

PROGRAM IMPLEMENTATION OF THE COOPERATIVE AND MICROENTERPRISE OFFICE OF JEMBER DISTRICT AFTER THE COVID 19 PANDEMIC YEAR 2023-2024

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ABSTRACT

The Regent of Jember Regency issued a Regent's Regulation, namely Regent's Regulation Number 21 of 2021 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the Jember Regency Cooperative and Micro Enterprise Service. The Regent's Regulation regulates the Department of Cooperatives and Micro Enterprises which supports the development of MSMEs in Jember Regency. The Department of Cooperatives and Micro Enterprises must follow these regulations so that policies are formed with implementation in the form of programs that are followed by MSME actors. The aim of this research is to analyze the impact of the Cooperatives and Micro Enterprises Service policy based on a comparison of the objectives of the Cooperatives and Micro Enterprises Service with the direct benefits from MSME actors. This research will use qualitative research. Primary data sources will be obtained from interviews with resource persons, namely officers from the Cooperatives and Micro Enterprises Service and MSME Owners. This research uses triangulation techniques to test the validity of the data. The results of the research are that the Department of Cooperatives and Micro Enterprises is implementing programs that can support MSME actors, namely (1) On The Spot Legality Facilitation Program, (2) Vocational Training Program, (3) Go Digital MSME Entrepreneurship Program, and (4) Lawsuit Socialization Simple Free. MSME actors, namely Kopi Rengganis MSME, Opak Gulung MSME, and Aren Handycraft MSME experienced all the programs implemented.

KEYWORDS Department of Cooperatives, Micro Enterprises, MSME Policy.



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INTRODUCTION

MSMEs are productive businesses owned by individuals and or business entities that meet business criteria based on Government Regulation Number 7 of 2021 concerning the Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises. The Coordinating Ministry for Economic

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Affairs of the Republic of Indonesia through a press release entitled "*Government Support for MSMEs to recover during the Pandemic*" on April 28, 2021, explained that the government provides stimulus through this policy. Loan restructuring, payment relief, additional capital assistance, and other financing support (Ministry of Finance, 2021). With the availability of capital for MSME players, MSME players are expected to adapt and maximize government policies related to the transformation of MSMEs by utilizing online media such as *e-commerce* and others (Islami et al., 2021; Wulandari & Siswanta, 2023).

The government held the APEC Workshop 2023 to develop a strategy for MSME recovery after the pandemic. The expert *staff* of the minister for inter-institutional relations of the Ministry of Cooperatives and Small and Medium Enterprises explained that the program is related to digitalization, access to finance, and women's participation. The Ministry of Cooperatives and SMEs is taking steps such as adapting to the transformation of MSMEs, utilizing digitalization, encouraging SMEs to enter the global supply chain and modernizing cooperatives.

This policy is a form of government effort in maintaining economic stability. The government is trying even though the community is limited in its activities, but in terms of business capital the community is expected to continue with the operation of MSMEs (Nixon, 2021; Pelealu et al., 2023). The Indonesian government is faced with the condition of having to solve the Covid pandemic efficiently and effectively but must also keep the economy running. Indonesia chose a policy of limiting community activities and providing assistance or subsidies for daily consumption costs and providing subsidies for MSME owners so that their businesses continue to run.

The largest number of MSMEs in East Java is in Jember Regency with a total of 647,416 MSMEs followed by Malang city with a total of 600,054 MSMEs and Sumenep Regency with a total of 401,210 MSMEs in 2018. Jember Regency has the largest number of MSMEs in East Java in 2018, with an increase in 2021 to 664,000 MSMEs (Wahyunik, 2022). Jember Regency has the largest number of MSMEs so that local governments must be more active in implementing policies formed by the central government related to loan restructuring (people's business credit) and digital transformation of MSMEs.

MSMEs in Jember are affected by problems due to the Covid 19 pandemic. MSMEs affected by the Covid 19 pandemic are Tutul village. Tutul Village is one of the villages in the Balung Jember sub-district which is a small industrial village with a variety of wood products such as prayer beads, bracelets, necklaces, key chains, and other household needs. The activity restrictions from Covid 19 caused Tutul village to transform by utilizing *e-commerce* or other forms of online sales to continue the operational process. But not all MSMEs in Tutul village can keep up with the development of the use of digitalization or online sales, so this will reduce the welfare of some MSME entrepreneurs (Anggana, 2015; Lahay et al., 2022).

