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The Effect SME in Overcoming Poverty and Unemployment: Empirical Study of Makassar City, Indonesia

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Abstract: This study aims to analyze whether Micro, small and medium enterprises (SME) have an effect in overcoming poverty levels in Makassar City; Whether Micro, small and medium enterprises have an effect in overcoming unemployment in Makassar City. This research is a quantitative approach, because this research is presented with numbers. This research was conducted in Makassar city and the research period was from May to November 2022. The data used to support this research is secondary data (Time Series) for 2010-2020. Data collection methods, namely: Observation, Documentation. The population in this study is data on the development of SME, the Poor Population and the Unemployment Rate in Makassar City, while the samples in this study are SME, the Poor Population and the Unemployment Rate in Makassar City in 2011-2021. Researchers also use a saturated sampling technique that uses all members of the population, the reason is because the data processed is in the form of a census which is already in the form of annual reports issued by related institutions. The data analysis method is regression analysis. The results of this study state that 1). SME also have a negative effect in overcoming or reducing poverty levels. In other words, the relationship between SME and Poverty has an opposite relationship. which means that the more micro, small and medium enterprises develop, poverty will decrease, so SME play a role in reducing poverty in Makassar City. 2). SME have a negative effect in overcoming or reducing the unemployment rate. In other words, the relationship between SME and the unemployment rate has an opposite relationship. which means that the more SME develop, the unemployment rate will decrease, so SME play a role in reducing the unemployment rate in Makassar City.

Keywords: SME, Poverty, Unemployment.

1. Introduction

Unemployment is a classic problem for Indonesia in particular and the world in general. The unemployment rate is influenced by various factors, such as the lack of availability of jobs and the lack of creativity of the community in creating jobs (Aničić et al., 2016; Furnham, 2000). The growth of Micro, Small and Medium Enterprises (SMEs) indirectly provides space and a forum for the community to carry out activities that indirectly reduce the number of unemployed. The ability of micro, small and medium enterprises (SMEs) to survive with personal resources is what makes many people feel optimistic that micro, small and medium enterprises (SMEs) in the present and future are the milestone of the national economic savior (Eniola & Entebang, 2015). Micro, small and medium enterprises (SMEs) are the savior of the economy because they are still able to supply the needs of the community, and they are also still able to provide employment. Small companies have proven to have better resilience in the face of the shocks of the world economic recession, while many large companies have collapsed or at least, their form of work is not as expected, although saying so does not mean that the role of companies is not needed. In addition, SMEs are also one of the main components of local economic development (Yang et al., 2020). In Indonesia, micro, small and medium enterprises

have contributed significantly to the national economy. Micro and small enterprises have also been able to withstand the shock of the economic crisis that has hit Indonesia since mid-1997. Indicators include the fact that labor absorption between the pre-crisis period and during the crisis did not change much, and the negative effect of the crisis on the growth of the number of micro and small enterprises was lower than the effect on medium and large enterprises (Asriati et al., 2022; Halim Perdana Kusuma et al., 2019; Nurhilalia et al., 2019). Furthermore, micro and small enterprises have acted as buffers and safety valves in efforts to boost economic growth, as well as providing alternative employment opportunities for formal sector workers affected by the crisis (Wahyono & Hutahayan, 2021).

SMEs are able to show criteria and characteristics such as the number of businesses and turnover of activities produced, orientation, and HR management (Asriati et al., 2022; Trianni et al., 2021). Thus, SMEs can also be one of the ways to reduce the existing unemployment rate by conducting training and socialization to the community about SMEs, so that people can create their own jobs according to the desires and abilities of each individual. Therefore, SMEs need to receive special attention from the government as one of the employment opportunities for the community, so that with the existence of SMEs, economic growth in a region will increase and the number of unemployed people will also decrease. According to (Barki et al., 2020; Ullah et al., 2021) Poverty is a chronic problem that plagues the Indonesian nation. Many poverty alleviation programs have been carried out, but the results achieved have not been efficient. Various forums from the local to the international level, held discussions about poverty, the point of which is only one, namely how to free people from the shackles of poverty. Efforts to alleviate poverty can be done, among others, by breaking the chain of poverty itself, including by strengthening various aspects of the small and medium enterprise sector. SMEs are basically part of the poor, who have the willingness and ability to be productive. In addition, SMEs also have a role as an important source of GDP growth and non-oil and gas exports, especially exports of manufactured goods (Aničić et al., 2016). In Makassar itself as the largest city in Eastern Indonesia, as a City of Services, a city connecting trade access in Eastern Indonesia because of its very strategic location makes it a magnet for business people to develop their business, and SMEs as one of the right choices. Based on data from the South Sulawesi Province Cooperative & SME Office, the number of existing SMEs has increased from year to year. Small and Medium Enterprises (SMEs) have been recognized as one of the crucial drivers of economic growth and development in many countries. However, there is a growing concern that the link between SMEs and poverty reduction is not well understood. Several studies have attempted to investigate the relationship between SMEs and poverty, but the results have been inconclusive. Some studies suggest that SMEs can contribute to poverty reduction, while others argue that SMEs can exacerbate poverty. Therefore, it is essential to examine the nature of the relationship between SMEs and poverty in greater depth.

