

CASE STUDY CONDITION OF BUSINESS PLACE OF PMKL IN DEVELOPMENT OF B.E.S.T PROGRAM IN SURABAYA

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ABSTRACT

Research entitled "CASE STUDY CONDITION OF BUSINESS PLACE OF PMKL IN DEVELOPMENT OF B.E.S.T PROGRAM IN SURABAYA". This study aims to find out and study the behavior of PMKL Salam meeencanaan finance to develop the business. The type of research used in this research is to use descriptive qualitative research type. The method used is using case study research. Methods of data collection used in this study are interviews, observation, and literature review. Objects and samples in this study were five people who were both UMKM and PMKL at the gubeng area. The selection of objects based on purposive sampling method with linked selection based on accessibility between researchers and resource persons. The results in this study are that many actors of MSMEs do not have financial planning and financial report, as well as financial reserves in developing their business, which ultimately makes it an obstacle in the development of business.

Keywords: business development challenge, Business Place Condition, and street vendors.

INTRODUCTION

The Indonesian economy continues to grow, the growth is supported by the growth of MSMEs (micro, small and medium enterprises) which is the fundamental of the economy in Indonesia. This is evidenced by the data from DEPKOP (2015-2016), that 53.3% of Indonesia's GDP in 2015-2016 comes from MSMEs. The number of trade transactions that occurred on MSMEs business even reached 99% of national pedangan. UMKM according to Law Number 20 Year 2008 is defined as a productive business owned by individual and / or individual business entity fulfilling the criteria of Micro Business as stipulated in this Law, which is classified as MSME is a business with a maximum net worth of Rp 10 billion outside the land and buildings or have a maximum turnover of Rp 50 billion per year.

Table 1. Indonesia smes wconomic growth data

Indicator (satuan)	2011	2012	2013	2014	2015-2016
Total of MSMEs (unit)	53.823.732 .00	55.206.444 .00	56.534.592 .00	57.895.721, 00	58.687.382, 00
Sum of MSMEs workers (person)	65.601.591 ,00	74.687.428 ,00	90.491.930 ,00	114.144.082, 00	118.257.302, 00
MSMEs export value (Rp billions)	363.200,44	791.597,40	1.099.301, 10	1.536.918,80	1.587.625,60
MSMEs GDP SHARE (Rp billions)	39.277,07	80.846,52	140.363,84	182.112,70	190.248,56

sources : Depkop, 2015-2016.

The street vendors (PKL) themselves are part of MSMEs. Street vendors in Indonesia have some challenges in the development of their business. Some basic problems of street vendors in the development of their business are: marketing, capital, business development and business competitiveness, and business location (Kuncoro, 2009: 45). Well-organized street vendors can contribute to tourism, as a culinary tour. The same thing also conveyed by Alma (2011: 158) that culinary is important for various types of tourism, because everyone would need food. There are several problems caused by street vendors are: Slum, Traffic Congestion, and changing the function of the sidewalk (Indonesian Ministry of Environment, 2002:64).

Therefore the BEST program (clean, tasty, healthy, affordable) is socialized by APKLI. Clean in the real sense, it is expected that street vendors especially PMKL (street food traders) have a quality place of business and clean product quality, including since in the process of making and presenting the product must be clean. Delicious in the sense of a lot of interest because of its taste. Healthy in terms of healthy business places, healthy products, healthy sellers and buyers. Affordable, affordable locations in the sense of being easy to achieve and strategic, and affordable in terms of prices affordable to people's purchasing power.

Based on the translation of the problems that occur, the researchers conducted research to determine the opportunities and challenges in the business location of the business in the effort of MSMEs business development. In this research, the researcher hopes to be able to know the condition of opportunity and challenge of search, arrangement, and condition of business location becoming one of solution in business development of MSMEs and street vendors in surabaya. So hopefully, can be found model of location arrangement of business street vendors and other appropriate solutions in business development efforts undertaken by street vendors.

LITERATURE REVIEW

previous research

Previous research used as a reference in this study is a study by Sudaryanto, et al. (2014) entitled "Strategy of MSMEs Empowerment Facing the Asean Free Market". This prior research aims to know and analyze the strategies and capabilities of SMEs in improving the competitiveness of industries in order to face the Asean free trade through the channeling of credit and the provision of access to marketing information. In this prior study using a qualitative research model. Methods to collect data used in this study is to use interviews, observation, and study center. The results obtained in this previous research is to generate

findings that the provision of information and market networks, ease of access to finance and assistance and capacity building of information technology are some strategies to improve the competitiveness of Indonesian MSMEs. Therefore, synergy between all parties, especially between the government and micro finance institutions is required. This prior research has relevance to this research because it has the same objective to analyze MSMEs in, besides this previous research also use the same kind of qualitative research used in this research.