The Regent of Jember Regency issued a Regent Regulation, namely Regent Regulation Number 21 of 2021 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the Cooperative and Microenterprise Service of Jember Regency. The Regent Regulation regulates the Office of Cooperatives and Micro Enterprises which supports the development of MSMEs in

Jember Regency. The Office of Cooperatives and Micro Enterprises must follow these regulations so that policies are formed with implementation in the form of programs that are followed by MSME actors (Ayuningtyas, 2018; Bahtiar & Saragih, 2020).

Antu, et al (2021) conducted research related to the implementation of economic policies towards MSMEs in Gorontalo City. The results of his research show that the Gorontalo City government provides social assistance for MSME actors and works with banks to facilitate business credit. Rahmatina (2022) conducted similar research in Banda Aceh with the results of the Banda Aceh government conducting training and mentoring, providing business capital, and providing business equipment assistance.

Considering the phenomenon of Jember Regency, which is the regency with the largest number of MSMEs in East Java, Jember Regency is highly dependent on the sustainability of MSMEs. Government policies that provide loan restructuring, payment relief, additional capital assistance, and other financing support are one solution to maintain MSME operations.

Thaha (2020) in his research concluded that MSMEs were affected by the Covid pandemic mainly in the retail, transportation, and tourism service sectors. The implementation of this assistance must be efficient and effective so that researchers are interested in determining the wood-based handicraft sector such as making bird cages, prayer beads, and others to be a source due to the number of MSMEs covering 2 villages. Researchers conducted research with the title "Implementation of the Cooperative and Micro Business Service Program After the Covid 19 Pandemic in Jember Regency in 2023-2024" with the formulation of the problem "How is the Implementation of the Cooperative and Micro Business Service Program After the Covid 19 Pandemic in Jember Regency 2023-2024?"

RESEARCH METHOD

This research will use a type of qualitative research. Qualitative research is research that explores and understands the meaning of a number of individuals or groups based on social problems (Creswell, W. John & Creswell, 2018). Qualitative research is research with the aim of understanding phenomena from research subjects such as actions, behaviors and others (Lexy, 2007). According to Miles, Huberman, and Saldana (2014) qualitative research is the process of analyzing data collected in various ways such as interviews, observations and using arranged words. Qualitative research will explain the data descriptively, which means that it will explain in detail related to the meanings of the phenomena that occur in detail. By explaining the meaning of a phenomenon in detail, it will provide a comprehensive view of a phenomenon. The submission of data in qualitative research will be based on the objectivity that occurs at the research location (Bungin, 2017).

Qualitative research collects data directly at the research location so that the data obtained is up-to-date and empirical. The data is then processed with a detailed explanation related to the phenomena that have occurred at the research location.

The results of qualitative research will be detailed because at the time of data collection in the field researchers can develop the data collection process so that the data collected as a whole and document all data. The location of this research is the location of the Jember Regency Cooperative and Micro Business Office and the location where MSMEs operate. The research time will be carried out from May 02, 2024 to May 31, 2024. The research will be carried out for 30 days to interview each research object.

RESULT AND DISCUSSION

Cooperative and Business Office Program

The Regent formed a Regent Regulation, namely Regent Regulation Number 21 of 2021 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the Cooperative and Micro Business Office of Jember Regency. The Regent Regulation regulates the Office of Cooperatives and Micro Enterprises which is responsible for assisting the development of MSMEs in Jember Regency.

The Office of Cooperatives and Micro Enterprises has a vision of "Improving Cooperatives and MSMEs as Resilient, Independent, and Competitive Economic Drivers". While the mission of the Office of Cooperatives and Micro Enterprises is "Realizing the Fulfillment of Basic Needs of a Civilized Society". The Office of Cooperatives and Micro Enterprises has the main task of carrying out government affairs with the principle of autonomy and assistance in the field of cooperatives and micro-enterprises. The Office of Cooperatives and Micro Enterprises has functions, among others.

