

## **Evaluation Policy Development of Micro, Small and Medium Enterprises (Smes) Based On Minapolitan (Studies in the Department Of Marine and Fisheries Banyuwangi)**

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**ABSTRACT:** *Banyuwangi Regency is one of regencies in East Java province, Indonesia. This district is located in the eastern tip of the island of Java, and earned the nickname "The Sun Rise of Java", because of its location at the easternmost tip of the island of Java. Besides that Banyuwangi has interesting objects that make the region as a tourist lure for the domestic and non-domestic, known as the Diamond Triangle. Besides a potential in agriculture, Banyuwangi is an area of plantation crop production and forestry, as well as having the potential to be developed as a regional livestock is a source of new growth in the economy of the people. The existence of Marine and Fisheries Agency has benefits for society, business and local government.*

**Keywords:** *Policy, SMEs, Minapolitan, Marine and Fisheries, Banyuwangi*

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### **I. INTRODUCTION**

The creation of the law on regional autonomy in Indonesia which has lasted since 2001 has a meaning which gives the rights, obligations, and powers to the regions to set up and manage their own household in an effort to satisfy and meet the interests of local communities in accordance with the legislation that is a manifestation of a development. But this time, with the Law No. 22, 1999 which was later replaced by Law No. 32 of 2004 and was renewed with in Law 23 of 2014 on local government any further clarify the tasks to be carried on each government. When, a government affairs are consists of government affairs entirely the authority of the government and government affairs were divided along between levels and / or structure of government. Development is a process that is executed in order to make changes towards a better direction, covering various aspects / fields in aspects of community life, and the ultimate goal of holding such development is the realization of general welfare of society. One of indicator than the success of a development especially for developing countries like Indonesia is an indicator measuring economic development. Then on the terms of it, a regional autonomy which is expected to be able to support the successful development, especially in the regions, and is expected to encourage local desire to develop its economy in accordance with its potential. According from Pfiffner and Presthus (1960, cited in Syafiie H.4, Tandjung & Modeong, 1999, h.24) describes public administration as follows:

1. Public administration involves the implementation of public policy has been roomates Determine by representative political bodies
2. Public administration may be defined as the coordination of individual and group Efforts to carry out public policy. It is mainly accupied with the daily work of Governments
3. In sum, public administration is process concern with carrying out public policies, skills and techniques Encompassing innumerable large numbers of people

W. J Jenkins (1978, p15) that public policy as: "A set of interrelation decision taken by a political actors or group of actors concerning the selection of goals for the means of Achieving within a specified situation where decision Reviews These should, in principle, be within the power of Reviews those actors to Achieve" Therefore, formulating public policy issues is an essential stage in the process of public policy and the public policy process must also pay attention to who is authorized to formulate, establish, implement, and monitor and evaluate the performance of public policy. According to Stufflebeam in Lababa (2008, h.89), the evaluation is "the process of delineating, Obtaining, and providing useful information for judging decision alternatives", which means that the evaluation is a process describe, acquire, and present useful information to formulate a decision alternatives, Stewart, Huge & Letser (2008, p. 11) states that policy evaluations concerned with what happens as a result of the public policy- that is, what happens after a policy is implemented. It is concerned with the actual impacts of legislation or the extent to the policy actually achieves its intended result. The definition indicates that the evaluation of policies related to what happened as a result of the implementation of public policy. This is actually related to the impact of the legislation or the extent to which the policy is actually achieving the desired results. According Nawawi (2009, p. 158) an objective evaluation of the policy are:

Determining the level of performance of a policy. It can be seen through the evaluation of the degree of achievement of goals and objectives.

1. Measure the level of efficiency of a policy. With the evaluation can also be known how much it costs and benefits of a policy.
2. Measuring the level of output (outcome) policy. One purpose of the evaluation is to measure how much and the quality of spending or the output of the policy.
3. Measuring the impact of a policy. At a further stage, the evaluation is intended to look at the impact of a policy, both positive and negative impacts.
4. To find out if there are irregularities.
5. As an input (input) for the upcoming policy. The final goal of the evaluation is to provide inputs to the policy process into the future for the better.

