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The Role of Training in the Development of Beef Cattle MSME as the Economic Driving Sector of Pulubala Village, Gorontalo District, Indonesia

Muhdar HM

Lecturer, Department of Islamic Economic,
State Islamic Institute of Sultan Amai, Gorontalo, Indonesia

Sudirman

Lecturer, Department of Islamic Financial Management,
State Islamic Institute of Sultan Amai, Gorontalo, Indonesia

Abstract:

The purpose of this study was to analyze and describe the problem of MSMEs developing of cow livestock in Pulubala Village, Pulubala District, Gorontalo Regency; analyze and describe the potential of cow livestock in Pulubala Village and describe the role of training in MSMEs developing of cow livestock in moving the economic sector of Pulubala Village. The research design is grouped into two parts, first, identifying the various problems that exist and discussing the solution with the Focus Group Discussion (FGD) method, through this method the problems faced will be known which are then discussed solutions. Second, a short course, this activity is given to increase the knowledge and skills of the MSME community of beef cattle in terms of the method of preparing a proposal for financing. Primary and secondary data collected through questionnaires, observations, interviews and documentation, will simultaneously be analyzed by descriptive statistical analysis, which provides a description of the identity of the respondent and how the respondent assesses the role of training as a means of MSMEs developing. The results of the study show that first, the potential development of Beef Cattle in Pulubala Village, Pulubala District, Gorontalo Regency is very potential. This is indicated by an increase in the number of livestock population from year to year, the potential of land with a number of fresh production, dry production and dry matter production of 1,904,854 tons, 294,463 tons and 221,664 tons respectively, with the highest production of forage grass in Pulubala District. Second, the trainings that have been attended by farmers have an important role in MSMEs development of beef cattle in Pulubala Village, Pulubala District, Gorontalo Regency. This is indicated by the mean value of 4.13 (82.6%) in the goodcategory (category plays a role)

Keywords: Training, MSME Development

1. Introduction

In the midst of the current world economic slowdown, Indonesia with the Micro, Small and Medium Enterprises (MSME) sector always appears as a savior so that its role and contribution must be further enhanced. Therefore, the issue of MSMEs becomes interesting to study. Data shows that there are around 58 million business activities independently, and about 1.65 percent of the population has become entrepreneurs who used to be from beginner businesses and able to develop their businesses. The strategic role of MSMEs in the structure of the Indonesian economy is increasingly evident where around 99.9% of business units in Indonesia are MSMEs and absorb almost 97% of Indonesia's workforce. The report of the 7th Credit Suisse Research Institute in 2016 released data on the Indonesian economy with the fact that economic inequality in the country is still very wide. It was stated, the total wealth of Indonesian households grew 6.4 percent in 2016 which reached USD 1.8 trillion. The problem is, 1 percent of Indonesia's 164 million adult population controls 49.3 percent of the total wealth of households valued at USD 1.8 trillion and places Indonesia as the fourth-most wealthy wealth distribution country in the world (Outlook MSMEs, 2017)

This is where the important role of MSMEs is to be able to move the economy of the surrounding community and turn on other supporting local businesses. The presence of MSME centers is one solution that is able to resolve inequality between villages and cities and move the regional economy in general. However, some of the main problems faced by the MSME sector in general are the first low quality of human resources. Second, limited access to MSMEs to productive resources. Third, lack of information. Fourth, lack of capital. Fifth, technology limitations (Aziz, 2008: 10-13). Similar things conveyed by Sukidjo (2004) the problems of MSMEs, among others, lack of funds both working capital and investment, marketing difficulties caused by limited information about market changes and opportunities, difficulties in procuring raw materials, low human resource skills, technology that is still traditionally used, the difficulty of bookkeeping administration (Ortina Rezki, 2014), the traditional financial recording system (Andriani, et al., 2014).

The main problems faced by MSMEs as well as the above phenomenon also occur in the MSME community of beef cattle in Gorontalo District, Gorontalo Province. In fact, beef cattle in Gorontalo Province have been the leading

commodities of the livestock subsector since 2007. This determination is supported by all Districts / Cities in Gorontalo Province including Gorontalo Districts. Gorontalo District as a tropical region with abundant natural resource potential has the potential to develop beef cattle. With an area of only 17.24 percent of the entire Gorontalo Province, based on the 2013 Agricultural Census Gorontalo District has the largest beef cattle population, which is 40.56 percent of the total beef cattle population in Gorontalo Province (BPS Gorontalo Province in Widiastuti, 2014: 2).