Basic theoretical

Micro, Small and medium enterprises (MSMEs) is one area that provides a significant contribution in spurring economic growth in Indonesia. This is due to the absorption capacity of SMEs to a very large workforce and close to the small people (Kuncoro, 2009: 28).

According to Alma (2011: 157) there are five characteristics of street vendors, namely: Business activities, not well organized; Does not have a business license; Irregular in business activities, whether viewed from the place of business and working hours; Clustered on sidewalks, or on the edge of protocol roads, in centers where crowds are crowded; and, hawking his merchandise while shouting, sometimes running up to the consumer.

Some basic problems of street vendors in the development of their business are: marketing, capital, business development and business competitiveness, and business location (Kuncoro, 2009: 45). If the street vendors are left undeveloped, then there will be a buildup of the number of street vendors in Indonesia with various problems. The more number of street vendors with limited capital and knowledge, skills, and management will be more dangerous. Even the concerns of growing the number of illegal and illegal street vendors can cause bad issues, such as changing the function of public facilities, disrupting urban planning, decreasing production quality, unfair business competition. If the street vendors are eliminated, it will create poverty, unemployment, and high social disparities (Kuncoro, 2009: 55).

CONCEPTUAL FRAMEWORK

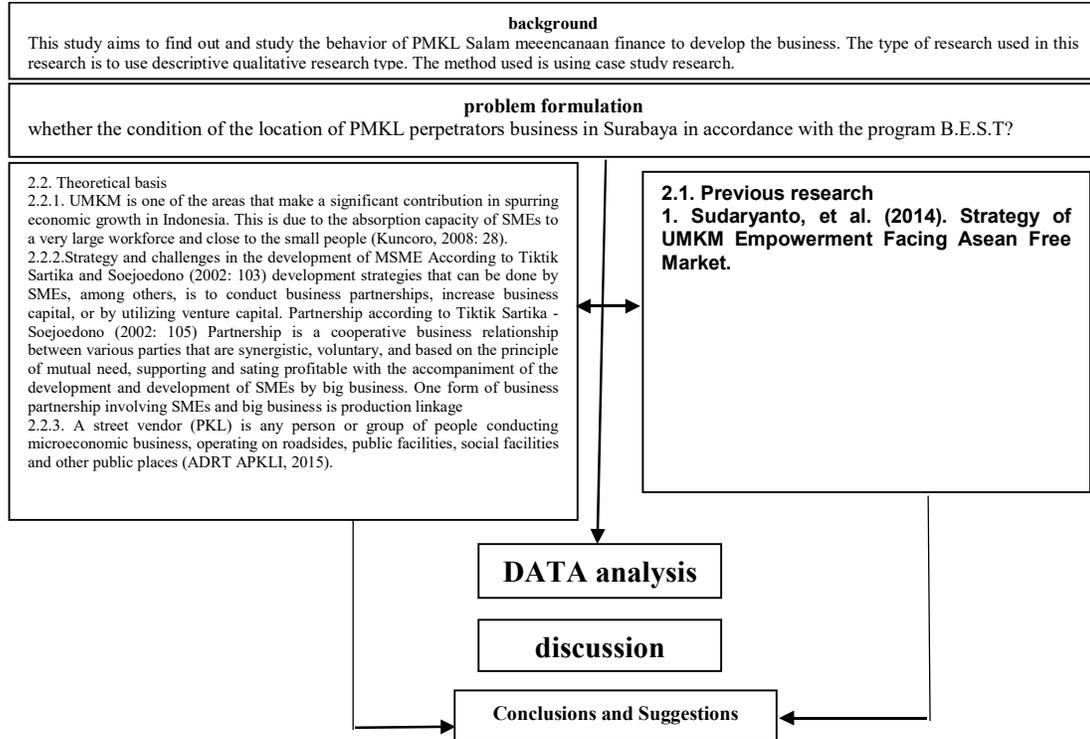


Figure 1. Conceptual thinking framework

Data Model to be collected

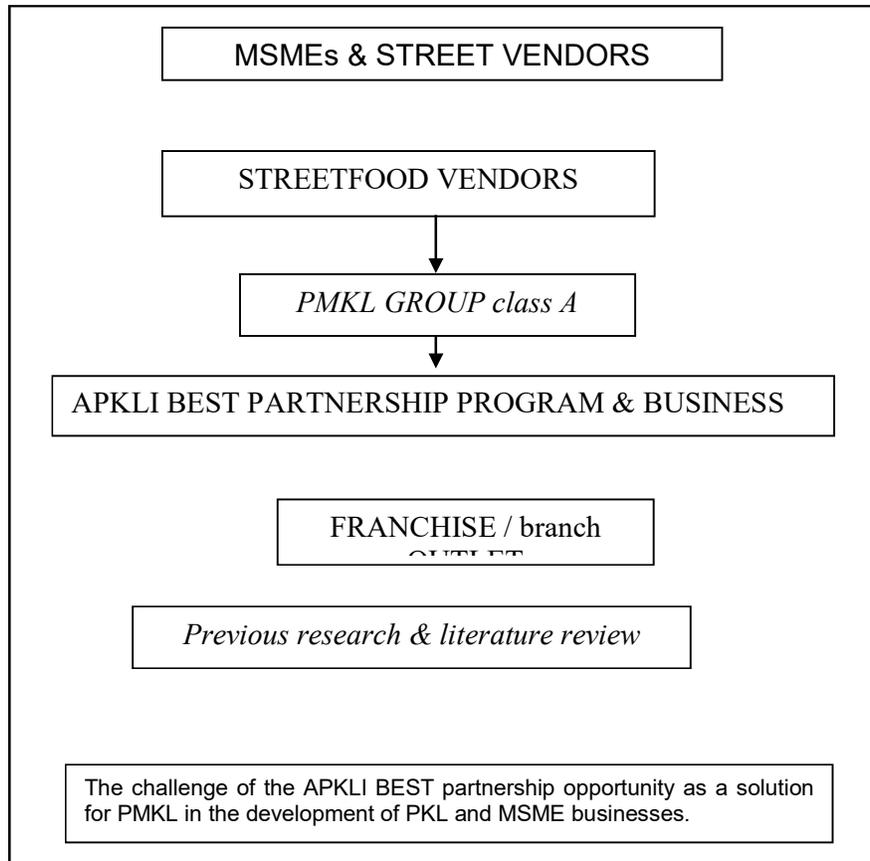


Figure 2. Schema Model Data to be obtained

Source: Processed Primary Data

RESEARCH METHODS

Types of research