According to the World Bank (2020), SMEs play a vital role in poverty reduction by providing employment opportunities and contributing to economic growth. In developing countries, SMEs account for a significant portion of employment and are critical for creating jobs, especially in rural areas (World Bank, 2020). On the other hand, some studies have suggested that SMEs may also contribute to poverty by perpetuating income inequality and restricting access to resources (Glaeser et al., 2019). Thus, it is critical to investigate the role of SMEs in poverty reduction carefully. In conclusion, the relationship between SMEs and poverty reduction is complex and requires further investigation. This research aims to explore the impact of SMEs on poverty reduction in Indonesia, focusing on the role of SMEs in creating employment and income opportunities for low-income households. In an effort to reduce poverty and unemployment, the government has made various efforts. One of the seriousness of various kinds of empowerment programs through Micro, Small and Medium Enterprises (SMEs) is that synergy between the government and other parties is needed for the effectiveness of empowerment programs (Palma-Solis et al., 2008). The role of SMEs, especially since the 1997 monetary crisis, can be seen as a savior medium in the process of national economic recovery. Apart from being an alternative to providing new jobs, SMEs play a good role in encouraging the rate of economic growth and as a poverty alleviation and employment program. Based on this description, the problem formulation in this study addresses several main problems including: (1) Do Micro, small, and medium enterprises (SMEs) have an effect in overcoming poverty levels in

Makassar City (2) Do Micro, small, and medium enterprises (SMEs) have an effect in overcoming unemployment in Makassar City?

2. Literature Review

According to Blunch (2006). Poverty circles or poverty traps (Vicisious Cycles of Proverty) are often a problem in various developing countries or regions. Due to the small capacity to save, there is low real income, where low real income indicates low productivity. This in turn leads to greater capital shortages. This capital shortage is what causes the level of savings capacity to be small. According to Nurske, low real income is a reflection of low productivity. The European Union generally defines the poor as those who have per capita income below 50 percent of the median (average) income. Becchetti et al. (2020) defines poverty as the lack of goods and services needed to achieve a decent standard of living.

Distanont & Khongmalai (2018) links the two variables of SMEs and poverty, because SME empowerment and development is one way to overcome poverty that occurs. The trick is to provide access to the poor to be involved in business and active in productive business activities and socialize entrepreneurship, especially among poor families or disadvantaged areas. This is because these businesses are the backbone of the people's economic system, which is not only aimed at reducing the problem of disparities between income groups and between business actors, or poverty alleviation and employment. More than that, its development is able to expand the economic base and can make a significant contribution in accelerating structural changes, namely increasing the regional economy and national economic resilience. Low savings means low investment, which leads to an inability to fulfill one's life. Moreno & Jones (2021) says there are five characteristics of the poor, namely: Do not have their own production factors, do not have the possibility to obtain production assets with their own strength, the level of education is generally low, many of them do not have facilities, and among them are relatively young, and do not have adequate skills or education.

