



Effectiveness and Strategy Policy of Micro Business License through Online

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Abstract

The government of Semarang city has established a licensing service that is based online for micro and Small business license of micro Enterprise through Online or i-Jus Melon in realizing the improvement of public service quality and increased number of micro-enterprises And small in Semarang city, but in the implementation is still found some obstacles and in the year 2018 decreased the number of micro and small businesses. The research aims to analyse (1) micro and small business profiles in Semarang city, (2) the level of effectiveness of i-Jus Melon, (3) The development strategy of i-Jus Melon. The data analysis technique used is a descriptive percentage analysis and Analytical Hierarchy Process (AHP). The results show that implementation of the policy of i-Jus Melon on micro and small business in Semarang city has been running quite effectively with the result of effectiveness calculation of 68.3 percent. The priority order of the first i-Jus Melon policy development strategy was the government's policy of 40 percent in value, the second was the construction weighing a value of 35.3 percent, and the third was a partnership with value weights of 24.8 percent.

Keywords: Effectiveness, Strategy, Micro and Small Enterprises, i-Jus Melon

Abstrak

Pemerintah kota Semarang telah membentuk layanan perizinan yang berbasis online untuk usaha mikro dan kecil dari Usaha Mikro melalui Online atau i-Jus Melon dalam mewujudkan peningkatan kualitas layanan publik dan peningkatan jumlah usaha mikro dan kecil di kota Semarang, namun dalam implementasinya masih ditemukan beberapa kendala dan pada tahun 2018 menurun jumlah usaha mikro dan kecil. Penelitian ini bertujuan untuk menganalisis (1) profil usaha kecil dan mikro di kota Semarang, (2) tingkat efektivitas i-Jus Melon, (3) Strategi pengembangan i-Jus Melon. Teknik analisis data yang digunakan adalah analisis persentase deskriptif dan *Analytical Hierarchy Process* (AHP). Hasil penelitian menunjukkan bahwa implementasi kebijakan i-Jus Melon pada usaha mikro dan kecil di kota Semarang telah berjalan cukup efektif dengan hasil perhitungan efektivitas 68,3 persen. Urutan prioritas strategi pengembangan kebijakan i-Jus Melon pertama adalah kebijakan pemerintah yang nilainya 40 persen, yang kedua adalah konstruksi dengan bobot 35,3 persen, dan yang ketiga adalah kemitraan dengan bobot nilai 24,8 persen.

Kata Kunci: Efektivitas, Strategi, Usaha Kecil dan Mikro, i-Jus Melon

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INTRODUCTION

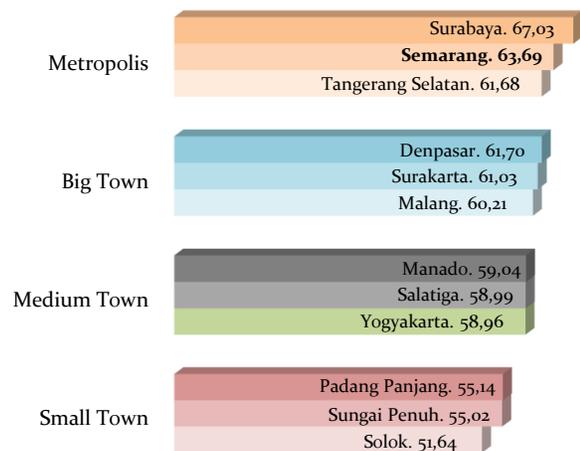
Sustainable development is essentially aimed at improving the quality of life of the community, hence the need for renewal/innovation in the process of national development Maulana & Bowo (2013) said that the rapid development of science and technology will encourage an acceleration in the development process, the change in the pattern of work initially using the human hand is then replaced by sophisticated machines Impact on the efficiency aspects, the quality and quantity of a series of economic development activities conducted and it will ultimately result in accelerating the rate of economic growth.