Based on the stages of the process of policy implementation, the type of evaluation which are used include input evaluation, process evaluation and output evaluation.

### 1. Evaluation Input

Input evaluation is the evaluation of all potential included as capital at the initial stage. Evaluation of input leads to knowing the resources Man, procedures, budgetary resources, facilities and infrastructure, the necessary measures and others linked to the policy. Input evaluation carried out in several stages: 1) Review the state of implementation and fulfillment of the target set. This is done through a review of relevant literature, visited the exemplary program, the consultation of experts and government representatives, ask the service related information, referention for article in question or similar publication that criticize the products and services provided dang invite proposals from staff involved.

### 2. Evaluation Process

According Torchim (2009, h.23) evaluation process of the implementation of the policy is: "Process evaluation will asses rapid implementation and provide informal feedback for improving programs". So rather than the implementation process evaluation assess and produce a temporary reciprocal to improve programs. Torchim (2009, p. 23) added bahwasannya purpose of the evaluation process: "... is to asses the implementation of programs X and provide feedback mechanisms for its continuous improvment". The function of the evaluation process are: 1) Provide staff fund manager feedback on the extent to which staff can carry out activities that is planned and efficient; 2) To help staff identify a problem and make corrections on the implementation of the required activities or plans; 3) periodically assess the extent to which employees accept and carry out their role. In evaluating a policy implementation process an evaluator should get an idea of the work that is being done. This can be achieved by visiting and observing the activity centers, reviewing documents related to the work plan, budget, and minutes of meetings, attend staff meetings and interviewing participants.

### 3. Evaluate output

Evaluation output is an evaluation exercise conducted to measure, interpret and assess the performance or the result of a policy program. The objective of the evaluation of the output is to ascertain the extent to which the results of the evaluation met all the needs of the recipient. It can be seen from the feedback on the performance during the cycle of activity and at the conclusion.

**Table 1** Quantitative Evaluation Method

Counting system	-To rechord the number of contracts with program participants and with people outside th/e program -To record the number of items a program distributes or receives
Surveys	To measure peoples knowledge, attitudes, beliefs, or behaviors
Experimental studies	To minimize the effect of events outsiide the program on the assessment a programs effectiveness when experimental studies are impractical
Quasi- experimental studies	To reduce the effect of events outside the program on the assessment of a program effectiveness
Converting data on behavior change info data on morbidity and mortality	To estimate the number of deaths or injuries prevented as a result of program participants changing their behavior
Converting data on behavior change into data on cost savings	To estimate the financial savings per dollar spent on your program

Sources: Thompson & McClintock (2000, h.67)

Suharto (2005, h.28) there are several definitions according to experts who can be seen from the objectives, processes and ways of empowerment are:

- a. Empowerment which aims to increase the power of the weak or disadvantaged (ife, 1995)
- b. Empowerment is the process by which one becomes strong enough to participate in a wide range of control over and influence the events and institutions that affect the skills, knowledge, and power that is affecting their lives and the lives of others to do with him (Parson, et al, 1994)
- c. Empowerment refers to an attempt reallocation of power by changing the social structure (Swift and Levin, 1987)
- d. Empowerment is a way in which people, organizations, communities, geared to be able to control or dominion over life (Rappoport, 1984)

When referring to the Law No. 20 Year 2008 on micro, small and medium enterprises (MSME Act), the concept of micro, small and medium enterprises have a lot of understanding, among other things:

- a. First, businesses established for the purpose of economic activity and not-for-profit activities
- b. Second, efforts are productive or generate profits or income from business
- c. Third, independent businesses or stand-alone and not part of, branch, or affiliate of another business
- d. Fourth, the business owned by the individual or business entity.

