

RESEARCH ARTICLE

Empowerment of Micro Business toward Business Independent

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Absract

Life support for work seeker was could created easier by makes micro business than looking for job, because work formation recently was very limited, whereas work seekers was more increasing. But, various problems always present for micro business actors, especially very limited ability to manage organization, less strategy business management wasn't meet human resource management to perform business to create independent business. As such challenge for micro business actor in order to get strong business organization, therefore able to create individual micro business. Anticipated micro business difficulty was needed action by take empirical study through study concerning company organization, business management strategy and human resource management study which could influence process to create independent micro business. Data collection was using literature study method, observation of respondent, interview by micro business actor structurally and indeep interview. Variable study was using descriptive analysis to study variable of business management organization, business management strategy, human resource management and individual business. Identification and variable study was using SPSS program. Focus group discussion (FDG) was used to analyzed qualitative between researcher and micro business actor. Test result was showed that business management organization, business management strategy and human resource management was still needed for micro business actor to increasing performance to created strong and independent micro business.

Keywords: Company organization, Business management strategy, Human resources, Independent business.

Introduction

Economy development of South East Asia countries especially Indonesia, Malaysia, Philipines, Singapore, Thailand and Vietnam, reach 5,0 percent on 2011, and targeted became 5,6 percent during 2012-2016, two percent lower than 2010. Request from outside wasn't grow too much, therefore ASEAN economy was change to domestic development activator within middle period and became to found "pertumbuhan hijau" as alternative strategy to longterm development. Perceived global uncertainty and new challenge, development characteristic in Asia was change became more balance. New type of economy development was needed in Sout East Asia, global uncertainty was chance to recreate development' [1].

To reach economy development in Indonesia in faced global urcentainty, needed carried out micro business empowerment which

perceived able to develop production both local or international. Due to government program was targeted five million of new businessman to 2025 by develop human resource for national business advancement [2]. Include four main problems within national business development, especially micro and middle sectors, for example was related to finance, market access, bureaucracy regulation and UKM capacity. Effort to increasing business capacity, government tried to increasing human resource quality within businessman by tree steps, it was seed, forging and develop.

Social economy system was could be as development pillar if government able to applied and use micro business, because economy system whereas economy decisions was taken based on decision taking pola both decentralistic and independent. Apriori

thinking always became the reason to pressed both role and usage social business sector. Basically, social business could stand from various crisis occurred. Based on this reality, therefore by doing micro business empowerment, could creating national economy that became the development strategy pillar of strong economy. Micro business failure in implemented activity was reach 8%, whereas micro business development was about 20%. Government regulation within management and empowerment which less preferred to micro business was as one of cause the micro business actor in trouble. Act No. 20/2008 and Permen No. 19/per/M.KUKM/VIII/2006 wasn't able yet as micro business protector, therefore made uncapability in implementing business activity. Less domination company organization management, business management strategy, lack of human resource development therefore made difficulty for micro business in creating business independent. Therefore, needed presence micro business empowerment strategy toward business independent.

Aim of this research was : study phenomena which influence micro business difficulty therefore needed followed up by empirical study, through; study concerning company organization, business management strategy, human resource study, which could influence micro business development to create business independent. Study result will give output about business independent which include micro business empowerment through company organization, business management and human resource management.

Presence micro business in order to grow and develop was needed to get protection therefore wasn't unfinished because uncapability against middle and large business actors. As the basic consideration because most micro business actor was lower economy society, but have dominant number within economic system in Indonesia. Therefore, expected micro business presence wasn't experience bankruptcy, because will presence new problem especially within economy sector. Could made increasing unemployment number, therefore will raise

social problem and its effect. This research was directed specific attention about micro business, its meant, business activity process was needed system that really responsible in implementing business through company organization, business management strategy, human resource management and business independent.

Material and Method

Micro business due to Act No. 9, 1995 was such independent productive economy, business activity was implemented by personal or business corporation and wasn't branch office owned, controlled or part of both middle or large business, by criteria have the asset more than Rp. 50.000.000; (fifty million rupiahs) to Rp. 500.000.000; (five hundred million rupiah) wasn't include land and business building; or annual selling result more than Rp. 300.000.000 (three hundred million rupiah) to Rp. 2.500.000.000; (two billion and five hundred million rupiahs).

Maximizing resource ability which have micro business was such process toward created company operational by considering company organization, business management strategy, human resource management and business independent. Include three management dimensions in empowered society [3] development process was began from individual development, followed by larger social change, created by presence self confidence, useful and have ability to control themselves or other people. Social movement was such result from such liberation, started from education and politization of weak people, followed by involving collective efforts from weak people group to get dominance and change the welfare and both culture and political ability as such success in society empowerment.

Behavior and independent micro business condition was proved by entrepreneurship spirit they have which create by more able to meet necessity based on ability and power from their self. Independent micro business development was aimed to ease micro business access to productive resource therefore could use open opportunity and local resource potential and accordance with business scale due to efficiency demand.