The development of information technology has now entered the era of digitization, various digital products have emerged in the emerging so that the term emerged digital based society (Utomo & Hariadi, 2016). The positive impact of this digitization is that the production process can be done more effectively and efficiently, and certainly can reduce the cost of production.

As time goes on, the utilization of this digitized information technology has entered and expanded rapidly in the scope of bureaucracy government used by policy makers to provide public services to its community. With the development of the digitalization era in public service, it will make it easier for the government to interact effectively, improve the quality of service, and reduce the cost and resources of consumption. So it appears the concept of smart city-based development with the utilization of digital information technology called Smart City.

The city of Semarang as the capital of Central Java province is one of the cities that

was used as a pilot in the implementation of Smart City concept in Indonesia (Media Indonesia, 2018). It is based on Indonesia's Intelligent City Index, where the city of Semarang has the highest index number two after of Surabaya city. The following is a list of Indonesia Smart City Index in 2018 based on Kompas Litbang:



Pictures 1. Indonesia Smart City Index Year 2018

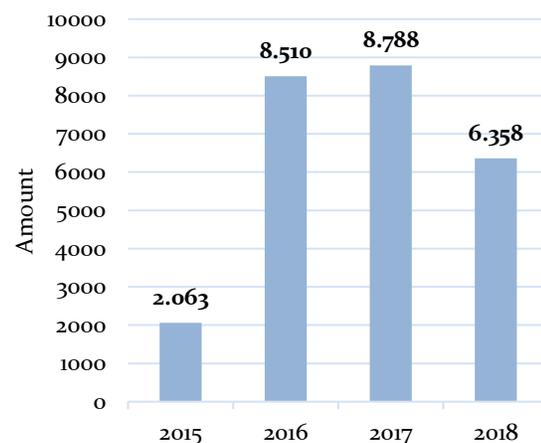
Source: Litbang Kompas, 2018

Firmansyah & Suryani (2017) stated that one of the criteria of success in implementing a smart city is the good economy by maximizing the resources and potential of the city. Therefore, to realize the economy of the city of Semarang that is able to meet the challenges in the industrial revolution that is now in the era of the 4.0 industry, where the use of industrial technology in this era more leads to the wrong high-tech industry The only digitisation. To deal with this, there is a need for development in one of Smart City's smart Economy-forming dimensions. Where Smart Economy refers to economic competition such as small and medium enterprises. Tampan et al (2016)

argues that the influence of permits in the micro and small enterprises (MSES) sectors have a very important role in promoting the growth of the MSES, one of which is better developed, because permits are instruments used in Administrative law, for government permits used as a juridical means to control the conduct of citizens, while for citizens of beneficial permits to obtain approval from the government and have the power of law. But in fact most actors micro and small enterprises do not have permission in trying so that it will impact on the effort they have is difficult to develop because it has not had legitimate legality and inhibit in Gain Capital access more broadly in its business development. The cause of the micro and small businesses has no desire to take care of their business permit one of them is because the process of making until the issuance of business license takes a long time with a convoluted procedure can even be imposed Administration fee.

Policy in regards to support and facilitate business actors, especially in the field of micro and small Enterprises (MSES) related to business licensing management, the central government has arranged through the regulation of the President of the Republic of Indonesia number 98 year 2014 On licensing for micro and small enterprises and Permendagri number 83 year 2014 about micro and Small Business license Permit guidelines aimed at providing legal certainty and empowerment for micro and small Enterprises in the Develop its business. The Government of Semarang city in this case has been realized regarding the highest contribution by sector of micro and small enterprises (MSES) to PDRB of Semarang city, And to answer the demands