Seeing the existing potential, supported by the demand for commodities of beef cattle both from within and outside the region as well as the existence of national beef imports, the Gorontalo District has the potential as one of the suppliers of beef cattle. On the other hand, the capacity of the cattle breeders' community capacity is relatively insufficient to increase cattle production capacity. The following is the data of MSMEs in beef cattle in Gorontalo District in 2016.

Sub-District	Cluster / Group	Beef Cattle Breeders
Limboto	Lamahu	12
Limboto Barat	Mitra Utama	26
Tibawa	Aspuri	22
Pulubala	Marga makmur	63
Total		123

Table 1: MSMEs for Beef Cattle Farmers by Group in Gorontalo District, 2016

Source: Indonesia Bank, Gorontalo Province, 2016

This data certainly still needs to be developed both from the quantity and knowledge of farmers in managing their business so that it can become one of the drivers of economic growth starting from the economic movement of the village community through the development of MSMEs in beef cattle in Gorontalo district. For this reason, training and development are important to do in an effort to increase the knowledge of MSME actors. Therefore, it is necessary to conduct a research-based service to the MSME community of beef cattle in Pulubala Village, Gorontalo District with the title "The Role of Training in the Development of Beef Cattle MSMEs as the Economic Driving Sector of Pulubala Village, Gorontalo District".

2. Literature Review

Some basic theories are used as approaches to answer existing problems, namely: First, the theory of training and development by Wexley and Yulk in Anwar Prabu Mangkunegara's book suggests that: Training and development are term is referring to planned efforts designed facilitate the acquisition of relevant skills, knowledge and attitudes by organizations members. Development focuses more on improving the decision making and human relations skills and the presentation of a more factual and narrow subject matter (Wexley & Yulk, 1991: 61). This theory explains that training and development is something that refers to matters relating to planned businesses carried out to achieve knowledge of skills, knowledge, and attitudes of employees / business actors in members of the organization. This theory according to Carrel et al. Aims to: (1) improve performance, (2) update employee's skills. (3) managers are required to capture technology developments that will make their organizational functions more effective. (4) avoid managerial obsolescence. (5) solving organizational problems), (6) preparing for promotion, and managerial succession. (7) satisfy personal growth needs.

Secondly, Word Bank's UMKM theory defines MSMEs as Medium Enterprise, this business has criteria for a maximum number of employees of 300 people with revenues of up to US \$ 15 Million; and has an asset amount of up to US \$ 15 million. Small Enterprise, this business has the criteria for the number of employees of less than 30 people with a year-long income not exceeding US \$ 3 Million, and having total assets not exceeding US \$ 3 Million. Micro Enterprise, this business has a criterion of fewer than 10 employees, of which a year's income does not exceed US \$ 100 thousand, while the number of assets does not exceed US \$ 100 thousand (Murpi, 2016)

Third, the theory of economic growth. In the economic context of rural communities, at least two approaches to the theory of economic growth are known. First, it is of the view that village economic growth will run optimally if labor conditions are in full condition. The government's position in this case guarantees security and order and provides legal certainty for village economic actors. It means the position of village resources, specifically the workforce gets the main place in the process of development and economic growth in the region. Second, the view that village economic growth is affected by the supply of factors of production, capital accumulation and the level of technological progress in the village. In summary this theory says that every village needs to see what sectors or commodities have great potential and can be developed quickly. Therefore, the basic and non-base theories are important to do. According to this theory, if the focus is on the village, then the base sector is a sector that is oriented outside the village. According to this view, the more goods produced and sold to other villages / outside villages, the more advanced economic growth in the village. Meanwhile, the non-base sector is a sector that provides goods and services for the community within the economic boundaries of the village. The scope is local (Arsyad, 2002).

