

SOLUTIONS FOR SOCIAL PROBLEMS IN DEVELOPMENT OF MICRO ENTERPRISES WITH SOUVENIR PROCESSED WASTE COCONUT

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ABSTRACT

Development of micro enterprises with souvenirs product that processed from the coconut waste whom managed by urban farmers often face a variety of social problems in achieving goals. Variety of social problems have different power on the effect for develop micro enterprise souvenir that processed from coconut waste. A series of targeted alternative solutions need to be formulated to assist urban farmers resolve social problems that hinder the development of their business. Thus, the writing of this article seeks to examine a variety of solution for social problems of urban farmers in the development of microenterprises souvenirs processed waste coconut. Based on the results of the review knowed range of social problems that have a dominant influence on the difficulty of urban farmers: high dependence on middlemen, low access to market information and product prices, functions collaboration in working group decreases, weak bargaining power and competition among urban farmers improved. There are some alternative solutions to solve those variety of social problems: revitalization and optimization function of the working group, strengthening access to information market and prices, improving product quality, mechanism of developing networking business which is mutually beneficial. Various alternative solutions require the support and cooperation with other relevant parties such as local governments, investors, sources of funds, market managers souvenir (exhibitions, online media, tourist market areas and the other).

Keywords: solutions, social problems, urban farmers, micro enterprises and souvenirs

INTRODUCTION

The development of micro enterprises at urban farmers households is one way to increase the total revenue. Various types of micro enterprises can be developed urban farmers by utilizing local resources. Management of this type of business potentially help urban farmers escape poverty. Micro enterprises development with product souvenir processed from the coconut waste that is alternative livelihood has been done by the urban farmers to increase productivity.

In developing micro enterprises souvenirs processed waste coconut, according to research results Dumasari, *et al.*, (2013) was founded some problems experienced by urban farmers. The existence of various problems interfere with the development of micro enterprises. Urban farmers difficulty in finding the right solution to solve various problems it faces. They do not let problems just happen.

Various efforts have been made to solve it properly. Urban farmers aware that if the problem still occurs then it can make micro enterprises management with product souvenirs processed waste coconut threatened loss. Of course this is not expected by urban farmers. During this time, the settlement of the problems has been done either individually or in groups.

The problem is often the obstacles that hinder the achievement of objectives in achieving improvement in any field. Action of mechanism of problems is not the same. The emergence of the problem is influenced by many factors. The existence of this various factors need to be detected as soon as possible. In order not to cause seepage problems widened. To that end, importance to conduct studies on solutions for the resolution of such problems faced by urban farmers in developing micro enterprises of coconut waste souvenirs.

Social Problems in The Development of Micro Enterprises of Souvenir Processed Waste Coconut

Micro enterprises potential developed by various groups of society including farmers to support economic empowerment. Supriyanto research results (2006) shows the development of micro enterprises have a strategic role in poverty alleviation and unemployment reduction. Based on the Decree of the Minister of Finance No. 40/KMK.06/2003 dated January 29, 2003 micro businesses are family owned productive enterprises or individual Indonesian citizens who have the sale proceeds maximal of Rp. 100,000,000 (one hundred million) per year. Some characteristics of micro enterprises include:

1. Type of goods/commodities business is not always permanent, can be changed at any time;
2. Place his business is not always permanent, can be moved at any time point;
3. Not yet perform even the simplest financial administration, and do not separate the family finances with business finances;
4. Human resources (entrepreneurs) do not yet have sufficient entrepreneurial spirit;
5. The average level of education is relatively low;
6. Generally do not have a business license or other legal requirements including TIN;
7. Generally yet access to banks, but most of them had access to non-bank financial institutions. Where can have access to bank credit can be lodged at the most Rp.50.000.000.

Micro enterprises has a small scale. Susilo, *et al.*, (2008) describes the development of small business management to face the problem of limited capital. In addition to the problem of limited capital, other issues, according to research Hamid and Susilo (2011) is the marketing of products, innovation and information

technology, production equipment, raw material usage, employment plan development and readiness to face environmental challenges aksternal.

Various problems encountered in the development of micro described was not much different from that experienced by urban farmers who produce souvenir processed from coconut waste. Problems faced by farmers in the development of micro enterprises have different effects for achieved economic feasibility. Several problem issues influence to detrimental for urban farmers who manage the micro enterprises of souvenir processed waste coconut. Complex problems can even close the access and opportunity to continue the business productive by urban farmers. Various problems faced by farmers like disturb the gravel journey in developing the micro enterprises. Some of the problems faced by urban farmers in this regard as suggested by Dumasari, *et al.*, (2013) is a high dependence to middlemen, access to price information and product markets are still weak, the function of cooperation in working groups decreased, bargaining power and weak competitiveness. All of these problems have real strength in inhibiting the development of micro souvenirs processed waste coconut.

Basically, the problems faced by urban farmers in the development of micro enterprises with souvenirs product processed coconut waste not only from an economic standpoint alone. However, those problems are also related to the social, cultural, technology and environmental. However, should realize all the problems that arise have a relationship with each other. Some problems are not for only individually. Furthermore, the emergence of problems exist because of the changes that took place in the dynamics of togetherness urban farmers in the business group. Various influences that come from external parties is difficult to prevented because it offers urban farmers a guaranteed market and more high prices for product souvenir promising. Of course it is increasingly cornered farmers in difficulty reaching an agreement to reduce dependence on middlemen.

