

EFFECTIVENESS OF POLICY IMPLEMENTATION ON INTEGRATED ENTREPRENEURSHIP DEVELOPMENT PROGRAM IN PASAR MINGGU DISTRICT

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Abstract

The implementation of the Integrated Entrepreneurship Development Program (PKT) policy in Pasar Minggu District, South Jakarta Administration City has not been able to provide appropriate and accurate services in facilitating existing MSMEs and the ability of the mentoring team is still lacking to help the community and program recipients appropriately and respond to their problems, as well as informing the appropriate method/method of assistance provided according to the problem cases of the program participants. The purpose of this study is to analyze the effectiveness of Integrated Entrepreneurship Development Program (PKT) Policy Implementation in Pasar Minggu District, South Jakarta Administration City. The research is a case study method with data collection techniques using interviews, document review and observation. Interviews were conducted on 5 (five) key informants, reviewing documents on documents related to research. The data analysis technique uses data reduction, data presentation and conclusion drawing. Test the validity of the data by testing the criteria, namely credibility, transferability, dependability, and confirmability. The results showed that the effectiveness of the Integrated Entrepreneurship Development Program (PKT) Policy Implementation in Pasar Minggu District, South Jakarta Administration City was still low, due to the implementation of the Integrated Entrepreneurship Development Program (PKT) in Pasar Minggu District in terms of the accuracy of program targets, aspects of program socialization, aspects of program objectives and aspects of program monitoring.

Keywords: Effectiveness, Program Implementation, Entrepreneurship

INTRODUCTION

DKI Jakarta Province as the State Capital is the center of all activities both in terms of economy, social, culture, government and politics. All aspects of life are developing rapidly in Jakarta. This condition is a big attraction for people to be able to work and live in this city. The increasing population every year makes it the city with the highest density among other provinces in Indonesia, even when compared to several other countries. Data from BPS states that the population of Jakarta City in 2020

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reached 10,562,088 people (BPS DKI Jakarta Province, 2020) with a population growth rate of 0.92% per year (BPS DKI Jakarta Province, 2020). With population data of this size, of course, it will cause various problems in the city which are very diverse and complex, be it population problems, employment, infrastructure, disasters, public service problems, and so on.

Based on data from the Central Statistics Agency (BPS), the number of labor force increased, the workforce in 2020 was 5,232,031 people, an increase of 74,153 people compared to 2019 as many as 5,157,878 people (BPS DKI Jakarta Province, 2020).

One of the efforts to overcome unemployment is through the development of MSMEs. With all the potential and convenience in developing MSMEs, including: relatively small capital, simple management, easily obtained local raw materials and MSME activities, which majority support primary human needs, MSMEs are easy to develop and dominate the business world in the city of Jakarta. The percentage of MSMEs in Jakarta reaches 98.78% of the total businesses in DKI Jakarta (Central Bureau of Statistics of DKI Jakarta Province, 2019). This development must always be encouraged, especially through policies that support entrepreneurial development.

According to the results of the 2016 Economic Census, the percentage of MSMEs in the City of Jakarta reached 19.96% of the total businesses in DKI Jakarta with the largest concentration in the South Jakarta Administrative City (BPS City of South Administration, 2017). The Administrative City of South Jakarta also has the potential for human resources/labor that is quite large, which is in the first position. Likewise with the number of employment, the Administrative City of South Jakarta is the city with the first rank in terms of the number of employment in the Micro, Small and Medium Enterprises (MSME) sector, which is 983,560 people (table 1), as well as the city with the number of Micro, Small and Medium Enterprises. and Medium Enterprises (MSMEs) are the largest in DKI Jakarta, amounting to 320,549 businesses or 26.12%.

Pasar Minggu District is ranked second in the South Jakarta Administrative City area, with Small, Medium and Micro Economic Data in Pasar Minggu District in 2021 totaling 18 types of businesses in Pasar Minggu District consist of 87 businesses, 48 auto repair shops, 47 motorcycle repair shops, 15 welding workshop businesses, 12 building materials businesses, 352 basic food shops, 255 food businesses, 33 internet cafe businesses, 51 beauty salon businesses, 37 photocopying businesses, 469 merchant businesses. street vendors, 61 franchise businesses, 3 supermarket businesses, 154 tailors, 35 cooperative businesses, 2 mall businesses, 40 handicraft businesses and 6 gas station businesses.