Islam et al. (2021) says that in various economic sectors it is necessary to strengthen SMEs by providing business opportunities for SMEs themselves and considering the existence of SMEs in order to be able to build the economic structure in Indonesia." With the hope that the existence of SMEs helps to overcome employment problems and can increase community income, with this, SMEs can also be one of the solutions to reduce the existing unemployment rate by conducting training and socialization to the community regarding SMEs, so that people can create their own jobs according to the desires and abilities of each individual. Therefore, SMEs need to get special attention from the government as one of the jobs for the community, so that with the existence of this SME, economic growth in an area will increase and the number of unemployed will also decrease, according to Sutisna (2012: 13) the development of the people's economy must be prioritized through siding with the micro, small and medium enterprise sector. Winchester et al. (2021) explains that a fast-growing labor force will add its own burden to the economy, namely the creation or expansion of employment. If new job vacancies are unable to accommodate all of the labor force, then part of the labor force will extend the ranks of the existing unemployed.

2.1. Factors affecting poverty and unemployment

a) Wages are a reward that is obtained from the work or services that have been done. Minimum wage is a minimum standard used by employers or industry players to provide wages to workers in their business or work environment. According to Government Regulation No. 78 of 2015 concerning Wages, Article 41 paragraph 2, "minimum wage is the lowest monthly wage consisting of: (1) wage without benefits; or b. basic wage including fixed benefits" or (2) This Government Regulation also emphasizes that the minimum wage only applies to workers/laborers with a working period of less than 1 (one) year in the company concerned. Meanwhile, wages for workers/laborers with a work period of 1 (one) year or more are negotiated bipartitely between workers and employers in the company concerned.

b) Level of Education. Blunch (2006) defines education as a process of forming fundamental skills, both intellectually and emotionally, towards nature and fellow humans. In an effort to achieve

sustainable economic development, education has a very strategic role in supporting the production process and other economic activities. In this context, education is considered as a tool to achieve sustainable targets, because with education, development activities can be achieved so that opportunities to improve the quality of life in the future will be better.

According to Palma-Solis et al. (2008) unemployment is where the number of workers in the economy who are actively seeking work but have not yet obtained it. Furthermore, Kaufman and Hotchkiss (1999) say that unemployment is a measure taken if someone does not have a job but they are actively trying in the last four weeks to find a job. Furthermore, Riska Franita (2016) in her journal describes the causes of unemployment as follows: The small number of jobs that accommodate job seekers. The number of job seekers is not proportional to the jobs owned by the State of Indonesia. The lack of expertise possessed by job seekers. The large number of human resources who do not have skills is one of the causes of the increasing number of unemployment in Indonesia. Lack of information, where job seekers do not have access to information about companies that have a shortage of workers. Lack of equitable employment, with many jobs in cities and few jobs in villages. The government has not maximized its efforts in providing training to improve soft skills. The culture of laziness that still infects job seekers which makes job seekers easily give up in looking for job opportunities.

2.2. Definition of Poverty

Poverty is one of the problems that exist in almost every country. Poverty is also seen as a source of problems that can cause social conflict in the community. Poverty is a multidimensional concept. The dimensions of poverty involve economic, political and socio-psychological aspects. According to Ehnberg et al. (2020), poverty is a form of inability of the income of a person or group of people to meet basic needs or basic needs. The economic dimension of poverty is defined as a lack of resources that can be used or utilized to improve one's welfare, both financially and other types of wealth that can be used to improve community welfare. Bappenas says the definition of poverty is a condition in which a person or group of men and women cannot fulfill their basic rights to maintain and develop a life of dignity, namely the fulfillment of food, health, education, work, housing, clean water, land, natural resources, the environment, security from violence or threats of violence and the right to participate in socio-political life for both women and men. Georgakakis & Buyl, (2020) describes five characteristics of the poor. The five characteristics of the poor are:

a. Do not have their own production factors
b. Do not have the possibility to acquire production assets by their own strength
c. Education level is generally low
d. Many of them do not have facilities
e. Many of them are relatively young and do not have adequate skills or education.

Ehnberg et al. (2020) tries to identify the causes of poverty from an economic perspective: poverty arises because of inequalities in the pattern of resource ownership that lead to unequal income distribution. The poor only have a limited amount of resources and their quality is low. Poverty arises due to differences in the quality of human resources. The low quality of human resources means low productivity, which in turn means low wages. The low quality of human resources is due to low education, disadvantage, discrimination, or heredity Poverty arises from differences in access to capital.

