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## ANALYSIS OF VILLAGE POTENTIAL THROUGH SMEs IN MANGUNREJO VILLAGE, KEDIRI DISTRICT

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### ABSTRACT

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#### **History Article:**

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#### **Keywords \_ :**

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Desa adalah kesatuan masyarakat hukum yang berwenang untuk mengatur dan mengurus urusan pemerintahan, kepentingan masyarakat setempat berdasarkan prakarsa masyarakat, hak asal usul, dan/ atau hak tradisional yang diakui dan dihormati dalam sistem pemerintah Negara Kesatuan Republik Indonesia. Subyek pada penelitian ini adalah para masyarakat, tokoh-tokoh masyarakat dan aparat pemerintahan Desa Mangunrejo, Kecamatan Ngadiluwih, Kabupaten Kediri. Kesimpulan yang bisa ditarik dari penelitian diatas adalah UKM pada Desa Mangunrejo perlu adanya pendampingan dengan jumlah 79 UKM, serta kurangnya pelatihan pengembangan dan pendistribusian produk untuk UKM yang berada di Desa Mangunrejo, Kabupatn Kediri.

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### ABSTRACT

*Villages, village potential,  
SMEs.*

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*A village is a legal community unit that has the authority to regulate and manage government affairs, the interests of the local community based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. The subjects of this research were the community, community leaders and government officials in Mangunrejo Village, Ngadiluwih District, Kediri Regency. The conclusion that can be drawn from the research above is that SMEs in Mangunrejo Village need assistance with a total of 79 SMEs and there is a lack of product development and distribution training for SMEs in Mangunrejo Village, Kediri Regency.*

## INTRODUCTION

The moment we no foreign with the word village , where village according to law. No. 6 years old 2014, is villages and villages custom or so- called with another name, hereinafter Village, is unity public competent law For organize and manage affairs government , interests public local based on initiative society , rights origin proposal , and/ or right recognized and respected traditions in system unitary state government Republic of Indonesia.

Especially since Law no. 6 of 2014 concerning Villages was passed , policy The main thing is the law the is with he gave allocation of village funds around 700 million up to 1.3 billion depends from calculations that have been made set government in accordance area , amount resident and level poverty village . With thereby something village become independent village Can materialized .

Independent village That reflect will public strong village For go forward, produce it Village products / work that the Village is proud of and the Village's ability to fulfill their needs (Lintang and Belakang 2005). Because of That if village independent Can come true , then village that's what can be done welfare its people . For example public need something road or good bridge and possible irrigation reliable throughout year , then village the Can make it happen .

On progress village of course you have too different potential from village else , then from That government village must clever digging potency the For develop village for prosperity public village . Must be aware of it position The village is very strategic For build a country. Because, village become end spear identification problems , needs at the root level grass until planning and realization objective patriotic is at the level village (Ftsp-its and Sukolilo 1945).

Kediri Regency is in the south East Java Province, namely located between  $111^{\circ} 47' 05''$  to  $112^{\circ} 18' 20''$  East Longitude and  $7^{\circ} 36' 12''$  to  $8^{\circ} 0' 32''$  South Latitude , with adjoining regional boundaries north border with Regency Jombang and Nganjuk, next door south with Regency Blitar and Tulungagung , west with Regency Nganjuk and Tulungagung and next door east border with Malang and Jombang Regencies . Area area around  $1,386.05 \text{ Km}^2$  or 5% of the area of East Java Province ( <http://kedirikab.go.id> ) (BPS Kabupaten Kediri 2021) . With administrative areas in 2015 there are around 26 sub-districts , 1 sub-district and 343 villages. With results census resident Kediri Regency in 2010 amounted to 1,498,803 people ( <https://kedirikab.bps.go.id> ). Research purposes This namely : For know to what extent potential of Manganrejo Village Speed Ngadiluwih Kediri Regency seen from existing SME sector.next

For know extent of role government village in developing SMEs in Mangunrejo Village Subdistrict Ngadiluwih Kediri Regency .

