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## DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

## The Role of Micro, Small, and Medium Enterprises in Improving Community Welfare

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**Abstract:** Efforts to accelerate economic development are one of the government's strategies in empowering the community to reduce unemployment rates, one of which is the existence of Micro, Small and Medium Enterprises (MSMEs) which can improve the welfare of the community, because MSMEs are one of the driving forces for economic growth and development which has a contribution in creating labor and a source of income for the community. This research aims to find out the role of MSMEs in improving community welfare. and What is the government's role in empowering MSMEs in Padende Village. The method used in this research is descriptive with a qualitative approach. Based on research results, it is believed that the role of MSMEs can improve community welfare. This can be reflected in the contribution of MSMEs in meeting family economic needs, providing employment opportunities, and providing people with access to various types of products and services. With the development of MSMEs, local employment opportunities can increase, thereby helping to reduce the unemployment rate in the region. The Government's role in developing MSME sales stalls is able to have a positive impact on MSME players. Organizing entrepreneurship training and development can also help MSME owners improve their abilities in business management, marketing and finance.

**Keywords:** Community Welfare, SME, Government Role.

### 1. INTRODUCTION

Poverty is a significant issue in national development, often originating from rural areas. Addressing rural poverty involves empowering communities to be self-reliant, competitive, and capable of adapting to the Fourth Industrial Revolution or the digital era. This empowerment is crucial for contributing to national income (Setyariningsih & Utami, 2022). During economic crises, industrial development faces severe challenges and struggles to withstand global pressures. The government policy shifted away from relying on oil and gas exports, realizing the sector's vulnerability during crises. Here, MSMEs play a crucial role in economic growth by creating real employment opportunities (Suci, 2016). According to the Small, Micro, and Medium Enterprises Law No. 20 of 2008, Chapter 1, Article 1: A small enterprise is an efficient business owned by individuals and/or business entities that meet the criteria for a small enterprise. These are self-reliant productive enterprises managed by individuals or companies that own or control them directly or indirectly, not as subsidiaries of a controlling company. A small enterprise is an independent economic activity conducted by individuals or business entities that are not subsidiaries or affiliates of companies that directly or indirectly own, control, or form part of a small or large enterprise with specific net worth or annual sales criteria (Vinatra, 2022.).

MSMEs significantly contribute to regional economic development by reducing unemployment. Local governments must ensure the development and promotion of businesses, providing tangible support to MSMEs to sustain existing products amidst increasing imports in the domestic market. The growth of small and medium enterprises in various regions should be encouraged by local governments as they are key to regional economic development (Aliffiana & Widowati, 2021.). MSMEs, being a primary part of a country's economy, are indicators of community welfare across



various economic sectors. MSMEs have proven to be reliable safety valves during crises, reflecting the strengthening of economic activities through the establishment of micro, small, and medium enterprises. This supports the acceleration of national economic growth and provides concrete support to local governments in implementing state autonomy (Undari & Lubis, 2021).

Challenges in strengthening MSMEs include limited human resources, control and ownership of production resources, especially capital, concentration of resources on existing businesses, and mastery of production technology and marketing information. Strengthening the role of MSMEs and cooperatives can enhance community welfare by expanding business roles and fostering entrepreneurship and product development (Idayu, 2021). Padende Village, located in the Marawola District of Sigi Regency, boasts rich natural resources and extensive land sectors. However, inadequate human resource management due to the community's limited knowledge in utilizing these resources hampers development. The village has a government-built MSME marketplace, established in 2019 to provide a proper trading space for sellers. Despite this, many stalls remain vacant or unused by vendors who previously sold there. The presence of MSMEs in Padende Village significantly impacts the local community's social life, as these enterprises provide additional income for residents involved in MSMEs, highlighting the crucial role of MSME activities in supporting family economies. Based on the above, the researcher is interested in exploring this issue through a study titled "The Role of Micro, Small, and Medium Enterprises (MSMEs) in Improving Community Welfare in Padende Village, Marawola District, Sigi Regency." The aim of this research is to understand the role of MSMEs in enhancing community welfare and the role of the government in empowering existing MSMEs in Padende Village, Marawola District, Sigi Regency.