However, the effectiveness of the Integrated Entrepreneurship Development Program (PKT) Policy Implementation in Pasar Minggu District, South Jakarta Administration City has not been optimal, such as not being able to provide appropriate and accurate services in facilitating existing MSMEs due to procedural constraints related to the requirements that must be met, the team's ability The assistant for the

Integrated Entrepreneurship Development (PKT) program in Pasar Minggu District, South Jakarta Administration City is still lacking to help the community and program recipients appropriately and respond to their problems. In addition, this program is still considered a government program that is not yet complete, there are still policy constraints from the DKI Jakarta Provincial Government being carried out, weak implementation at the sub-district level in accordance with policy actors or implementers.

This research is intended to answer the question of how is the effectiveness of the Policy Implementation of Integrated Entrepreneurship Development Program (PKT) in Pasar Minggu District, South Jakarta Administration in terms of the accuracy of program targets, aspects of program socialization, aspects of program objectives, and aspects of program monitoring. The results of this study will contribute to enriching scientific treasures in the field of public administration, can be used as reference material for further policy implementation and can be a meaningful input in carrying out corrective steps regarding the effectiveness of the Integrated Entrepreneurship Development Program (PKT) Policy Implementation.

RESEARCH METHOD

In order to answer research questions and problem formulation regarding the Effectiveness of Policy Implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu District, South Jakarta Administration City, the research method used is a case study approach. Azis (cited in Bungin, 2006:20) suggests that *"A case study is a study that is comprehensive, intense, detailed and in-depth and is more directed as an effort to examine contemporary, contemporary problems or phenomena"*.

Case Study research is very suitable to be used in research on the Effectiveness of Integrated Entrepreneurship Development Program Policy Implementation in Pasar Minggu District, South Jakarta Administration City, because with this method, researchers can examine the Effectiveness of Integrated Entrepreneurship Development Program Policy Implementation in accordance with the research objectives. The research method used in this research is the method by conducting direct observations in the field and meeting the program implementers to conduct in depth interviews related to the research topic, as well as reviewing documents related to Integrated Entrepreneurship Development so as to produce accurate data that can be used as a basis for further analysis.

In this study, researchers used purposive sampling technique, which is a sampling technique based on a specific purpose. This informant is needed to find out the appropriate conditions in the Integrated Entrepreneurship Development Program Policy. The technique used in the selection of informants uses purposive sampling, meaning that the technique of determining the data source is considered first, not

randomized. This means determining informants according to the relevant selected criteria.

Informants in this study were various parties related to the Effectiveness of Policy Implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu District, South Jakarta Administration. The informants are as follows: Head of Development Economics Sub Division, South Jakarta Administrative City (1 person), Support Team in City Level (1 person), Support Team in District Level (1 person) and community representatives (2 persons).

In conducting this research, the researchers used more than one data collection technique, with the intention that the data obtained is much more complete and accurate. The techniques are: Interview, Documentation and Observation. Interviews are data collection techniques used to obtain information from respondents through direct and face-to-face conversations. Interview is a process to obtain information for research purposes by means of question and answer while face to face between the interviewer and the respondent being interviewed, with or without using interview guidelines (Bungin, 2001: 133).

In this study, researchers will use semi-structured interviews as a guide in conducting interviews. The informants used by the authors are external informants and internal informants. Interviews used in this study by asking structured questions because the researchers used interview guidelines that were arranged systematically and completely to collect the data sought. The interview method used to strengthen and clarify the data obtained, namely data about the profile of the Integrated Entrepreneurship Development Program in Pasar Minggu District.

The interview is an activity carried out directly by the researchers. The resource persons met directly with the researchers so that they could conduct questions and answers directly. Documentation becomes supporting data in supporting information that has been provided by informants and Observation is a very useful, systematic and selective way of observing and listening to interactions or phenomena that occur. So the observation method is a data collection method used to collect research data through observation and sensing (Bungin: 2011). What is meant by observation in this study is direct observation by seeing, observing for yourself how the Integrated Entrepreneurship Development Program runs.

