

INNOVATIVE STRATEGIES FOR MICRO AND MEDIUM ENTERPRISES DEVELOPMENT BY PARTICIPATION OF PTKIS IN REDUCING THE ROLE OF THE EMOK BANK IN KUNINGAN REGENCY

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ABSTRACT

This research aims to analyze the activities "Emok Bank" viewed from sharia economic law and to formulate the innovative strategies in developing Micro and Medium Enterprises by involving the participation of Islamic colleges. The method used in this research is descriptive with a qualitative approach. The data analysis which is used in this study is the theory of Miles and Huberman to describe the results of study, while to analyze the relationship between the parties related to the development of UMKM (MSMEs) is by using TAWHIDI STRING RELATION theory and designing the innovative strategies using SWOT analysis. This study was conducted in Susukan village, Cipicung district, Kuningan Regency. It is one of the villages which gets the impacts of the activities of Emok Bank. The research results showed that the practices of borrowing borrowing which are held by Emok Bank have not been in accordance with the Sharia conomic law. The transaction parties have not could ensure yet to be able to manage his/her the property as well as not to BI checking and the loan feasibility. The borrowed money which is given by Bank EMok is not in the control of Emok Bank because of the government's property, the centered bank and even belonging to the investor. In the sharia economic law, the lent goods must be returned by the corresponding amount, while the loan at the Emok Bank is burdened interest even up to 25%.

KEYWORDS *Emok Bank, UMKM development, college participation.*



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INTRODUCTION

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The poverty rate in Indonesia re-increased, from 9.54% rise to 9.57%. The number of poor people in September 2022 is 26.36 million people or up to 0.20 million people compared to the number of poor ones in March 2022. In more detail the number of poor urban in September reaching 7.53%, rise from the position of March that reached 7,5%. While the percentage of poor rural ones rise to 12.36% in September 2022, from 12.29% in March (Central Bureau of Statistics., 2023). The high poverty rate becomes one of the causes of the practices of money lending which is conducted by the "Emok Bank". The loan given by Emok Bank is a loan without collateral and done with the responsibility of the tile or group system. If one has difficulty in paying so that the other members must bear the payment. The business capital loan given by Emok bank is addressed to the groups of mothers that have a business or who will open a business. The original goal of loan giving is for business capital. By giving the additional business loan is expected the business will be more developed and advanced. In fact, the loan given is used for other activities, such paying children's school, buying electronic equipments, even for invitation parties. These realities are in contrast to the initial concept of being launched, not for promoting business, the loan actually makes the people to get in debt. The task of prospering the poor people becomes the responsibility of every human being. According to the Words of Allah SWT in Az-Zuriyat verses 19:

وفي اموالهم حق للسائل والمحروم (19)

"And in their treasures, there is the right for the poor people who ask and the poor ones who do not get the part." (NU Online, 2023).

There haven't been currently the financial institutions yet that can provide business assistance to the customer's granted loan. It is caused that the business assistance needs time and also cost, while the main focus of financial institutions is pursuing profit. The Islamic universities especially those having a program of Syariah economic study has a strategic role to contribute in developing community's economy by upholding Islamic values. The colleges have a must of Tri Darma of the University in which one of them is the devotion to the people through the assistance program by involving lecturers and students. The process of mentoring by involving college students and lecturers become one of the alternatives in increasing the growth and development of small community efforts. The existence of students who are still high in realizing prosperity for the lower economic group will make the assistance process can be done with sincerity and the mechanisms as well accompanied by the sharia economic lecturers who are background entrepreneurs, the assistance will be done more professionally because it is accompanied by the expert.

According to Koncoro (2009), micro, small, and medium enterprises (UMKM) faces some principle challenges, including 1) difficulties in identifying and expanding market share, 2) Constraints related to the capital structure and limitations of access to finance resources, 3) The deficiency in the field of organization and human resource management, 4) limitations in developing networking and cooperation between small business actors, 5) Less supported business climate conditions because of fierce competition, 6) lack of integration in coaching efforts and lack of support and attention from public to small businesses (Amri, 2017).

Based on the UMKM issues exposed above, the assistance that can be done by the university involving lecturers and students, including: (1) marketing using digital marketing; (2) Literacy and financial management; (3) Branding & Packaging; (4) registration of business permit, BPOM and Halal Certification. While for the financing process can involve nonprofit financial institutions or cooperate with BUMDES in each village.

