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The Role of the IKM Gallery as a Container for SME Activities in the Industrial Field at the Department of Cooperative, Small, Medium Business, Trade, and Industrial Cirebon City

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ABSTRACT

The development of Small and Medium Industries (IKM) in an area is one of the bridges to encourage regional economic growth. The development of IKM in Cirebon City has increased a lot from year to year, although there are percentages that show a decrease. However, the current condition, the existence and location of IKM is still very rarely known by the public due to the lack of information about the IKM itself. This study used a descriptive research method design using a qualitative approach. The purpose of this article is to explain the role of the IKM GALLERY in the industrial sector at the Office of Cooperatives for Small and Medium Enterprises of Trade and Industry in the City of Cirebon. The results of this study indicate that the IKM GALLERY in the city of Cirebon in general has been running well and is very useful for the business development of IKM actors, but in terms of applicability the results achieved have not fully achieved optimal results. In addition, the IKM GALLERY is one of the facilitators in promotion and marketing which is under the auspices of the government agency, the Department of Cooperatives for Small and Medium Enterprises of Trade and Industry in the City of Cirebon.

Keywords: Public Service, Role, SME

INTRODUCTION

Public service is an activity a series of activities related to fulfilling the service needs of all citizens and residents, according to laws and regulations relating to goods, services or public services, which arise as a result of good or bad performance of public service providers. The Preamble to the 1945 Constitution specifically states that one of the objectives of the establishment of the Unitary State of the Republic of Indonesia is to advance the general welfare and spiritual life of the nation, (Risma Niswaty et al., 2020).

The city of Cirebon is known to have a variety of characteristics that make it better known, another thing is also because the city of Cirebon is one of the areas passed by the north coast route (PANTURA). This makes many tourists stop by when passing through the city of Cirebon. Therefore, many from culinary, fashion, to handicrafts are known by tourists from various regions.

Statistics show that MSMEs have the highest number of business units. Encouraging Indonesia's economic growth. This proves that the number of Small and Medium Enterprises (MSMEs) accounts for nearly 99.98% of all Indonesian business units and contributes 56% to Indonesia's total GDP. MSME is a safety valve for the national economy during a crisis and one of the industries that promotes post-crisis economic growth. MSME is not only the business sector that makes the biggest contribution to national development, but also provides important job opportunities for domestic workers and is very supportive of efforts to reduce

unemployment. This reflects the important role of SMEs in improving the Indonesian economy, (Astuti et al., 2019).

The policies implemented to empower MSMEs, especially in the midst of globalization and competition, make IKM able to deal with global challenges such as expanding marketing, the need for innovation, and building human resources. With the IKM GALLERY, this provides a great opportunity for IKM actors to be able to introduce their products through the IKM GALLERY provided by the Cirebon City government.

This makes SME actors compete to innovate their products. So that their products are worthy and become the hallmark of souvenirs from the city of Cirebon. However, this has constraints in the marketing process in which not a few small business actors are still home-based industries who are not literate in marketing strategies. Realizing this, the Cirebon city government in rebuilding the regional economy and to help market IKM products is by creating an IKM GALLERY which is currently being managed by the DKUKMPP regional government.

in August 2021 the IKM GALLERY was opened where at that time only a partial WFO was reinstated, where the Cirebon City area was still in the covid-19 pandemic period. None other than the original intent and purpose that the government wanted to help control and stabilize the income of the local people.

Therefore, this study aims to analyze how "The Role of SMI Galleries as a Forum for SMI Actors in the Industrial Sector at the Office of Cooperatives for Small, Medium Enterprises, Trade and Industry in the City of Cirebon"

LITERATURE REVIEW

This journal has examined matters related to the role of IKM, that the coaching for Bontang City IKM actors has been going well and is very beneficial for the business development of IKM actors. However, there are a number of things that become obstacles to the ineffectiveness of IKM in Bontang City, namely the lack of IKM advisory staff, especially extension workers in the companion field, some IKM supervisory apparatus in the Perindagkop and UMKM services in Bontang City are not in accordance with competence (Basic education possessed), pattern characteristics IKM actors do not think that they change easily (Ridwan et al., 2016). In other journals, the Empowerment that has been carried out has not been maximized and has not been evenly distributed because the number of SMEs has not been valid with its supporting and inhibiting factors. The Office of Cooperatives and SMEs in Malang City should actively collect data on all SMEs in Malang City (Wardani et al., 2016). Providing facilitation in the form of routine training, guidance and assistance on a regular basis to help UKM players market and get a market for their products (Siti Nurkhalizah, 2022).