Several previous studies were used as the main reference and comparison, including: Research by Idris and Sijabat (2011) found that potential / superior commodities such as cattle and corn need to be developed in increasing the role of MSMEs in the border area of Belu District (NTT), besides that, also succeeded in mapping the role of small cooperatives in empowering border areas, designing a model that is expected to increase the share of MSMEs in the border area in the next 5 years (Idris and Sijabat, 2011: 89). Kusdiana and Gunardi (2014) found that the potential of superior MSME products in each sector after AHP analysis was based on uniqueness criteria, market potential, and economic benefits, the potential priority products for priority MSMEs could be identified were mangosteen, metal processing, and

workshop services (Kusdiana and Gunardi, 2014: 153). Chabib et al. (2016) revealed that various problems such as limited facilities in the production process so that they cannot produce many products in the maximum amount; cannot sell their products on the market due to limited skills and product socialization. With this problem researchers conduct programs to procure needed equipment and mentoring entrepreneurial motivation, improving product quality, product packaging, packaging quality, networking and collaboration. This program is carried out by assisting in product quality innovation; improvement of SME management; introduction of website creation and marketing training through online media (Chabib et al. 2016). Rezki (2014) shows that empowerment by regional governments such as capital, training, marketing, infrastructure, and a conducive business climate can overcome various problems faced by MSMEs, making businesses that are strong, independent, highly competitive, develop sustainably, and contribute to the regional economy. Widiastuti (2014) shows the condition factor and the role of government has a strong influence as a factor of competitive advantage in the development of beef cattle in Gorontalo district.

3. Research Methods

The design of this research-based service activity, grouped into two parts, first, identifying various existing problems and discussing solutions with the Focus Group Discussion (FGD) method, through this method will find out the problems faced and then discuss the solution. Second, a short course, this activity is given to increase the knowledge and skills of the MSME community of beef cattle. Primary and secondary data collected through questionnaires, observations, interviews and documentation, will simultaneously be analyzed by descriptive statistical analysis, namely providing a description of the identity of the respondent and how the respondent's assessment of the role of training as a means of developing MSMEs.

4. Results and Scientific Discussion

4.1. Potential of Beef Cattle Development in Pulubala Village

Pulubala village is very potential to be developed for cattle MSMEs for several reasons: first, the number of livestock population shows an increase from year to year. Based on 2016 data, it can be seen that the number of beef cattle in this Regency is 81,588. This population is spread evenly in all sub-districts in Gorontalo Regency. As one of the areas that has the potential as an agribusiness development (production center) for beef cattle, Gorontalo Regency has the largest livestock population in Gorontalo Province (Marwan et al. 2014: 12).

Livestock development is a planned effort to change livestock business with various limitations, constraints and problems to become a reliable and resilient business in the community economy. Livestock development not only includes physical development and infrastructure, but also aspects of human resources, institutions and technology. Therefore, it requires a planned and sustainable program to accelerate and empower livestock businesses from traditional to semi-intensive businesses into intensive and agribusiness-oriented businesses. The livestock development program is essentially a series of efforts to facilitate, serve and encourage the development of livestock systems and businesses that are competitive, populous, sustainable and decentralized to increase the income and welfare of the community. This effort requires the availability of adequate infrastructure and facilities, human resources who know and are able to apply livestock technology efficiently and effectively, good and solid business institutions and application technology support that is in accordance with the conditions and characteristics of the livestock that is cultivated by the community.

Second, the potential of existing land in Gorontalo Districts for the development of beef cattle business is very potential for beef cattle business characterized by the amount of fresh production, dry production and dry matter production of 1,904,854 tons, 294,463 tons and 221,664 tons respectively, with forage production the highest grass was in Pulubala Subdistrict, Tolagohula and Bongomeme and the lowest production was in Tilango and Telaga Jaya Subdistrict. Carrying capacity of forage grass based on dry matter is 194,442 ST with capacity to increase livestock population 133,093 ST. The highest carrying capacity of forage is found in Tolangohula Subdistrict, Pulubala and the lowest is in Batudaa Subdistrict (Marwan et al. 2014: 12)

4.2. Beef Cattle as an Economic Driving Sector in Pulubala Village

The economic driving sector is the economic backbone of an area (village) because it has a high competitive advantage compared to other sectors. Competitive advantage analyzes the ability of a village to market its products outside the village. The term competitive advantage is easier to understand, which is enough to see whether the products produced can be sold on markets outside the village profitably. This no longer compares the potential of the same commodity in a village with another village, but rather compares the commodity potential of a village to the commodities of all competing villages in the market. Therefore, the comparative advantage of a commodity for a village is that the commodity is superior relative to other commodities in its village / region. The definition of excellence in this case is in the form of comparison and not in the form of real added value.