2.3. Definition of micro, small and medium enterprises or SMEs

Each country has a different definition of SMEs, for example in Australia, a country is categorized as a micro, small and medium enterprise if it has a workforce of more than five people, between 6 and 20 people, and above 20 people respectively, while in America, SMEs are business entities that have a workforce of less than 500 people (Firman et al., 2020). According to Law No. 20/2008 Article 3

on Micro, Small and Medium Enterprises, what is meant by Micro, Small and Medium Enterprises are: (a) Micro Enterprises are Productive Enterprises owned by individuals and or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law, employing 1-4 people (b) Small Businesses are productive economic businesses that stand alone, conducted by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or part of either directly or indirectly from Medium Enterprises or Large Enterprises that meet the criteria for Small Businesses as referred to in this Law, with employees of 5-19 people (c) Medium Enterprises are productive economic businesses that stand alone, conducted by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or are part of either directly or indirectly with Small Enterprises or Large Enterprises with a total net worth or annual sales as stipulated in the Law, employing 20-99 people (BPS).

Tambunan (2009) links between the two variables of SMEs and poverty, because SME empowerment and development is one way to overcome poverty that occurs. The trick is to provide access to the poor to be able to engage in business and be active in productive business activities and socialize entrepreneurship, especially among poor families or disadvantaged areas.

Gunatrin (2017) says that in various economic sectors it is necessary to strengthen SMEs by providing business opportunities for SMEs themselves and considering the existence of SMEs in order to be able to build the economic structure in Indonesia." With the hope that the existence of SMEs helps to overcome employment problems and can increase community income, with this, SMEs can also be one of the road solutions to reduce the existing unemployment rate by conducting training and socialization to the community regarding SMEs, so that people can create their own jobs according to the desires and abilities of each individual. Based on the description and research results of previous researchers above, the hypotheses put forward by researchers are (1) SME have a positive (insignificant) effect in overcoming poverty (2) SME have a positive (insignificant) effect in overcoming unemployment.

3. Research Method and Materials

This research is a quantitative approach, because this research is presented with numbers. This research was conducted in Makassar city and the research period was from May to November 2022. The data used to support this research is secondary data (Time Series) 2011-2021. Data collection methods, namely: Observation, Documentation. The population in this study is data on the development of Micro, Small and Medium Enterprises (SMEs), Poor Population and Unemployment Rate in Makassar City, while the samples in this study are SMEs, Poor Population and Unemployment Rate in Makassar City in 2011-2021. Researchers also use a saturated sampling technique that uses all members of the population because the data processed is in the form of a census which is already in the form of an annual report issued by the relevant institution. The data analysis method is Simple regression analysis which functions to test the extent of the relationship between the independent variable (X) and the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable (X) and the dependent variable (Y1. Y2).

4. Results and Discussion

4.1. Result

Instrument test in a study is a test tool used by researchers to measure the accuracy of research indicators of each variable that will be used in hypothesis testing. Instrument tests in research can use normality tests and correlation tests, this can be described as follows:

1.   Normality Hypothesis Testing

Table 1: Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual

N		5
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.13542754
Most Extreme Differences	Absolute	.315
	Positive	.315
	Negative	-.168
Test Statistic		.315
Asymp. Sig. (2-tailed)		.116[c]

a. Test distribution is Normal
b. Calculated from data
c. Lilliefors Significance Correction
d. This is a lower bound of the true significance.

Based on the normality test, it is known that the significance value of 0.116 is greater than 0.05 so it can be concluded that the data tested is normally distributed.

2. Partial Hypothesis Testing

Table 2: Correlation Hypothesis Test Results

Correlations			
		SME	Unemployment
SME	Pearson Correlation	1	-.812[*]
	Sig. (1-tailed)		.047
	N	5	5
Unemployment	Pearson Correlation	-.812[*]	1
	Sig. (1-tailed)	.047	
	N	5	5

Based on the output of table 2 Correlation above, it shows the value of the correlation or relationship between the SME variable (X) and the Unemployment Variable (Y) based on a significance value of 0.047 <0.05, it can be concluded that the hypothesis is accepted between the SME variable (X) and the Unemployment Variable (Y) there is a correlation or relationship, while the pearson correlation value is -0, 812 means that based on the guidelines for the degree of relationship, it can be concluded that the correlation or relationship between the SME ariable (X) and the Unemployment Variable (Y) is perfectly correlated and the sign (-) means that between SME and unemployment is negatively correlated, which means that if the SME ariable increases, the Unemployment ariable decreases.

