

Implementation of government policies in small and medium industry development in Sidodadi Village Biru-Biru District Deli Serdang Regency

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ABSTRACT

The research method used is field research (field research) or what is called a descriptive qualitative method, which will later describe the facts that happened, so that a conclusion can be found. The findings of this thesis are that the method for developing the opaque cracker industry in Sidodadi Village is by marketing various innovative opaque cracker products. The elements that hindered the development of the industry were insufficient capital, lack of raw materials, and previous lack of cooperation between business owners and the government, so that of the 5 (five) opaque industries that were established previously, 2 (two) of them were bankrupt. So with the incident that caused a decline in the economy in the village Sidodadi, there needs to be a government and more attention to contribute to the existing industry. And the government policy is the need for industrial owners to complete the requirements for establishing an MSME, the existence of capital assistance provided to the industry, providing marketing method training to employees in order to increasing sales, and assistance from the government and other institutions in terms of providing production equipment assistance to increase the production of opaque crackers.

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1. INTRODUCTION

Regional autonomy is an effort towards regional independence in planning, implementing, controlling, and financing development in an effort to improve services to the community which will ultimately improve people's welfare. The role of small businesses in the process of Indonesia's economic growth cannot be ignored, because so far businesses small businesses have been able to contribute as much as 55% to Indonesia's economic growth.

Therefore, the development of small businesses is considered quite important considering that for the next 25 years, the ability to absorb labor from the agricultural, service and large industrial sectors will still be very limited. Development in the industrial sector is part of the National Development which must be carried out in an integrated and sustainable manner, so that development in the industrial sector can provide great benefits to society.

National development is carried out with the aim of realizing a just and prosperous, equitable, material and spiritual society. To achieve this goal the government has carried out development in various fields, namely in the economic sector including the industrial sector. work, produce goods needed by the community, encourage regional economic growth and generate foreign exchange through the export of industrial products.

This development has shown quite encouraging results, but there are still problems, namely the government's attention is still prioritizing large and medium industries compared to small industries. The development of this industry is caused by government policies, which in this case are also inseparable from the availability of industrial factors. which includes energy, capital, raw materials/raw materials, labour, transportation and marketing.

Table 1. Industrial Potential in Deli Serdang Regency

No	Description	Business unit	Labor (people)	Investment(Rp.000)	Production Value (Rp.000)
1	Big Industry	219	7,027	624,909,963	275,227,450
2	Medium industry	659	96605	538,922,682	400,597,055
3	Formal Small Industry	2077	28,337	65,257,163	348,550,597
4	Non-Formal Small Industry	9,442	29,104	2,078,528	481,542,000
Total		12,397	161,073	1,231,168,336	6 150.5917.102

From table I above, the potential for large industries has fewer business units, namely 219 (two hundred and nineteen) by absorbing 7 workers. Meanwhile, medium industries are more numerous than large industries, the number of business units is 659 (six hundred and fifty). nine by absorbing a workforce of 96. While small formal industries are more numerous than large and medium industries, the number of business units is 2,077 (two thousand seventy seven) by absorbing a workforce of 28 and small non-formal industries are more than large industries , medium industry, and small formal industry, the number of business units is 9,442 (nine thousand four hundred and forty two) by absorbing 29 workers.7 Thus it can be seen that basically these small industries have a positive influence on the growth of the people's economy and of course they can become jobs. Related to small industries, in the previous paragraph there is 1 (one) variety which is located in Sidodadi Village, Biru-Biru District , namely the opaque industry.

In the beginning, this industry was only used as a support for the local community's economy, but as the industrial unit grew, there were some groups who used it as a source of their economy, so that 5 (five) opaque industries were established in Sidodadi Village. Among the small industries in Deli Serdang Regency are opaque crackers located in Biru-Biru District, Sidodadi Village. In this way the distance between the government and the community is getting closer which allows for better service performance to the community. The existence of the Deli Serdang Regency Government in carrying out its functions prioritizes local wisdom by utilizing the potential of the area's resources by implementing regional regulations or policies. Hadjon argues that "Wisdom regulations are essentially a product of state administrative actions that aim to reveal a written policy and only function as part of the operational implementation of government tasks, so that they cannot change or distort laws and regulations".