## LITERATURE VIEW

### Understanding Village

Etymologically, the word village comes from Sanskrit, *deca*, which means homeland, homeland, or birthplace. From a geographical perspective, a village is defined as "a group of houses or shops in a country area, smaller than and town". A village is a legal community unit that has the authority to manage its household based on the rights of origin and customs recognized in the National Government and located in the Regency Area. Village according to H.A.W. Widjaja in his book entitled "Village Autonomy" states that: A village is a legal community unit that has an original structure based on special rights of origin. The basis of thinking regarding Village Government is diversity, participation, genuine autonomy, democratization and community empowerment (Ii and Pustaka 2003).

### Village Potential

The word potential comes from English, namely potential. This means there are two words, namely, (1) ability; power (2) and strength; possibility. In general, village potential can be divided into two, the first is physical potential in the form of land, water, climate, geographical environment, livestock and human resources. Second is non-physical potential in the form of society with its characteristics and interactions, social institutions, educational institutions, and village social organizations, as well as village officials and officials. In general, the aim of developing village potential is to encourage the realization of village/subdistrict community independence through developing superior potential and strengthening institutions and empowering the community.

## RESEARCH METHODOLOGY

### Types of research

Types of research This is descriptive qualitative that is give description How potential of SMEs in Mangunrejo Village , District Ngadiluwih , Kediri Regency and how role government village in effort management through SMEs

### Technique Data collection

Technique data collection will be held is :

#### a. Study Field

Study field done For get the primary data obtained through :

1. Observation
2. Interview
3. Documentation

#### b. Library Studies ( *Library Research* )

#### **Subject Study**

Subjects of research This are the people , the figures society and authorities Mangunrejo Village Government , District Ngadiluwih , Kediri Regency . With use method purposive sampling, then the informant will chosen are the people who are expected own knowledge , experience and competence to the problems that will arise researched .

#### **Data analysis method**

Use data triangulation , where data triangulation is do crosscheck and validate results between data one with other data is good from data in the form secondary as well as primers obtained in the field For compared to from data sources that have been selected , then organized , analyzed , and concluded . The result Then used For explain problems that have been researched in a way factual and objective in accordance with findings obtained in the field .

### **RESULTS AND DISCUSSION**

Mangunrejo Village is one of from 16 villages in the District \_ Ngadiluwih , Kediri Regency , Province [East Java](#) - [Indonesia](#) . Mangunrejo Village own The area is 221 hectares consisting of four (4) Hamlets, viz with regional boundaries as following : North of the Village Rejomulyo , Kediri City, East of Blabak Village Subdistrict Candidate Kediri Regency , South of Bedug Village Subdistrict Ngadiluwih Regency Kediri, West of Banjarejo Village Subdistrict Ngadiluwih Kediri Regency .

Based on 2019 data Total Residents' Associations (RW) as many as nine (9) amounts Get along Twenty neighbors (RT ) . seven (27) whereas amount residents of Mangunrejo Village A total of 4,616 people or 1.55 1 Head Family (KK) consisting of from : The male population is 2,345 people , the female population is 2,345 2,269 soul .

Activity Economy in Mangunrejo Village Enough diverse and dominated by those who work in the SME sector in particular goods and services , i as researcher register around 79 SMEs . Although some work outside \_ \_ SME sector , however No few work in both sectors even more ,

A number of activity economy in Mangunrejo Village as following :

### 1) Agrarian

Activity agriculture is activity economy part residents in Mangunrejo Village . residents of Mangunrejo Village working in the sector agriculture , esp farmer rice , and farmers sugarcane. Most of the farmer is farmer owner land and work the land Alone . Although many have and do it land his agriculture myself , no very few people work only as laborer the farmer does the work land agriculture someone else 's .

### 2) Industry

Activity industry in Glagah Village Still classified the least . From the whole amount House stairs, only a number of House entrepreneurial ladder in sector industry . Industry the is industry small House processing stairs sugarcane become brown sugar .

### 3) Trade

Activity trade in Mangunrejo Village walk Enough OK , p This because exists interest from inhabitant For make product as well as innovate with matter new , so appear Lots SMEs originating from from Mangunrejo Village , even moment do our research was successful register around 79 SMEs in Mangunrejo Village . Trading here includes : health herbal medicine business in form liquid nor powder with existing packaging safe and appropriate standard , effort craft hand like bags and hampers, business chips cassava , business plant ornamental , and many other SME businesses .

