University Jakarta, International Business Management Ciputra University, Surabaya, University of Indonesia, Business School Pelita Harapan University, STIE EKUITAS, Bandung, STAN Indonesia Mandiri School of Economics Bandung, Lampung University.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also gratefull to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 22 October 2013

**Mustofa Usman, Ph.D**  
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# LOCAL HANDICRAFT DEVELOPMENT POLICY IMPLEMENTATION

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## ABSTRACT

Implementation of development policies determined by the local craft idealized policy, the target group, the implementing organization and the environmental factors. In policy implementation was also associated with a growing factor in the value of both the organization and the implementing organizations target group, this value in the form of attitudes and behaviors of the organization actors can form political values, organizational values, personal values and the values that guide a person's policy in making decisions.

Total synergy of policy implementation pattern that has been arranged and the creation of partnerships between the target groups, policy implementers, responsive to the dynamics of the environment and attention to developing the values that are expected to create the establishment craft development towards increased prosperity for the region and the local community in general.

*Keyword* : the idealized policy, the target group, the implementing organization, the environmental factors, and value factor.

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## 1. INTRODUCTION

Small industry can be a trigger development in the various sectors and highlights the gathering of regional development funding sources for almost all regions in Indonesia. Potential fisheries, agriculture, industry, tourism industry well, small industrial and handicraft industry and other secondary is one of the potential mainstay in Natural Income earned District (PAD).

Since the first small industry has grown and become evident Tasikmalaya regency icon of some particular commodity has entered the export markets include industrial woven handicrafts, embroidery and other well supported with abundant raw material resources. Based on consideration of the multiplier effect on survival and resistance line of business, have a high power jack on the economy and society Tasikmalaya more resistant to economic fluctuations, making crafts woven into the field of industrial mainstay of business for small and medium sector in Tasikmalaya regency. Woven handicraft industry has a higher resistance and have a wider multiplier effects when compared with other areas of the business.

The magnitude of potential small industries notably handicrafts industry has pushed several times Tasikmalaya regency awarded Upakarti of the Central Government, it encourages the government to make the Tasikmalaya district handicraft products as a typical commodity Tasikmalaya impact point that can contribute to economic growth. Woven handicraft products in Tasikmalaya regency consists of woven rushes, bamboo and woven pandanus.

Development of local craft production is expected to mainly small wicker industry can thrive and compete both in design and quality of the product. The main implementers of this policy is the Department of Cooperatives, Industry and Trade. In carrying out the coaching craft industry development area particularly small webbing, Department of Cooperatives, Industry and Trade has functional officials who have the duty to provide guidance to small industries.

Regent Decree No. 6 of 2005 on the General Guidelines on the Implementation of Functional Environment Tasikmalaya regency government, among others, insists that to do the necessary training in the field of industry officials in the form of extension of industrial functional skills and industry expertise that educators have a duty to plan counseling, help make the material extension, guide and nurture entrepreneurs / craftsmen industry, help get business partners, assist in promotion and marketing, and monitor the results of coaching are conducted.

Woven handicraft entrepreneurs lack the motivation and information gain in terms of increased effort, in the form of information for promotional exhibitions is limited so that only certain employers who follow the event. Another problem faced by entrepreneurs is not optimal capital assistance either from banks, cooperatives and other parties, the industry that has not had a business license difficult to obtain capital relief to the industry to be less developed. Partnership between employers, artisans, with the private sector has not run optimally, making it difficult to obtain the group of entrepreneurs and partners in improving the production or marketing.

This product has not been able to craft a magnet for other sectors such as the target of the tourism industry. Limited expertise (skills) owned craftsmen still limited to the expertise gained from generation to generation. Limitations of this skill has an impact on the lack of creation of product design that is able to attract consumers. The limited financial resources that can be used to help smooth his efforts, the lack in providing assurance, understanding limitations in recording financial / accounting. Profile of the small business sector which is the main obstacle for banks to channel credit to this sector.

## 2. LIBRARY STUDIES

Mazmanian and Sabatier (1983: 20) argues that : “Implementation is the carrying out of a basic policy decision, usually incorporated in a statute but which can also take the form of important executive orders or court decisions.

Dye (2002: 50) argues that : Implementation involves all of the activities designed to carry out the policies by the legislative branch. Another opinion on the implementation according to Van Meter and Horn (in Wahab, 2002: 65) revealed that the implementation of the “those actions by public or private individuals (or groups) that are directed at the achievement of objectives set forth in prior policy decisions”.

Dunn (1994: 6) argues that: A public policy is an authoritative guide for carrying out governmental public action in the state, regional, local and municipal jurisdiction by legislative enactment, administrative regulation, implementation, support of general populace and affect citizen within a given jurisdiction.

Implementation outlined in an implementation process model developed Smith (in Quade, 1977: 260), namely: Governmental policies have been defined as deliberate action by a government to established new transaction pattern or institutions or to change established pattern within old transaction. Policy formulated by a government, then, serves as a tension generating force in society. While policies are implemented, tensions, strains and conflict are experienced by those who are implementing the policy and by those affected by the policy.

Smith proposed process model or workflow. Implementation outlined in an implementation process model developed Smith (in Quade, 1977: 261), namely:

The policy implementation proses in terms of four component :

1. The idealized policy, that is, the idealized patterns of interaction that those who have defined the policy are attempting to induce
2. The target group, defined as those who are required to adopt new patterns of interaction by the policy. They are the people most directly affected by the policy and who must change to meet its demands
3. The implementing organization. Usually a unit of the government bureaucracy, responsible for implementation of the policy
4. The environmental factors, those elements in the environment that influence or are influenced by the policy implementation.