Based on data obtained through discussion in the FGD (Focus Group Discussion) activity on November 16, 2018 that the aspect of beef cattle farming is one of the main commodities of Pulubala Village, Pulubala Sub District, Gorontalo District after the commodity productivity, the reality is that the second livelihood of the village community is from the results of beef cattle. Even this village is a beef cattle sales market.

Based on the data above, it can be concluded that the existence of beef cattle in Pulubala Village, Pulubala Subdistrict, Gorontalo Regency is able to move the village economy because according to the theory, the more goods produced and sold to villages / outside villages, the more economic growth in the village will be. And this condition occurs in beef cattle production in Pulubala Village, Pulubala Sub District, Gorontalo District.

4.3. The Role of Training in the Development of Beef Cattle MSME

The results of this study indicate that training has an important role in the development of MSMEs in beef cattle in Pulubala Village, Pulubala Subdistrict, Gorontalo District. These results are known as the responses of 30 informants that the training variables are measured by the Likert scale through conducive business climate indicators, capital assistance, increased business results, partnership development, promotion development, and information access. These six indicators will be described based on the answers of the informants on each indicator of the research variable.

Each indicator tries to reveal the feelings or perceptions of the informants about the training that has been obtained in relation to the development of beef cattle MSME as a village economic driving sector. These indicators will be described according to descriptive statistical analysis and graphs. The results of descriptive statistical analysis and graphs are explained as in Table 2 and the following graphs.

Indicator	N	Minimum	Maximum	Mean	Std. Deviation
Business Climate	30	3	5	4.13	.681
Capital Assistance	30	2	5	3.83	.791
Livestock business increases	30	2	5	3.97	.890
Collaborated with the government	30	2	5	4.10	.803
Promotion of sales of livestock products	30	2	5	4.10	.759
Access to Animal Husbandry Information	30	3	5	4.00	.788
Training role	30	3	5	4.13	.507

Table 2: Data Description of Each Indicator
Sumber: Output SPSS 22, Diolah 2018

Figure 1 below shows that of the 30 beef cattle breeders that were made as informants stated that 30% stated strongly agree, 53.33% agreed, and 16.67% 6.67% undecided (neutral) for the statement that after they received training in the business climate they will be conducive. While none of the informants stated contradictions against the statement, meaning that no statement was detected did not agree or strongly disagree. With this data, it can be interpreted that the majority of beef cattle farmers after participating in the training, their livestock business climate is conducive. Besides that, based on the data in table 2, the mean value of the business climate conducive indicator is 4.13 (82.6%), meaning that the business climate conduciveness of beef cattle farmers in Pulubala Village, Pulubala Subdistrict, Gorontalo District is in the category nice.