The type of research used in this study is to use the type of case study research, which aims to describe the state of the object or problem in the study. According to Yin (2004: 18), case studies are a more appropriate strategy to be implemented when the subject of a research question concerns "How (How)" or "Why" is directed to a series of contemporary processes or events (the focus of research lies in contemporary phenomena).

Subjects and Objects of research

the subjects as informants in this research are the speakers who are also PMKL perpetrators who have been in business for more than 5 years, and the business has sales of at least 700 servings per day (PMKL class A).

Thus, the informants in this study are: PMKL IBU SUM. PMKL Pak Sujono, PMKL Omso, PMKL Triyono, and PMKL Asdreas. Which, as the classification of PMKL, the five informants can be categorized as PMKL class A, and they also try the location of Gubeng District.

Source and Data Types

The type of data required in this study is qualitative data. According to Kuncoro (2010: 145), qualitative data is data that can not be measured numerical scale.

This study uses primary and secondary data sources. The primary data sources in qualitative research according to lofland (1984: 47) in Moleong (2014: 157) are words and actions, the rest are additional data such as documents and others.

Method of collecting data

This research uses sampling with Purposive Sampling method (purposely). Where this study only provides opportunities to members of the population in accordance with certain considerations (Sugiyono, 2014: 122).

Data Analysis Method

According to Miles and Huberman in Sugiyono (2014: 404), Activities in the analysis of qualitative data conducted interactively and lasted continuously, so the data is saturated, data analysis activities carried out are:

- 1.Reduction of data, which summarizes, chooses the main points, focuses on the important thing, sought the theme and pattern;
2. Presentation of data, in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like; And,
3. Conclusion or verification of conclusions based on results.

