PalArch's Journal of Archaeology of Egypt / Egyptology

# INSTITUTION FOR IMPROVING THE CAPACITY OF MICRO BUSINESS BUSINESS IN INDONESIA

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**Lukmanul Hakim, Etty Mulyati, Djuhaendah Hasan, Tarsisius Murwadji, INSTITUTION FOR IMPROVING THE CAPACITY OF MICRO BUSINESS BUSINESS IN INDONESIA-Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(1), ISSN 1567-214x**

## Abstract

Indonesia currently has nearly 90% of micro business units that have different characters and are engaged in home-scale business activities. The competitiveness of micro-businesses in several developed and developing countries that are included in the ASEAN economic community is competing to be able to increase capacity. So there are things that need to be considered starting from the legal, financial, and human resource management aspects so that they can continue to grow and develop. The solution in answering all problems in micro businesses can be by forming institutions to increase business capacity for micro businesses. So that the role of micro businesses in efforts to increase business capacity from pre-feasible can increase to become banking-friendly. Because by applying the *quadruple helix* concept, it will provide a contribution and build micro-businesses to be more independent and encourage equitable economic development in Indonesia.

**Keywords** : Development Institutions, Capacity, Business, and Micro Enterprises.

## INTRODUCTION

Most of the Indonesian economy is dominated by the corporate sector from large enterprises, while the pillars of economic development for micro and small businesses do not speak much. So that when the crisis occurred in the corporate sector, several other large businesses were unable to survive properly. Micro enterprises that do not play a role in the Indonesian economy have proven better and can survive amid economic turmoil that leads to a multidimensional crisis (IhwanSusila, 2007). Micro enterprises survive quite well in certain business sectors in Indonesia, so the government formulates a new paradigm to be able to develop the micro business sector to its full potential. The economic crisis which has provided valuable lessons will certainly create economic development for large and small businesses.

Some of Indonesia's economic activities are dominated by micro and small scale businesses. The main actors come from farmers, traders, agricultural production facilities, processors of agricultural products, craftsmen, and retailers. Micro enterprises in general are faced with several classic problems, namely the limited availability of capital and lack of guidance and several reasons why micro-businesses remain able to survive, namely: First, most micro-businesses produce goods and services with low demand elasticity of income. Second, most micro businesses do not receive capital from banks. In Indonesia, micro businesses still use their own capital from savings, and not investment from investors.

The Investment Restriction Policy or what we know better as the Negative Investment List is part of the current investment law and is regulated in Law of the Republic of Indonesia Number 25 of 2007 concerning Investment. One of the goals of forming the government is to promote the general welfare. This mandate has been described in Article 33 of the 1945 Constitution of the Republic of Indonesia and is a constitutional mandate which forms the basis for the formation of all laws and regulations in the economic sector. The Constitution observes that national economic development must be based on democratic principles capable of creating the realization of economic sovereignty in Indonesia.

The linkage to economic development in Indonesia was re-established with the Decree of the Indonesian People's Consultative Assembly Number. XVI / MPR / 1998 concerning Political Economy in the Context of Economic Democracy as a source of material law. Thus, the development of investment for micro, small, medium enterprises and cooperatives is part of the basic investment policy. The spread of micro enterprises in Indonesia is around 88.8-99.9% with employment reaching 51.7-97.2%. Micro enterprises have a share of 99.99% of the total business actors in Indonesia. Therefore, cooperation for micro program development needs to be prioritized. So that the potential for micro-businesses in Indonesia cannot be separated from the support of the government and investors in answering the classic problem, namely capital for micro businesses.

The investment policy by investors in the Investment Law is described as a sector that has an important role, because it includes 2 things, including encouraging the creation of a national business climate that is conducive to investment to strengthen the competitiveness of the national economy and accelerate the increase in investment. In determining the basic policy for investment, the government must play a role. small, medium and cooperative.

Since January 2016, ASEAN has officially opened a free market known as the ASEAN Economic Community (MEA). The opening of this free market means that every product and service will be free to enter and exit between ASEAN countries. Especially the development of economic integration in order to reduce trade transaction costs and improve business facilities as well as the economic competitiveness of micro businesses. The main objective of MEA itself is of course to create a single market based on production that is highly competitive, prosperous and more stable with the integrity of trade regulations. This also indicates the freedom of business actors to invest, add facilities and compete more widely. For micro businesses in Indonesia, the existence of the MEA is certainly one of the momentum to improve the quality of goods and services provided. Because you will be directly faced with a wider market than before.

