

VILLAGE EMPOWERMENT THROUGH SOCIALIZATION OF MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs)": LITERATURE REVIEW

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Abstract

Empowering rural communities through increasing the capacity and accessibility of micro, small, and medium enterprises (MSMEs) is an important effort to measurably improve the economy and welfare of rural residents. This research uses the method of analyzing the latest data on the social and economic conditions of the village. The results of the study reveal that; first, the potential of MSMEs to create new employment opportunities, increase local income, and accelerate the transformation of the rural economy is quite significant. Reliable socialization must involve managerial assistance, easy access to funding, and the use of advanced digital solutions. Second, the role of the government and related stakeholders is crucial to support village development through MSME empowerment. Supporting policies such as training facilities, broad market access, and funding initiatives are absolutely necessary. Multi-sector cooperation between the government, education, and the business world is also important to build a conducive business ecosystem for rural entrepreneurs. Third, rural community empowerment needs to be implemented in an integrated and inclusive manner, not only boosting business establishment but also ensuring sustainability and growth. A sustainable approach to the improvement of MSMEs can strengthen the wheels of the village economy, reduce poverty, and improve the overall standard of living of rural communities.

Keywords: Village Empowerment, Socialization, Micro, Small, and Medium Enterprises.

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Introduction

Rural community empowerment is one of the main strategies implemented by the government and various non-governmental organizations to improve the lives of rural residents. In this context, Small and Medium Enterprises (SMEs) are seen as one of the important pillars towards achieving economic and social welfare in rural areas. (Kumar, 2023). SMEs not only create new jobs but also promote more equitable income distribution. The socialization of SMEs in villages is essential to maximize the potential of the local economy and strengthen the economic base of the local community (Prabowo et al., 2024). (Prabowo et al., 2024).

It is no exaggeration that many villages in Indonesia are still faced with a variety of constraints that hinder their economic growth. These include a lack of access to information, low levels of education and technical skills, and limited access to capital and broader markets. (Maksum et al., 2020). These conditions lead to a lot of potential that is not managed properly. Socialization of SMEs can be an effective solution to overcome these constraints by providing the necessary knowledge and skills to village communities (Latianingsih et al., 2022)..

SMEs play an important role in strengthening rural economies because they are more flexible and adaptive to changing economic conditions compared to large enterprises. In addition, SMEs often involve family members and neighbors, so the impact can be felt directly by the surrounding community. Another advantage of SMEs is that they are able to optimally utilize local resources, which in turn can support the sustainability of the village economy. (Puspasari et al., 2022)..

The SME socialization program aims to provide education and training to rural communities on how to establish, manage, and grow their businesses. The program covers various aspects such as financial management, marketing, use of technology, and product innovation. In addition, the program also aims to introduce access to various sources of financing, both from banks and non-bank financial institutions. (Rizaldi & Tambunan, 2022)..

The implementation of MSME socialization in rural areas does not always run smoothly. Various obstacles are often encountered during the rollout process. Scientific research and practitioner observations reveal that well-targeted socialization can improve the knowledge and skills of rural communities, as well as build their confidence in handling businesses. However, there are challenges that must be overcome, such as the persistence of old habits, limited resources, and lack of sustained support (Latif et al., 20). (Latif et al., 2023).

Despite its great potential, the implementation of MSME socialization is often held hostage by various obstacles in rural areas. One of these is the low level of community participation. Many villagers are skeptical or uninterested in participating in the program. Not to mention the limited infrastructure and accessibility, which are significant obstacles. For example, remote villages are often difficult for program socialization facilitators to reach. (Polem & Sudiarti, 2022).

Cooperation between government, NGOs, the private sector and local communities is needed to achieve successful socialization of MSMEs. Local governments can play a supporting role, while NGOs and the private sector provide the necessary resources and expertise. Local communities can also be the main actors that motivate and preserve the spirit of MSME development. (Kuntorini et al., 2023)..

Economic empowerment of villagers through the development of micro, small and medium enterprises (MSMEs) can be of great benefit to overall rural development. With the increase in the number and quality of these small-scale businesses, new jobs will emerge and the income of rural communities will grow. This also has implications for increasing the purchasing power and standard of living of rural communities in general. From a macroeconomic perspective, improvements in the performance of rural MSMEs contribute to the growth of the national economy. (Arbainah et al., 2020)..