RESEARCH RESULT AND DISCUSSION

Data Analysis Research Results

The analysis was conducted based on the result of interview evaluation with the resource person, which then compared the result of the interview from the resource person. Then, the result of comparison between the resource persons is compared with the observation result and the result of literature study. The opinions evaluated from the resource persons, observation, and literature review will especially discuss on the topic of data and information on partnerships, branches / franchises, PMKL capital, plans and development challenges of PMKL.

The following is the presentation of the interview data with the resource persons on several data topics:

Nama :	Codding :
Alan Suryawijaya (reseacher)	AL
Mrs Sumarti (bu Sum)	SUM
Mr Sujono	PSJ
Mr Omso	POS
Mr Triyono	MTR
Mr Andreas	PAN
End of Recording	EOR
While eating	SMK

Figure 3. Codding

Source: Internal data of the researcher

Table 2. The observation result with the resource person discussed the location of the business

Narasumber :	Hasil observasi :	Kesimpulan :
SUM	<p>- 2. small stall with 1 cart + table in tent + 1 outdoor table tent. with a total capacity of 12 people. (attachment to AAD - no.2)</p> <p>-16. Unfortunately, the location of the stall is in the river. so that the smell of the river sometimes smells. (attachment to AAD - no.16)</p> <p>- 22. very range of getting upset. but if you have a permanent place it might be better. and very confident that it can be developed better and bigger. (attachment to AAD - no.22)</p>	places that are less representative, vulnerable to displacement, tires still pay rent substitutes for environmental, hygiene, and security contributions to the neighborhood neighbors.
PSJ	<p>- 2. a small warung with 1 cart + table in a tent + mat to sit in the second row. With a capacity of 15-20 people in total. (ABD attachment - no.2)</p> <p>-14. Feeding supplies are washed with running water and soap. it's just a shame the location of the stall is on the road. and a position that sits close to the ditch and is as high as the government garbage box. so that unpleasant odors sometimes smell. (ABD attachment - no.14)</p>	small place, less representative and less healthy. if there is a project, it will definitely get upset.
POS	<p>- 2. sales with motorbike cooking stalls with aluminum glass windows. (ACD attachment - no.2)</p> <p>- 22. very mobile, and the sale is also in place that does not violate pedestrian rights. but vulnerable to stop selling when it rains. (ACD attachment - no. 22)</p>	mobile business location. but does not have a permanent place.
MTR	<p>- 2. permanent food stalls lease the bottom of the boarding house. with table 8 with a number of 16 long chairs that can hold up to 64 people. (attachment ADD - no.2)</p> <p>-23. the rental place is permanent, spacious and clean. only the system is still renting with boarding houses. it is feared that rental prices will continue to increase or can be dealt with by the profit sharing mechanism. (attachment ADD - no. 23)</p>	stalls have been permanently rented, but the rental price is high.
PAN	<p>- 2. rental shop under a small building used by a used motorcycle workshop. with a capacity of 6 tables with seats around 24 seats. (attachment AED - no.2)</p> <p>-21. already have a permanent rental place, but it is feared that rental prices continue to increase, and the place is very small and dirty. (attachment AED - no.21)</p>	stalls have been permanently rented, but business locations are less healthy.

Sumber: Observation data from resource persons in attachments of AAC, ABC, ACC, ADC, and AEC were processed.

STUDY and DISCUSSION :

A. INTERVIEWEE SUM :

“actually his wish was like that, my husband's brother actually I planned to open a branch for him, rather than unemployed here.(SUM, Attachment AAB-2-42)”

“there is no capital, later if the capital has been collected and enough, then I will open another branch (SUM, Attachment AAB-2-44)”

From the Interview piece it is seen that the SUM informant has a high desire to open a business branch. However, SUM informants also have not enough confidence to open branches, one of the reasons is the reason for the capital. However, when the researcher tries to find out more about another option, a partnership with profit sharing, in which the business actor simply pays for the share of each portion sold to landowners and equipment providers. As per the researcher's assumption, the answer from the resource person is happy to receive the option of profit sharing cooperation. This shows that indeed the option of cooperation can be a solution for capital and doubt or loss of capital. So the risk of capital loss can be minimized.