Various Solutions to the Social Problems.

Solution has an important function in any settlement of the social problems faced by urban farmers who have managed micro enterprises in developing souvenirs processed from waste of coconut. Determination of the solution can not be done arbitrarily and suddenly. This is due to the resulting solution without a clear analysis only cause further problems. The ability of this social problems likely to be cause harm effects for the managers of micro enterprises. Preparation of solutions need to be done by the urban farmers themselves or in collaboration with those who are ready to help assist. Farmers have started to do a variety of solutions to appropriately resolve social problems it faces. It's just such a solution often give less satisfactory results.

In essence, the formulation of the solution needs to consider the suitability with problem elements. Solution or problem solving needs to be arranged through several stages systematically. According Beecroff, *et al.*, (2003) formulation of

problem solving is done through four basic stages. These four stages can be seen in Figure 1.

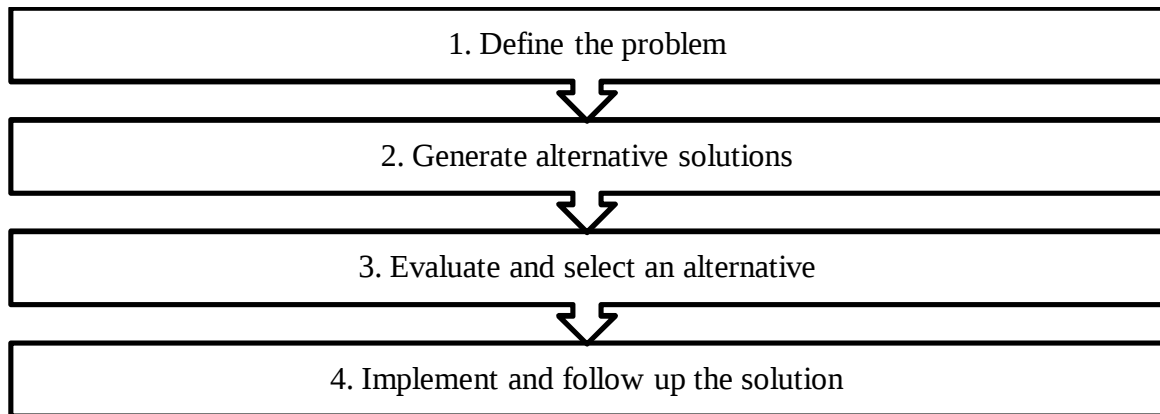


Figure 1. Stages of Formulation of Solutions

Susilo (2005) outlines a survival strategy in addressing the problem of micro enterprises through several attempts the following: business diversification, adaptive to changes in the environment and serving customers well. Diversification effort can be a way to develop a new type of business that is different from the old business or expand a business with varied products. For urban farmers micro enterprises souvenirs processed waste coconut, diversification can be reached by types second where designs and motifs of products according to market demand. Perseverance in producing various types of products that become surplus income for urban farmers in improving business efficiency. Urban farmers are sensitive to the market information and also has the ability to adapt to demand product trends. Dumasari, *et al.*, (2013) found that some solutions need to be implemented by urban farmers to develop micro enterprises souvenir processed from waste of coconut: revitalization and optimization function of the working group, strengthening access to information market and prices, improving product quality, developing of mechanism by networking business is mutualism.

Formulation of solutions for the development of performance effectiveness micro enterprises souvenirs processed from waste of coconut can not simply rely on initiatives from outside the social system that is top down. Something more needed is the emergence of an idea or ideas directly sourced from urban farmer's own consciousness. Awareness is the starting point for the formulation of a more appropriate solution to effectively resolve the real issues. Roles from outsider the system tends to form mentoring and facilitation of the needs can not be met solely by urban farmers such as the development of relationships with other parties for the benefit of additional capital or product markets. Karsidi (2007) suggests that empowerment of small and micro enterprises should refer to the basic principles

of social advocacy. This effort shows the shape of an independent party needs to do the following namely: social learning, mentoring facilitator and shared experiences.

Since the beginning of the process formulation solutions for solving social problems of empowerment micro enterprises souvenirs processed from waste of coconut requires a needs analysis activities. It is necessary to remember of the some social problems, first to do stage identified the most pressing social problems to solved by discussions with urban farmers in meeting participatory need assessment activities.

CONCLUSIONS AND RECOMMENDATIONS

Development of micro enterprises souvenirs processed from waste of coconut can not run smoothly because the disruption some social problems. Various social problems have powers that hinder the achievement of business efficiency. Some efforts to resolve the social problems urban farmers have been conducted but the results are less than the maximum achievable. Efforts to resolve the social problems urban farmers are still relatively individually. Though the nature of the social problems that arise need solutions collectively. To that end, the support and cooperation of other parties necessary to foster families with urban farmers of the problem circle. Urgent social problem need to be solved with combine approach which is bottom up and top down as an alternative to improve the solidarity urban farmers group dynamics in management micro enterprises souvenir processing from waste of coconut.

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