In order to develop MSMEs (UMKM), not only involving PTKIS, but also various related institutions such as village government, licensing institutions, namely Trade Service, BPOM and MUI, capital giver philanthropist institute, for instance zakat house, dhuafa wallet that have productive zakat program or BUMDES program in the village and the people who care about the development of MSMEs. The related institutions should be able to synergize well, not working alone. In the context of sharia approach, there is a process known as interaction, integration, and evolution (IIE). In the stage of interaction, integration, and evolution occur interdependence between the three, so that unwilled changes can be avoided. According to Budhijana (2012), if we use the religious values (θ) that are sourced from the Holy Qur'an and Sunnah (ω, s), it will stimulate the growth and development of cell core. The cell core then develops and encounters changes as time passes. This process creates a smooth, interconnected, and strong growing network simultaneously, which is caused by the learning process.

The research on "Emok Bank" was ever conducted by Pipit Pertiwi with the title "The Community's Dependence toward Emok Bank in Tanjunglaya (Study in Kampung Tanjunglaya, Sarimahi Village, Ciparan Subdistrict, Bandung Regency)". This study discussed the loan mechanism, community's Dependence toward Emok Bank and the social conditions that people felt after experiencing dependence on Bank of EMok and the action of people in an effort to eliminate this Dependence in Kampung Tanjunglaya, Sarimahi village, Ciparan District, Bandung District (Pertiwi, 2020).

Research on "Emok Bank" is also done by Wawan Ruswandi with the title of optimization of Role of the community-based cooperative in reducing the practice of moneylender of Emok Bank in Sukabumi. This study discusses how a cooperative should play a role in the cooperative law and can participate optimally in improving and helping people in meeting the needs and can reduce the practice of Emok Bank's moneylender. (Ruswandi, 2021).

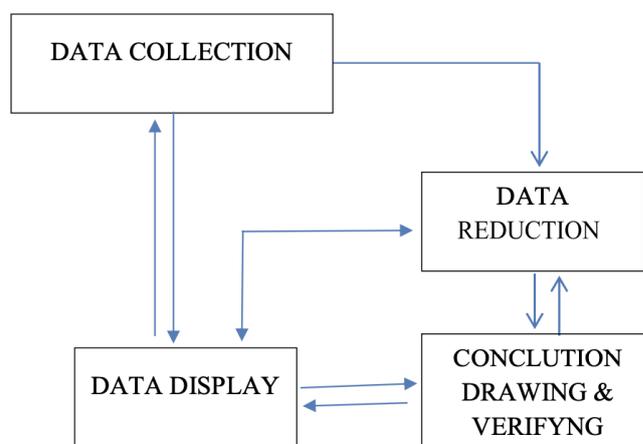
The other researches related to "Emok Bank" was also conducted by Rizky Rustandi entitled The Review of Sharia Economic Law Toward Renteng Liability Group System in Emok Bank EMok (Case Study of Emok Bank in the village of Cipayung, Eact Cikarang district, Bekasi). This study discusses about the implementation of the group system of responsibilities *jointly* in the Emok Bank and how the review of Sharia Economic Law toward liability group system *jointly and severally* in Emok Bank in Cipayung Village, East Cikarang district, Bekasi (Rustandi, 2018).

Based on the three previous studies which discussed how the practices which is undertaken by Emok Bank, the prevention efforts that made by the people and optimization of cooperative roles in reducing the practice of Emok Bank and examine the Emok Bank in the Sharia economic law. While the research which will be

conducted by the researcher is analyzing the practices of the Emok Bank based on the system of Islamic law and formulating the strategies of assistance for MSMEs especially mothers by involving college participation. Effort with college involvement as a solution toward Emok Bank'action has never been done in the previous research yet. This research is important to be done for the finance system based on Islamic values not only stops on ideas and theories but in the actual practices in the reality. The role of Islamic college as the printer of national generation should be able to encourage students to practice directly in the fields of the public to help people according to their scientific field in order to improve their competence and honor the values of concern to the people's life especially the weak economy community.