Characteristics of SMEs according to Tambunan (2012: 2-5) are as follows:

1. The amount and spread
2. Very intensive
3. Do the various layers
4. The technology used has a suitable proportion by a factor of Production and conditions
5. Ability to survive in the face of economic crisis
6. Capital used came from the owner's personal savings
7. Another source of capital is still associated with business owners
8. The resulting product is relatively inexpensive and simple
9. Dynamic and capable of adapting to changes
10. Flexible and able to survive against the competition of large industrial

In general, every effort must be having the problems that hamper included also with SMEs, and these problems include (Jafar Hafsah, h.39, 2004)

**a. Internal factors**

**1. Lack of capital;**

Capital is a major factor for developing a single business unit. The lack of capital in this business is because SME business generally owned by individuals who have limited capital.

**2. Human resources (HR) is limited;**

SMEs generally grow traditional managed amicably. Rather the limited human resources and lack of formal education knowledge and skills that will also affect the penglolaan management business, which makes business difficult to develop.

**3. Weak business networks and market penetration;**

Small and medium businesses have very limited business networks with low market penetration capability.

**b. External factors**

**1. It is not yet conducive business climate;**

There is still a lot of the unhealthy competition between small entrepreneurs with great entrepreneurs.

**2. Limited facilities and infrastructure;**

The lack of information relating to the progress of science and technology, led to suggestions and infrastructure owned SMEs are also not a fast growing and less support for the progress of the business. As for the development of micro, small and medium enterprises according to Kartasmita (1996, p. 5) should include aspects, such as:

- a. Improving access to productive assets, especially the capital, in addition to the technology, management, and other aspects.
- b. Improved market access, which includes a broad spectrum of activities, ranging from the provisioning effort to market information, support production, marketing and facilities. Especially for small businesses in rural areas, basic infrastructure would be helpful is a means of transportation.

- c. The trainings on the knowledge and skills necessary to strive very important. However, the same also needs to be instilled an entrepreneurial spirit.
- d. Economic institutions in a broad sense is the market. Then strengthen the market is important, it must be accompanied by controls that the process goes out of the market is not what is desired that will actually result in a gap. It required the intervention-intervention is appropriate and not contrary to the rules which are fundamental to a free economy, but still ensure the equitable distribution of social (social equity).
- e. The business partnership is an important and strategic path and has been proven to work for the development of economic activities of the people.

## **II. METHODOLOGY**

This study uses qualitative research using primary and secondary data. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data is typically collected in the participant's setting, the data analysis, inductively building for particular to general themes, and the researcher making Interpretations of the meaning of the data. The final report Written has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation (adapted from Creswell, 2007). This study chose the location on Marine and Fisheries Agency and the District Muncar, with the following considerations:

1. Banyuwangi regency has the potential of natural resources that are excellent prospects
2. Marine and Fisheries Agency directly related to SME development based marine and fisheries sector or minapolitan
3. District of Muncar as one of the areas in Banyuwangi which have large amounts of land as an area of MSME development in the field of budiday fisheries, both marine aquaculture, brackish and freshwater
4. District of Muncar determined by the Ministry of Marine and Fisheries as a core development area Minapolitan in Banyuwangi.

## **III. RESULTS**

Below are the benefits that can be gained to all parties concerned with the Marine and Fisheries Agency.

### **1. For the community:**

- a. Improve the economy of the coastal community through structuring and utilization of marine, coastal and small islands sustainable
- b. Providing awareness and law enforcement in the utilization of marine resources in order to improve adherence and order in the utilization of marine resources and fisheries

### **2. For the business world:**

- a. Getting a group coaching for businesses and fisheries are bina
- b. Getting a marine and fisheries ministry

### **3. For the government:**

- a. Improving the implementation of the development, supervision and control in the field of maritime affairs and fisheries
- b. Improving the competitiveness and independence of the region.

Mission Department of Marine and Fisheries Banyuwangi are as follows:

- 1) Optimize Resource Utilization of Marine and Fisheries
- 2) Increase the Value Added and Competitiveness of Marine and Fishery Products
- 3) Maintain the carrying capacity and environmental quality and marine resources fishery
- 4) Improve the capability of human resources and the marine community businesses fishery
- 5) Create a bureaucratic capacity building and public services