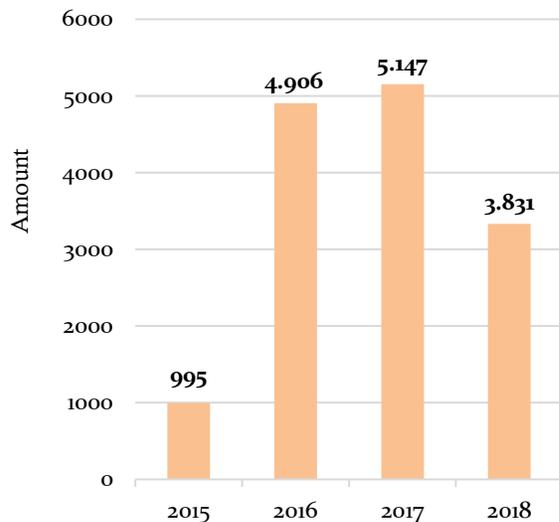
of the issuance of presidential Regulation No. 98 year 2014 on licensing for micro and small enterprises as well as Permendagri number 83 year 2014 about the guidelines for granting micro and Small Business licenses, therefore The Government of Semarang has established new innovations related to the provision of ease of service for people who have micro-business through Online Micro Business license or *i-Jus Melon*, is an online-based service system that facilitates Business actors when seeking to take care of licensing to get legality in establishing micro and small enterprises issued by Camat. Ease of business licensing needs to be established in order to support the creation of an increase in the number of micro and small businesses in Semarang city, so far the initial barrier faced by micro and small businesses in its business development is related to the issue Legality licensing business. The following is the amount of micro and small enterprises (MSES) in Semarang city in 2015-2018:



Picture 2. Amount of UMK in Semarang City Year 2015-2018

Source: Department of Cooperative and UM Semarang City

Labor absorption should certainly be supported by the number of jobs to support every potential of society, but surely it will be difficult when relying only on factories or companies (Purnamasari, 2018). Therefore, there is a need for new jobs in supporting people who are looking for jobs. The development of micro and small enterprises (MSES) in Semarang city will have an impact on the increasing labor absorption, where one factor is the result of ease of access in licensing of establishing a micro enterprise. Here are the number of workers in Semarang city year 2015-2018:



Picture 3. Amount of Labor UMK in Semarang City Year 2015-2018

Source: Department of Cooperative and UM Semarang City

Although Micro business license through Online or *i-Jus Melon* has gained many awards one of them is Anugerah Top 40 public Service innovation from the Ministry of Administrative reform and bureaucratic reformation of the Republic of Indonesia in 2017, but the success of the program from the Department of Cooperatives and Micro enterprises of

Semarang should be reviewed from other aspects such as in terms of objectives and objectives to be assessed the level of policy effectiveness and organized a strategy in the development of *i-Jus Melon* policy in Semarang city.

RESEARCH METHODS

Research conducted is quantitative descriptive research to (1) identify micro and small business profile in Semarang city, (2) analyze the effectiveness level of *i-Jus Melon* policy, and (3) Determine the development strategy that can Done in the implementation of *i-Jus Melon* on micro and small business in Semarang city. In this study the data that has been obtained was analyzed and described in accordance with the condition of the field through a descriptive analysis of percentages and Analytical Hierarchy Process (AHP).

Descriptive Percentage Analysis

The calculated technique for percentage descriptive analysis aims to describe the research variables by simplifying the entire data then presented in a systematic order afterwards to interpret the data obtained. The percentage of decriptif was conducted in this study to determine the level of effectiveness of the *i-Jus Melon* policy on micro and small businesses in Semarang city. Stages in statistical data analysis such as Separate each respondent's answers according to their "Yes" and "No" answers, Sum up how many "Yes" and "No" answers, and all the answers "yes" divided by the number of respondents then multiplied by 100%. Here is a formula to calculate the percentage by (Bungin, 2010):

$$P = \frac{f}{n} \times 100\% \dots \dots \dots (1)$$

Information:

P = Percentage

f = The frequency of the selected "Yes" answer

n = Number of samples

100% = Constant

As for the formula to know the effectiveness percentage of each variable or overall research variable according Ruwaina (2019), as follows:

Calculating the percentage effectiveness of target accuracy variable:

$$\frac{\text{the percentage of questions scored from target accuracy}}{\text{number of questions}} \times 100\%$$

