



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 4 Tahun 2024 Page 4174-4182

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

Study Of Strategic Fast-Growing Areas (KSCT) In Developing Micro, Small And Medium Enterprises (MSMES) In Gresik Regency

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Abstrak

Program Kawasan Berkembang Cepat mengacu pada Peraturan Menteri Dalam Negeri (Permendagri) Nomor 29 Tahun 2008 tentang pembangunan daerah melalui pendekatan pembangunan kawasan cepat berkembang. Landasan hukum lain dari program pembangunan daerah cepat berkembang adalah Peraturan Daerah (Perda) Provinsi Jawa Timur nomor 5 Tahun 2012 tentang Rencana Tata Ruang Wilayah Provinsi Tahun 2011-2031. Metode yang digunakan dalam penelitian ini adalah metode deskriptif, proses menganalisis dan menafsirkan data tidak hanya dilakukan pada akhir pengumpulan data atau berdiri sendiri, tetapi secara bersamaan juga dilakukan pada saat pengumpulan data lapangan, sehingga dalam penelitian kualitatif sering kali dilakukan. dikenal sebagai proses siklus. Hasil penelitian adalah perencanaan ini mencakup wilayah yang termasuk dalam Perencanaan Penyusunan Masterplan Pembangunan Daerah Kawasan Strategis Berkembang Cepat (KSCT). Fokus utama KSCT adalah mendorong pengembangan daerah yang berpotensi menjadi pusat pertumbuhan daerah, mengurangi kesenjangan pembangunan antar daerah, dan mendorong tumbuhnya daerah tertinggal dan perbatasan. Selain itu, produk unggulan daerah dan daya tarik daerah di pasar domestik dan internasional harus dimaksimalkan dalam pengembangan kawasan strategis.

Kata Kunci: Pertumbuhan Cepat; Daerah; Strategis; UMKM

Abstract

The Fast Growth Area programme refers to the Minister of Home Affairs Regulation (Permendagri) No. 29/2008 on regional development through a fast-growth area development approach. Another legal basis of the fast growth area development programme is the East Java Province Regional Regulation (Perda) number 5 of 2012 concerning the 2011-2031 Provincial Spatial Plan. The method used in this research is a descriptive method, the process of analysing and interpreting data is not only done at the end of data collection or standing alone, but simultaneously also carried out during field data collection, so that in qualitative research it is often known as a cyclical process. The result of the research is that this planning covers the area included in the Planning for the Preparation of Masterplan for Regional Development of Fast-Growing Strategic Areas (KSCT). The main focus of KSCT is to encourage the development of areas that have the potential to become regional growth centres, reduce inter-regional development gaps, and encourage the growth of underdeveloped and border areas. In addition, regional superior products and regional attractiveness in domestic and international markets should be maximised during the development of strategic areas.

Keywords: *Fast Growth; Area; Strategic; MSMEs*

INTRODUCTION

Fast Growing Strategic Areas, according to Permendagri No. 29 of 2008, include areas that have developed or have the potential to be developed because they have resource and geographical advantages, and which have the ability to encourage the growth of surrounding economic areas. The objectives of the Fast-Growing Strategic Areas are to: a. Increase the added value and competitiveness of superior products in the region; b. Increase economic growth in growth centres; c. Increase development cooperation between regions functionally and between relatively developed regions and the surrounding underdeveloped regions in an integrated system of economic development areas; and d. Optimise the management of the specific resource potential of the region. Optimising the management of the region's specific resource potential (Anisah et al., 2018)

The KSCT approach focuses on economic potential in areas that are potential and capable of generating economic growth. In terms of funding the development of strategic fast-growth areas, it is important to consider areas that have potential leading sectors that are prospective for development and not just areas that are growing rapidly. Therefore, it is necessary to consider whether areas that experience development imbalances but have superior potential can be proposed as the development of fast-growing strategic areas [3]. Based on a rapid assessment that has been carried out by the East Java Provincial Government on provincial strategic areas from the point of view of

economic interests, areas that are fast-growing strategic areas of East Java have been identified, namely the Gresik Agroindustry, Lamongan and Madura Agropolitan areas.(Anzelbe et al., 2023)