B. Interviewee PSJ :

“actually also want to have my own branch, but unfortunately, no one is helping me, I need extra worker or helper. but I don't know anymore ... (PSJ, Attachment ABB-4-77)”

“In fact, you're just not ready for the system. keep it up, keep it up, keep it up(PSJ, Attachment ABB-3-63)”

From a snippet of interviews with PSJ's resource persons it is clear that the PSJ Resource Person has a desire to open a branch, but does not have the energy and trust people. In addition, the PSJ resource person also feels unable to run his business in more than 1 different place on a rice basis. As well as added concerns PSJ Resources will risk losses and if the cooperation how financial transparency. Behind that, it also shows that PSJ's resource persons also have the desire to open a branch, but are not prepared to risk the loss and dishonesty of others who will run the business.

C. INTERVIEWEE POS :

“I have five branches, my son, I sell sales as well, my sister, my sister's wife also sells me. not useful if not employed..”

“No, later for recapitulation with employees becomes difficult. better by hiring your own relatives. but yes, my biggest child is still not perfect if it is for the raw materials.”

“in fact my wish is that if I can, while I'm selling it, I also want to find a place to sell permanently. then my wife will take care of the place..”

From the results of the interview snippet shows that from this resource POS indicates that already have duplication of similar businesses up to 5 businesses. But the business is run by relatives, children, and relatives independently. this actually can not be said a branch, because the source did not receive the benefits both material and non-material from the duplication of his business. However, the Resource Person also pointed out that the POS Resource Personnel has the view that the results of the sales if employed by employees will be a new problem, so the POS Interviewer prefers to submit duplication of his efforts to his brothers.

In addition, the resource person also has a desire to open a permanent establishment, in addition to this kelilingan business, which will be run by the wife of this resource POS. This indicates that the resource person is aware of the importance of opening a branch. And already do duplicate and multiply effort.

D. INTERVIEWEE MTR :

“Not yet. still can't manage. like this, I'm confused. (MTR, Attachment ADB-1-22)”

“Expensive mas modale. just like this is pretty good. No need to invest much more. (MTR, Attachment ADB-1-24)”

"never.... MTR, Attachment ADB-1-28)"

"How do you cooperate? the branch is correct. But not now. " (MTR, Attachment ADB-2-36)

From the interview piece it appears that the MTR Speaker has the view and the desire to do the opening plan of the branch, but the MTR Resource Person feels that they do not have the ability to arrange the branch opening mechanism. In addition, the MTR Resource Person also felt that he did not yet have the ability to exercise control when opening branches. In addition, the resource person also admitted that he was not ready to prepare capital for the opening of branches. However, it is more appropriate to say that it is not due to inability to fund or have no intention to open a branch, but the resource person does not have the courage to open a branch, and for now the resource person is reluctant to spend more to make the branch opening.

E. INTERVIEWEE PAN :

"my wife wants to open a branch in the rungkut area. my father's house, where there is a lot of factories in the market. It's pretty good if it's there. " (PAN, Attachment AEB-3-60)

"Sek mas, sitok sitok sek mas. I don't regulate here. After all, there is also no capital for me." (PAN, Attachment AEB-3-62)

From the results of the interview cut it appears that the resource person obviously already has the desire to open a branch. It even has a plan and target location to be targeted when opening branches later. In addition, the resource person has also done the calculation of target market who want to be targeted as their potential customers. But for now it appears that the resource person has not had any preparation for opening the branch. the lack of perception is seen from the lack of siapan ranging from labor, capital, system, site preparation, and so forth. In addition, the issue of capital is felt by this PAN informant to open a branch.

From all the interview results with the resource persons, it is seen that almost all informants already have a view to do the opening plan of the branch. Intentions, wishes, calculations have been considered by almost all sources. But of all these thoughts, many of the informants have not had the courage to open a branch. In addition, many of the non-perceptions experienced by the resource persons, which mainly are the lack of preparedness from the capital side and the branch opening system. both from trust, recipes, and so forth.

CONCLUSION AND RESEARCH SUGGESTION

Conclusion

Based on the formulation of the problems described and the results of research discussed in this study, it can be concluded that the location of the business is now being undertaken by resource persons in this study already there are starting to realize the cleanliness, but there are also PMKL who do not have a hygienic place, there are those selling sibles in their businesses, and most of them have constraints in the business location of business ownership and business location selection.

Research Suggestion

This research uses qualitative research by conducting interviews. Further research can use quantitative research to prove that capital and location factor is not an obstacle in opening branch in effort of business development supported by statistic calculation.

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