Calculating the percentage effectiveness of goal achievement variable:

$$\frac{\text{the percentage of questions scored from goal achievement}}{\text{number of questions}} \times 100\%$$

Calculating the percentage of whole variable:

$$\frac{\text{the percentage of questions scored from all indicators effectiveness}}{\text{number of questions}} \times 100\%$$

Table 1. Criteria of Effectiveness Value

<i>Dimension Percentage</i>	<i>Criteria of Effectiveness</i>
90%-100%	Very Effective
80%-89%	Effective
60%-79%	Effective Enough
<60%	Ineffective

Source: Litbang Depdagri RI-Fisipol UGM, 1991

When you have obtained the effectiveness percentage of each variable, then it is done classifying the level of effectiveness according to the classification of criteria of effectiveness value from the table 1 above.

Analytical Hierarchy Process (AHP)

AHP methods can help to compile priorities and objectives from various options using multiple criteria. To establish the priorities of the elements in a decision question is to make a *pairwise comparisons*, i.e. each element compared to a pair against a specified criterion. The form of comparison paired is matrix. Filling matrix banding in pairs, using numbers describing the relative importance of an element above the other (Saaty, 1993).

There are some steps in determining the priority strategy with AHP method. The first step is to determine the purpose of this research is to know the development strategy in the implementation of the policy of *i-Jus Melon* in Semarang city. The second step is defining criteria. Criteria obtained from the analysis results of qualitative descriptive data with the key person competent. The criteria for this study are three of the government's policies, coaching, and partnerships.

The third step is determining alternatives. Determining the alternative is the same as determining the criteria above. Alternatives are also obtained from the results of qualitative descriptive data analysis with a competent key person. The fourth step is to spread the questionnaire to a specified key person.

The fifth step is to compile the matrix of the average result obtained from a number of key persons. Then the results are processed using *expert choice version 11.0*. The sixth step is to analyse the processed results of expert choice version 11.0 to know the value of inconsistencies and priorities. If the consistency value is more than 0.10 then the

result is inconsistent, but if the value is less than 0.10 then the result is said to be consistent. From these results can also be known criteria and alternatives prioritized. The seventh step is to determine the priority scale of the criteria and alternative to know the development strategy in the implementation of *i-Jus Melon* in micro and small business in Semarang.

Through AHP method will be generated several strategies that can be used as a material development strategy in the implementation of *i-Jus Melon* in micro and small business in Semarang city according to hierarchy or priority. From some of these criteria, there will be a strategy that has a high priority to be done in order to strategize in the implementation of *i-Jus Melon* in micro and small business in Semarang city.

The method of collecting data in this study in four ways is observations, questionnaires, interviews, and documentation. The study used a cluster random sampling technique by determining the number of samples using the Slovin approach. Then used proportional random sampling method to know the percentage of samples spread in each sub-district.

Second sampling in this study by selecting key person or informant using purposive sampling technique. In the technique purposive sampling necessary considerations in selecting and determining the sample is to choose a sample that is considered to know the problems that are being studied and understand what to expect in the research. The number of samples of 100 micro and small Enterprises is distributed in every sub-district in Semarang city and 7 key persons. Variables used to figure out the level

of effectiveness of the *i-Jus Melon* policy are through two measurements of policy effectiveness by Campbell (1990) Often used are target accuracy and achievement of objectives. Then the predefined criteria to determine policy priorities with the Analytical Hierarchy Process (AHP) are the policies of government, coaching, and partnerships.

RESULTS AND DISCUSSION

Micro and Small business profile in Semarang City

The condition and development of micro and small enterprises in Semarang city in 2019 from various aspects of which are as many as 76 percent the majority of micro and small businesses in Semarang city are formed and owned by individuals. Businesses prefer to establish their own business rather than group or form a business entity in advance, because it is easier to manage their business operations management and business people have a responsibility that does not Limited.