All data obtained from the separated field are then compiled to look for patterns, relationships and trends to arrive at the conclusion stage. To strengthen the conclusions from the research, it is necessary to reverify or add new data that supports these conclusions so that the conclusions will become valid data. In this process, the role of reading material or literature review can help researchers to obtain valid conclusions related to the results of data obtained from the field by data triangulation.

Source triangulation is done by checking the data that has been obtained through several sources, technical triangulation is done by checking data to the same

source with different techniques, and time triangulation is done by checking with interviews, observations or other techniques in the same time or situation. different. In this research, the researcher uses source triangulation and a technique where the researcher checks the data that has been obtained from several sources (informants), so that the data can be declared valid (valid) and also conducts observations and documentation in various sources.

According to Miles and Huberman in Sugiyono (2008: 91) there are three stages in analyzing data in qualitative research. The three stages are (1) Data Reduction. After collecting data, the data obtained will certainly be very large. Through data reduction, large data is processed to be more specific by eliminating or reducing data that are outside the research objectives and looking for basic data. That way, the resulting data will be more focused and in accordance with the needs of researchers; (2) Data Display. Data display means presenting data that has been reduced. In this case, data presentation can be done using charts or narratives. The aim is to make it easier for readers to understand the results of the data obtained; (3) Conclusion. Conclusion contains answers to the formulation of the problem in a study.

RESULTS AD DISCUSSION

Aspects of Accuracy of Program Targets

Based on the research that has been done on the Effectiveness of Policy Implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu Subdistrict, South Jakarta Administration City, the aspect of program targeting effectiveness is on the Effectiveness of Policy Implementation of the Integrated Entrepreneurship Development program in Pasar Minggu District, South Jakarta Administration. This integrated entrepreneurship development policy is also in line with the international program of the OECD (Organization for Economic Co-operation and Development). Policies related to the labor market or programs related to the creation of new jobs or the opening of new entrepreneurs have a very important role, and the government must ensure and assist new entrepreneurs or old entrepreneurs who will build and develop their businesses (OECD, 2014, p. 6).

The effectiveness of the policy implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu Subdistrict, South Jakarta Administration City in terms of the accuracy of the program targets has been running quite well. However, there are several things that are still an obstacle in this aspect, namely business actors who are busy with their trading activities and are reluctant to leave these activities to take part in the existing training. In addition, some business actors are still technology stuttering, so that to participate in online activities or to do marketing through online media is still hampered.

In the Policy Implementation of the Integrated Entrepreneurship Development program in Pasar Minggu District, South Jakarta Administration, the accuracy of the

program targets is the main element that needs to be considered for research. To measure the effectiveness of the program with a source approach (input) can use the indicators of the Accuracy of Program Targets. The accuracy of program targets is assessed from the extent to which a program is implemented appropriately in accordance with the program's vision, mission, and objectives (Budiani, 2007).

Program Socialization Aspects

The effectiveness of the Policy Implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu District, South Jakarta Administration City in terms of the socialization aspect of each program is lacking, because the community does not yet have a strong desire to know and play an active role in this program, so the role of assistants is needed to go directly into the program. to the field so that the objectives of this program can be conveyed properly. In addition, PKT members also do not feel optimal in mentoring, because not all members can and stand alone and run without input and guidance from assistants.

In this socialization activity, sub-district assistant officers have not collaborated optimally with internal sub-districts and coordinated with the sub-district level to socialize this program to the community at the Sub District, and Head of Neighborhood levels, as well as community organizations such as youth and women organizations. At the time before the pandemic, socialization was carried out by holding meetings with members or going to the field door to door to their homes while giving out brochures. However, during this pandemic, socialization was diverted through WhatsApp groups. Information about this program has also been conveyed through television and radio media as well as training with the zoom meeting media application.

Members perceived that this program is not very successful in mentoring, because not all members can run without input and guidance from assistants. in this case it is in accordance with the Budiani's opinion (Budiani, 2007) stating that the effectiveness of this program can be seen from the following variables: (1) Accuracy of program targets, (2) Program socialization, (3) Program objectives, and (4) Program monitoring.