This research specifically wants to know and analyse the Implementation of the Policy on the Development of Fast-Growing Strategic Areas (KSCT) towards Micro, Small and Medium Enterprises (MSMEs). As well as analysing the inhibiting factors in the implementation of the Policy on the development of Fast-Growing Strategic Areas (KSCT) for Micro, Small and Medium Enterprises (MSMEs) and then analysing the supporting factors for the implementation of the Policy on the development of Fast-Growing Strategic Areas (KSCT) for Micro, Small and Medium Enterprises (MSMEs) in the Regency / City area. The growth policy implemented by the government is one of the policies formulated in order to manage the region by utilising the available regional potential in order to improve regional conditions both in terms of infrastructure, social, and community welfare. (Kaspan Eka, 2016)

This study is to contribute to the development of science and technology in the form of a policy for the development of Fast Growing Strategic Areas (KSCT) towards Micro, Small and Medium Enterprises (MSMEs). The implementation of growth programmes is basically a form of service tasks carried out by the government in order to meet the needs and improve the welfare of the community. This means that the implementation of growth programmes is an implementation of service tasks. In this regard, in implementing growth programmes, consideration of efforts to meet the needs and improve the welfare of the wider community must be the main concern. In achieving a policy, a good implementation process is needed so that the established policy can run in accordance with its objectives (Antara et al., 2015)

RESEARCH METHOD

The method used in this research is a descriptive method, the process of analysing and interpreting data is not only done at the end of data collection or standing alone, but simultaneously also carried out during field data collection, so that in qualitative research it is often known as a cyclical process. After obtaining information, analysis is carried out to find a hypothesis and then the next information collection is carried out. Qualitative data processing is carried out using the 'cross check' approach of informants to provide a deeper understanding of the various statements made by respondents, as well as based on the results of observations and secondary data review (Fuad et al., 2019)

The research location is in Gresik Regency. This location was chosen because based

on a rapid study that has been carried out by the East Java Provincial Government of the Provincial strategic area from the point of economic interest, areas that are fast-growing strategic areas of East Java have been identified, namely the Gresik Regency Agroindustry area. Data collection techniques were carried out using: 1). In-depth interviews, aimed at each source to obtain more detailed and specific information to complement the FGD results. 2). Focus group discussion (FGD), this activity is intended to obtain precise and reliable information, with the composition of representatives of each source. 3). Documentation, recording of secondary data needed in processing and analysing data.. (Fadli, 2021).

The data analysis technique used in this study refers to the concept of Miles, Huberman and Saldana (2014), namely: a. Data collection; b. Data condensation; c. Data presentation; d. Conclusion. Conclusion.

RESULTS AND DISCUSSION

Implementation of the Policy on the Development of Fast-Growing Strategic Areas (KSCT)

Based on Article 21 of Law Number 32 of 2004 concerning Regional Government, regions have the following rights when exercising autonomy: 1. Regulate and manage their own government affairs; 2. Choose leaders and apparatus; 3. Manage regional assets; 5. Collect regional taxes and levies; 6. Benefit from the management of natural resources and other resources owned by the region; and 7. Benefit from laws related to autonomy and 8. Obtain other rights regulated in laws and regulations. (Tedjo, 2017)

The East Java Provincial Regulation (Perda) number 5 of 2012 concerning the Provincial Spatial Plan 2011-2031 is an additional legal basis for the fast growth area development programme. This regulation aims to encourage the accelerated development of areas that have the potential to become regional growth centres as well as to encourage the growth of underdeveloped and border areas. This decree forms the regional policy for implementing development projects in the designated areas. As a development planning agency, Bappeda prepares strategic planning to implement policies issued by the regional head. This strategic planning is incorporated into the KSCT planning document (4). In the impact felt by the community, a development strategy that focuses on physical development that focuses on production and consumption and leaves the top priority for basic human needs in the planning. It is possible that the regional development policy for Micro, Small and Medium Enterprises (MSMEs) will benefit the surrounding community. According to Tarigan's theory (2004), the growth axis has two forms: functional and geographical. It must also have a multiplier effect, geographic

concentration, economic value, and characteristics that encourage the growth of the surrounding area. (DARMA, 2023)