Several micro business actor in Indonesia were implemented business because the reason presence business opportunity market segment which perceived most secure and have big chance [4]. This condition which cause micro business easier to grow and develop because presence independence in implementing business, but ability in implementing business wasn't maximal yet therefore made micro business activity collapse slowly if not supported by presence ability to create independence business.

Values develop within strategic direction is needed strategy formulation process including vision, mission and values. It's meant that vision could be reach through ability within corporate, functional or operational level. Pfeffer [5] found that the success was came from process of delivering value to the customer. That delivering value ability, rise from conception of what customer want and from conception of how to organize and manage people to produce that value. reach of vision, mission and organization strategic purpose was such

expectation for business actor. Human resource strategy was such activity determining, priority, which needed to create the value for business implemented. Robert Waterman [6] said that there were understanding about relationship between strategy and SDM management effectively. Waterman acknowledge that organization, people, culture, ability was such important competitiv superior resources.

Sukirman [7] take a study concerning society empowerment of weak society, showed that micro business actor wasn't able yet to use organization management, therefore need the direction to control company. Besides that, micro business actor wasn't have clear organization structure in task distribution, therefore showed that direction and development of micro industry within economy development still needed to trigger economic increasing rate. Plan of concept within this research was as follow: Hypothesis in this research was as follow:

H1,2,3: Organization, strategic business and human resources partially able to increasing

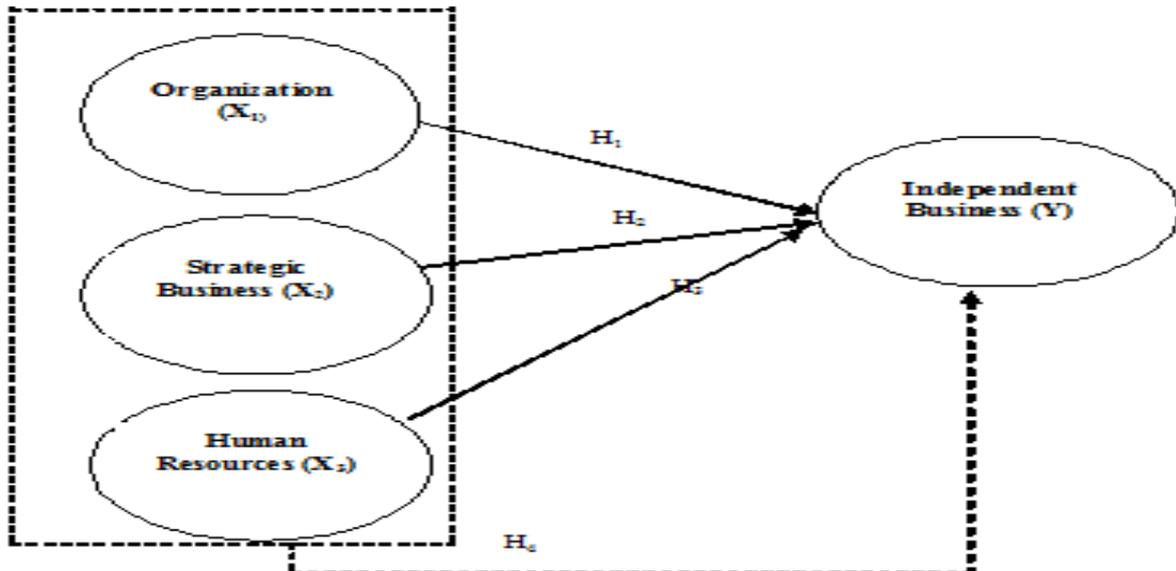


Figure 1: Theoretical thinking plan

Explanation : = partial influence (partially)
 = bifilar influence

micro business created became independent business actor.

H4: Collectively, organization, strategic business and human resource was able to

increasing the creation of micro business became independent business actor.

Population within this research include of micro business which registered in Cooperation Department and UMKM of Pati

regency by 66 group number. Purposive random sampling was used to determine sample with work period criteria of manager (> 5 years), employee number about (5 - 20 people). Based on that criteria which meet sample requirement was Pati, Tayu and Juwana Subdistricts by 35 group number and sample number about 85 people. Spread of sample was based on qualification as follows: Juwana subdistrict about 14 people and surround people was about 10 people. Pati subdistrict was 5 group including head of group about 2 people, business actor 4 people, manager 2 people, product user 6 people and surround people about 5 people. Tayu subdistrict was 5 group including head of group about 2 people, business actor 4 people, manager 2 people,

product user 6 people and surround people was about 5 people.

Research data was obtained by literature study, questionnaire spreading and in-depth interview with respondent. Descriptive analysis was used to study organization variable, strategic business, human resource and independent business. Study concerning variable was implemented by using SPSS program. Focus group discussion (FGD) between researcher and micro business manager was used to qualitative analysis.

Research Result and Discussion

Hypothesis test about independent variable partially influence to dependent variable by SPSS program of 16.0 was shown on below table.