## 2. LITERATURE REVIEW

### 2.1 Community Welfare

Community welfare is a measure of the well-being of a society, reflecting progress and a higher quality of life compared to previous conditions. It is characterized by happiness, freedom from poverty, and security from significant threats. Welfare should not be defined solely in materialistic or hedonistic terms; it also encompasses humanistic and spiritual goals. Therefore, the concept of welfare should not only be based on satisfying material needs but also on achieving moral or spiritual well-being. Todaro and Smith (2004) describe that achieving community welfare in material, worldly, and spiritual terms can be accomplished by focusing on three fundamental aspects:

- a) Basic Needs: Enhancing the capacity to meet and distribute basic individual needs, such as clothing, food, shelter, health, and protection.
- b) Quality of Life: Improving the standard of living, income levels, and access to better education.
- c) Economic Expansion: Expanding economic opportunities for individuals and nations, offering better job options to enhance family welfare.

Social standards are used to evaluate community welfare, including health equity, which has improved over time, and the overall progress achieved. A prosperous life is marked by happiness, the availability of essential resources, freedom from poverty, and stability. According to the Community Welfare Law No. 11 of 2009, community welfare refers to the material and spiritual well-being of people in a country, where social needs are met, allowing individuals to live with dignity and develop personally while fulfilling their responsibilities. The law clearly states that a person's or group's ability to meet their physical and spiritual needs can measure their level of welfare (Riska & Nurlaila, 2024). Community welfare involves various dimensions, as each family or individual has different guidelines, goals, and processes, resulting in different values concerning the factors determining social levels. The level of community welfare can be measured across multiple dimensions, such as social status, health, education, income, and access to information and communication technology. At this stage in life, if these criteria are met, progress is considered achieved. Conversely, if one or more of these criteria are unmet, progress cannot be said to have occurred (Said & Azhar, 2021).

### 2.1 Micro, Small, and Medium Enterprises (MSMEs)

According to the 1945 Constitution, reinforced by MPR Decree No. XVI/MPR-RI/1945 on economic policy within the framework of economic democracy, Micro, Small, and Medium Enterprises (MSMEs) in the people's economy sector must be strengthened through action, participation, and capacity building within the structure of the people's economy. This aims to create a balanced, advanced, and just nation (Suci, 2021). Under this law, the criteria defining MSMEs, as mentioned in Article 6, are based on the fair value of assets, excluding land and buildings where the business operates, or annual income. The parameters are as follows:

1. Micro Enterprises: These are units with assets not exceeding fifty million rupiahs, excluding land and buildings, and annual sales not exceeding Rp.300,000,000.
2. Small Enterprises: These businesses have assets exceeding fifty million rupiahs but not more than five hundred million rupiahs, excluding land and buildings, with annual sales between Rp.300,000,000 and Rp.2,500,000,000.
3. Medium Enterprises: These companies have a net asset value exceeding Rp.500,000,000 but not more than Rp.100,000,000,000, with annual sales between Rp.2,500,000,000 and Rp.50,000,000,000.

The presence of MSMEs is indispensable in today's national society due to their significant role in income distribution. They also foster innovation in preserving and developing traditional and cultural aspects of the community. The social system can support the process of social growth, although it may also be intentionally designed to achieve the same objectives. In theory, everyone is considered equal; however, the reality of human social life often reflects class differences as a common feature of any social order (Said & Azhar, 2021). MSMEs are entities without significant public accountability that meet the definition and criteria outlined in the applicable Indonesian regulations. According to Government Regulation No. 7 of 2021 on Ease, Protection, and Empowerment of Cooperatives and MSMEs (PP MSMEs), the government has issued this regulation alongside 48 other implementing regulations under Law No. 11 of 2020 on Job Creation (UU Cipta Kerja). The PP MSMEs regulation amended several provisions previously regulated under Law No. 20 of 2008 on MSMEs, including criteria for MSMEs (Wardiningsih, 2022). As noted by Vinatra (2021), MSMEs have distinct characteristics compared to large enterprises, including:

1. Limited Capital: MSMEs generally start with limited capital, often relying on personal savings, small loans, or financial assistance from family or friends.
2. Limited Workforce: MSMEs typically have a small number of employees, with some even operated by a single individual or family. However, some MSMEs may employ several dozen people.
3. Local or Regional Markets: MSMEs usually focus on local or regional markets, catering to the needs and demands of their surrounding areas, although some may operate nationally or internationally.
4. Innovation and Flexibility: MSMEs often excel in innovation and flexibility, quickly adapting their products or services to new trends or market needs.
5. Individual or Family Ownership: MSMEs are often owned and operated by individuals or families, providing a personal touch in their operations, with owners frequently involved in day-to-day activities.

### 2.3 Rating Scale

The rating scale measurement tool is characterized by responses that are provided in quantitative numbers, rather than statements expressing agreement or disagreement, or like or dislike. In this scale, numbers range from 1 to 4, where 4 signifies "very satisfied" and 1 signifies "very dissatisfied" (Bahrun et al., 2017). An example of a rating scale question:

4 = Very satisfied

- 3 = Satisfied
- 2 = Unsatisfied
- 1 = Very dissatisfied

#### 2.4 Previous Research

According to Riska and Nurlaila (2024), in their study "The Role of MSMEs in Improving Community Welfare," findings were gathered from research and presented to local governments. Many MSME actors currently require more opportunities for education and entrepreneurship. Additionally, economists must be innovative and creative in competing with foreign products. The contribution of MSMEs to community welfare, as seen in Maqasid Syariah, indicates that the well-being of the community in Dea Marisa Subdistrict is adequately met according to five criteria. The study "The Role of MSMEs in Enhancing the Community Economy" (Said and Azhar, 2021) concludes that small and medium enterprises play a vital role in improving the community's economy in Mpunda Bima City, Mande District, in 2020. MSMEs can create job opportunities and provide additional income for the community as they do not require specific skills or capabilities. Furthermore, MSMEs can enhance various aspects of community life, such as health, education, income, and access to information and communication technology. Observations and interviews with informants revealed that they believe they can meet their family's living standards in terms of health, education, and income. The research "Micro, Small, and Medium Enterprises (MSMEs) in Enhancing Community Welfare" (Undari & Lubis, 2021) found that the development of MSMEs in Perbaungan Serdang Bedagai District is significant. The region has seen substantial growth, as MSME actors can sustain themselves and produce their own products. The involvement of MSMEs helps improve community welfare by addressing economic issues, reducing unemployment, and fulfilling community needs through various types of production.

### 3. RESEARCH DESIGN AND METHOD

This study is descriptive qualitative research. To provide a comprehensive understanding, a qualitative approach is employed. According to Arikunto, qualitative descriptive research emphasizes a deep understanding of an issue, focusing on description and using analysis that prioritizes process and meaning (Wardiningsih, 2022). This research aims to describe the facts about the role of MSMEs in enhancing community welfare in Padende Village, Marawola District, Sigi Regency. Data collection was conducted through interviews, questionnaires, direct observations, and primary data. The respondents included ten MSME actors from Padende Village, Marawola District, Sigi Regency.

**Table 1. Data Respondent**

No	Name	MSME Business Type	Age
1	Mrs. Vina	Street Vendor	38
2	Mrs. Rahma	Street Vendor	39
3	Mrs. Nurmi	Semprong	41
4	Mrs. Fita	Semprong	35
5	Mr. Wardi	Semprong	42
6	Mr. Rahmudin	Taro	42
7	Mrs. Citra	Community Member	37
8	Mrs. Rafika	Community Member	38
9	Mrs. Yuyun	Community Member	34
10	Mrs. Anti	Community Member	39