Aspects of Program Objectives

The effectiveness of the Policy Implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu Subdistrict, South Jakarta Administration City in terms of the aspect of program objectives is said to be lacking. Of the seven stages in this program, the one that has not run optimally is the capital stage, where the participants objected to having borrowed some funds through a bank with high interest rates. In addition, the lack of intention and enthusiasm from the community to complete the permit files is also an obstacle. Due to their business in selling, the file collection stage was hampered. Lack of Human Resources as assistant

officers is also an obstacle in this program. In addition, there has not been a written Standard Operating Procedure (SOP) so that the objectives have not been clearly conveyed.

The members said that in the purpose of this program there was a stage that was hampered, namely capital. Of the 7Ps targeted for members, there is one area that is rather difficult, namely capital. When they are given the opportunity to borrow capital through a bank, the interest offered is too high. Finally, they prefer to carry out lending and borrowing transactions through other members who have a better economy.

The strategy of the Cooperative Section Head in optimizing the program services to the community by picking up the ball. In addition, they also use social media via telephone or chat. Assistance officers also make product mentoring times, consultations for businesses that are currently being undertaken. In running a program, it is necessary to integrate every aspect (Machfiroh, 2015, p. 181). According to the Head of the Cooperative Section, the integration in the Integrated Entrepreneurship Development program has been going well. For collaboration, integration, fellow agencies in the Cooperatives for MSMEs sub-department have collaborated with the One Stop Integrated Service and integration with banks related to capital has also been running.

Aspects of Program Monitoring

The effectiveness of the policy implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu District, South Jakarta Administration City in terms of program monitoring aspects has been running quite well. Monitoring during or after the program has been carried out by the facilitator. The obstacle in carrying out the procedures and processes of the Integrated Entrepreneurship Development program in Pasar Minggu District, according to the Assistant Officer, is regarding the operation of technology. Evaluation of the process and results of the Integrated Entrepreneurship Development Program is seen from the asset turnover of business actors. They evaluate what the shortcomings are, what are needed, and complement each other.

From the results of interviews and document review, it can be concluded that program monitoring has been running quite well. Monitoring during or after the program has been carried out by the facilitator in accordance with the opinion expressed by Campbell in Steers (1985, p.46).

Barriers or obstacles

Barriers that affect the Effectiveness of Policy Implementation of the Integrated Entrepreneurship Development Program (PKT) in Pasar Minggu District, South Jakarta Administration City, are business actors who are busy with their trading activities and are reluctant to leave these activities to take part in the existing training. In addition,

some business actors are still technology stuttering, so that to participate in online activities or to do marketing through online media is still hampered.

CONCLUSION

The results of this study indicate that the Effectiveness of Policy Implementation of the Integrated Entrepreneurship Development Program in Pasar Minggu District, South Jakarta Administration City has been running quite well, namely in terms of the accuracy of program targets and monitoring aspects. This integrated entrepreneurship development policy is also in line with the international program of the OECD (Organization for Economic Co-operation and Development). Meanwhile, monitoring during or after the program has been carried out by the facilitator.

However, for two other things, namely from the aspect of socialization and program objectives, it can be concluded that they are still lacking. In socialization, the community does not yet have a strong desire to know and play an active role in this program, so the role of assistants is needed to go directly to the field so that the objectives of this program can be conveyed properly. Meanwhile, in terms of program objectives, of the seven stages in this program, the one that has not run well is the capital stage, where the participants have objections if they have to borrow some funds through banks with high interest rates.

In order to get optimal results from this program, the researchers suggest for the aspect of program targeting accuracy, so that business actors understand correctly about the Integrated Entrepreneurship Development program so that the implementers make guidelines in training books in order to make the program recipients more quickly understand the goals and objectives of the program. Meanwhile, for the program socialization aspect, the researchers suggest to conduct regular socialization of the program for 3 months to the public in the form of online media, electronic media, and print media, as well as through other socialization activities such as bazaars and festival events. This is intended so that the Integrated Entrepreneurship Development Program in Pasar Minggu Subdistrict can provide maximum service and the community will feel the benefits obtained properly. The researchers also suggest that further research be carried out regarding the Implementation of Integrated Entrepreneurship Development Program Policies with different approaches.

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