Table 1: Regression estimation result Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.946	.451		4.632	.000
	Average_X ₁	.234	.076	.243	3.158	.001
	Average_X ₂	.124	.054	.168	2.216	.031
	Average_X ₃	.186	.069	.219	2.437	.016

a. Dependent Variable: Average_Y

Regression equation based on that table was as follows: $Y = 1,946 + 0,234 X_1 + 0,186 X_3 + e$
It's meant that each variable showed that:

- Positive coefficient direction for organization variable, strategic business and human resource concerning independent business.
- Independent business was have basic value of 1,946 if organization variable, strategic business and human resource was constant or with zero condition.
- Independent business will increase about 0,234 if organization better with assumption of other variable was constant.
- Independent business will increase about 0,234 when business management strategy was getting better about one unit with assumption that other variable was constant.

- Independent business will increase about 0,186 when business human resource was getting better about one unit with assumption that other variable was constant.

Regression equation result showed that organization was have positive influence with independent business showed with standardized coefficient beta value of organization about 0,243 and significance level about 0,001. Business strategy was have positive influence and significant with independent business was showed with standardized coefficient beta value of human resource about 0,219 and significance level was about 0,016. Independent variable influence collectively dependent was showed on below table.

Bifactorially variable organization, strategic business and human resource was have positive influence and significant with dependent business showed by F value about

Table 2: Regression analysis result bifilarly ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.819	3	1.203	6.748	.000 ^a
	Residual	16.475	82	.153		
	Total	20.294	85			

a. Predictors: (Constant), RATA2_X3, RATA2_X1, RATA2_X2

b. Dependent Variable: RATA2_Y

6,748 and signification level 0,000 lower than 0,05.

Less organization management for micro business, made business activity couldn't runs maximally; therefore needed organization management accompanion of micro business therefore became independent business actor. Increasingly micro business organization management, for example organization structure, management development was effect of more increasingly ability in creating independent micro business.

Business management management toward independent business was needed presence strategic development of micro business especially in increasing competition power. Needed presence direction as basic of business management to determine standardized product and selling value. In line with Wirutomo, and partners [8] said that initial from business management in develop society was very important including micro business, as such problem solution of tension across countries with community, it was responsibility transition of state to overcome proverty problem in society. Micro business management could implement by system of micro business development independently. The success of business management was depending on micro business participation as actor or other stakeholder who have role within company development. It's meant needed business organization reinforcement, with assumption both planning and organization management was replied business target need and carried out participatively.

Development strategy of micro business was such social economy support, therefore planning was such important part in determine micro business strategy. Inability of micro business was cause needed

accompanied within planning arrangement. Micro business management needed support from stakeholder, including government policy that supports micro business development [9].

Performance increasing of company was influence by availability human resource have, especially business management including in implemented innovation, creativity, business risk and efficiency. Live directness of company was influence by presence employee, but several micro business worker was such a part of family, therefore how far must work to take company became better and became independent business. Business actor's role was very important for company to increasing technical ability, theoretical, conceptual and employee morale due to occupation/position need through education and training [10]. Employee was such a part of human resource which needed to business development in the future, therefore needed expertise development to increasing skill toward independent micro business to grow and develop due to expectation. Human resource must applied comprehensively and proactive to faced various conditions and demand, for example regulation, stakeholder, competition or cost.

Micro business management was have conception that business organization wasn't too needed, because perceive will bother the company implementation especially in determine confidentiality of company product and without company organization could run already. Besides that perceived that, organization still as family management, therefore wasn't need implement separation in doing work, both from manager or employee site. This condition was impeding company live, because of lack business regeneration to runs company live.

Conclusion

Business actor was have systematic strategy and organized in increasing business management performance, because needed to implement business plan, controlling and business development and taking the decision. In doing business plan to create independent business company, micro business actor wasn't implemented yet the planning correctly, organized, as a part within company strategic process.

Problem of strategic business in manage micro business still need attention, and positioned as a part from main strategy of micro business groups to be one of superiority in increasing business to creating independent business.

Business actor has responsibility in develop and used human resource maximally and organized to increasing company performance. Development could create result orientation, increasing self confidence, brave to take a risk, take innovation and creation, future oriented and take career development. In doing human resource management toward independent business, micro business actor couldn't manage professionally, therefore made human resource empowerment less maximal in implementing business activity. Human resource management problem for micro business actor was still needed attention, therefore needed to place human resources as the purposes in order to develop business to create company power [11-15].

Micro business management still has weakness within organization sector, business strategy and human resource toward independent business, therefore needed presence protection and handling totally. Micro business group in manage organization, business strategy and human resource still have difficulty. Consequence from descending management, also culture environment condition rooted will difficult to take alteration. Presence family within micro business management was still dominant, therefore management execution toward dependent business was needed support from local administration, especially Cooperation Department and UMKN, therefore occurred continuity to create healthy and strong micro business.

Independent micro business was needed within business management by doing the thinking and comprehensive action, especially in handling problem of micro business management, needed society involvement, stakeholder and government. Family management which still used by micro business group was needed implemented development by using business management in manage company, therefore could became dependent business actor.

Micro business management was needed direction therefore could be used to runs it's business, therefore needed local government role to create presence direction of micro business management toward independent micro business.

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