1. Environmental Conditions

This Permendagri defines the concept of Fast-Growing Strategic Areas (KSCT) as strategic areas that have been developed or have the potential to be developed because they have resource and geographical advantages that can encourage economic growth in the surrounding area. Permendagri No.29/2008 on the Development of Fast-Growing Strategic Areas in the Regions regulates the scope and definition of Fast-Growing Strategic Areas (KSCT). This Permendagri defines KSCT as part of a strategic area that has developed or has the potential to develop because it has resource and geographical advantages that can encourage economic growth in the surrounding area. Permendagri No. 29/2008 on the Development of Regional Fast-Growing Strategic Areas (KSCT) is the main law that regulates the scope and definition of KSCT.

Since development is basically carried out by the community and the government together, it is important for the community to raise awareness and consciousness that development is the common right and responsibility of all the people. Development and governance will be gradually given to local governments in accordance with the principle of regional autonomy. The central government authorises each region known as autonomous region to manage their own state. The preparation of guidelines for the preparation of the Masterplan for the Regional Development of Fast-Growing Strategic Areas (KSCT), which is an effort to equalise growth, is essential for the preparation and support of regional autonomy, particularly in terms of the development of the region itself and the empowerment of the region to exercise the authority it is given. (Simbolon et al., 2021)

The Planning Concept for the preparation of the Masterplan for the Regional Development of Strategic Fast-Growing Areas (KSCT) started with the idea of establishing Small Growth Centres and was later developed into the concept of Growth Centre Villages. After several rounds of discussion, this concept evolved into the Strategic Area Development Plan. This plan covers the areas included in the KSCT Masterplan.

The main focus of KSCT is to 1) encourage the development of areas that have the potential to become regional growth centres, 2) reduce the development gap between regions, and 3) encourage the growth of underdeveloped and border areas. In addition, regional superior product advantages and regional attractiveness in domestic and international markets should be optimised during the development of fast-growing strategic areas. In the destination province, district, or city, the KSCT programme is

designed to:

- Increase the added value and competitiveness of superior products in the region;
- Increase economic growth in growth centres;
- Encourage increased development cooperation between functional regions and between relatively developed regions and the surrounding underdeveloped regions in an integrated system of economic development areas; - Increase economic growth in growth centres.
- Optimising the management of the specific resource potential of the province, regency or city to improve the regional economy and community welfare by considering environmental sustainability;
- Creating the realisation of harmonious growth, balance, and integration between regions.

Since development is basically carried out by the community and the government together, it is important for the community to raise awareness and consciousness that development is the common right and responsibility of all the people. Development and governance will be gradually given to local governments in accordance with the principle of regional autonomy. The central government authorises each region known as autonomous region to manage their own state. Due to weaknesses in the bureaucratic structure, policies may not be implemented or realised even if the policy implementers have the resources and desire to do so.

Every day, we hear many problems and complaints from MSMEs. In addition, they also have to conduct surveys, especially with regard to the Micro Business Empowerment section, as they also hold bazaars, exhibitions, and product sales. These activities are usually conducted on Saturdays and Sundays or when there are events or exhibitions. The facts on the ground show that they realise the lack of human resource needs for implementers in the field. The inability of members to implement the policy, which has direct consequences, leads to inefficient actions.