RESEARCH METHOD

Research approaches used in this research is a qualitative approach that will be used to provide deep understanding about the analysis of financing practices conducted by "Bank EMok" based on Sharia's economic review and formulated the strategies and mentoring models conducted by college as one of the efforts to improve and develop MSMEs. Source of the data used in this study are primary and secondary data sources. Primary data were obtained from interviews and observation. While secondary data were obtained from journals and many books. Data collection techniques performed in this stud are: (1) Observing to the location to see the practices done by Emok Bank when it provides financing to the people; (2) Interviews in this study were conducted on the actors of MSMEs who made borrowing transactions with Emok Bank; (3) Village leader and the former manager of Emok; (3)Literature studies to more explore about the practices of Emok Bank in other areas through journals and news from famous online media, examining the sharia economic theory related to the practices of the Emok Bank, and studying the theory about empowerment of middle to lower economic society. The validity of the data in this study uses triangulation. This study uses triangulation of data sources and triangulation methods. The researchers uses in-depth interviews, participatory observations, and content analysis to obtain the different point of view and validate research findings (Rahardjo, 2010). The data analysis technique used in this research is the analysis of MILES AND HUBERMAN data and SWOT analysisT. The following is the chart showing the data analysis of Huberman and Miles. (Sugiyono, 2017).



SWOT stands for Strengths, Weakness, Opportunities, and Threats. This SWOT analysis is designed to optimize the utilization of strengths and opportunities, reduce weakness and face the threats. According to Rangkuti, SWOT analysis is an identification of strategic factors systematically to formulate strategies. (Putri, 2014).

RESULT AND DISCUSSION

The Analysis of Business Financing Conducted by Emok Bank Based on Sharia Economic Review

Lending and Borrowing Practice Conducted By Emok Bank

Emok Bank is a public name for the mobile bank. It is called Emok because the process is done in groups and there is always a meeting every week, where its customer is all mothers sitting in women version, in which this position is called "Emok" in Sundanese language. Some types of Emok Bank are found in the reality including PNM Mekar, BTPN Syariah and Koperasi Mitra Dhuafa. The activity which are held by Emok Bank is like the other Banks, that is, savings and loans, but the lending process at Emok Bank is done in groups with the group system in responsibility role in which the customers are the mothers. One group consists of 10 people, the election of people in the group is done by itself. They filter which one will become the members of the group, the filterization certainly occurs subjectively, it may be due to proximity or because of insistence for getting money soon, then anyone is chosen to be the members of group. By the system of responsibility role, then if one of the members of group can not afford the installment, then kabinbing another member must bear the payments.

The community is asked to commit to the system that is not quite professional, on the other hand, the bank certainly will not experience loss. This is of course different from the bank in which the Bank conducts the eligibility analysis and encloses an collateral before giving Borrowing. It is made to be the opportunity by the Emok Bank to provide a loan very easily without collateral, easy procedure and quick process. This convenience makes the Emok Bank booming everywhere. After forming the group then the mothers was asked to submit the photography of KTP

then the team of Emok Bank conducted socialization related to technical disbursement money and payment.

Based on the customer's statement of Emok Bank, the interest given by the Emok Bank ranges 25% in which the installments are paid every week. When socialization, it is explained that the loan should be used for business capital, in fact it is also used to finance the living needs such as child school pay, buying television, home furniture and even to cover the debt at other Emok Bank. Based on the customer's statement of Emok Bank, there is no survey process to see if the money is used for business or not, the important is paying every week. From the loan 2 Million then the customer must pay the installment 50.000' every week and for 50 weeks. Based on the former manager's explanation, from 100% of members, only 1% member is succeeded in building his/her business because of Emok Bank. It can be imagined how the business turnover will occur if the payment grace period is only a week. Perhaps, the payment of installments is not the result from business, but from the main capital or another money. It's not only about the high interest and a quick payment period, but also about the other losses. They are the members have to bear the other members' debt that are unable to pay, sometimes the friendship becomes disturbed even it can cause a commotion. The pressure is also accepted by the customers of Emok Bank who unable pay the installment yet, as explained by the customer of Emok Bank. The Emok Bank officer waits until night and he/she doesn't go home before the customer pays. So many ways are taken by the customers of the Emok Bank to find a loan from his/her family, neighbours and the others even unknown people to help him/her getting money in order to pay to the installments to Emok Bank.

