

Teman Usaha Rakyat: Development Of A Strategy To Accelerate Economic Escalation And Umkm Class Up In Banyuwangi

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ABSTRACT

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Banyuwangi Regency is one of the affected districts, in terms of the economy experiencing a decline due to the Coronavirus Pandemic (Covid-19). The decline in economic growth in Banyuwangi Regency in 2020 is -0.03%. One of the sectors that can be used as a focus for improvement is UMKM. Teman Usaha Rakyat will provide assistance to the perpetrators UMKM overall. Such as improving product quality, marketing innovation, encouraging UMKM go-digital order, permit processing, certificates, good narrative writing, simple design and more. The purpose of the study is to find out whether the strategy of the Teman Usaha Rakyat program already able to raise the class UMKM in Banyuwangi and provide recommendations for program improvement by Amplification Plan Monitoring and Evaluation of mentoring activities for perpetrators UMKM upgrading in Banyuwangi. This research uses the method Research and Development (RnD). The results of the statistical test of the mean difference before and after treatment in the experimental group (perpetrators UMKM) with the help of the program SPSS 19 the mean value of the pre-assistance questionnaire was obtained = 65.66 and post-mentoring questionnaires = 82.00. This means that there is a positive and significant influence on the implementation of the Teman Usaha Rakyat program.

Keywords: Teman Usaha Rakyat, UMKM Upgrading, Banyuwangi

1. INTRODUCTION

The Covid-19 pandemic has had a tremendous impact on the economy. In 2020 the whole world faces an economic downturn and causes a very deep contraction as almost all countries carry out strict restrictions on mobility. In fact, many countries have implemented lockdowns which have direct consequences for the economy to decline very sharply (Indrawati, 2021).

Banyuwangi Regency is one of the affected regencies, in terms of the economy experiencing a decline due to the Corona Virus Pandemic (Covid-19). The decline in the economic growth of Banyuwangi Regency in 2020 of -0.03% was obtained from the results of the calculation of Banyuwangi Regency's economic growth (BPS, 2020).

Table 1.1 Economic Growth

District Economic Growth	Realization (%)		Projection (%)	
	2018	2019	2020*	2020**
Banyuwangi	5,8 4	5,5 5	5,90	-0,03

(source:BPS)

In 2020, Banyuwangi Regency's economic growth during the Covid-19 pandemic showed the worst conditions. So it requires a strategy to be able to control in order to survive. In the midst of a

sluggish economy, the Banyuwangi Regency Government continues to move to increase its economic growth. One sector that can be used as a focus for improvement is UMKM (BPS, 2020).

Teman Usaha Rakyat is a program established by the Banyuwangi Regency government. By forming a special team assigned to assist class improvement UMKM. The program was implemented and launched on March 23, 2021 at the Pendopo Sabha Swagata Blambangan. The number of early stage teams is 30 Teman Usaha Rakyat who attend workshops to gain knowledge about various ways to improve UMKM. The material provided to the Teman Usaha Rakyat team includes business capital canvas, landing page, google business, copywriting, marketplace strategy, social media design and management. Every single personnel Teman Usaha Rakyat assist 5-10 UMKM actors to help from various sides.

Success Theory using Social Cognitive Theory is a theory that emphasizes the idea that most human learning occurs in a social environment. By observing other people, humans acquire knowledge, rules, skills, strategies, beliefs, attitudes, individuals for example to learn the usefulness and suitability of behavior and then act according to beliefs about the abilities and expected outcomes of actions. (Bandura,1986).

This study aims to look at government policies in strategy Teman Usaha Rakyat What are the results of the development for UMKM Upgrading in saving UMKM from the impact of the Covid-19 pandemic in Indonesia. In addition, this research is intended to provide an overview of what strategies can be adopted as a complement to the policy. This research is also still relatively rare, because it captures the latest policies, so that it can be proposed as a frame of reference and/or a trigger for further research.

The purpose of this study is to determine the strategy of the Teman Usaha Rakyat program who are able to raise the class of UMKM in Banyuwangi and provide recommendations for program development by adding an Amplification Plan Monitoring and Evaluation.

2. LITERATUR REVIEW

a. Teman Usaha Rakyat

This study aims to determine the role of the Teman Usaha Rakyat Program People for the development of Banyuwangi UMKM. Research results can be It is known that there are driving factors to increase UMKM through the program, namely by improving product quality, strategic marketing, digitization, licensing, certificates, good narrative writing, simple design and so on. This shows that one the main factor driving the increase in Banyuwangi UMKM through Teman Usaha Rakyat program.

The program policy is to assist class improvement UMKM actors. For companion, development and improvement of actors UMKM in Banyuwangi through various strategies will be able to increase the selling value and the economy will be more stable and recover. The impact of the Teman Usaha Rakyat program, the community will be better able increase sales in the digital era, utilize technology, produce something more effective and efficient and the business is safer because registered and have a license. (Ipuk Fiestiandani, 2021). For Research and Publication about Friends of People's Business is still relatively low, a little bit of research and contributions.

b. Economic Escalation

The impact of the Covid-19 pandemic has affected all aspects life, especially in the economic sector. The most felt impact is for micro, small and medium enterprises (UMKM). The economic crisis caused by COVID-19 has caused a global economic recession that helped reduce the turnover of UMKM nationally because there are still many UMKM relying on direct marketing. Based on survey data from LIPI (Indonesian Institute of Sciences). It is known that during this COVID-19 pandemic, the efforts undertaken by UMKM actors has experienced a decline in sales of 94.69%. The application of physical distancing applied by the government during the Covid-19 pandemic has contributed significantly on the decline in sales (Nugroho, et al. 2020). Even though UMKM can be a solution to poverty alleviation in Indonesia (Supriyanto, 2006).