To implement the policy required the construction of small-scale industries in the three levels of privacy as set Bromley ie level, organization level and operational level. At floor level policy, the government issued a regulation in the form of the widest scale law. In the democratization policy level (policy level) presented by the branches of the legislature and judiciary, while the organizational level represented by the executive branches. In this policy form general statements concerning the purpose of and in the end concluded debated.

Rosenbloom and Kravchuk (2005:359), argues that: “Implementation studies have focus attention on the design of public policies. Policy design should maximize the likelihood that implementation will be successful (as defined by the policy makers)”.

Construction of small businesses regulated by Article 14 of Law 1995, which states that: the government, the business world and society; doing construction and expansion of small businesses in the area: production, processing, marketing, human resources and technology. Besides the policy reinforced

by Government Regulation Number 44 Year 1997 about partnerships. Government regulation is mandatory for large and medium effort that implement partnerships with small businesses to provide information about partnership opportunities and the development of implementation, showing the custodians partnership, obey and implement the provisions of the agreement that was arranged in partnership, and its partners carried out on emaciated construction. On the other hand, small businesses that partner is obliged to increase the capacity and performance management in a sustainable effort.

Dimensions of policy implementation as Smith noted above, it is stated that there are four components to note are:

1. Idealized policy

Agustin (in Nugroho, 2004: 263) states that: "The policy is more ideal goal setting refers to the theory that every action must refer to an ethical and strategic objectives".

2. Target group

Target group, which is part of the policy stakeholders are expected to adopt the patterns of interaction as expected by policy makers. Because their is a lot of influence from policy, it is expected to adjust its behavior patterns with policies formulated.

To create a target group policies that can respond to policies implemented need to give special attention to human resource policies targeted. Attention to the human element has given rise to the need to undertake human resource systems design intact. Pucik (1993: 109) noticed the importance of the development of skills, capabilities, temperament, mentality and behavior as an issue syncing software to compensate for organizational structure and functions of the bureaucracy as implementers of policy. Human resource capacity to sustain policies targeted policy implementation process goes well.

3. Implementing organization

Implementing organization, the implementing agencies or units of government bureaucracy in charge of implementing the policy. Ripley and Grace (in Tachyan, 2006: 27) argues that: Bureaucracies are dominant in the implementation of programs and policies and have varying degrees of importance in other stages of the policy process. In policy and program formulation and legitimation activities, bureaucratic units plays a large role, although they are not dominant.

4. Environmental factors

Environment is one of the most important factors for the success of the organization. To determine the goals, objectives and strategies necessary to be taken in-depth and thorough analysis of the environment in which the organization is located. Understanding of the environmental effects to the organization is important for the manager. As said Jauch (1999: 91) that:

Environmental managers need to listen to: 1) determine what factors in the environment that will be an obstacle to implementing the strategy and goals of the organization are present, and 2) to determine what factors in the environment that will provide opportunities achieving greater goals by adapting to the strategy organization.

### 3. RESEARCH METHODS

The method used in this study is the descriptive research method. The population was organization and a number of people involved in small industrial policy implementation. As an information counter, complete with researchers conducted interviews with informants of entrepreneurs craft industry, which has a state-owned and cooperative partners for entrepreneurs craft business.

Data collection techniques used in this study are: Bibliographical Studies and Field Studies, by means of observation and interviews

### 4. CONCLUSION

Implementation of policy in fostering regional crafts bamboo handicraft industry , rushes and pandan influenced various factors both for and which hamper . The results of policy implementation guidance on the effectiveness of local crafts small industrial matting in Tasikmalaya regency showed a significant effect , but the success of the policy does not stand alone . Factors that influence is quite complex . Appropriateness of the policy of the problems to be overcome , accuracy in implementing the policy , the target accuracy and precision of less than optimal environments . Support available resources are less able to meet all the demands of policy and environmental demands . Policy implementation does not always run smoothly , many factors are to be inhibiting. The discrepancy between the policy issues facing , different understandings of the purpose and objectives of the policy , the lack of adequate resources in



both implementing organizations and resources in the target group, the operational procedures, communication and coordination, support and values underlying environmental policy makers, policy implementers and target groups.

Attention to the dimensions of the idealized policy, the target group, the implementation organization, the environmental factors will lead the implementation of policies towards a better criterion. Excellence attention to this dimension will make the creation of a network that is not good enough just happened on the implementation organization but a network with the target group will strengthen or even optimize the effectiveness of the achievement of small industry development in Tasikmalaya regency wicker be achieved. Ideal policy dimensions, target groups, implementing policy and environmental factors as well as attention to the values that develops within an organization and the community can be an alternative model of policy implementation. Still need to be more extensive and in-depth study of the factors of policy implementation broader coverage area and scope.

In the implementation of the policy is also related to the value factor. Values that develops within an organization and implementing organizations both large target group to influence the pattern of cooperation. These values form the attitudes and behavior of organizational actors to form political values, organizational values, personal values and the values that guide a person's policy in making decisions. Total synergy of policy implementation pattern that has been arranged and the creation of partnerships between the target groups, policy implementers, responsive to the dynamics of the environment and attention to developing the values that are expected to create a small industry development toward the realization of increased prosperity for the region and the community at large.

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## LEGISLATION

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- [4] Peraturan Pemerintah Nomor 44 Tahun 1997 tentang Kemitraan
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