In addition to economic benefits, MSME socialization also brings positive social impacts. Through this program, villagers can be more independent and confident. This empowerment can also reduce poverty levels and social gaps in rural areas. In addition, with the presence of successful businesses, the flow of migration of villagers to urban areas can be reduced so that villages continue to develop and are not abandoned by productive citizens. (Setyawanto et al., 2023)..

To be successful in the long term, MSME socialization programs need to be designed with a sustainable approach. This involves continuous monitoring and evaluation, and adjusting the program according to local needs and conditions. In addition, ongoing capacity building of villagers is critical to ensure that they are able to continue and grow their businesses after the program is completed. (Sarmah et al., 2021).

Thus, village empowerment through MSME socialization is an important step to improve the lives of villagers. Although faced with various challenges, good collaboration and proper implementation can create significant changes. By strengthening the local economy through MSMEs, we not only improve the

economic welfare of villagers, but also support sustainable development throughout Indonesia.

This research aims to examine more deeply the socialization of MSMEs that can empower the village community concerned.

Research Methods

The study in this research uses the literature research method, which focuses on analyzing various literature sources to answer the research questions or hypotheses proposed. This method is important because it allows researchers to identify trends, gaps, and consensus in a particular field and build a theoretical basis for further research. (JUNAIDI, 2021); (Abdussamad, 2022); (Wekke, 2020).

Results and Discussion

Definition and Concept of Village Empowerment

Village empowerment is a development approach that focuses on increasing the capacity and independence of rural communities in managing natural resources and local potential. The goal is to create resilient, highly competitive, and prosperous villages. Village empowerment involves various aspects, ranging from institutional strengthening, human resource capacity building, to adequate infrastructure development. (Wisesa & Lawang, 2023). With village empowerment, it is hoped that the community can play an active role in the development process, both in planning, implementing, and evaluating existing programs. (Rochmansjah, 2021).

The concept of village empowerment is not only limited to economic aspects, but also includes social, cultural, and environmental aspects. In the economic context, village empowerment aims to improve community welfare through the development of productive businesses, local resource management, and increased access to markets. (Sompa, 2021). Socially and culturally, village empowerment involves strengthening local values, togetherness, and mutual cooperation as social capital in development. Meanwhile, from an environmental aspect, village empowerment emphasizes the importance of sustainable natural resource management to preserve the rural environment. (Achmad et al., 2023).

The implementation of village empowerment requires synchronized collaboration between various parties, including the government, the community, and the private sector. The government has a role in providing supportive policies, technical assistance, and adequate budget allocations. (Subiyakto et al., 2022).. The

village community as the main subject is expected to actively participate and have the initiative in managing and utilizing the existing potential. The private sector can also play a role through investment, business development, and technology transfer. With this synchronization, it is expected that the village empowerment program can run effectively and have a sustainable positive impact (Sulaiman et al., 2022). (Sulaiman et al., 2022)..

The success of village empowerment can be measured through various indicators, both qualitative and quantitative. One of the main indicators is the improvement of the economic welfare of rural communities, which can be seen from the increase in per capita income, the reduction of poverty rates, and the increase in the number of micro, small, and medium enterprises (MSMEs) that develop in the village. In addition, increased access to basic services, such as education, health, clean water, and electricity, are also important indicators. (Kandis et al., 2024). Better access to these basic services reflects progress in social welfare and an improved quality of life for rural communities.

Other indicators of success include strengthening community capacity and participation in the development process. This participation can be seen in the active involvement of the community in the planning, implementation, and evaluation of village development programs. Strengthening village institutions, such as Village-Owned Enterprises (BUMDes) and community groups, is also a sign that communities are becoming more resilient and competitive. In addition, environmental sustainability and better management of natural resources are also indicators of the success of village empowerment. (Faidati et al., 2021).. This can be seen from the existence of environmental conservation programs, effective waste management, and the use of environmentally friendly technology. Through this series of indicators, the success of village empowerment can be assessed comprehensively and sustainably. (Pamungkas et al., 2023)..

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) is a term used to describe small to medium-sized businesses that have certain criteria related to the amount of assets, revenue, and number of workers. According to Law No. 20/2008 on MSMEs in Indonesia, micro-enterprises are productive entrepreneurs owned by individuals and/or individual business entities that meet the criteria of micro-enterprises. (Sitorus & Pane, 2023).. Small businesses are productive economic enterprises that stand independently, which are carried out by individuals or

business entities that are not subsidiaries or branches of companies that are owned, controlled, or become direct or indirect parts of medium or large businesses, with certain criteria according to the law (Desmawan, 2023). (Desmawan, 2023). Medium-sized enterprises are productive economic entrepreneurs that stand independently, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become direct or indirect parts of small businesses or large businesses with certain criteria. (Lombogia et al., 2022)..