Facing these problems, UMKM in Banyuwangi Regency have a positive contribution to stay afloat to restore the economy, so that the Banyuwangi government pays more attention to escalation UMKM. The problem of capital financing causes a decline in the existence of UMKM in today's global competition. The main cause is due to the weakening of the global economy that affects the economy, where the problem can actually be slowed down by the emergence of UMKM as the foundation of the economy. These conditions show that the contribution of UMKM is not in line with the existence of escalation due to low capital financing. In the Escalation of UMKM in Banyuwangi Regency the government created the Teman Usaha Rakyat program as a Companion to improve the ability of UMKM

actors in quality improvement products and so on and take policies in activities business economic management. So that through this assistance, the perpetrators UMKM are expected to be able to compete.

3. RESEARCH METHOD

This type of research is research and development (R&D). Borg & Gall (1983) explained that the process carried out to develop and validate research products. Data collection techniques are carried out through:

- a. Observation
- b. Interview
- c. Document study
- d. Questionnaire

Data analysis was carried out using quantitative methods with the aim of testing the effectiveness of the product, namely by testing t .

$$t = \frac{X_1 - X_2}{\sqrt{(\frac{\sum X_1^2}{n_1} + \frac{\sum X_2^2}{n_2} - 2) (\frac{1}{n_1} + \frac{1}{n_2})}}$$

Information:

- X_1 = sample average 1
 X_2 = sample average 2
 n_1 = Number of sample 1
 n_2 = Number of samples 2

4. RESULTS AND ANALYSIS

a. Data Analysis Teman Usaha Rakyat as a Facilitator for UMKM Upgrading in Banyuwangi.

After receiving assistance, UMKM actors immediately implement it in their respective businesses. The perpetrators were given time before the escort teams did controlling. This controlling is intended to see how far the actors are able to carry out the material that has been given.

The results of interviews with business actors who feel helped by the Teman Usaha Rakyat program.. Mr Tatang said *“Alhamdulillah mbak, berkat Teman Usaha Rakyat. Aku saiki tambah pinter, pinter promosi produk sing wis tak buat, amergo wis memahami media sosial sing wes pernah diajarke karo pendamping”*.

The results of interviews from several UMKM actors who are not satisfied with the assistance Teman Usaha Rakyat say: Mr Idrus said *“Sak marine ngomongno produk terus diajari media sosial lanjutning arah instagram, facebook, lan arep dibukakaken toko online, iku kabeh sing sampek merono mergo pendampinge sing teko merene maning ya mbak, mas”*.

There is a Teman Usaha Rakyat some participants feel very helpful and able to develop their business, but there are also those who feel less helpful and less targeted that seem subjective and unprofessional. Therefore, it is necessary to add stages in the form of recommendations for Amplification Plan Monitoring and Evaluation.

b. Program Development Teman Usaha Rakyat

Program development stage Teman Usaha Rakyat namely by adding stages, namely recommendations for Amplification Plan Monitoring and Evaluation. The purpose of the Amplification Plan Monitoring and Evaluation is divided into 2 methods. The first is Monitoring, which is to monitor, monitor, ensure and guarantee the program's progress of Teman Usaha Rakyat. Second Evaluation in this case to assess and reveal success Teman Usaha Rakyat. The implementation of the Amplification Plan Monitoring and Evaluation can involve external parties such as practitioners, academics, inspectorates and legislatures. External parties such as practitioners, academics, inspectorates and legislatures are a unit that

must be involved in the Amplification Plan Monitoring and Evaluation. So that the assessment and results provided are more objective and professional.

c. Program Effectiveness Test Results Teman Usaha Rakyat

The results of the statistical test of the mean difference before and after treatment in the experimental group (perpetrator UMKM) with the help of the program SPSS 19 the mean value of the pre-assistance questionnaire was obtained = 65.66 and post-mentoring questionnaires = 82.00. This means that there is a positive and significant influence on the implementation of the Teman Usaha Rakyat program. While the test results $t = 6,621$ with significance level $0,000 < 0,025$. T test value with a significance level smaller than 0,025 ($0,000 < 0,025$).

5. CONCLUSION

Strategy of the Teman Usaha Rakyat program has been able to raise the class of UMKM in Banyuwangi and provide recommendations for program improvements with the Amplification Plan Monitoring and Evaluation of mentoring activities for UMKM actors to upgrade their classes in Banyuwangi. The results of the effectiveness test show that there is a positive and significant influence on the implementation of the Teman Usaha Rakyat program.

There are limitations experienced in this study so that improvements are needed in further research. It is recommended for further researchers to be able to add other variables and differentiating methods used.

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