RESEARCH METHODS

This research is a type of qualitative descriptive research. The research location determined by the researcher is the IKM GALLERY in Cirebon City. Based on this research, the researcher determines the subject to dig up data information, namely from the manager of the IKM GALLERY in Cirebon City. The object of this research is the IKM GALLERY in

Cirebon City. In this study the data collection methods used were observation and interviews. Both of these methods are needed to collect research data so as to obtain accurate data.

RESULTS AND DISCUSSION

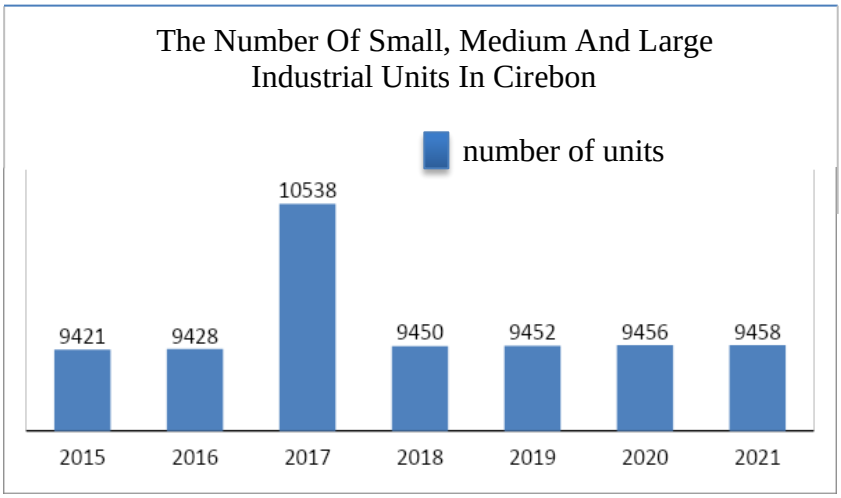
Economic growth in the city of Cirebon has experienced very significant growth. This happened because it was inseparable from the development and increase in the number of business units in all sectors. This is proof that IKM greatly contributes to improving the economy and influencing the income of the people of Cirebon City. IKM products have also progressed both in terms of the number and type of business carried out by IKM actors. With this development, it has a positive impact on the growth of the Cirebon City area.

Social media to support promotion at the IKM GALLERY in Cirebon City, one of the breakthroughs in promotion is to use digital media such as Facebook, Instagram, YouTube, and catalogs.

Data from 2015-2021 recorded at the West Java Industry and Trade Service recorded the growth of IKM increasing every year, both in terms of the number and type of business undertaken by Cirebon city IKM actors.

Figure 1.

Number of Small, Medium and Large Industrial Units in Cirebon City



Source: West Java Industry and Trade Office

The existence of the IKM GALLERY is a forum and a new breakthrough for the Cirebon City government as a facilitator who is under the auspices of the government.

Other things also support the income from selling products in the IKM GALLERY. Some of the supporting factors are holding festivals, bazaars, and exhibitions. So that many products assisted by the Service (those in the IKM GALLERY) will participate in the activity, it is hoped that the products in the IKM GALLERY will experience an increase in sales.

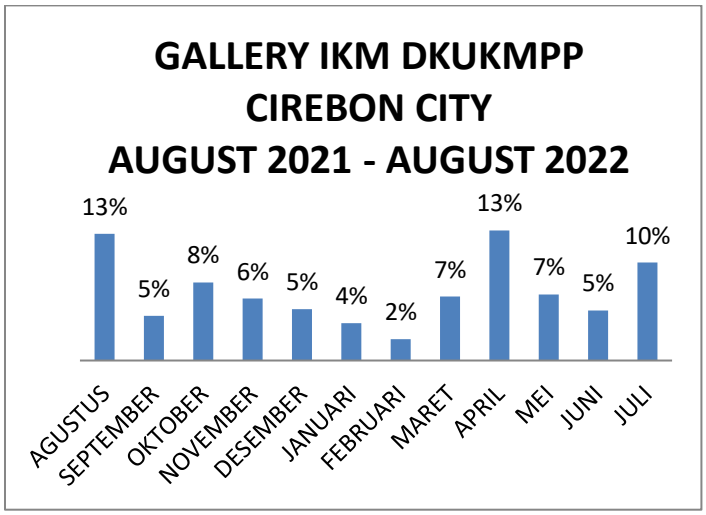
In addition to the several supporting factors above, the Office of Cooperatives for Small, Medium Enterprises, Trade and Industry implements the use of digitalization which is currently one of the supporters for various activities, namely the use of media for promotion. Some of their social media, such as Instagram, Facebook, Youtobe, Whatsapp, have even created a special catalog link to showcase various products in the IKM GALLERY in Cirebon City.