Table 3: Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.812[a]	.660	.547	1.17571	3.123

a.Predictors: (Constant), SME
b.Dependent Variable: Unemployment

Output Table 3 explains that:

1. the magnitude of the correlation or relationship value (R) is 0.812, which means that the relationship between Micro, small, and medium enterprises with unemployment is 0.812, in other words, the relationship is strong because it is close to 1.
2. the output of the coefficient of determination (R Square) is obtained at 0.660, which means that the influence of the role of the independent variable (SME) in reducing (unemployment) the dependent variable is 66% and the remaining 34% is influenced by other factors outside this study.

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Std. Error of the Estimate means a measure of prediction error, with a value of 1.17571, meaning that the prediction error is 11.75%.

a. Discussion

Makassar is one of the major cities in Indonesia with a large population. On the other hand, poverty is still a problem faced by many people in this city. One of the solutions to overcome the problem of poverty in Makassar City is through the role of SMEs or small and medium enterprises in reducing poverty.

SMEs have an important role in the Indonesian economy, especially in creating jobs and increasing economic growth. Through SMEs, people can open small businesses with affordable capital and can employ people around them. In addition, SMEs can also help people earn additional income and improve their welfare. In Makassar City, SMEs can also be a solution to reduce poverty. As a city that has a lot of tourism potential and creative industries, SMEs can utilize this potential to develop their business. One example is SMEs engaged in handicrafts or souvenir products that can be sold to tourists visiting Makassar City. By doing so, SMEs can provide new job opportunities for the surrounding community and increase their income. In addition, SMEs can also play a role in improving people's access to financial services, such as banking and insurance. In this case, the government and financial institutions can work together with SMEs to provide easier and more affordable access to finance for people living in remote areas or people who do not have access to financial services. By doing so, people can gain access to the finance needed to grow their businesses.

However, to optimally utilize the potential of SMEs, support from the government and related institutions is needed. The government needs to provide adequate support and facilities for SMEs, such as training and mentoring in developing businesses, access to markets, and easy and affordable access to finance. In addition, financial institutions also need to provide adequate financial services for SMEs, such as loans with low interest rates and easy access. In order to increase the role of SMEs in reducing poverty in Makassar City, there needs to be good cooperation between the government, financial institutions, and the community. The government needs to provide adequate support and facilities for SMEs, while financial institutions need to provide adequate and accessible financial services. On the other hand, the community also needs to develop creativity and innovation in developing their businesses so as to improve the quality and competitiveness of their products. In conclusion, SMEs have a very important role in reducing poverty in Makassar City. Through SMEs, people can open small businesses with affordable capital and can employ people around them. In addition, SMEs can also help people earn additional income and improve their welfare. SMEs can also play a role in improving people's access to financial services, such as banking and insurance.

However, to optimally utilize the potential of SMEs, support from the government and related institutions is needed. The government needs to provide adequate support and facilities for SMEs, such as training and mentoring in developing businesses, access to markets, and easy and affordable access to finance. In addition, financial institutions also need to provide adequate financial services for SMEs, such as loans with low interest rates and easy access. In addition, people also need to have the motivation and willingness to develop their small businesses. With the motivation and willingness to develop their businesses, SMEs will be able to grow and contribute to reducing poverty in Makassar City. In this case, the government and related institutions need to provide support and motivation to the community in developing their small businesses. In the long run, the development of SMEs can help improve people's quality of life and reduce poverty in Makassar City. Therefore, there needs to be good cooperation between the government, financial institutions, and the community in optimally utilizing the potential of SMEs. Through good cooperation, it is expected that SMEs can be one of the solutions in overcoming poverty in Makassar City and creating sustainable economic growth.