Regulative public policies are rules and obligations that must be obeyed by citizens and administrators of the state government. Based on these kinds of public policies, a conclusion can be drawn that the community must comply with all policies issued by the government for the sake of public interest. The meaning of policy implementation can be seen as a process of implementing wise decisions (usually in the form of laws, government regulations, judicial decisions). , executive order or presidential decree).

Implementation is the implementation of basic policy decisions, usually in the form of laws, but can also take the form of orders or decisions of the judiciary. This process takes place through a number of certain stages, usually starting with the stage of passing laws, then the policy output is in the form of implementing decisions. by the agency (agency) executing the willingness.

The process of implementing a policy is influenced by two elements, namely; there is a program (policy) that is implemented, there is a target group, namely community groups that are targeted, and are expected to receive benefits from the policy program, there are implementing elements (implomenter) both organizations and individuals who are responsible for managing, implementing, and supervising in the implementation process that wisdom.

The implementation stage is necessary. The series of actions taken are a form of transforming the formulations decided in the policy into operational patterns which will eventually lead to changes

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as mandated in the policies that have been taken previously. What are the goals and objectives of the policy must be transitioned to the target group so that it will reduce implementation distortions. It should be understood that policy implementation is a very important stage in the overall policy structure, because through this procedure the overall policy process can be influenced by the level of success or actions to achieve goals.

2. METHOD

This research was conducted using a qualitative descriptive approach, namely wanting to describe and find meaning and in-depth understanding of the problems based on the development of small and medium industries in Sidodadi Village, Biru-Biru District, Deli Serdang Regency at this time. In this study, researchers used descriptive characteristics, which where descriptive will describe this research as a whole by analyzing phenomena, events, attitudes, people's thoughts as a whole individual or group. Researchers describe how the implementation of government policies in the development of small and medium industries in Deli Serdang Regency with the aim of understanding the existing reality.

Data Collection Techniques in this study consisted of: Is one method of data collection by direct observation of the object under study. Observation or what is often referred to as observation includes the activity of focusing attention on an object using all the five senses. You can do this by visiting the Small Industry Centers in Deli Serdang Regency, especially in Medan Senembah Village, Tanjung Morawa District.

Interviews are questions and answers conducted to obtain information and information. The author conducts direct interviews with small industry owners and several workers (employees), so that the author knows firsthand what the author wants to know.

Documentation is a data collection technique with research objects obtained through records, files or documents related to small and medium industries. In this case the documentation is in the form of data from the Industrial Owner, books, and interview results and related matters.

As for Research data collected during the research were analyzed using a qualitative-descriptive data analysis model developed by Miles and Huberman. The process of data analysis takes place on an ongoing basis where after the data is collected properly and in accordance with the problem the next step is to analyze the data.

3. RESULTS AND DISCUSSION

In At the policy analysis stage, policy analysis plays an important role in implementing policies or implementing them, so that in the end a conclusion is made whether a policy is effective or not and whether the policy is in accordance with the policy regulations or not.

It is self-executing, which means that by formulating and enacting a policy, the policy will be implemented by itself, for example the recognition of a country's sovereignty over another country. It is non-self-executing, which means that a public policy needs to be realized and implemented by various parties so that the goals of policy making are achieved.

In this context the policy of empowering the poor includes policies that are non-self-executing in nature, because they need to be realized and implemented by various parties so that the goals are achieved. Definition of Small and Medium Industry Industry is a business or activity of processing raw materials or semi-finished goods into finished goods. so that has added value to benefit.

Assembling or assembling business as well as repairs are part of the industry. Industrial activities can be carried out in people's homes where the workers are members of their own families who are not related to working hours and places. The types of industries based on the number of workers are industries where the number of employees / workforce is between 5-19 people. SMEs are defined in various ways which differs depending on the country and other aspects.

Therefore, it is necessary to carry out a special review of these definitions so that an appropriate understanding of MSMEs can be obtained, namely adhering to quantitative measures that are in accordance with economic progress. The Central Statistics Agency (BPS) defines Small and Medium Industries (MSMEs) as follows: 77 Solichin Abdul Wahab, Introduction to State Policy Analysis, (Jakarta: Rineka Cipta, 1992), Small Industry; namely an economic activity that carries out activities of converting basic goods into finished/semi-finished goods or goods of less value into goods of

higher value, which has a workforce of 5-19 people. Medium industry, namely an economic activity that carries out activities of converting basic goods into finished/semi-finished goods and goods of less value into goods of higher value, MSMEs that are established must have permission from the relevant government as according to Utrecht, if regulations do not generally prohibit an act, but still allow it as long as it is carried out in a manner that is determined for each concrete matter and permit, then the actions of the state administration that allow these actions are a permit (*vergunning*). Permit (*vergunning*) is an agreement from the authorities based on laws or government regulations to under certain circumstances deviate from the prohibition provisions of laws and regulations. Permission can also be interpreted as a dispensation or release/liberation from a prohibition.