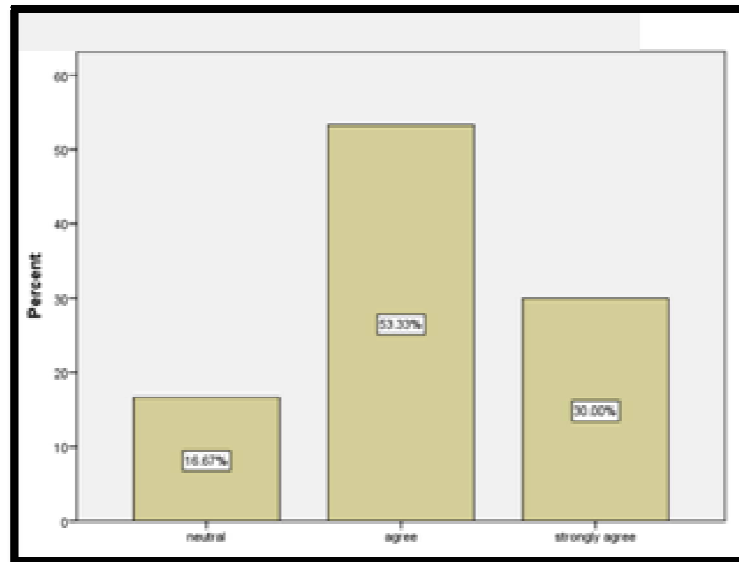


Figure 1: Business Climate Conductivity Description

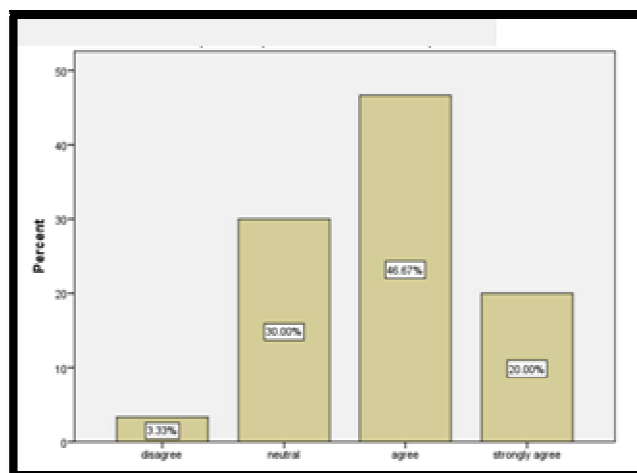


Figure 2: Capital Assistance Description

Figure 2 shows that from 30 beef cattle farmers, informants stated that 20.00% stated strongly agree, 46.67% agreed, 30.00% expressed doubts (neutral), and 3.33% stated they did not agree to the statement that after they have received training, they can get capital assistance from government sources in the form of capital assistance or sourced from the Bank in the form of credit loans. With the distribution of this data, it can be interpreted that the majority of beef cattle breeders in Pulubala Village, Pulubala Subdistrict, Gorontalo District stated that the training provided could improve their ability in terms of how to get additional business capital. Besides that, based on the data in table 2, the mean value of the business capital assistance indicator is 3.83 (76.6%), meaning that the business capital assistance for beef cattle farmers in Pulubala Village, Pulubala Subdistrict, Gorontalo District is in the category nice.

