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Small business empowerment strategy of towards independence with applying the professional management enterprises

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Abstract

Small businesses (SB) has two dimensions contradictory, as a sector that absorbs labor, on the other hand the SB often encountered some problems; such as poor management, marketing difficulties, inadequate facilities, capital, and entrepreneurial spirit low. This condition raises challenges for SB actors to be able to create an organization that has the capability and high competitiveness and adequate performance. The purpose of this paper was: examines the phenomenon that affects SB difficulties: business, market, and technology access which can affect the process towards the development of SB strong, independent and healthy. These results indicate that (a) SB empowerment levels in the study area is still low. This is evidenced by indicators of empowerment that is still below the standard (less than 50%). The empowerment indicators include access to the business, market, and technology, (b) Priority of SB development is done by opening up market opportunities, training as an effort to cultivate entrepreneurship, and providing trade home and SB marketing (workshop). SB development can be done through empowerment strategy actively involving government, NGOs, academia, private sectors, and SB actors, (c) SB empowerment strategy in Pekalongan city with real action which is based on the priority / critical in short - term and long- term. For priority to be implemented is to provide training in management and production creativity, pioneering trading house, chartered CSR opportunities, application of appropriate technology training.