Granting permits can also be interpreted as restrictions as decisions that are beneficial. Administrative officials are the party authorized to issue permits in terms of licensing, the relation is with the government's duties in terms of providing public services to the community. In terms of public services, permits are a form of service that is must be provided to the public in the form of administrative services, namely services that produce various forms of official documents needed by the public. Permits can be in the form of written and/or unwritten, but in State Administrative Law permission must be written, if something undesirable happens, then the permit in the form of a state administrative decision (*beschicking*) can be used as evidence in court.

The business license issued must be in accordance with the type and field of business to be carried out. If a business already has a permit, there is no need to worry about administrative risks from the government in running a business. Business establishment in Indonesia is regulated by law, namely through regional regulations and regulations from the Ministry of Trade and other departments or agencies related to the business sector being carried out. Businesses in the tourism sector require a tourism business permit from the Ministry of Culture and Tourism. Construction service businesses require a construction service business license (SIUJK) from the Ministry of Public Works. Businesses in the industrial sector require an industrial business license issued by the Ministry of Industry

The Ministry of Industry and Trade (Depperindag) defines Small and Medium Industries (MSMEs) as follows: Small industry is an economic activity that processes raw materials, semi-finished materials or finished goods into higher grade goods for use and has an investment value excluding land and business buildings; Medium industry is an economic activity that processes raw materials, semi-finished materials or finished goods into higher-end goods for their use which has an investment of between Rp.0,- up to 10 billion, excluding land and buildings for business premises.

Development of Small and Medium Industries in Indonesia 78 Central Bureau of Statistics (BPS), Statistics Indonesia 2012 (Statistical Yearbook Of Indonesia 2012), (Jakarta: Central Statistics Agency (BPS), 2012). The New Order government deliberately overhauled Indonesia's economic structure, from which based on the agricultural sector to those based on the industrial sector.

Since the New Order government, there has been a considerable transformation in the structure of the Indonesian economy. In the early 1990s, the contribution of the industrial sector to GDP has increased when compared to the agricultural sector. If the contribution of the agricultural sector to GDP fell to 19%, then the contribution of the manufacturing industry sector experienced an increase of up to three times, namely 8% to 24%.

These integrated and systematic efforts include conducive government policies and programs, environmental management practices by development actors from upstream to downstream activities, provision of adequate environmental management facilities, and so on. The growth of Small and Medium Industries (MSMEs) in Indonesia is quite high every year, from 43 million business units in 2001 to 49.8 million business units in 2018 and the number of MSMEs is 99.9% of the total number of business actors and contributes to 53.6% of Indonesia's Gross Domestic Product (GDP).

The above hadith explains that economic prosperity is associated with a better standard of living, especially in terms of accumulation and wealth of a country. Economic growth can also increase the income or wage rate of workers, increasing productivity means more profits will be obtained, and directly obtain wage rate increased purchasing power.

3.1 Analysis of Government Implementation in the Development of Opak Crackers Small and Medium Industries in Sidodadi Village

The product of processed *tumah tangga* which is based on UMKM is opaque cracker production, including the opaque cracker product which is produced using quality types of ingredients.) to taste

+ salt + sliced green onions for seasoning 4 shallots (grind) + 2 cloves of garlic + 5 chilies (crushed) + a pinch of salt and + add coriander adjust (grind) + add water for the seasoning + seasoning atum + chili powder then oil for frying.