The Analysis of Financing Conducted By Emok Bank Based on the Perspective of Islamic Economic Law

Emok Bank in the village of Susukan, Cipicung district, Kuningan Regency holds lending and Borrowing transactions. As explained before that actually lending and borrowing are allowed in Islam, but they must fulfill the requirements, such as;

Shigah is Qabul's consent from the lender to the borrower. In this case, the lender is Emok Bank and the borrower is people who borrow. Actually, shigah has been fulfilled through the statement letter which is signed by the customers who agree the loan that given by Emok Bank and the bank gives it.

Aqid is the transaction parties, those are, people who are borrowed and borrows. In this case, the borrower is the customer and the lender is Emok Bank. The aqid requirements are people who do transactions must be puberty, having quite religious knowledge and can manage property. The puberty requirement is already fulfilled, but the requirement of capable in arranging property well is still unsure. To ensure that, one of the requirements in the lending is the existence of BI Checking and surveys to ensure the feasibility of getting loans. Unlike with Emok Bank which provides loans with quite easy requirement, that is, only the ID card, the husband's signature and enter the group. Based on the explanation of the former manager of Emok Bank, the formation of group is one way to test the customer's feasibility by the fellows of customers, the assumption of Emok Bank is the member of group will only select a member that has a good trace record in borrowing.

Instead, according to the words of Emok Bank's customer the selection of member is more based on the closeness of friendship. Therefore, the condition of the transaction parties particularly the borrower is being able manage the treasure well. But, it still have not been fulfilled yet. According to the former manager of Emok Bank, if many members arrears in payment, so the number of arrears will reach 10% even when the covid can reach 50%. Whereas, if it wants to say healthy, the maximum in arrears is 2%. When a member can not pay, so the other members have to bear its debt with a joint venture or the system of responsibility in group. This case sometimes makes the relationships between the other members becomes bad.

The another AQID requirement is the lender should not be in force in lending and borrowing transaction. In this case, the Emok Bank as a lender provides loans based on its consciousness and its own will. The Emok Bank officer has a target to be able to distribute the loan to obtain profit from the money difference which is borrowed with one which must be returned or interest. In this case, the requirements are met. The third condition in AQID is the lent treasure is in the mastery of the lender. Each type of Emok Bank has differences in funding sources, the capital of PNM Mekar capital comes from the CSR of BUMN which is used to improve the welfare of women. BTPN Syariah comes from the community savings fund or retired persons, while the Komida is from the capital of the owners of the cooperative and investors. Based on the funding sources, there is an obligation for the Emok Bank to return government funds and investor funds and give the profit sharing. Therefore, Emok Bank's source of funding is not in the power of Emok Bank itself. It is not surprising if there is a customer of Emok Bank arrears in payment, the officer of Emok Bank will wait until the customer pay it. He/she will wait until the night and some customers may borrow to his neighbours and his brother or sister. So, it is impossible if the property can be donated. According to the employees of Emok Bank, every year, there are some customers' loans that can not pay and taken the bleaching action. Nonetheless, the purpose of bleaching is not for alms but in order to make the financial statements are considered good by the investors because the percentage of customers are in arrears depicted very minimal or not exceeding the determined limit that is about 2%.

Al Ma'qud alaih refers to the property which is lent. According to Safor Hanafiah, the properties which are able to be possessed is the things that can be measurable, weighed, and calculated, such as dinars and dirhams. The items which can't be measured, weighed, and calculated are not allowed to be loaned. Meanwhile, Syafii's ulama allowed lending and borrowing for goods that are recognizable traits, although only mentioning the characteristic features without the significant differences with the original ones. For instance, household furniture and animal that can be measured by its characteristics. Based on the explanation, then money may be lent because it can be calculated and measured. However, in the lending process undertaken by Emok Bank to the public is not appropriate because in lending and borrowing process there is an interest which have to to be paid even the interest given is up to 25% whereas the loan must be returned in the same amount. According to Syafi'i Antonio, Qard means giving treasure to others who can be billed or requested back or in other words lending without expecting rewards. According to Bank of Indonesia, Qard is a loan contract from a bank (MUQRID) to

the certain parties (MUQTARID) which must be returned with the same amount according to loan(Antonio, 2001).