The classification of MSMEs based on Law No. 20/2008 is as follows: Micro Enterprises have a maximum net worth of IDR 50 million, excluding the land and building of the place of business, or have an annual sales revenue of IDR 300 million at most. Small businesses have a net worth of more than IDR 50 million to IDR 500 million or have annual sales revenue of more than IDR300 million to IDR 2.5 billion. (Yulianti et al., 2023).. Medium-sized enterprises have a net worth of more than IDR500 million to Rp10 billion or have annual sales revenue of more than IDR 2.5 billion to IDR 50 billion. This classification helps the government and other related parties in designing appropriate policies, programs, and support for the development and empowerment of MSMEs in various economic sectors. (Islami et al., 2021).

The Role and Contribution of MSMEs in the Economy

MSMEs play a vital role in the economy, especially in developing countries like Indonesia. One of their important contributions is creating jobs for the community. MSMEs are known to be flexible and adaptive to market conditions and dynamic economic situations. They are the largest job creators, especially in the informal sector. (Baroroh et al., 2023).. As such, MSMEs help reduce unemployment rates and increase the economic independence of local communities. This role is essential in sustaining national economic stability, especially during an economic crisis that causes many large companies to experience difficulties (Saputra & Ulyana, 2023). (Saputra & Ulyana, 2023)..

Another contribution lies in economic growth. MSMEs contribute significantly to the Gross Domestic Product (GDP). Various statistical data indicate that the contribution of MSMEs to GDP in Indonesia reaches more than 60%. This suggests that MSMEs are the backbone of the country's economy. (Mkenda, 2023). With the presence of MSMEs in various sectors of the economy, ranging from agriculture, industry, to services, they create a broad economic multiplicative effect.

In addition, MSMEs also play an important role in a more equitable distribution of wealth due to their widespread operations in various regions, including in rural and remote areas. (Yusnita et al., 2022)..

In addition, MSMEs also contribute to technological innovation and development. Despite operating on a small scale, many MSMEs are able to demonstrate high creativity and innovation in the products and services they offer. This encourages quality improvement and diversification of local products, which in turn increases the competitiveness of domestic products in the global market. (Badriah et al., 2022).. In addition, MSMEs also often enter into partnerships with larger firms, which can bring about technology transfer and capacity building. Overall, the contribution of MSMEs in innovation not only drives the growth of the sector itself, but also catalyzes sustainable economic improvement. (WIDIA & WIBISONO, 2024).

MSMEs have contributed significantly to the economy but still face challenges ahead. One of the main obstacles faced is limited business capital. Many MSME players have difficulty obtaining credit from formal financial institutions due to various reasons such as minimal collateral, unestablished credit track record, and complicated administrative governance. Without sufficient capital, MSME players find it difficult to expand their business scale, increase productivity, and even innovate. Therefore, the role of the government and the financial sector is needed to facilitate and reach access to financing for MSMEs. (Sulaiman et al., 2022)..

In addition to capital issues, MSMEs often experience obstacles in improving the competence of human resources. Global competition is getting tighter, and MSMEs must continue to improve product quality and operational efficiency. Training and development of human resource skills are crucial in facing these challenges. Capacity building programs organized by the government, the world of education, and even non-profit organizations can improve the competence of MSME entrepreneurs and employees. The use of digital technology can also be a solution to overcome a number of operational constraints and expand marketing reach. (Rao et al., 2024)..

Thus, MSMEs play an important role in the national economy. They are the main source of employment, contribute significantly to the Gross Domestic Product, and even encourage innovation and technological development. However, for MSMEs to continue to grow and contribute more optimally, various obstacles such as access to financing and human resource development must be overcome.

(Faruk, 2024). Support from the government, the financial world, and even related institutions is needed to build an ecosystem conducive to the growth of MSMEs. With such joint efforts, it is expected that MSMEs will continue to grow and play a greater role in the economy, and have a positive impact on the welfare of society in general. (Irawan et al., 2023).