- a. Formulation of regional policies in the field of cooperatives and micro-enterprises
- b. Implementation of regional policies in the field of cooperatives and micro-enterprises
- c. Implementation of regional evaluation and reporting in the field of cooperatives and micro-enterprises
- d. Implementation of official administration in the field of cooperatives and micro-enterprises
- e. Implementation of other functions of the Regent related to his duties and functions.

The local government also provided Rp 9.62 billion from the APBD for the Office of Cooperatives and Micro Enterprises. Based on the Regent's Regulation, the Office of Cooperatives and Micro-enterprises established an Annual Work Plan that can assist in the development of MSMEs, namely Improving Cooperatives and Micro-enterprises as Regional Economic Drivers to Overcome Poverty Problems. The Annual Work Plan has an indicator for the percentage growth of the microenterprise and cooperative sector. The Annual Work Plan also consists of several four programs, including 1). *On The Spot* Legality Facilitation, 2). Vocational Training, 3). *Go Digital* Training, 4). Socialization of Simple Lawsuits.

The interviewee is Mr. Totok Sugiharto S.E who serves as Head of Production and Business Restructuring.

On The Legality Facilitation

On the Spot Legality Facilitation was conducted in various sub-districts, namely Sukorambi, Mayang, and Semboro. *On the spot* legality facilitation in Sukorambi sub-district was conducted on August 1, 2023 with 85 participants, Mayang sub-district was conducted on June 3, 2024 with 85 participants, and Semboro sub-district was conducted on June 10, 2024 with 85 participants. Legality facilitation aims to make it easier for Micro, Small and Medium Enterprises to obtain business licenses such as NIP and SIUP this licensing aims to fulfill legal requirements so that when Micro, Small and Medium Enterprises develop, the requirements have been completed.

"Licensing is very necessary for the business continuity of MSMEs. For example, if there is an inspection related to food products, all licenses will be checked. The function of this permit is to fulfill the responsibilities of government regulations."

Micro, Small and Medium Enterprises will experience losses if they do not meet legal requirements which can result in fines or business closures, licensing is better done when Micro, Small and Medium Enterprises are being or have just been formed so that owners can focus more on developing Micro, Small and Medium Enterprises without worrying about licensing when they start to grow rapidly.

"Sometimes these MSME players are too focused on business development. When the business has developed, the licensing is not yet in place. This is a loss for the UMKM actors themselves. It would be better if from the start there was already a license, just focus on developing the business."

Apart from business licensing the program implemented is a halal certificate facility by LP3H AL-Falah resource persons. Micro, Small and Medium Enterprises are also required to have halal certificates, household industrial food, BPOM certificates for Micro, Small and Medium Enterprises engaged in food or medicine. Home industry food is used to permit Micro, Small and Medium Enterprises to produce processed food with an expiration period of more than seven days. Halal certification regulates the number of products sold that do not contain slaughtered animals unless the ingredients used are obtained from halal-certified producers. BPOM certificate as a safety test of the products to be sold.

"This halal certificate has a great influence on sales, especially for MSMEs. People must not understand that there are new products from each UMKM. Now this halal certificate functions for information for potential new buyers."

"Then for BPOM certificates, this is very necessary for MSMEs that sell food. Sometimes people hesitate if there is no BPOM certificate. People hesitate to buy, especially if the product is food."

Micro, Small and Medium Enterprises benefit from this program, namely facilitating access to people's business credit, receiving legality, increasing trust from the community, getting training and facilitating access to government programs for Micro, Small and Medium Enterprises through the official community of Micro, Small and Medium Enterprises.

Vocational Training

Vocational training was conducted in various forms of skills, namely durian pancake making and cassava processing on August 2, 2023 with 50 participants, innovation-based cakes on October 2-3, 2023 with 100 participants, frozen food on October 25-26, 2023 with 100 participants, and haircut training on December 6, 2023 with 40 participants. Vocational learning aims to train *soft skills* to open new business opportunities or improve the quality of products.

"There are several vocational trainings that have been conducted. For example, vocational training in pancake making and cassava processing. This training is the first to improve the skills of MSME players or can be an opportunity for other prospective MSME players."