Innovative Strategy of UMKM Development in Reducing The Role of Emok Bank

Emok Bank is liked by public because the process and requirements in getting loan are really easier than the other banks in general. One of the institutions which belongs to Emok Bank is PNM Mekar. It was founded by the Government to helps mothers in having economic empowerment, developing the small businesses of public especially mothers' business in order to be more advanced. In fact, the people who are given capital is not only the mothers that have business, so that there is the abuse of use of capital businesses that are more used to finance consumptive needs. According to the former manager of Emok bank, there are only 2% of the advanced community business by using the capital from Emok Bank. Therefore, it is needed an assistance from the institution for the funds that are distributed to be used truly to finance the business. The process of assistance certainly requires the cost that is not few, with result that is not certainly provide a profit for the institutions which give finance. So that, the role of college as an educational institution is possible because one of Tri Dharma college is a devotion to the public. The assistance which is provided can be done by the lecturers by involving the students who have high idealism in giving the usefulness for the public. It will give a great impact in the mentoring process done.

Actually, UMKM in Susukan village, Cipicung district, Kuningan District has a considerable potential in its development. The village government is especially the village head have a passion to encourage the development of UMKM (MSMEs). It is proved by the establishment of shoe-making business incubation, creating crafts by utilizing the used items, waste management and food making such as manisan papaya (manisan sweet). But, the village head said that the faces problem was the marketing access which was not so extensive so that the goods that had already finished for months, no one bought. Besides the marketing access, the human resource in the village is also limited and has not understood in managing the business. Through SWOT analysis can be formulated the innovative strategies that can be done in developing UMKM (MSME) and reducing the role of Emok Bank in Cipicung Village.

Strength	Weekness	Opportunity	Threats
	- Limited knowledge of from UMKM actors About UMKM Management		
- The number of UMKM potential	- Limited marketing	Many govern-ment programs for the develop-ment of UMKM (MSMEs)	Many ex-ternal competi-tors with similar products
- Full support from village government	- Limited capital - Limited human resource of Manager - There is no existing UMKM database in the village - Loans from the Emok Bank that make the perpetrators of		

Strength	Weakness	Opportunity	Threats
	UMKM are not calm because of thinking of the bill that comes every week so that impacts on creativity and the spirit of trying		

Based on the analysis above, the strategies that can be done include as follows:

SO Strategy

- a. The village government cooperates with various partners in managing the potential of UMKM in the village.
- b. The village government communicates with local governments to obtain financing in the framework of development of the UMKM potential.

ST Strategy

The village government cooperates with the team of marketing experts to do branding, packaging and superiority of MSME products to have advantages compared to other similar products that are outside.

WT Strategy

- a. Cooperating with the partners who can assist comprehensively include mentoring management of UMKM, marketing and finance
- b. Cooperating with the philanthropic institution, for instance Zakat House, Dhuafa Wallet with productive zakat programmer.

WO strategy

The village government communicates and has dialogue massively with the local government, province one, and even ministries to gain the capital access for UMKM (MSME).

PTKIS as a companion partner should be able to map solutions related to the problems faced by MSMEs and technically helping the development of MSME. According to Kuncoro (2009), micro, small, and medium enterprises (UMKM) faces some staple challenges, including 1) difficulties in identifying and expanding market share, 2) Constraints related to capital structure and limited access to financial resources, 3) Lack in management field, 4) Limitations in developing network and cooperation between small business actors, 5) climate conditions of business which is not support because of fierce competition, 6) Lack of integration in coaching efforts and lack of support and attention from the society to small businesses. (Amri, 2017)

Based on the UMKM issues exposed above, the assistance that can be done by the university by involving the lecturers and students, explained in the following tables:

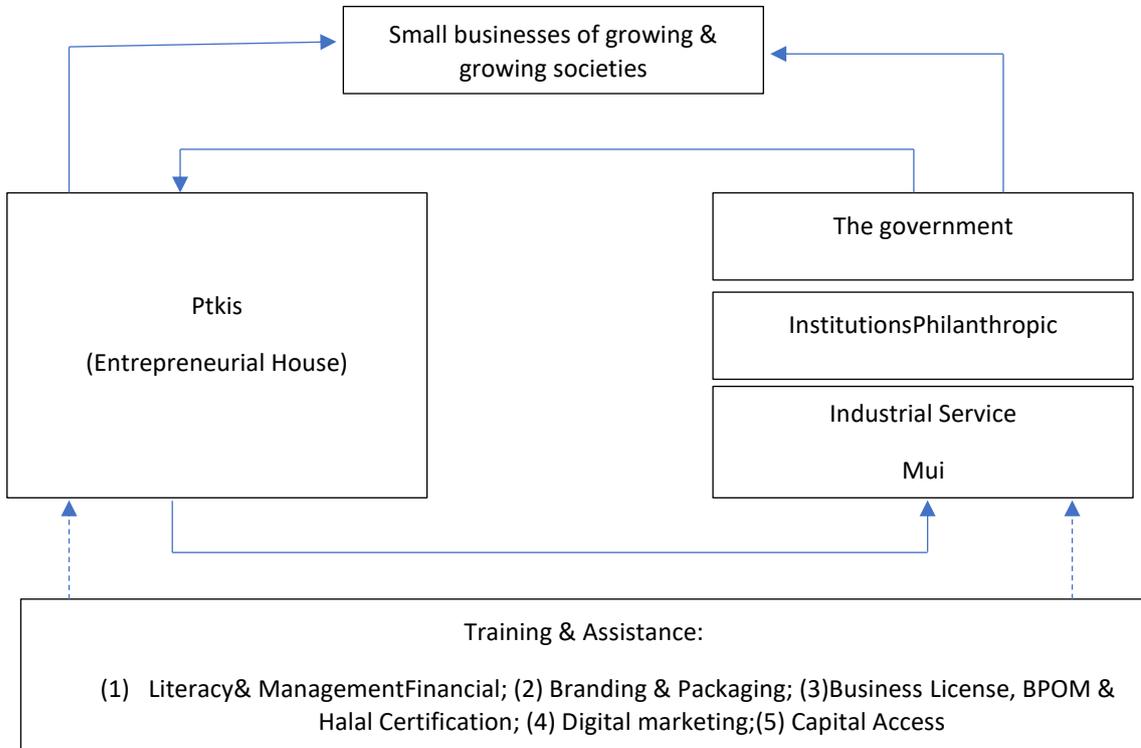
No	The problem	The solution
1	Difficulties in identifying and expanding market share	Through entrepreneurial projects, students can make assistance of marketing of community products online,

No	The problem	The solution
		doing branding and packaging products and business license registration, BPOM and Halal certification. Cooperating with industrial department, cooperatives and MSMEs to promote the society products.
2	'Capital structure and limited access to financial resources	Cooperating with the government programs about the development of MSMEs and the improvement of public-welfare. Cooperating with the Philanthropic and Bumdes
3	Lacking of in the field of management	Giving training and assistance associated with literacy and financial management
4	Limitations in developing networks and cooperation between small business actors	Cooperating with the industrial department, cooperatives and MSMEs to promote the society products.
5	Less supportive business climate conditions because of fierce competition	Through the entrepreneurial project, the students can conduct marketing of the community products in online.
6	Lack of integration in coaching efforts and lack of attention and support from society to small businesses	The lecturers thorough community service program doing coaching in order to develop public small businesses and provide education to the people to buy the local MSME products.

Based on the strategies above, there must be cooperation between various interested parties in developing UMKM in the village. These parties include village governments, MSME participants, PTKIS as academics and team of mentoring, government programs, philanthropical institutions, other government agencies as branding and packaging efforts such as the Industrial department, BPOM and MUI, of course a community that cares to use and buy MSME products. Not only a formal cooperation, among the various institutions involved in advancing public small businesses are required interactions and integration so that every institution is able to run its function well.

Based on TSR theory, in the step of interaction, integration, and evolutionary, there is interdependence among the three, so that unwanted changes can be avoided. According to Budhijana (2012), if we enter the religious values (θ) that are sourced from the Holy Qur'an and Sunnah (ω , s), it will stimulate the growth and development of cell core. The cell core then develops and undergoes changes as time passes. This process creates a smooth network, interconnected, and growing strong simultaneously, caused by the learning process (Budhijana, 2020). Therefore, the involved parties in developing MSMEs in Cipicung Village should have dependence of each other, concern must occur between each other. As has been explained, prospering and concern between the fellow is an obligation to be carried out by every Muslim. It is stated in the Holy Qur'an and taught directly by the Messenger of Allah in his Sunnah. If consciousness to care and empower others have been embedded and rooted so that all involved parties in the development process of MSMEs will develop and advance simultaneously. Here is a chart that describes

the interaction process, integration and evolution that occurs among the parties related to the development of MSMEs.