## Discussion

In research this , researcher has spaciousness For see in a way exactly How existing potential with see potential in SMEs. In research this too has been interview a number of informant For know situation in the field . Informant the consists from : Village Head , Community Figure , BUMDES Officer , Village Youth Organization Chair , Chairman Women's Organizations (PKK), and SMEs Actors . Currently SMEs have \_ proven that during circumstances previously like crisis in 1998 and the Covid-19 pandemic in 2020 in Indonesia, SMEs are at the forefront who can survive and become the Solution in face problem economy . Because of That is , there are SMEs in every country village must strengthened its existence so that it can still endure even develop or move up a class .

Question First , what we provide to all over existing informants that is With potency Industry Micro and Small ones is in Mangunrejo Village , according to ladies and gentlemen problem What just be inhibitor For introduce is there potential ?

Mr Sutrisno as Head of Mangunrejo Village explain that :

"Which become problems / obstacles that is lack of promotion on social media for product umkm in Ds. Mangunrejo , less its product branding , mostly product umkm Not yet own permission business (PIRT)."

It's in tune with statement from BUMDES officers and as Member coral cadets in Mangunrejo Village namely Hanifah RM explained that:

"(1) Mostly problems in marketing , because Now digital marketing season makes the people of Mangunrejo Village must literate technology , because here majority owner business or MSMEs already aged and successor his business No Can help manage so that his business umkm the not enough own possible promotions reach consumer more wide . (2) Majority perpetrator UMKM in Mangunrejo Village Alone only promote the product via *whatsapp* status and posts *Facebook* , another problem is also in *the packaging* Because party outside not even the village someone gave socialization about standard *packaging* so that product umkm here only packed as is . (3) Here For product food often become obstacle perpetrator umkm namely in licensing like (PIRT)."

Different with opinion from Community figures in Mangunrejo Village namely Mr Joko explained that:

"Which become problems / obstacles like example There is A potential in the product sugar umkm red , production in a year will stopped twice , namely in the month January , February Because though own material easy standard No close possibility We must buy material standard sugarcane outside village so that requires more capital for production still walk remembering Ds . Mangunrejo Now only own One brown sugar factory ”.

Explanation This is also the same as what was described by Mrs. Dessy Chairman Empowerment Well-being The family (PKK) explained The same especially material standard , Mrs. Desy state that :

" First that is marketing , Mangunrejo SMEs products so far This only traded in the environment village only, and only For fulfil need everyday , not yet leads to line continuing / growing business. Second that is material standard , because village mangunrejo Still Not yet own sector agriculture that can *supply* material standard For SMEs businesses in the village mangunrejo , so most products produced by Mangunrejo SMEs get *supplier* from outside village .

As example umkm chips cassava , business This get *supply* / buy material standard cassava from outside village with always quality different , because matter This make product chips cassava the *inconsistent* from in terms of taste as well texture . Things this is what happened inhibitor potential of village SMEs Mangunrejo.”

Information from informants are also supported from results other research (Aulia Hakim 2021) conclude that in a way whole business village own potency For developed, only need Skills addition For strategic management . \_ Lots of it business culinary , yes be one \_ consideration village For make business culinary become business superior village . In research It is also recommended form convenience For get material standard or legality business Can

become step For start developing SMEs and establishing SMEs Forums in Villages and strengthening them networking can tighten every businessman For collaborate .

Interview result with question second namely “ According to You product Industry Micro or Small are you know in the village Mangunrejo is Already start develop ?”. From the results interview from Mas Kautsar Chairman of the Mangunrejo Village Youth Organization state that

“In our village there are already SMEs start develop namely : brown sugar , and bag knit .”