Vocational training is accompanied by trainers who are experienced in the field, for example in vocational training haircuts are accompanied by haircut trainers who have 10 years of experience, as well as cake making, the trainers have also been involved in the cake production process for more than 10 years.

MSME Entrepreneurship Training Go Digital

Entrepreneurship training for Micro, Small and Medium Enterprises Go Digital was held on October 23-24, 2023 which was attended by 100 participants. This training aims to develop Micro, Small and Medium Enterprises into the digital realm such as *e-commerce*, with development into the digital realm Micro, Small and Medium Enterprises can reach a wider market object so that sales opportunities become higher. With higher sales opportunities, it will increase the development of Micro, Small and Medium Enterprises continuously so that it is hoped that Micro, Small and Medium Enterprises can develop significantly.

"Nowadays, it is more towards online. So the UMKM Go Digital program provides training for MSME players to learn online sales. Now this online sale can meet new potential buyers from other regions. So MSME players have greater sales opportunities. In addition, online can also be a medium for disseminating information in our own area."

In this program, the training carried out is product photo learning, pamphlet making and digital product marketing. Product photo learning focuses on how to take pictures so that the product looks attractive and has high quality so that potential buyers are interested. Product photos also learn how lighting, *background* images that match the product so that the aesthetics of the photo are better. Product photos are closely related to aesthetics that follow trends at this time so that the

template of product photos will become the self-identity of Micro, Small and Medium Enterprises or the product concerned.

Learning to make pamphlets focuses on the information contained in the pamphlet and photos or images of products from the Micro, Small and Medium Enterprises concerned to support the information built into the pamphlet. The information contained in the pamphlet should be concise and clear so that potential buyers can understand the product details just by reading the pamphlet. The information provided should contain 1). Contact information that can be contacted, 2). Product name along with specifications, 3). Price of the item, 4). Availability of delivery or pickup, 5). Other important information according to the needs of product introduction.

"The purpose of spreading product information is so that more people know about it. If more people know about the product, there is also a greater chance that people will buy the product. People won't buy if they don't know that someone is selling the product."

Product marketing learning aims to introduce and disseminate information related to Micro, Small and Medium Enterprises products, product marketing aims to introduce Micro, Small and Medium Enterprises products to the general public so that the public knows that there are products from Micro, Small and Medium Enterprises concerned with the public knowing this information is expected to be potential buyers of the products offered. Disseminating information related to Micro, Small and Medium Enterprises products will make the public aware that there are Micro, Small and Medium Enterprises that sell these products. This will increase the opportunity for the creation of new prospective buyers who initially did not know that the product was available for sale. Dissemination of information can be through *Facebook, Instagram, Tik Tok* or working with *influencers* in the surrounding area for the introduction of surrounding areas or *influencers* in other regions and can also use promotional programs provided by the relevant social media application.

The UMKM Go Digital training program has three people who are resource persons in the activities of Micro, Small and Medium Enterprises *Go Digital*.

- a. Content Creator who focuses on *Instagram* social media and is also the owner of the culinaryjember Instagram account, Kurnia Maulida.
- b. Muhammad Taufik, who at the age of 20 has become a guest at the *Tik Tok Awards 2023*.
- c. Rifki Aulia Akbar who is involved in the business of buying and selling coffee that is exported to Egypt.

Go Digital Micro, Small and Medium Enterprises activities will improve the skills and abilities of digital operations for Micro, Small and Medium Enterprises actors, so that Micro, Small and Medium Enterprises actors can reach a wider market segmentation and increase the opportunity for more prospective buyers so as to increase turnover and the development of Micro, Small and Medium Enterprises. The business processes and actors of Micro, Small and Medium Enterprises are fully supported by the Office of Cooperatives and Micro Enterprises

and the official community of Micro, Small and Medium Enterprises in Jember so that they can share information between Micro, Small and Medium Enterprises and provide support in developing promotions for the products of each Micro, Small and Medium Enterprises. Micro, Small and Medium Enterprises will collaborate with Micro, Small and Medium Enterprises engaged in the same industry in terms of digital promotion and sharing information about current trends.