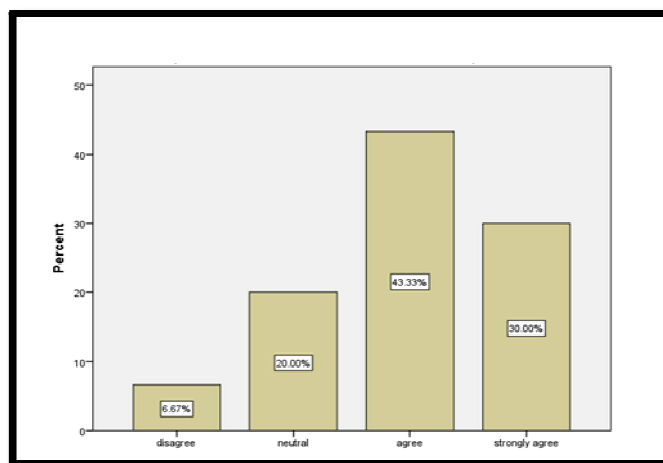


Figure 3: Livestock Business Increases Description

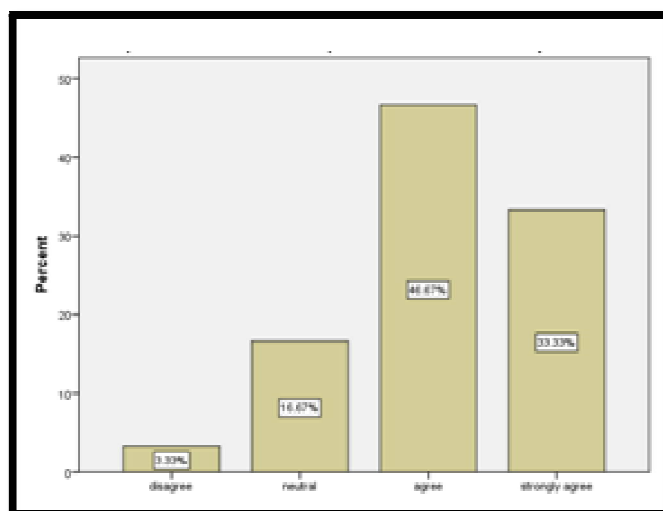


Figure 4: They Are Partnerships with Government

Figure 3 shows that from 30 beef cattle farmers, the informants stated that 30.00% agreed strongly, 43.33% agreed, 20.00% expressed doubt (neutral), and 6.67% said they did not agree to the statement that after they had received training, they could improve their livestock business results. With the distribution of this data, it can be interpreted that the majority of beef cattle breeders in Pulubala Village, Pulubala Subdistrict, Gorontalo District, stated that the training they had obtained so far could improve their skills on how to improve the results of the livestock business they have been involved in. Besides that, based on the data in table 2, the mean value of the indicator of increasing livestock business is 3.97 (79.4%), meaning that the increase in beef cattle business in Pulubala Village, Pulubala Subdistrict, Gorontalo District is in a good category.

Figure 4 shows that from 30 beef cattle farmers, the informants stated that 33.33% stated strongly agree, 46.67% agreed, 16.67% expressed doubts (neutral), and 3.33% stated they did not agree to the statement that after they have received training, they can build partnerships well. With the distribution of this data, it can be interpreted that the majority of beef cattle breeders in Pulubala Village, Pulubala Subdistrict, Gorontalo District stated that the training they had obtained so far could improve their understanding and knowledge on how to build partnership networks and the urgency of partnerships to support the sustainability of their businesses. Besides that, based on the data in table 2, the mean value of the partnership indicator is 4.10 (82%), meaning that the partnership built by beef cattle farmers in Pulubala Village, Pulubala Subdistrict, Gorontalo District is in a good category.

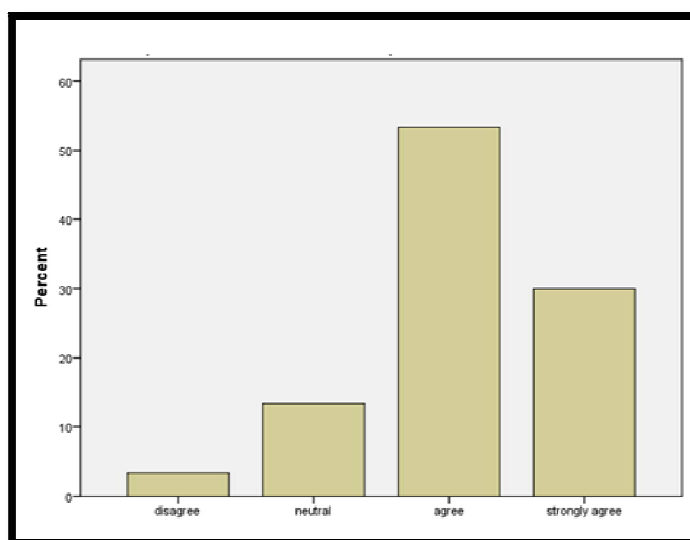


Figure 5: Sales Promotion Description of Livestock Result

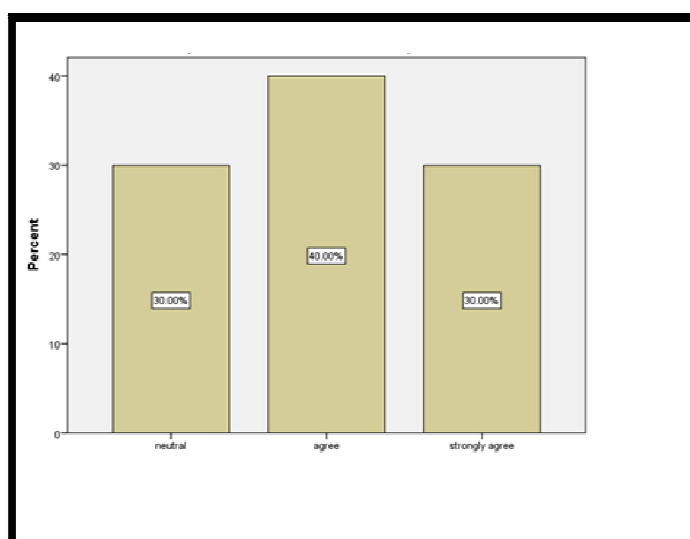


Figure 6: Information Access Description

Figure 5 shows that from 30 beef cattle farmers, informants stated that 30.00% stated strongly agree, 53.33% agreed, 13.33% expressed doubts (neutral), and 3.33% stated they did not agree to the statement that after they receive training, they can promote the sale of livestock products properly. With the distribution of this data, it can be interpreted that the majority of beef cattle breeders in Pulubala Village, Pulubala Sub district, Gorontalo District stated that the training they had received so far made them aware and skilled in promoting their livestock products through social media such as face book. Besides that, based on the data in table 2, the mean value of the sales promotion indicator is 4.10 (82%), meaning that the sales promotion of the results of beef cattle in Pulubala Village, Pulubala Subdistrict, Gorontalo District is in the good category.

