RINGKASAN

Permasalahan UMKM di Kabupaten Purbalingga yakni masih terbatasnya kemampuan sumber daya manusia (SDM) pelaku UMKM sehingga kualitas produk yang masih belum bersaing. Berbagai upaya telah dilakukan Pemerintah Purbalingga salah satunya melalui perencanan dan pelaksanaan Program Bela-Beli Produk. Oleh karena itu, tujuan penelitian ini adalah mendeskripsikan dan menjelaskan manajemen dalam pengembangan UMKM melalui Program Bela-Beli di Purbalingga.

Metode penelitian yang digunakan pada penelitian ini yakni kualitatif dengan pendekatan deskriptif. Sasaran penelitian yakni Kepala Dinas Koperasi dan pelaku UMKM Purbalingga dan para pelaku UMKM di Purbalingga yang terdaftar di program Bela-Beli. Metode pengumpulan data yang digunakan antara lain wawancara, observasi, dan dokumentasi. Metode Analisis data menggunakan analisis interaktif dan validasi data menggunakan triangulasi data sumber.

Berdasarkan hasil penelitian menunjukkan bahwa rencana pertumbuhan usaha pemerintah memfasilitasi program Tuka-Tuku, griya UMKM, memberikan pembinaan pada UMKM tentang kegiatan pelatihan pengemasan dan manajemen, pelatihan marketing online dan offline serta studi banding. Di samping itu, hasil produk-produk UMKM ini dipasarkan dari berbagai media baik offline (konvensional) dan online (media sosial) melalui Pasukan Reseller Bela-Beli Produk Purbalingga. Pada tahap implementasi, pelaksanaan dimulai dengan melakukan sosialisasi program yang dilakukan oleh Bupati Purbalingga bersama Dinas Koperasi dan UKM dan bazar produk di 18 Kecamatan. Sejalan dengan hal ini, pengenalan program Tuka-Tuku dan Griya UMKM pun mendapat respon baik. Ditambah, pemerintah terus mensupport pelaku UMKM dengan peningkatan pengamasan produk dan pemberian label Program Bela-Beli. Pelaksanaan pembinaan pelaku UMKM dilakukan dengan pendampingan dan pelatihan yang prosesnya berjalan dengan baik. Selain itu, Dalam hal ini kegiatan pelaksanaan pemasaran produk sudah baik yaitu berupa kegiatan bazar, pameran UMKM yang berjalan efektif. Pada tahap pengendalian, beberapa produk bela-beli telah berhasil menembus pasar dunia seperti Amerika dan Hongkong. Selain itu, Griya UMKM terus mendatangkan keuntungan besar. Meskipun demikian, beberapa produk masih dilaksanakan secara manual dalam produksinya. Selain itu, terkait masalah modal, pemerintah juga memberikan pinjaman tanpa bunga dan juga ijin usaha Mikro Kecil (IUMK) sebagai syaratnya. Sementara dari segi supervisi, pemerintah melalui Program Bela-Beli terus secara rutin terus melakukan kontrol yang diwujudkan dengan beberapa kunjungan dengan harapan pelaku UMKM akan termotivasi untuk terus berusaha meningkatkan produksi. Meskipun demikian, Program Bela-Beli ini masih menghadapi permasalahan tenaga kerja yang berimplikasi pada pencapaian target yang berdampak pada citra dari Program Bela-Beli.

Kata kunci: Manajemen, program bela-beli, UMKM

ABSTRACT

The problem of UMKM in Purbalingga Regency is the still limited capability of UMKM actors so that the quality of products is still not competitive. Various efforts have been made by the Government of Purbalingga, one of which is through the planning and implementation of the Product Purchase Program. Therefore, the purpose of this study is to describe and explain management in the development of UMKM through the Bela-Beli Program in Purbalingga.

The research method used in this study is qualitative with a descriptive approach. The research objectives were the Head of the Koperasi dan pelaku UMKM Purbalingga Office and UMKM actors in Purbalingga who were registered in the Bela-Beli program. Data collection methods used include interviews, observation, and documentation. Data analysis method uses interactive analysis and data validation using source data triangulation.

Based on the results of the study showed that the government's business growth plan facilitated the Tuka-Tuku program, the UMKM office, provided guidance to UMKM actors on packaging and management training activities, online and offline marketing training and comparative studies. In addition, the results of these UMKM products are marketed from a variety of media both offline (conventional) and online (social media) through the Bela-Beli Reseller Forces of Purbalingga Products. During the implementation phase, the implementation began with a program socialization carried out by the Regent of Purbalingga a product bazaar in 18 Districts. In line with this, the introduction of the UMKM Tuka-Tuku and Griya program also received good responses. Plus, the government continues to support UMKM by increasing product safety and labeling the Bela-Beli Program. The development of UMKM actors is carried out with assistance and training that the process runs well. In addition, in this case the activities of product marketing implementation are already good, namely in the form of bazaar activities, UMKM exhibitions that are running effectively. At the control stage, several products of purchase have succeeded in penetrating world markets such as America and Hong Kong. In addition, Griya UMKM continues to bring in large profits. Nevertheless, some products are still carried out manually in their production. In addition, related to market problems, government also provides loans without interest and also a Micro Small Business License (IUMK) as a condition. While in terms of supervision, government through the Bela-Beli Program continues to routinely carry out controls that are realized with several visits in the hope that the SMEs will be motivated to continue to try to increase production. Nevertheless, the Bela-Buy Program still faces labor problems that have implications for achieving targets that have an impact on the image of the Bela-Beli Program.

Keywords: *Management, bela-beli progran, Micro Small and Medium Enterprises (UMKM)*