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Strategy for Development of Micro, Small and Medium Enterprises in Gowa Regency, Indonesia

- Akhmad Akhmad
- Idhan Khalid
- Asdar Asdar

Abstract

The current development of Gowa Regency is directed at efforts to develop economic activities that can provide welfare to the people of Gowa Regency. This study aims to formulate a strategy for developing small micro enterprises (MSMEs) in Gowa Regency. Data collection was carried out by conducting in-depth interviews with cooperative and MSMEs service staff in Gowa Regency, and MSMEs entrepreneurs in Gowa Regency. Apart from the interviews, a Focus Group Discussion (FGD) was also conducted. The data obtained were then analyzed using descriptive analysis and SWOT analysis. The results of the study show that the strengths possessed by MSMEs in Gowa Regency are, increase public interest in doing business and local government support for MSMEs development. Weaknesses faced include coordination of coaching by each Regional Apparatus Organization (OPD) and the absence of a training center. While opportunities for MSMEs development include: the availability of natural resources and the position of Gowa Regency which is directly adjacent to the city of Makassar as the provincial capital. Furthermore, the challenges faced include; more competitive entry of products from Java and abroad, as well as dependence on raw materials from Java and imports. Therefore the MSMEs development strategy in Gowa Regency can be carried out with a program to create a healthy business climate for MSMEs with the aim of facilitating the establishment of a healthy, economical, and efficient and non-discriminatory business environment for the continuity and improvement of MSMEs performance.