This matter The same with statement from BUMDES officer Sister Hanifah RM and figure Pak Joko's community that : " MSMEs that have start develop namely : Brown sugar business , bags knit , chips yam , cake dry ( parcels ), fruit juice , processed herbal medicine, and soybean juice . ”

From interviews above also has discussed study previously where , the Micro , Small and Medium Enterprises (SMEs) unit is one of the business units tendon pulse economy regional and national . MSME products can made as product mainstay For traded in trade international like product results agriculture , products textiles , products crafts , as well other products come from from potency local . MSME products are potential product \_ For developed in a way creative and innovative so that quality MSME products can increase and compete in the domestic market and international markets (Nugraha, Amaruli, and Darwanto 2017). Results of other (Merdekawati 2018) state very important contribution for well-being public add income of local communities so that can sufficient need daily .

Question third , from study This is “ Is with Potency Industry Micro and small in Mangunrejo Village , what are they ? Already There is party outside helpful village \_ introduce product from inhabitant village Mangunrejo ?” Mrs. Dessy as Chairman Empowerment Well-being The family (PKK) stated

" For companion special from party outer Not yet Yes , there is time There is a number of offer For SMEs development , such as marketing and packaging training , but until moment This Not yet There is follow carry on . However If training from subdistrict held several times training For packaging products , etc. ”

The same statement was also conveyed by Sister Hanifah RM who stated that during This Not yet exists accompaniment but only There is an event or activities .

" For party outside There is that is in an event exhibitions in districts / districts there product umkm Ds. Mangunrejo will *be displayed* at the *stand* and introduced at the exhibition that , meanwhile For training too \_ held by the party Manpower Department ( barista training ).”

Accompaniment for SMEs it is very necessary done Good from government , institutions society , academic community and groups other supporting organizations SMEs development . On research (Faizzilah, Kusmiati, and Liana 2022)who stated that SMEs felt

very helped with exists activity practice government in accompaniment This mainly related marketing products made \_ through utilization digital technology (digital marketing) in the form of social media Good that's Instagram, Whatsapp , and Facebook so distribution product in the domestic market can saved during the Covid-19 pandemic . In the study it also explains in practice government to public this also delivers training marketing SMEs products \_ with take advantage of existing social media like WhatsApp , Instagram , or Facebook activity init has walk with Good . Material provided in training This includes : (1) Digital marketing techniques, (2) Utilization of social media as a marketing medium , and (3) Tutorial on using social media as a marketing medium for these SMEs .

Interview result from Head village Mr Sutrisno also stated that :

"Marketing is done society Ds. Mangunrejo that is via social media such as (Whatsapp status , and Facebook marketplace ), for party outer Alone Not yet someone help \_ introduce Ds. Mangunrejo SMEs products ."

Potency village is A the power possessed by the village in increase economy and welfare public village. In interviews on development of SMEs in the village mangunrejo Can made A strength For reach well being society village . Strength more For from SMEs you can seen from uniqueness product That Alone. Potential SMEs that can made superior is a brown sugar SMEs . Development something industry tightly with need market demand . High market demand will push appearance activity something industry. Activity industry basically is processing activities goods raw become goods so who has mark use more tall . A goal industry in produce \_ goods or services , improve prosperity society , improve profit , expand field work , and looking after continuity Company (Agus;, Saleh, and Harjito 2020). Brown sugar Alone have uniqueness separately , because Already Lots rolled brown sugar business \_ mat . Palm sugar is one of processed sourced food \_ from results processing of the sap water that comes from it from flower bunches male tree aren . Processing roomie until become palm sugar through the boiling process until roomie changed become fluid thick and colorful thick . , Then printed and cooled until harden (Yudono 2019).

## CONCLUSIONS AND SUGGESTIONS

possible conclusion withdrawn from study on is as following :

1. With he explained from results study above , then SMEs in Mangunrejo Village need exists assistance to every existing SMEs Good from government or the academic community around Mangunrejo Village .



2. Lack of training development and distribution product for SMEs located in Mangunrejo Village , Kediri Regency . Training Still is in the District , so participants who took part training is very limited . Because, if There is training in the sub-district the participants divided from villages in the sub- district area Ngadiluwih .

Deep advice study that is among others:

1. Necessity training *digital marketing* for introduce SMEs products in Mangunrejo Village and training development product as well as packaging product .
2. Need determination of SMEs that can developed as characteristic typical SMEs from Mangunrejo Village .

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