Socialization and Education of MSMEs

Socialization and training for Micro, Small and Medium Enterprises (MSMEs) is a crucial component in ensuring the success and sustainability of their businesses. Effective information dissemination can help MSME players understand various government rules and policies that may affect their business, such as business licenses, tax regulations, and quality standards. With adequate knowledge, MSME actors can avoid legal and operational risks that could hinder their business development. (Meiryani et al., 2024)..

Education and training for MSME players is not only limited to regulatory aspects, but also includes improving competencies in various fields, such as financial management, marketing, and information technology. Training programs held by the government, universities, and non-governmental organizations can provide the knowledge and practical skills needed to manage businesses more efficiently and effectively. (Gufron & Nengsih, 2023).. By having adequate capabilities, MSME actors can increase productivity, expand market reach, and compete more competitively in domestic and international markets. (Yulianti et al., 2023)..

Technology plays an increasingly important role in education for MSME players. Online learning platforms can provide MSME actors with wider and more flexible access to training and relevant information. In addition, digital technologies such as social media and e-commerce can be effective tools for marketing and selling MSME products. By utilizing technology, MSME players can achieve higher operational efficiency and expand their customer base. (Nurhavina, 2020).

The success of MSME socialization and education does not only depend on individual efforts, but requires collaboration from various parties. The government, private sector, and educational institutions must work together to create an ecosystem that supports the development of MSMEs. (Hasanah & Arsyadmunir, 2022).. Business incubation programs, intensive counseling, and partnerships with large companies can be part of this collaborative strategy. Through good synergy, it is expected that MSME actors can be better prepared to face various challenges

and opportunities, and contribute optimally to the national economy. (Girinatha, 2023).

Financial funding is also important for MSME development. Access to adequate funding sources can help MSME players scale up their businesses, improve supply lines, and develop new products. The government and financial institutions need to provide affordable and inclusive financing schemes, including microloans, Kredit Usaha Rakyat (KUR), and grants. In addition, helping MSMEs access a wider market through trade fairs, local and international partnerships, and e-commerce platforms will provide a significant boost to their business growth. (Nhestricia et al., 2024).

Networking and coaching are also important in MSME development. Through business networks, MSME players can exchange experiences, get advice from experts, and build mutually beneficial partnerships. Coaching programs initiated by the government or professional organizations can provide valuable guidance to MSME entrepreneurs in facing various business challenges. Experienced coaches can help start-ups identify business opportunities, devise marketing strategies, and overcome obstacles in daily operations. (Tanaya & Ekyawan, 2020)..

In an era of heightened environmental awareness, it is important for MSME players to implement sustainable business practices. Education on sustainability and corporate social responsibility (CSR) can encourage MSME actors to adopt environmentally friendly production methods, as well as pay attention to the welfare of workers and the surrounding community. (Maryanti et al., 2023).. Sustainable business practices not only minimize negative impacts on the environment, but can also strengthen reputation and customer loyalty, which ultimately gives more value to the business. (Anita, 2020).

This flowchart illustrates that education and socialization for MSME actors is key to overcoming obstacles and maximizing their potential. Through consistent training, well-targeted financial support and strong collaboration between government, businesses and educational institutions, MSMEs can grow more competitive and sustainable. In addition, by utilizing technology and building a strong business network, MSME players will be better prepared to face competition in an increasingly dynamic market. Therefore, investment in socialization and education for MSMEs is not only important, but essential to create an inclusive and progressive economy.

Conclusion

The self-reliance of rural communities through providing an understanding of the Small, Medium, and Micro Enterprise (SME) program reveals that SMEs have an important role in improving the economy and welfare of rural communities. Effective SME awareness can encourage more rural individuals to start and grow their businesses. This not only creates new jobs but also increases local income and accelerates economic development at the village level. A good awareness program should cover various aspects, such as management skills, access to funding, and technology utilization, to ensure the sustainability and growth of SMEs.

The role of government and other stakeholders is crucial in supporting rural self-reliance through SMEs. Supportive policies need to be created to provide incentives and leeway for SMEs to access the resources they need. For example, the provision of training facilities, easy access to markets, and funding initiatives such as the People's Business Credit (KUR). Cooperation between the government, educational institutions and the private sector is also needed to create a conducive business ecosystem for rural entrepreneurs.

Thus, it is important to empower rural communities through a comprehensive and inclusive approach. Providing an understanding of SMEs must be accompanied by comprehensive capacity building, so that rural communities are not only able to establish businesses but also able to manage them well and survive in the long term. A sustainable approach to SME empowerment will strengthen village economies, reduce poverty, and improve the overall welfare of rural communities.

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