Socialization of Simple Lawsuit

The socialization of simple pro bono lawsuits was conducted in various sub-districts, namely Ambulu, Rambipuji, Patrang, and Kalisat. The socialization of pro bono simple lawsuits in Ambulu District was conducted on 9 November 2023 with 50 participants, Rambipuji District was conducted on 13 November 2023 with 50 participants, Patrang District was conducted on 20 November 2023 with 50 participants, Kalisat District was conducted on 27 November 2023 with 50 participants.

"The socialization of the Prodeo Simple Lawsuit is a socialization to MSME actors related to simple lawsuits. So when there is a case, these MSME actors understand what to do and what to do. If it is the right of MSME actors, this simple lawsuit is a guarantee to receive rights for MSME actors."

The Office of Cooperatives and Micro Enterprises collaborated with the Jember District Court to provide pro bono socialization in several sub-districts in Jember Regency. This socialization activity is used to support the general judicial body in providing excellent service to the community with a work program, namely, a discussion of simple prodeo lawsuits for Micro, Small and Medium Enterprises.

Micro, Small and Medium Enterprises Participants

There are three sources used in this research, namely Rengganis Coffee, Opak Gulung, and Aren Handcraft.

1. Rengganis Coffee

Rengganis Coffee is a Micro, Small and Medium Enterprise engaged in the sale of coffee both in the form of beans, processed powder and shops that provide coffee brewing. UMKM Rengganis Coffee is owned by a married couple Mr. Budi and Mrs. Yurnita. Rengganis Coffee has a shop located in the Tanggul sub-district of Jember district and also conducts online sales through *Intagram* and *Facebook* social media and *e-commerce* such as *Shopee* and *Tokopedia*. Rengganis Coffee can reach markets in East Java, West Java, Central Java, and Jakarta with monthly coffee sales reaching approximately 100 kilograms in the form of packaged ground coffee labeled with the Rengganis Kopi brand. Rengganis Kopi participated in a program held by the Jember Regency Office of Cooperatives and Micro Enterprises, namely SKU Making which was carried out in Tanggul village and Sabtuan market shops. Rengganis Kopi participated in *the on the spot* legality facilitation which was carried out at Tanggul and also at the Sabtuan market Rengganis Coffee obtained a business certificate (SKU), trading identification number (NIB), PIRT, and halal certification then Rengganis Coffee also participated in an online training program related to packaging and also the Go

Digital program then exhibitions of all Micro, Small and Medium Enterprises products in Jember district.

a. *On The Spot* Legality Facilitation

Rengganis Coffee already has complete letters so that it is legally recognized in Indonesia and has also fulfilled the regulations set by the Indonesian state related to business licensing for Micro, Small and Medium Enterprises, the completeness is SKU, NIB, PIRT, and Halal certification from MUI.

"I participated in the on the spot legality program. I made NIB, PIRT and received assistance to complete the halal certificate."

b. MSME Entrepreneurship Training Go Digital

This online training is carried out for purposes related to *online* marketing through *e-commerce* or social media. Rengganis Kopi sells packaged ground coffee products so that the *expiration date* of the product is longer and it is possible to sell *online* so that online sales training is very suitable in developing Micro, Small and Medium Enterprises Rengganis Kopi.

"For this digital training, I am interested in online sales. I sell this coffee, the expiration is longer and I know the quality of my product so it is smoother to explain to people who are interested in buying the coffee. As for expiration and delivery, it is easier because the coffee already has its own packaging."

c. Vocational Training on Packaging Standards

This training includes how the packaging can be attractive in design so that consumers can be attracted when looking at Rengganis Kopi packaging and in this training Rengganis Kopi also learned how to contain crucial information related to the product and also other information needed by buyers or consumers.

"I participated in the packaging training. So I can understand what attractive packaging is, and what information the packaging contains. So buyers are not confused and understand the important information about my products."

2. Opak Gulung

Opak Gulung Micro, Small and Medium Enterprises are owned by Mr. Arif Hidayat. Opak Gulung Micro, Small and Medium Enterprises are engaged in selling snacks, namely opak gulung with various flavors. Opak Gulung Micro, Small and Medium Enterprises participates in programs carried out by the Office of Cooperatives and Micro Enterprises including *on the spot* legality facilitation, socialization of prodeo simple lawsuits, and training on packaging standards, Opak Gulung Micro, Small and Medium Enterprises has *offline* marketing at souvenir centers in Jember such as Sari Madu, Sari Buah and others and *online* sales are carried out on *Facebook* social media.

a. *On The Spot* Legality Facilitation

This activity is carried out for the making of NIB, PIRT, and halal certificate business certificates with the requirements for making files including photocopies of KTP, KK, and a business letter from the village related to the ownership of Micro, Small and Medium Enterprises.