In carrying out his duties as executor of government in marine and fisheries sector, the Department of Marine and Fisheries is responsible for technical policy formulation, implementation of government, public services, development and implementation of tasks in marine and fisheries. Minapolitan development of an alternative solution for the development of the region. Minapolitan interpreted as a functional system indicated the villages of their spatial hierarchy of the village with their minapolitan center and surrounding villages forming the minapolitan. Minapolitan is also referred to as regional fishery grows and develops due to the operation system and business minabisnis in minapolitan center is expected to serve and encourage the development of fisheries activities in the surrounding region. Therefore, the District Muncar as a pilot project implementation in the area Minapolitan Banyuwangi which is a coastal area with the largest capture fishery products in Banyuwangi should continue to be managed and developed properly. The amount of fisheries in Sub Muncar supported also by the

potential magnitude of existing fisheries, especially in the Strait of Bali with excellent fishery production, namely commodities lemuru. Besides the magnitude of fisheries in the District Muncar also supported by the Turkish fishing port (PPP), which is located in the village of Kedungrejo. Besides catching fishery, District Muncar also has potential in the field of aquaculture and the processing of fishery products other. Aquaculture is still in the dominance of brackish water and freshwater aquaculture. Subdistrict Muncar besides serve as Minapolitan also one of the largest potential areas of fisheries resources in Banyuwangi. In addition, also the District Muncar have any kind of business potential include several kinds of fishing effort, cultivation, and fishery product processing business.

In the development of micro, small, and medium aquaculture in Subdistrict Muncar, Department of Marine and Fisheries Banyuwangi provide capital assistance in the form of equipment or means of supporting the aquaculture production to businesses distributed through a group of joint ventures (KUB). Human resources is a central factor in the management of an organization both government organizations and private organizations. They are driving the organization in achieving and realizing the goals and objectives set. In a government organization, the human resources have an important role in implementing the policy. While in a private organization, human resources task here is to provide the capabilities and services as much as possible, especially regarding the implementation of business activities. Required by human resources that have the best quality to improve the productivity of business development either in the present or in the future. The effort required in human resources who are able to understand how to create the best innovative methods so as to achieve maximum results for people, especially businessmen, traders and fish processors to harness the potential of its regions. The condition for this, the businesses simply limited to conduct their own business without innovative thinking deeper processing activities and business development day - day. Lack of human resources qualified and capable in the fisheries business at micro, small and medium enterprises have caused the area are not able to utilize its resources primarily to raise revenue elapsed areas (APBD). If taken in the assessment of human resource development, the purpose than this development is to improve productivity, increase innovation and reduce errors in the implementation of the development of a business.

#### **IV. CONCLUSION**

1. Policy development of Micro, Small and Medium Enterprises (MSMEs) of the fisheries sector and the industrial sector are integrated should not be seen as a way to eliminate poverty and unemployment. But more on increasing productivity and quality of fisheries in order to increase incomes of fishermen, fish farmers and fish processors to develop a center of economic growth in the area and production centers fishery.
2. In order to develop a policy for Micro, Small and Medium Enterprises Based Minapolitan, Department of Marine and Fisheries to apply in several ways including the empowerment of human resources through the provision of coaching and training. DKP empowerment by the HR in SMEs done collectively with the institution in the form of a joint venture (KUB), the process of empowerment can be run more effectively. After the formation of the next group of Marine and Fisheries Agency began providing training and coaching. Coaching and training conducted by the Marine and Fisheries Agency Banyuwangi've done quite well because it has to cover all aspects of business management and cultivation techniques that can later be applied in the development of its business. In the implementation of the Policy Development of Micro, Small and Medium Enterprises based on Minapolitan in District Muncar, there are also the challenges faced by the Department of Marine and Fisherman in terms of internal challenges and external challenges, including the limited number and qualifications of field and staff at the Department of Marine and Fisheries needed to development of human resource capacity of SMEs, is the lack of facilities and infrastructure in Fish seed Center (BBI) whose production is limited to meeting the needs of seeds or seedlings to excel as the main raw material cultivation, is still the lack of coordination and synergy among groups of farmers, as well as the difficulty of access of SMEs on productive capital sources due to the large amount of collateral or set of banking institutions and the absence of other institutions that are able to supply the needs of the capital, such as cooperatives or Micro Finance institutions (MFIs).

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