CASE STUDY CONDITION OF BUSINESS PLACE OF PMKL IN DEVELOPMENT OF B.E.S.T PROGRAM IN SURABAYA

Alan Suryawijaya¹, Liliana Dewi²

Ciputra University, Surabaya
INDONESIA

Emails: ¹alan.suryawijaya@gmail.com ²ldewi@ciputra.ac.id

ABSTRACT

Research entitled "CASE STUDY CONDITION OF BUSINESS PLACE OF PMKL IN DEVELOPMENT OF B.E.S.T PROGRAM IN SURABAYA". This study aims to find out and study the behavior of PMKL Salam meeencanaan finance to develop the business. The type of research used in this research is to use descriptive qualitative research type. The method used is using case study research. Methods of data collection used in this study are interviews, observation, and literature review. Objects and samples in this study were five people who were both UMKM and PMKL at the gubeng area. The selection of objects based on purposive sampling method with linked selection based on accessibility between researchers and resource persons. The results in this study are that many actors of MSMEs do not have financial planning and financial report, as well as financial reserves in developing their business, which ultimately makes it an obstacle in the development of business.

Keywords: business development challenge, Business Place Condition, and street vendors.

INTRODUCTION

The Indonesian economy continues to grow, the growth is supported by the growth of MSMEs (micro, small and medium enterprises) which is the fundamental of the economy in Indonesia. This is evidenced by the data from DEPKOP (2015-2016), that 53.3% of Indonesia's GDP in 2015-2016 comes from MSMEs. The number of trade transactions that occurred on MSMEs business even reached 99% of national pedangan. UMKM according to Law Number 20 Year 2008 is defined as a productive business owned by individual and / or individual business entity fulfilling the criteria of Micro Business as stipulated in this Law, which is classified as MSME is a business with a maximum net worth of Rp 10 billion outside the land and buildings or have a maximum turnover of Rp 50 billion per year.