Figure 2.

PERCENTAGE OF SME GALLERY SALES, CIREBON CITY

YEAR	MOUNT	SALE	PERCENTAGE
2021	AUGUST	9.243.300	13%
	SEPTEMBER	3.248.500	5%
	OCTOBER	5.697.500	8%
	NOVEMBER	4.500.000	6%
	DECEMBER	3.757.000	5%
2022	JANUARY	2.734.500	4%
	FEBRUARY	1.544.000	2%
	MARCH	4.653.500	7%
	APRIL	9.470.500	13%
	MAY	4.813.000	7%
	JUNE	3.644.000	5%
	JULY	7.116.500	10%
	AUGUST	10.213.500	14%
AMOUNT		70.635.800	100%

Figure 3.



Source: industry sector DKUKMPP Cirebon City

From the data above, growth in product marketing in the IKM GALLERY has increased and decreased. In August 2021, at the start of the establishment of the IKM GALLERY, product marketing experienced a pretty good presentation of 13%, which means it reached 9,243,300. September 2021 experienced a decrease in sales turnover of only 5%, which means only 3,248,500. in October increased again to 8% equal to 5,697,500. In November, it experienced a decline which resulted in a nominal turnover of only 4,500,000. in December at the end of 2021 it continued to experience a decline which was only able to reach a percentage of 4%, namely 3,757,000. in early January 2022, there was still a decline in sales presentation, which only reached 4%, namely 2,734,500. And at the end point, the lowest percentage experienced a significant drop, reaching only 2% of sales for one month. However, in March it was enough to make the percentage of sales go back up to 7%, which is equal to 4,653,500. The following month also experienced a fairly high increase, as at the beginning of the establishment of the IKM GALLERY, which reached 13%, which is equal to 9,470,500. in May, the percentage decreased to 7% again, which is equal to 4,813,300. in June it also decreased again to only 5%, equal to 4,813,000. but in July it again experienced an increase in percentage to 10%, namely 7,116,500. However, in August 2022, exactly one year, the IKM GALLERY stood at the peak of the highest percentage of sales, which reached 14%, namely 10,213,500. from all the explanation above, it can be seen that the total number of turnover as a percentage of sales in the IKM GALLERY reaches 70,635,800.

Apart from that analyzing the SWOT gives direction to the author that the existence of this gallery has STRENGTHS, WEAKNESSES, THREATS, and OPPORTUNITIES whose data were obtained by the informants after conducting interviews. As for the following statement:

STRENGTHS

In this case, GALLERY has great power because it is under the auspices of the Office of Cooperatives for Small, Medium Enterprises, Trade and Industry so that it has the ability to introduce and promote it in larger marketing efforts. Because not all places or shops can make such a big activity festivals, bazaars and exhibitions to introduce and promote products in the IKM GALLERY.

WEAKNESS

Lack of cooperation between SMEs Because almost 70% are micro SMEs, which have limited capital and production. So many are not on time and go with the flow. There is still little knowledge of the SME GALLERY in the city of Cirebon, therefore it is one of the triggers for the lack of willingness to come to visit the SME GALLERY.

OPPORTUNITY

Having a place to place the product which makes one of the marketing opportunities. So they get more stable sales than marketing themselves.

THREAT

Because the city of Cirebon is one of the activities and centers in region III, there have been many initiatives by the community and large entrepreneurs to create souvenir shops. Which is where this souvenir shop has been heard and its name has become big by foreign tourists. The famous souvenir shop has a trigger to become one of the competitors because almost all souvenir shops sell products that are cheaper, because most of the souvenir shops buy in bulk or buy at wholesale prices at the production site directly and then they make their own packaging with labels their own shop so the selling price is cheaper. While the products in the IKM gallery come from IKM who have clear permits, have halal certification and better and attractive packaging. So the price is a little more expensive than other souvenir shops, but guarantees its feasibility.

CONCLUSION

The IKM GALLERY in the city of Cirebon has been going well and is very beneficial for the business development of IKM actors in the city of Cirebon, however it is applicable and the results achieved after implementation such as festivals, bazaars and exhibitions to introduce and promote products in the gallery ikm is still less effective. Develop a network of cooperation for IKM actors. The City of Cirebon Cooperatives and UKM Office cooperates with the private sector as well as related agencies to support the progress and smoothness of marketing at the IKM GALLERY. Through the IKM gallery feature, it can be assisted in providing information to visitors regarding the goods produced and promoted

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