Figure 6 shows that of the 30 beef cattle breeders that were made as informants stated that 30.00% stated strongly agree, 40.00% agreed, and 30.00% expressed doubts (neutral) for the statement that after they received training they were able access the information they need. While none of the informants stated that they contradicted the statement, meaning that no statement was detected that did not agree or strongly disagree. With this data, it can be interpreted that the majority of beef cattle breeders state that after participating in the training they have obtained so far, they become aware and skilled to access the information needed through internet media. Besides that, based on the data in table 2, the mean value of the business climate conducive indicator is 4.00 (80%), meaning that information access for beef cattle farmers in Pulubala Village, Pulubala Subdistrict, Gorontalo District is in a good category.

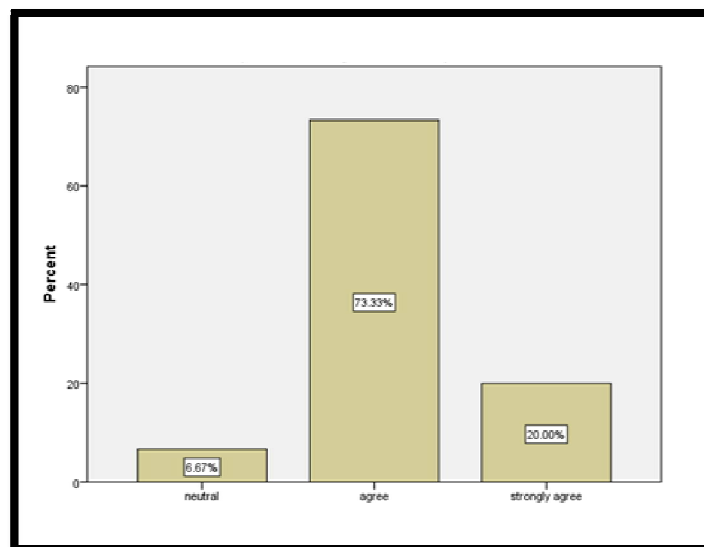


Figure 7: Training Role Description

The accumulation of the six indicators is used as a measurement tool to determine the role of training in the development of MSMEs in beef cattle as an economic driving sector in Pulubala Village, Pulubala Subdistrict, Gorontalo District. The data shows as in Figure 7 that of the 30 beef cattle breeders that were made as informants stated that 20.00% stated that they were very important, 73.33% stated their role, and 6.67% expressed doubts (neutral). Meanwhile, none of the informants stated the contra of the statement, meaning that no statement detected does not agree or strongly disagree. With this data, it can be interpreted that the majority of beef cattle breeders state that the training related to cattle farms that have been received has a role in efforts to develop their businesses (MSMEs in beef cattle). Besides that, based on the data in table 2, the mean value of the training role is 4.13 (82.6%), meaning that the training received by beef cattle farmers in Pulubala Village, Pulubala District, Gorontalo District is good/important.

5. Conclusion

Based on the data and discussion above, it can be concluded that: The potential development of Beef Cattle in Pulubala Village, Pulubala Subdistrict, Gorontalo District is very potential. This is indicated by: First, the number of livestock population shows an increase from year to year. Second, the potential of existing land in Gorontalo District for the development of beef cattle business is very potential for beef cattle business characterized by the amount of fresh production, dry production and dry matter production of 1,904,854 tons, 294,463 tons and 221,664 tons respectively, with forage production the highest grass is in Pulubala Subdistrict.

Based on descriptive statistical analysis, the trainings that have been attended by farmers have an important role in the development of MSMEs in beef cattle in Pulubala Village, Pulubala Subdistrict, Gorontalo District. This is indicated by the mean value of 4.13 or 82.6% in the good category / play a role (refers to the interpretation of the scores used by Steven, Jr., (2004))

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