Public participation is a component that affects the effectiveness of policy implementation. If people agree with the policy, they will support its implementation, but if they disagree with the policymakers, there will be many problems. Implementers have three types of responses to policies: implementer awareness, implementer instructions to respond to the programme with acceptance or rejection, and response intensity. Although the implementers understand the aims and objectives of the programme, they are often unable to implement it properly because they reject the pre-set objectives. As a result, they divert and avoid implementing the programme in secret. In addition, support from

implementing officials is critical to achieving programme objectives.

To maintain synergy, the Office of Cooperatives and MSMEs takes action. Synergise to form a process or interaction that produces a harmonious balance so that it can produce something optimal in implementing the Fast-Growing Strategic Area on the Empowerment of Micro, Small and Medium Enterprises. Each MSME is allowed by the Office of Cooperatives and MSMEs to get a stand or place to display their goods at exhibitions held by government and private institutions. Prioritising program policies, hiring implementers who support the program, and compensating for religion, ethnicity, gender, and other regions. In addition, providing sufficient funds to encourage programme implementers to support and fully implement the policy.

Development of Fast Growth Strategic Areas (KSCT) for MSMEs

Limited human resources are a barrier to the implementation of empowerment of MSMEs. In addition to the limited number of human resources available, there is also a lack of experienced human resources in implementing MSME empowerment activities. Business actors who are afraid of fair competition do not share the knowledge they have gained from previous trainings. This must be due to the fear that they will be overtaken by other entrepreneurs. Many small and medium-sized enterprises (MSMEs) do not have a trade licence, which is a hindrance for them. Their products cannot be marketed in modern markets, the government does not believe in them, and they are difficult to develop. In addition, administrative procedures and bureaucracy are complicated and the administrative process is lengthy due to strict regulations and policies.

The performance of policy implementation is strongly influenced by the characteristics that are appropriate and suitable for the implementing agent. The work set by the Cooperative and MSME Office is appropriately placed in the appropriate position, so it can be seen that the main tasks and functions in implementing community empowerment policies through the MSME programme are very good.[8] The success of community policy implementation is also very good because the available facilities and infrastructure are very supportive of the implementation of KSCT for MSMEs. Edward III states that even though the content of the policy has been communicated clearly and consistently, implementation will not run effectively if implementers lack the resources to implement the policy. (Subekti et al., 2017)

Undoubtedly, there are components that help any implementation, such as the development of strategic fast-growing areas (KSCTs) for MSMEs. These components help achieve the planned objectives. In the current districts/cities, there are several barriers that affect the effectiveness (success rate) of KSCT implementation for empowering micro,

small and medium enterprises (MSMEs). However, there are also factors that support the implementation of KSCTs for MSMEs.[10] The preparation of guidelines for the preparation of the Masterplan for the Regional Development of Strategic Fast-Growing Areas (KSCTs), which is an effort to equalise growth, is very important for the preparation and support of regional autonomy, especially in relation to the development of the region itself and efforts to provide strength to the regions to exercise increasing authority.

The Planning Concept for the preparation of the Masterplan for the Regional Development of Strategic Fast-Growing Areas (KSCT) started with the idea of establishing Small Growth Centres and was later developed into the concept of Growth Centre Villages. After several rounds of discussion, this concept evolved into the Strategic Area Development Plan. This plan covers the area included in the Strategic Fast Growth Area (KSCT) Masterplan. The main focus of KSCT is to (i) encourage the development of areas that have the potential to become regional growth centres, (ii) reduce the development gap between regions, and (iii) encourage the growth of underdeveloped and border areas. In addition, regional superior products and regional attractiveness in domestic and international markets should be maximised during the development of strategic areas. (Zuhrufia, 2016).

CONCLUSIONS

In its implementation, it is clearly not affected by two factors that can affect it: supporting and inhibiting factors. Human resources, natural resources, financial resources, and other supporting resources are factors that support the implementation of community empowerment programmes through the micro, small, and medium enterprise programme. Other inhibiting factors include the large number of MSME actors who do not have business licences, unstable business reporting, and MSME actors' fear of fair competition. In addition, the programme has not been running well due to the attitude and commitment of the implementers.

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