Heat the pan, then take the lid and add the mixture little by little and shape it using a fork until it is thin, but don't make it big in size because later after frying it will be big. , then fry and season with atum and aida until spicy. Opak Cassava/Serminer Is a type of opaque cracker consisting of 1 grated cassava, 2 bird's eye chilies, 3 cloves of garlic and onions, salt. white and salt mashed then the spices are divided into 2 parts and the grated cassava is also divided into 2 parts. Then mix some of the ground spices and some of the spring onions to be mixed into what you want to make the original taste, and for a spicy taste you can add chilies that have been mashed, stir until smooth. Boil enough water in a pot or pan while waiting for the water to boil, take a little dough, which one you want to make first, then comet thinly on the inside of the pot. After it's cooked, then cover the pot lid to the pan where the water is boiling, leave it for about 3 minutes. Then open the lid of the pot and let it sit/air it for a while after that to remove it from the pot lid, scrape the edges with a spoon. Kecimpring/Opak Cassava Is a type of opaque cracker consisting of 1kg of cassava, peeled, washed, grated, to taste, add salt+5 stalks of spring onion, sliced then puree+3 cloves of garlic+1 spoon coriander. Opak Cassava Original Typical Wonosobo 500 gr of cassava, cut into pieces, then steamed for 3 minutes, add ground spices + 6 grains of garlic + 1 spoon of salt + 1 spoon of salt + 1 spoon of pepper + 1 pack of roycoc. Then mash the cassava that has been steamed and then grind it using a meat grinder.

Then the cassava is peeled, washed, grated, then mixed with the spices that have been mashed, stir until blended. Prepare a saucepan (if possible, a large one), fill it with $\frac{3}{4}$ of water, then boil the water, after it boils, reduce the heat. Take 1 tablespoon of cassava mixture, then place it on the inside of the pan lid, and flatten it into a thin layer, and so on until the pan lid is completely filled. Opak Cassava Sambal Rujak 1 small pack of tamarind + 1 small piece of brown sugar and add salt to taste + 2 bunches of cassava opak + 25 ml of boiled water. Then fry the cassava opak in hot fire, grind all the spices except water, then add water little by little not too runny and not too thick.

Mr. Ridwan also explained that the product marketed in the form of Opak cassava crackers on the market has a strong interest among the public, besides being cheap it is also quite affordable to the people's economy. The Opak Cassava produced has a variety of flavors that attract people's curiosity so that Opak crackers can be a snack for the community.

The government in the small industrial business of making opaque crackers is very minimal, and doesn't really pay much attention to the small businesses of the community, which so far the community has built. The average age of employees in the cassava opaque cracker business is generally of a productive age.

4. CONCLUSION

Based on the results of the research and discussion in the previous chapter regarding the implementation of government policies for the development of small and medium-sized industries in Sidodadi Village, Biru-Biru District, it can be concluded that:

The small and medium opaque chip industry in Sidodadi Village has an important role in improving the local community's economy, such as reducing the unemployment rate by recruiting local people to become workers in it; The small and medium industry of opaque chips in Sidodadi Village does not create competition against traditional markets that have been established beforehand, but instead becomes a source of assistance for traders in traditional markets; The reduction or bankruptcy of 2 (two) opaque cracker industries in Sidodadi Village was due to a lack of raw materials coming in to produce opaque crackers and the previous government's lack of attention to marketing methods carried out by the industry.

So thus, to anticipate this happening again, in the view of the author, it is necessary to have a government policy in this regard, namely: There are government regulations regarding permits to establish an industry/UMKM, such as SIUP (Company License), NRP (Company Register Number), and so on; There is government assistance in the form of a marketing method training for employees who work in the industry, in order to increase sales turnover; There is government assistance to strengthen capital, in order to maintain the industry pillar, and not increase the unemployment rate in Sidodadi Village.

Then related to the marketing of opaque crackers in Sidodadi Village, in the previous chapter it was mentioned that there were product innovations from these opaque crackers, with the aim of increasing consumer interest. And it has also been included that there is a marketing department whose job is to continue promoting the opaque cracker product to small business owners and to the public directly. However, in marketing, of course, there are factors that hinder its development, so to avoid these factors, it is necessary for industry owners and government policies to pay more attention to the human resources of the employees who work in it.

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An established industry is a forum for improving the economy in an area whose function is also a forum for employment to reduce the unemployment rate in that area. Therefore, it is necessary for the government to pay more attention to established industries, in order to contribute if there is a factor that can cause the bankruptcy of established industries. Thus the author provides suggestions: Industry owners should pay more attention to the human resources of their employees; The need for government attention to standing industries. Students of Islamic Political Thought should know about any policies that should be given by the government to SMEs/industries that have been established, in order to help industries that have been established, but are in a state that is nearing a collapse.

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