Based on the results of testing the SME Micro, Small and Medium Enterprises (X) and Poverty (Y) variables, from the test results, it can be concluded that SME (X) has a negative effect on Poverty (Y), meaning that every time SME increases, poverty will decrease. thus it can be concluded that the hypothesis is accepted and there is a significant relationship between SME and Poverty So this shows that SME Micro, Small and Medium Enterprises play a significant role in overcoming / reducing poverty in Makassar City. To find out how much the contribution of Micro, Small and Medium

Enterprises in overcoming and reducing poverty can be seen that the role of SMEs in reducing poverty in Makassar City is 92.4%, this figure is very large because the SME sector is so dominant in poverty alleviation in Makassar. The ultimate goal of development policy programs in Indonesia at this time is of course to improve the welfare of the community in accordance with the 4th paragraph of the 1945 Constitution to create general welfare, related to community welfare, of course, can be seen from the fulfillment of the basic needs of the community, welfare will not be achieved if people still live in poverty, where poverty is a problem that exists in every region including in Makassar City, and is also a classic problem that from year to year is used as a political object to attract public sympathy. As has been explained regarding the role of SMEs in reducing poverty levels. If poverty eradication is the main goal of any development policy, then efforts to provide employment and increase the income of the poor are the most important goals, and the role of SMEs can be believed to be the main support of the people's economy.

The test results related to unemployment, it is known that SME Micro, Small and Medium Enterprises (X) have a negative effect on Unemployment (Y), meaning that every SME has an increase in the unemployment rate will decrease, so the hypothesis is accepted, meaning that there is a significant relationship. So this shows that Micro, Small and Medium Enterprises play a significant role in reducing the level of unemployment in Makassar City. Gunatrin (2017: 78) says that in various economic sectors it is necessary to strengthen SMEs by providing business opportunities for SMEs themselves and considering the existence of SMEs in order to be able to build economic structures in Indonesia." With the hope that the existence of SMEs helps to overcome labor problems and can increase people's income, with this SME can also be one of the road solutions to reduce the existing unemployment rate. To find out how much the contribution of Micro, Small and Medium Enterprises in reducing the unemployment rate in Makassar City is 66%, of course this figure is very large because the SME sector is so dominant in spearheading in reducing the unemployment rate in Makassar. This result is certainly a breath of fresh air for SME actors in Makassar City, of course this also needs serious attention from the local government in providing opportunities for the emergence of new SME actors. The growth of SMEs is also a source of employment opportunities and increases income and absorbs a lot of labor, thus SMEs have a strategic role in alleviating poverty and unemployment. Behind the important role of SMEs, there are also several obstacles faced by SME actors. The most common obstacle complained about so far is access to capital, the role of the government is also needed to revive the enthusiasm of the community in entrepreneurship. Makassar as a very strategic city because it is the largest Metropolitan City on the island of Sulawesi even in Eastern Indonesia and with the rapid development and support of the local government for the development of Micro, Small and Medium Enterprises, one example is the ease of granting permits for new business premises for SME sector businesses and access to capital assistance with the existence of KUR (Financial Credit for Small Business Purpose) to support in terms of funding, with this convenience SMEs as the spearhead in improving the welfare of the people of Makassar City are expected to continue to grow and make a real contribution to the progress of Makassar City in a positive direction.

5. Conclusion

Based on the results obtained in this study, it can be concluded that: (1) SME Micro, Small and Medium Enterprises also have a negative effect in overcoming or reducing poverty levels. In other words, the relationship between Micro, Small and Medium SMEs and Poverty has an opposite relationship. which means that the more the development of micro, small and medium enterprises, the poverty will decrease, so SMEs play a role in reducing poverty in Makassar City (2) Micro, Small and Medium SMEs have a negative effect in overcoming or reducing the unemployment rate. In other words, the relationship between SME Micro, Small, and Medium Enterprises and the unemployment rate has an opposite relationship. which means that the development of micro, small, and medium enterprises, the unemployment rate will decrease, so SME plays a role in reducing the unemployment rate in Makassar City.

Based on the above conclusions from the analysis of various data and information, the authors suggest: (1) For the Makassar City Government to continue to make efforts so that SME Micro, Small

and Medium Enterprises are increasingly developing so that efforts to reduce poverty and unemployment through SME empowerment can be maximized (2) For the community to try entrepreneurship by participating as SME actors, apart from being an alternative job, it can also avoid the poverty line (3) For the SME Office or related parties, it is hoped that they will provide full support in developing SMEs in Makassar City (4) Maximizing the Internet as a medium for SME promotion for SME actors so that the promotion of the business concerned can reach all potential markets..

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