"I came to the legality program. I made NIB, PIRT and halal certificate. I only need photocopies of ID card, family card, and a business certificate from the village. All this is just handed over directly to the officer and just wait mas."

b. Socialization of Simple Lawsuits

This socialization activity explains how Micro, Small and Medium Enterprises can file a simple lawsuit to claim their rights as owners of Micro, Small and Medium Enterprises so that there are no losses that can have a direct or indirect impact on the development of Micro, Small and Medium Enterprises.

"I participated in the socialization of the simple lawsuit. So yes, I began to understand that if there is a case, what to do, what to prepare. Because we are MSME actors, sometimes there are problems that cannot be predicted, for example, there are lawsuit cases."

c. Vocational Training on Packaging Standards

This activity aims at how packaging can maintain product quality during distribution and sales, because opak gulung has a crunchy texture so that the air in the packaging must be maintained so that the texture does not change when consumed by consumers then training related to writing information on packaging such as *expiration date*, flavor variants, halal certificates, and other information that consumers need to know in the Opak Gulung product.

"I was greatly helped by the standard packaging training. These opak rolls must be crispy, so how can I make the packaging keep the opak crispy for a long time? Buyers will be disappointed if they buy sluggish opak."

3. Aren Handycraft

Aren Handycraft is owned by Mr. Eko who is located in Tutul village, Balung sub-district, Jember district. Aren Handycraft has *online* marketing through Instagram, Tiktok, Shopee, Tokopedia, Bukalapak, and Blibli media. Aren Handycraft also participates in several programs implemented by the Office of Cooperatives and Micro Enterprises including the legality program, the *Go Digital* program, and the exhibition program.

a. *On The Spot* Legality Facilitation

Aren Handycraft makes SKUs and NIBs so that Aren Handycraft Micro, Small and Medium Enterprises already have a complete business license because Aren Handycraft is engaged in the production of wood sculptures that do not require halal certification and PIRT.

"I joined the legality program. So I made a SKU and NIB in that program. That's all I made, I'm selling sculptures so I only need NIB."

b. MSME Entrepreneurship Training *Go Digital*

Aren Handycraft Micro, Small and Medium Enterprises are very suitable for this program because the products offered are wood sculpture products that are not easily damaged and there are also no defects when shipping, the risk of product defects is very small so it is possible to sell *online*

*"I joined the *Go Digital* program. I don't understand online sales. So in the training there is important information on how we can sell online. From how to make photos attractive, detailed descriptions of the products and where to sell them."*

c. Exhibition Program

Aren *Handycraft* Micro, Small and Medium Enterprises participated in exhibitions regarding Micro, Small and Medium Enterprises products in Jember so that Aren *Handycraft* Micro, Small and Medium Enterprises can share information with fellow Micro, Small and Medium Enterprises actors so as to add insight and a wider market. Marketing of Aren *Handycraft* Micro, Small and Medium Enterprises in the country includes Jakarta, Yogyakarta, and Bali until now it has begun to pioneer shipping abroad.

"I participated in the exhibition. The exhibition contains products from other MSME partners. I also share with other MSME players about sales information or how to promote sales".

Summary of Program Explanation Based on the Office of Cooperatives and Micro Enterprises and Micro, Small and Medium Enterprises Actors

Based on the explanation from the Office of Cooperatives and Micro Enterprises and Micro, Small and Medium Enterprises, a summary was formed to compare the program objectives with the benefits received by Micro, Small and Medium Enterprises.