Based on the chart above, each institution has its respective role and function in order to realize the common goal that is the growth and development of community small business. PTKIS conducts assistance by involving students and lecturers through the Merdeka program of learning to the entrepreneurship project, for instance named the entrepreneurial house. Training activities and mentoring include; (1) Literacy & Financial Management; (2) Branding & Packaging; (3) Business License, BPOM & Halal Certification; (4) Digital Marketing. One of the less good aspects of the Emok Bank is a very high interest so that it does not stimulate the community small business, it just makes the people to get around the debt. So that, it is required the assistance in growing small businesses of society using the system for the results, because there is an economic impact resulting. Currently, there is no syariah financial institution yet that dare to apply for profit and for loss system because its focus is on profit only. Therefore, the capital access can be done through Bumdes, government programs related to the development of MSMEs and philanthropic institutions such as Zakat House, Dhuafa Wallet which has a productive zakat program. Various government programs related to UMKM improvement, including: (1) People's Business Loans, The People's Business Credit Program (KUR) is one of the government programs to improve the financing access to the MSME participants in the form of loans or credit. Sources of funds obtained from KUR channeling financial institution; (2) LPDB KUKM, the Cooperative Rolling Fund Management Agency, Micro, Small and Medium Enterprises (LPDB KUKM) is an institution that manages funds for KUKM financing in the form of loans and other

financing in accordance with the needs of KUMKM participants; (3) National Economic Recovery Program, the Project The assistance provided by the Government through the Ministry of Finance of Republic of Indonesia to the UMKM in the form of subsidies of interest/subsidy of the margin to be able to survive from the impact of Covid-19 pandemic; (4) Productive Banpres for micro business is a help given by the government sourced from the APBN in cash to the perpetrators of MSMEs. This assistance is given in the form of business capital of 1.2 million rupiahs for the businessmen of MSMEs; (5) Build the prosperous family economy (Mekaar) is namely business Financing and Development Program from BUMN of National Madani Capital (PMN) for mothers by giving capital of 2 million until 5 million (Kemenkopukm., 2023). Besides the government programs, colleges can also work with zakat institutions with its productive zakat program and village-owned enterprises (BUMDES). Based on the data outlook zakat 2023, the amount of zakat funds that were concentrated were about 12,429,246,447,469 with the distribution of 11,530,645,166,257 or about 92.77% (Puskas Baznas, 2023). While for village funds, the Government prepares village funds for about Rp70 trillion from the Transfer Budget to Region (TKD) to support the operation of the Village Business Entity (BUMDES)(Dwi, 2023).

Associated with business licensing, BPOM and Halal Certification is conducted by the Industrial Office, BPOM and MUI. For society with small businesses have duties and obligations to really be in developing their business. People play a role as a user or consumer of products or services produced by UMKM, have great concerns and helps in improving and developing MSME business.

CONCLUSION

The practices of lending and borrowing conducted by Emok Bank have not been appropriate with Sharia Economic Law, especially viewed from akad. The Emok Bank has not ensured the customer's ability in paying the installment such as the absence of BI checking and the loan eligibility survey. This does not match with the requirements of the Sharia Economic Law in which one of the terms of the person transacting is capable in managing finance in order to afford to pay debt. Besides that, the Emok Bank applies the interest in lending money even the interest rate reached 25%. In addition, the loans given by Emok Bank is not in the control of the Bank of Emok because of the government's property, the parent bank and even belonging to the investor. In the sharia economic law, the lent goods must be returned by the corresponding amount, while the loan at the Emok Bank is burdened interest even reaches 25%. The assistance of businesses undertaken by lecturers and students is one of the solutions in developing MSMEs. Currently, there is no financial institution that lends to UMKM as well as providing business assistance, one of the reasons because the assistance process requires cost and time while the focus of financial institutions is profitable. The lecturer has an obligation to conduct service activities to the community, one of them can be done through the assistance of the development of MSMEs while the student has a free-to-the program of administration project that can be implemented in the assistance of the development of MSMEs. Not only PTKIS, various related institutions involved in developing MSMEs, such as village administration, licensing agencies, Trade Department,

BPOM and MUI, philanthropic institute of capital giver, for example, Zakat House, Dhuafa Wallet that have a productive zakat program or BUMDES program in the village and the community who cares about the development of MSMEs. The related institutions should be able to synergize well, not work alone or in the theory of Tawhidi String Relations is called interaction and integration so that capable to evolve together.

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