### 4. RESULT AND DISCUSSION

#### 4.1 Street Vendor MSMEs

The general goal or target is to establish resilient and independent Micro, Small, and Medium Enterprises (MSMEs) that are highly competitive and play a primary role in the production and

distribution of basic necessities, raw materials, and capital in the face of free-market competition. In Padende Village, several MSME actors sell a variety of food items, such as yellow rice, traditional snacks, cold beverages, and siomay. These vendors have been operating since 2017, initially selling on the main roadside or as mobile vendors. Now, they rent stalls owned by the Village-Owned Enterprises (BUMDes), paying a monthly rent of Rp. 100,000. According to interviews with several MSME operators, "Selling in these stalls has significantly improved our daily sales, as the well-located and attractive stalls draw in more customers," said Mrs. Vina, a yellow rice vendor. Mrs. Citra, a community member benefiting from the MSMEs, noted, "Before the MSMEs, we struggled with sales and had minimal profit, but selling at the government-provided stalls has brought some improvement in earnings. Interviews with various street vendor MSME operators in Padende Village reveal that these small businesses positively impact their household economies. Even though their main occupation is farming, these small sales ventures, despite modest profits, help cover household expenses. Street Vendor MSMEs play a crucial role in bringing economic welfare to families. The benefits of Street Vendor MSMEs include:

- a) Job Creation: Street vendors often employ family members or local residents to help with their businesses, reducing unemployment in the community.
- b) Increased Family Income: MSMEs can increase family income through business profits. This additional income helps meet daily needs, provide better education, and improve living standards.
- c) Skill and Expertise Development: Involvement in MSMEs, such as street vending, helps family members develop specific skills and expertise, enhancing their competitiveness in the job market.
- d) Empowerment of Women and Minorities: MSMEs provide opportunities for women and minority groups to engage in business, serving as a means of economic and social empowerment.

Based on interviews with several street vendor MSME operators, it is evident that these businesses strengthen the local economy's resilience in facing economic challenges. Given these benefits, it can be concluded that street vendor MSMEs play a vital role in bringing economic welfare to families and communities at the local level.

#### 4.2 Semprong Cake MSMEs

In Padende Village, several small-scale businesses serve as additional sources of income for the community, including Micro, Small, and Medium Enterprises (MSMEs) in the industrial sector. Many of these businesses, like the Semprong Cake business, have been passed down through generations within families or close relatives, with an uncertain origin date in the village. Semprong Cake is a well-known product, widely sold from street vendors to traditional markets. This business provides an additional income source for the community's daily life. Semprong Cakes are produced daily by the community and distributed to their customers or secondary sellers. The cakes are sold for 5,000 rupiahs per pack, each containing 5-7 pieces. They are cylindrical, pipe-like in shape, and have a unique flavor, appealing to both children and adults. The production volume ranges from 5 kg to 10 kg per day. However, the MSME operators face marketing challenges, as their sales are limited to traditional markets, and orders are only fulfilled upon request. This means that if there are no orders on a particular day, they do not produce the cakes. According to Mrs. Nurmi, a Semprong Cake entrepreneur, "Producing Semprong cakes daily provides some additional income for family needs, including food, education, and healthcare."

Mrs. Fita, another Semprong Cake entrepreneur, mentioned, "We face challenges in sales, leading to fluctuating profits due to unstable marketing." As MBKM students from the Faculty of Economics, we spent nearly five months in Padende Village conducting fieldwork. We observed that the primary issue facing Semprong Cake MSMEs was unstable marketing. To address this, we proposed solutions to stabilize sales, including creating a logo or brand name for Semprong Cakes to increase buyer interest. Our suggestion received positive feedback from the entrepreneurs. We then distributed the logo design to the MSME operators, which attracted more customers in traditional markets.

Mr. Wardi, a Semprong Cake producer, commented, "The logo/label on the Semprong Cake packaging has positively impacted sales, as profits were previously very low without the label."