Many countries have made access to finance the most discussed issue in the development of the micro business sector. Micro business actors are often in a less competitive position in seizing financing from financial institutions and investors. From the banking institutions, they prefer entrepreneurs who meet the criteria for granting credit and have a track record. Meanwhile, from the side of micro business actors, the problems range from lack of literacy, management ability, limitations in preparing financial reports, minimal business capacity, to the absence of credit guarantees. If the micro sector is placed in the market freely, its survival will be determined by the market and with its various limitations, it will certainly be difficult to compete with business actors who are part of the global conglomeration network. This is included in the matter of funding which will depend on the disbursement of credit from commercial financial institutions that understand more about big company data than micro-entrepreneurs. By collaborating with investors to get the funding sector, it is hoped that investment can help micro businesses develop their businesses.

Based on the juridical aspect, the Negative Investment List policy established by the government must always observe the basic principles of basic investment policies in Indonesia. Article 12 of the Investment Law states that "all fields or types of business are open to investment activities, except for business fields or types of business which are declared closed and open with conditions". The Presidential Regulation concerning the establishment of closed and open business fields is known as the Negative Investment List which applies to Presidential Regulation Number 44 of 2016 which divides several business fields that can be carried out by foreign investors. With the aim of investment activities can involve micro, small and medium enterprises through a partnership program or the formation of *joint ventures.*

Talking about partnerships between micro-entrepreneurs and investors can provide a good relationship in increasing the capacity of micro-businesses. In addition, with support for the formation of a new institution, it can provide encouragement for micro businesses in providing guidance, information and capital from investors who have become partners. More specifically, the role of this institution in micro-businesses is to increase the capacity of micro-businesses from pre-feasible to business-worthy in economic stability which has an important role in increasing development and driving the economy of micro-enterprises, especially in Indonesia (Thalassinos, 2015; Thalassinos 7 Liapis, 2014). In this economic context, the government has a role to play in increasing the capacity of micro-businesses by forming an institution that has a vital role in increasing the capacity of micro-businesses. So that the government's efforts in preparing the institutional and institutional structures for MSME business ratings are running well.

## LITERATURE REVIEW

Micro enterprises are productive business units carried out by individuals or business entities, both legal and non-legal entities in all sectors of the economic industry. The thing that makes the difference between micro, small, medium and large businesses is generally based on the value of the initial assets that have been issued, which does not include land and buildings, average turnover per year, or the number of existing workers. In addition, the definition of micro-enterprises in other countries is also different.

The definition of Micro Enterprises in Article 1 paragraph 1 of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises is: “Productive businesses owned by individuals and / or individual business entities that meet the criteria for micro enterprises as regulated in this Law. Micro enterprises have a maximum asset value of Rp. 50 million, or with the largest annual sales of around Rp. 300 million. According to data from the Central Statistics Agency (BPS), Micro Enterprises (or in the general manufacturing sector called home industries) are business units with 4-5 workers.

Ganewati (2008) states that Micro Enterprises based on trade and investment can be grouped into four groups, namely:

1. Micro businesses that have gone global, namely micro-businesses that have carried out international activities very broadly, covering global regions such as Asia, Europe or North America.
2. Internationalized micro-businesses, namely micro-businesses that carry out an international activity, for example exports.
3. Potential Micro Enterprises, namely micro and small businesses that have the potential to carry out international activities.
4. Domestic-oriented micro-enterprises, namely micro-businesses that carry out business domestically.

Micro enterprises are very different from large enterprises, but within the UMKM group, especially in a number of aspects that can be easily seen daily in developing countries including Indonesia. Where these aspects include market orientation, company profile of the business owner, nature of job opportunities within the company, organizational and management systems applied in the business, degree of mechanisms in the production process, sources of raw materials and capital (Tulus Tambunan, 2017).

Micro enterprises in Indonesia can be said to have grown positively in order to realize the basic goals of the country, namely the existence of a welfare in society, especially in the current digital and globalization era. Globalization through digital trade liberalization in the era of the Asean economic community calls for an open economic condition where progressive industrialization and free trade are preconditions for creating conditions for free trade (Danrivanto, 2010).