Table 1. Summary of Objectives and Benefits Received from the Program

No.	Program Name	Office of Cooperatives and Microenterprises	MSME players
1.	<i>On The Spot</i> Legality Facilitation	Legality facilitation aims to make it easier for Micro, Small and Medium Enterprises to obtain business licenses such as NIP and SIUP this licensing aims to fulfill the legal requirements.	<ul style="list-style-type: none"> • Rengganis Kopi has complete papers including SKU, NIB, PIRT, and Halal certification from MUI. • Opak Gulung has complete documents including NIB, PIRT, and halal certificate. • Aren <i>Handycraft</i> has a complete business license, namely NIB and SKU.
2.	Vocational Training	Vocational learning aims to train <i>soft skills</i> to open new business opportunities or improve the quality of products.	<ul style="list-style-type: none"> • Rengganis Kopi participated in a product packaging training program that aims to make product packaging look attractive and contain important information that consumers need to know. • Opak Gulung participated in a product packaging training program which aims to ensure that the

			packaging can maintain product quality during distribution and sales and can contain important information that consumers need to know.
			<ul style="list-style-type: none"> • Aren <i>Handycraft</i> participates in the exhibition program which aims to enable Aren <i>Handycraft</i> to share information with other MSME players so as to increase insight and a wider market.
3.	MSME Entrepreneurship Training Go Digital	This training aims to develop Micro, Small and Medium Enterprises into the digital realm such as <i>e-commerce</i> .	<ul style="list-style-type: none"> • Rengganis Kopi sells packaged ground coffee products so the <i>expiration date</i> of the product is longer, making it possible for <i>online</i> sales. • Aren <i>Handycraft</i> is very suitable for this program because wood sculpture products are not easily damaged and also the risk of product defects is very small so it is possible to sell <i>online</i>.
4.	Socialization of Simple Lawsuit	The simple lawsuit socialization program aims to ensure that MSME actors can receive their rights.	<ul style="list-style-type: none"> • Opak Gulung participated in this socialization activity so that MSMEs can file a simple lawsuit to claim their rights as MSME owners so that no losses occur.

Data source: data processed, 2024

The On The Spot Legality Facilitation Program conducted by the Office of Cooperatives and Micro Enterprises aims to complete business licensing requirements. Rengganis Coffee, Opak Gulung, and Aren Handicraft MSMEs benefited from the program by obtaining SKU, NIB, PIRT, and Halal Certificate from MUI. The vocational training program conducted by the Office of Cooperatives and Micro Enterprises aims to train the *soft skills* of MSME owners to open new business opportunities or improve the quality of their products. Rengganis Coffee and Opak Gulung MSMEs participated in packaging training aimed at increasing the selling value of their products while Aren Handycraft

participated in an exhibition program aimed at opening a wider market and also a place to exchange information and insights with other MSMEs.

The *Go Digital* program conducted by the Office of Cooperatives and Micro Enterprises aims to develop MSMEs into the digital realm such as *e-commerce*. Rengganis Coffee and Aren Handicraft participated in this training with the aim of expanding their sales reach because their products have a long shelf life. The Socialization of Simple Lawsuits conducted by the Office of Cooperatives and Micro Enterprises aims to ensure that MSME players can receive their rights. Opak Gulung participated in this socialization which aims to enable MSME owners to claim their rights so that MSME owners can avoid losses that might occur.

CONCLUSION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in tax revenue and economic movement in Indonesia. The government continues to provide attention and support to MSME players so that they can develop, especially in Jember Regency which has a large number of MSMEs. To support their development, various programs have been carried out, such as On The Spot Legality Facilitation that helps MSME players complete business licensing, Vocational Training to improve skills and product quality, MSME Entrepreneurship Go Digital to expand marketing reach through e-commerce, and Socialization of Prodeo Simple Lawsuits so that business actors understand and can fight for their rights.

These programs have benefited MSMEs in Jember, such as Rengganis Coffee, Opak Gulung, and Aren Handicraft. Based on this, future research is expected to explore more information from additional sources to increase data validity. Local governments are advised not only to focus on training, but also to provide capital assistance and production tools to improve business efficiency and facilitate access to promotion and marketing, such as through accelerating the opening of Gedung Nusantara as a center for MSME products. Meanwhile, MSME players are expected to more actively participate in government programs in order to take advantage of existing opportunities to develop their businesses. With good synergy between the government, MSME players, and other related parties, it is expected that the MSME sector in Jember Regency can continue to grow and make a greater contribution to the regional and national economy.

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