The Semprong Cake MSMEs offer several benefits for family income, including:

1. **Additional Income Source:** Selling Semprong Cakes can provide additional income for families, supplementing their primary income or other sources.
2. **Family Employment:** Often family-run, these businesses provide job opportunities for family members, contributing to overall family income.
3. **Skill and Knowledge Development:** Engaging in Semprong Cake MSMEs enhances family members' skills and knowledge in production, financial management, marketing, and more.
4. **Economic Independence:** Owning a business can increase economic independence for families, giving them greater control over their income and financial decisions.
5. **Cultural and Traditional Value:** Semprong Cakes often carry significant cultural and traditional value. Maintaining and developing this product helps preserve and promote local cultural heritage, which can attract customers and tourists.

Based on interviews and observations of Semprong Cake MSMEs, these businesses play a crucial role in the community's economy. While they provide income that helps meet family needs, the businesses are not yet sufficient to ensure economic welfare due to production and sales limitations. Nonetheless, these MSMEs contribute to innovation and creativity in the community and positively impact the local economy.

#### 4.3 Taro Chips MSMEs

The taro chips business is operated by several community members in Padende due to the abundance of taro plants in the Marawola area, making it an attractive business opportunity. MSME operators' source raw materials from suppliers, and the chips are produced using simple home-based processes, which enhance their resale value. One example is the taro chips produced by a home industry in Padende Village, Marawola District, Sigi Regency. The business, named "Talas Abadi Sangulara Taro Chips," is run by Mr. Rahmudin, whose primary occupation is farming and livestock raising. This taro chips business started as a side venture managed by his late wife, and he has continued it since her passing. He produces the chips when the stock in the stores or kiosks runs low, doing so during his free time. The taro chips are sold online through social media and consigned to nearby stores in Padende Village. In an interview, Mr. Rahmudin mentioned, "Continuing my wife's business provides extra income for my children's school fees, and it also opens up job opportunities for my unemployed family members who assist me in making these taro chips." The production process for taro chips involves several stages, including cleaning, slicing, frying, and packaging. As a result, this business creates new local employment opportunities, contributing to addressing unemployment. Processing taro into chips adds value to the product, increasing profit margins and income for producers, including farmers and taro chip entrepreneurs.

The taro chips business and related enterprises play significant roles in the economy and society. These businesses help diversify agricultural products, allowing taro farmers to expand their product range and reduce reliance on a single commodity. By processing taro into value-added products like chips, local taro farmers can increase their income and enhance the sustainability of agricultural enterprises in the region. Research on the role of MSMEs in enhancing the economy highlights that MSME operators in the area demonstrate resilience and the ability to sustain and manage their production and sales businesses. This resilience likely reflects the skills, sustainability, and adaptability of MSME operators in facing business challenges. MSMEs are believed to improve community welfare by contributing to family economic needs, providing employment opportunities, and giving the community access to a variety of products and services. As MSMEs grow, local job opportunities can increase, helping to reduce unemployment in the area. Through the various types of businesses operated by MSMEs in Padende Village, Marawola District, Sigi Regency, the economic welfare of the community can be enhanced. These businesses enable entrepreneurs, workers, and community members engaged in small industries and food production to meet various needs, including:

1. **Family Economic Needs:** Covering both primary and secondary needs.
2. **Children's Education:** Providing for educational expenses.

3. Community Health: Ensuring health through the income generated.

4.4 Government Role in Empowering MSMEs

The construction of sales stalls in Padende Village has increased community income, as the strategic location attracts buyers to the various goods offered. According to interviews with village officials, "The empowerment of MSMEs by the Village Government has had a positive impact on increasing community income, thereby enhancing the local welfare. The establishment of sales stalls has provided MSME operators in Padende Village with an excellent sales system," said the Village Head of Padende. This empowerment system, facilitated by the Village Government, significantly supports the community by providing facilities and infrastructure, leading to rapid growth for local business operators. By strengthening this support, the government plays a crucial role in creating a conducive environment for the growth and sustainability of MSMEs, thereby enhancing their contribution to the local economy. Another aspect of the Village Government's role in empowering MSMEs involves providing entrepreneurship training and development. The goal is to make MSME operators more creative and innovative in their business operations. MSMEs often serve as a source of local job creation, providing employment opportunities that increase community income and welfare. The Village Government can organize training and development programs to help MSMEs improve their skills and expertise, including business management and marketing. Additionally, the government is responsible for building and maintaining supportive infrastructure, such as roads, electricity, and clean water facilities, which can improve the environment for MSME growth.