The development of MSMEs in developing countries is hindered by many obstacles. These barriers may differ from one region to another, or between rural and urban areas, or between sectors, or between companies in the same sector (Tulus Tambunan, 2017). These problems include:

a) Limited capital and access from financial sources and institutions. Inclusive finance needs to be included in financial institution development programs. Capital participation needs to be accompanied by management system guidance.

b) The low quality of human resources for business actors. The managerial abilities of MSME actors need to be improved. Likewise a cadrization system needs to be built. It is often found that UMKM is only one man show, so it takes a solid team that is able to inherit UMKM from its founders.
c) Limited marketing capabilities. Even though online media has developed, this media has not been optimally utilized by MSMEs.
d) Low access to business information.
e) There has not been a good, mutually beneficial partnership between MSMEs, large businesses, and Regional Owned Enterprises (BUMD).
f) Distribution and procurement of raw materials and other inputs
g) High costs due to complex administrative and bureaucratic procedures, especially in processing business licenses, and uncertainty due to unclear and uncertain economic policies and regulations (Tulus Tambunan, 2017).

Point a above as described in Article 1 paragraph 11 of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises explains "financing is the provision of funds by the government, local governments, business world and society through banks, cooperatives, and non-financial institutions. banks to develop and strengthen the capital of micro, small and medium enterprises. Based on the explanation of article 1 paragraph 11 of the UMKM Law, it can be concluded that it seems as if there are no other funding links that can increase the growth of MSMEs. In fact, one of the basic policies for investment is the empowerment of the people's economy, namely encouraging development and protection

MSMEs based on labor absorption data (Warta KUMKM). In addition, based on data on bank lending to MSMEs, it seems that it does not take advantage of the integrated cooperation between the populist economic sector and foreign investment companies, both in the form of partnerships with foreign investment and the formation of joint ventures.

The same thing has also been emphasized by the Ministry of Cooperatives and MSMEs that most micro-entrepreneurs use marketplace platforms such as Blibli, Tokopedia, Lazada and BukaLapak in marketing their products, not through partnerships with foreign investment companies. In addition to funding, there is also a need for the government to play a role in the formation of institutions to increase the capacity of micro-business businesses specifically to be able to develop MSMEs and combine information related to micro-businesses, access to funding, and guidance to micro-businesses in particular. So that the role of the rating agency can be maximized.

**Research Method**

The research approach of this research is to use empirical normative juridical.This is basically a combination of the normative legal approach with the addition of various empirical elements. The normative-empirical research method on the implementation of normative legal provisions (laws) in action in any particular legal event that occurs in a society.

This data is obtained by studying, reading, quoting, analyzing the literature, principles and theories of law and regulations related to the research subject. Furthermore, secondary data in this study consisted of three legal materials:

1. Primary legal materials: are binding materials in the form of regulations. In this research, the primary legal materials used are:

a) (The fourth Amandment) UUD 1945
b) Law Number 25 of 1992 concerning Cooperatives
c) Law Number 25 of 2007 concerning Investment
d) Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises

2. Secondary Legal Materials: is legal material that provides an explanation of primary legal materials such as literature and scientific works related to research problems.

3. Tertiary Legal Materials: is legal material that provides instructions and explanations on primary and secondary legal materials.

Apart from the secondary data above, this study also uses primary data as additional support for secondary data.

**Data Collection and Data Processing Procedures**

**Data Collection Procedure**

To complement the data to find the results of this study, the use of secondary data collection procedures as well as primary data is carried out by conducting literature studies (library research) and field data if needed to support secondary data. Literature studies have the aim of obtaining the direction of thought and research objectives through reading, citing, and analyzing literature that supports legislation as well as reading material and other scientific-related issues to be discussed, as well as field data or primary data as supporting secondary data.

**Data Processing Procedures**

After the data is collected, the next step is to carry out data processing activities, namely data processing activities from secondary data collection that are ready to be analyzed. This activity is the selection of data by checking the completeness of the data obtained, classifying the data or systematically grouping the data.

### Data Analysis

Data from the literature or field of study are then analyzed with explanatory analysis which aims to test a theory or hypothesis in order to strengthen or even reject existing theories or research hypotheses. Because of its basic nature, this research is called exploration in the form of systematically arranged explanations or descriptions, then conclusions are drawn to answer the research problem.

## RESULT AND DISCUSSION

The role of micro-businesses in increasing income and employment can certainly be considered big for Indonesia. The Ministry of Cooperatives and SMEs (2017) stated that the contribution of micro-enterprises to GDP in 2018 reached 57.56% of the total national Gross Domestic Product with a total of 57.9 million units or 99% of the total existing business units. Micro enterprises are also able to absorb nearly 97% of the total workforce in Indonesia. The high contribution of micro businesses, however, does not make micro-enterprises in Indonesia highly competitive. Micro businesses experience many obstacles both internally and externally so that these micro businesses are then seen as not yet highly competitive to be able to drive economic growth and community income. Business scale, productivity and the level of technology application are factors that can affect the competitiveness of micro businesses. These three factors can be used to measure the competitiveness of micro businesses.