**Table 2. Questionnaire Rating Scale**

No	Questions About MSMEs	Response Interval			
1	Are you satisfied with the job creation by MSMEs?	4	3	2	1
2	Are you satisfied with MSMEs' contribution to the economy?	4	3	2	1
3	Are you satisfied with family income from MSMEs?	4	3	2	1
4	Are you satisfied with MSMEs providing empowerment opportunities for women?	4	3	2	1
5	Are you satisfied with MSMEs' contribution to community welfare?	4	3	2	1
6	Are you satisfied with MSMEs' ability to optimize local potential?	4	3	2	1
7	Are you satisfied with MSMEs' impact on reducing poverty?	4	3	2	1
8	Are you satisfied with MSMEs' role in improving quality of life?	4	3	2	1
9	Are you satisfied with the presence of MSMEs compared to before their establishment?	4	3	2	1
10	Are you satisfied with the government-provided stall locations' impact on the village economy?	4	3	2	1

Source: Questionnaire, 2024

The above questionnaire was distributed to 10 randomly selected respondents. The following table shows the tabulated results

**Table 2. Tabulated Rating Scale Results**

Respondent	Questions	Total
	1	2
1	4	3
2	4	2
3	4	3
4	4	3
5	4	2
6	4	2
7	4	3
8	4	3
9	4	2
10	4	2
<b>Total</b>	<b>278</b>	

The total criterion score, assuming all questions are rated 4, is 400 (4 x 10 questions x 10 respondents). The tabulated results show a total score of 278, which falls within the "Quite Good" range. The ranges are defined as follows:

- 0 to  $\leq$ 100: Very Poor
- 101 to  $\leq$ 200: Poor
- 201 to  $\leq$ 300: Quite Good
- 301 to  $\leq$ 400: Very Good

## 5. CONCLUSIONS

The study on the role of MSMEs in enhancing Micro, Small, and Medium Enterprises (MSMEs) reveals that MSME operators in the region demonstrate resilience and the ability to sustain and manage their production and trade activities. This likely reflects their skills, sustainability, and adaptability in facing business challenges. MSMEs contribute to meeting the economic needs of families, creating jobs, and providing the community with access to a wide range of products and services. As MSMEs grow, local job opportunities can increase, thereby helping to reduce the unemployment rate in the area. The government's role includes organizing entrepreneurship training and development to help MSME owners improve their skills in business management, marketing, and finance. The village government can facilitate such training to enhance the abilities and expertise of MSME operators, particularly in business management and marketing. Additionally, the government has facilitated the construction of sales stalls for MSME operators, which has had a positive impact on the local community and received favorable feedback from residents. To enhance the success of Micro, Small, and Medium Enterprises (MSMEs), several key strategies should be implemented. Firstly, there should be a strong focus on improving the quality of products or services offered. This involves using high-quality raw materials, ensuring efficient production processes, and providing satisfactory customer service. High-quality offerings not only meet customer expectations but also foster loyalty and positive word-of-mouth promotion. Secondly, leveraging digital technology is crucial for reaching a broader market. Utilizing digital marketing tools such as social media can help businesses expand their reach at a relatively low cost. This approach enables MSMEs to engage with a wider audience, promote their products or services, and build a stronger brand presence online. Lastly, continuous innovation is essential to staying relevant in the market. MSMEs should regularly innovate their products or services to adapt to changing consumer needs and preferences. Innovation not only keeps the business aligned with current market trends but also provides a competitive edge, differentiating the business from its competitors. By implementing these strategies, MSMEs can enhance their market position and ensure sustainable growth.

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