As is known, the era of free trade will soon take place in the ASEAN region, but entering the export market is not easy for micro entrepreneurs. Therefore, adequate government support is needed to be able to improve performance (Munizu, 2010; Kiran et al. 2012) and competitiveness of micro enterprises (Aldaba, 2012). Some of the factors causing the low performance of micro businesses include most micro businesses still using traditional technology, low market share, unable to meet administrative requirements for obtaining assistance from banks and the level of dependence on the government tends to be large (Ardiana et al. 2010).

As an effort to reduce inequality in the context of realizing an increase in people's welfare, it will be carried out through economic development that involves the entire community actively so that the results can be enjoyed by all Indonesians, namely by empowering cooperatives and micro, small and medium enterprises (MSMEs).

The existence of cooperatives is a form of economic life for the majority of Indonesians. Cooperatives as business entities and legal entities are an example (model) of an organization that is in accordance with the principle of kinship according to Article 33 of the 1945 Constitution (Tarsisius et. Al, 2017).

The effort to realize cooperatives as an alternative funding is one of the right elements considering the concept of a cooperative is a joint effort that is mutual in nature so that it provides an opportunity for micro businesses to be able to have independent funding for new venture capital and develop their own business in particular. With the concept of financing from cooperatives, the government tries to 'ensure' that community business activities with cooperative legal entities must be in accordance with the principle of kinship (Tarsisius, et. Al, 2017). The potential of cooperatives as a source of micro business funding for business actors, especially micro, small and medium enterprises is very large because cooperatives are legal entities with easy establishment procedures and strong legality because they are regulated in law. Many cooperatives have been established in Indonesia since they were promulgated through Law Number 25 of 1992 concerning Cooperatives.

Several legal instruments have been issued by the government to support capacity building and competitiveness of micro-businesses, but this policy seems to have been taken too late by the government because it was carried out when world competition in the era of the Asean Economic Community had taken place and many businesses, especially micro-enterprises, were unable to compete. In the case of difficulties in competing for micro enterprises, it is a problem that must be resolved immediately by stakeholders, especially in order to obtain welfare in the economic field.

Apart from the role of financial institutions in the form of banks and non-banks such as cooperatives, no less important is the presence of investment activities in increasing micro-businesses which have a very vital role. By utilizing investment capital both from within and outside the country is part of the Indonesian government's efforts to accelerate national economic development. The function and role of foreign investment activities must meet the requirements of use in any form must be able to provide benefits, benefits to the parties involved in it, not only for micro-entrepreneurs and society in general, as referred to in the definition of utility stated by (John Stuart Mill and Jeremy Bentham, 2004).

The creation of this relationship between investors and investors must be made in an effort prepared by the government to be able to create an institution to increase the capacity of micro-business businesses so that they can become institutions that can facilitate the flow of investment from investors who will invest in micro, small and medium enterprises in particular. This business capacity building institution will also become an institution that can collect information from micro, small or medium enterprises by making a mapping of business information and providing training and coaching for micro businesses.

In addition, the legal relationship between parties such as investors and micro-businesses can provide sanctions and benefits for the parties which will be carried out by this rating agency in the future. Therefore, micro, small and medium entrepreneurs must be able to prepare themselves so that they can partner with investors who will invest in micro businesses and can mutually benefit the parties involved.

Institutions to increase the capacity of micro-business businesses can be realized by developing an existing theoretical concept, namely the *Quadruple Helix* theory, where each region has autonomy and is responsible for regional development according to its resources (*resource-based*). For this reason, it is necessary to plan a development strategy based on innovation policy, because innovation is recognized as a driver of economic development and growth. The *Quadruple Helix* innovation model is an innovation model that emphasizes cooperation between four elements, namely the government as a public policy maker; companies / investors that provide capital by investing; academics at universities as policy makers; and the community / micro business actors as users. The four elements work together dynamically and form an *overlapping* helix leading to regional development. The *Quadruple Helix* model can be used as a regional innovation model with a *customized* concept adapted to the conditions of existing resources in the area itself.

At the regional level, the regional innovation system has been viewed as a policy framework or model for the implementation of a long-term development strategy initiating a learning process based on innovation, change and improvement (Asheim, 2007). Moulaert & Sekia (2002) use the concept of a territorial innovation model (TIM) as a generic name for a regional innovation model where the dynamics of local institutions, especially local government, have an important role, especially in the new policy-making sector which plays an important role. So that with the existence of new policy innovations both from the government and local governments can work together, it is expected to be able to answer the challenges of micro businesses in global competition, of course.

The concept of an innovation system can be understood in both a narrow and a broad sense (Piirainen & Koski, 2004). The narrow definition of an innovation system is to combine the research and development (R & D) functions of a university managed by researchers and academics at the institution, research institute and company, reflecting a top-down innovation model. Whereas a broader conception of an innovation system is more interactive and bottom up, including all aspects of the economic structure and institutional arrangements that can affect the learning, search and exploration process (Lundvall, 1992). The systems approach to innovation also emphasizes the careful and detailed public policy development for innovation (Edquist & Hommen, 1999).

The role of investors in the quadruple helix concept is certainly very supportive in micro businesses, investors here can be domestic investors or foreign investors using grant funds and Corporate Social Responsibility that exists in the company with the concept of a partnership between investors and micro business actors. So that the role of investors can be synergized through this theoretical concept and can be applied with other institutions in increasing the capacity of micro-businesses, of course.

In line with the strengthening of the role of the user community or micro business actors, then the term *user-driven innovation* appears, namely user knowledge is used to develop new products and services, services for users, concepts and understanding of user needs, and involves users more systematically in the innovation process (Wise & Høgenhaven, 2008). As previously mentioned, the *Quadruple Helix* concept brings together four sectoral perspectives focused on their respective institutional, regional and operational functions and complement each other in sector lines in an economic and knowledge context. This context provides an appropriate operational framework to embed concepts in policy and practice, especially in efforts to increase the capacity of micro-enterprises. Carayannis et al (2014) stated that the *Quadruple Helix* Concept can thus function simultaneously involving four sectoral perspectives from government, academics at universities, financial institutions, and business actors. The combination of these four perspectives aims to conceptualize, contextualize, design, implement, and develop entrepreneurship and innovation that is smart, sustainable, and encourages the growth of ecosystems (as well as groups, networks and other agglomerations) at the regional level.

The importance of efforts to increase capacity for micro businesses, especially in today's global competition, is the most important thing, especially with the application of the *quadruple helix* theory, of course, it is hoped that it can become a good role in the future not only in the macro segment but also in the micro segment as well. In addition to the implementation of the *quadruple helix*, there are other important efforts that must be made by stakeholders, namely by forming a new rating agency or a new development agency formed by the government in order to be able to carry out the *quadruple helix* concept properly. It is hoped that with this new institution, all existing information will become one and there will be no more gaps between one business and another. With the formation of new institutions in the future, information regarding micro-business development for micro-businesses in particular is no longer a difficult thing, besides that, with the formation of this business capacity building institution, micro-businesses can become more effective because in these institutions it becomes a concept, namely a form training programs, forms of funding programs, as well as new existing knowledge concepts so that micro-businesses are no longer left behind by this information.

The *Quadruple Helix* concept that will be carried out and developed by the existence of this Business Rating Agency needs to be integrated through a Legal Quality Audit in the development of business capacity building institutions, of course, it can involve 3 things, namely:

1. Rating Agency Audit;
2. UMKM Development Audit;
3. Cooperation Audit of the Parties involved.

The implementation of audit (examination) is very important because the law functions to create order in society towards the creation of justice in all areas of community life, one of which is in increasing the capacity of MSMEs, especially in the economic field. So that the law does not only direct the economic activities of our country, but also as infrastructure that must be prepared in advance (Tarsisius, 2017). Because the infrastructure is in a rating agency that will provide training and coaching in order to increase the capacity of MSMEs, there is a need for an integrated synergy.

This UMKM Business Rating Agency is expected to be an incubator and independent in carrying out any activities, especially in the context of efforts to increase the capacity of micro-businesses, so that investors no longer have difficulty finding businesses that need funding, besides that it also provides easy information for micro business actors. small and medium enterprises receive technical guidance in the form of training and guidance in order to increase business capacity and competitiveness.

**CONCLUSION**

It can be concluded that with the formation of an Institute for Capacity Building for Micro Businesses, an institution can develop micro-businesses in any aspect. This is because the implementation of the quadruple helix as one of the best efforts to increase capacity comes from stakeholders. Moreover, there is support from investors who have an important role in providing sound and healthy financing and funding. Moreover, there is support for new concepts, ideas and ideas by academics through certain mechanisms in providing appropriate information. So it is necessary to have an effective monitoring system and policies that must be enforced through an integrated legal quality audit.

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