Then as much as 88 percent the majority of micro and small businesses have their own business means, so the business actors will be easier and freely to use the tool because it is a means of their own business. And as much as 92 percent of the majority of micro and small businesses also have their own production equipment.

Production equipment can be either moving goods or stationary goods, moving goods such as operational vehicles and goods do not move like production machinery. Without adequate production equipment will be difficult for business actors to conduct their business. Research findings conducted by Ariani & Utomo (2017) stated that production

equipment is instrumental in supporting business development and able to influence the income and price of the production goods.

In addition, there are 85 percent of the majority of micro and small businesses building their businesses from their own capital. But in building the business of their own capital is deemed not enough in developing the business and able to be competitive, need assistance from the Government and other financing institutions, as said by Rifa'i (2013) In his research that the internal factor that inhibits the development of micro and small businesses one of them is the limitation of business capital as well as access to get the capital from the financing institutions, when it is known that the access facilities Capital gains greatly affect the development of the micro and small businesses.

In this research, it is also known that as many as 75 percent of the majority of micro and small businesses in Semarang city are categorized as micro-enterprises. Micro and small business in Semarang city majority of the 54 percent majority has only a total assets of less than 11 million and 59 percent the majority has only a turnover of less than 5 million per month. As well as 81 percent the majority only have a workforce of less than 10 people.

As it was said by Rifa'i (2013), where micro and small enterprises are small-scale and income-generating businesses which are carried out by the lower-class community by employing a workforce of not more than ten people and mostly utilizing the workforce of family members and close relatives, business owners Act instinctively/naturally by relying on their instinctive and everyday experiences.

It shows that from micro and small businesses in Semarang city which are used as samples in research can only employ manpower of less than 10 people only, this occurs due to many factors, one of which is because with the aim to reduce the cost to be spent only to pay the labor, so that with fewer manpower and felt enough but they are able to increase the amount of production will be efficient Business.

Micro and small businesses in Semarang city have a spread on every cluster that has been determined by the Government of Semarang. A total of 32 percent of the majority of micro and small businesses in Semarang city produce a type of food processed product, and as many as 36 percent the majority of its production amount is less than 50 units/PCs every month.

So it will arise problems that are often faced by the micro and Small Business actors, as said by Syafitri (2012) In his research that with the condition of those who do not have professionalism in self-employed and ability in producing a relatively low, so as not able to meet the demands of the market that requires the stability of supply quantity, quality, and the right time to order when it has to fulfill orders in large quantities.

Then most micro and small businesses in Semarang market the results of its business products through direct selling, it is because it is still weak networking and innovation in the field of marketing (Fitriasari, 2017). Whereas based on research Mukherjee (2018), Online market is a very promising market in marketing a business product because it has many opportunities to get the maximum profit without having to spend additional costs. So it

is necessary to have training on e-commerce for business actors to market their products in order to penetrate the wider market.

However there are some micro and small businesses in Semarang city that has been marketing the results of its business products online as well. The majority of 81 percent of micro and small businesses in Semarang city still do the financial bookkeeping manually yet online. This is because most business actors do not know how to do online financial bookkeeping and still lack of training on online financial bookkeeping.

Most micro and small businesses in Semarang city still use the cash payment method, while for non-cash transactions it is still slightly used by micro and small businesses of 33 percent only. This is due to one factor that is still lack of knowledge regarding the use of non-cash transactions. Also known as as much as 44 percent of micro and small businesses in Semarang city has not yet incorporated in partnership activities with other Governments and institutions.

Partnership cooperation Program is very needed by micro and small businesses in developing business because in the Program there are many assistance obtained in terms of capital, coaching, up to the strengthening and Improvement in business product quality. Research findings conducted by Alhempri & Harianto (2013) proves that with the partnership program such as training and coaching both individually and together have a significant influence on the development of micro and small businesses.

An average of 37 percent of micro and small businesses already have ownership Intellectual Property Rights or product certificate that is SP P-IRT Because most of

them are businesses that produce the type of food processed products. SP P-IRT or certificate of food production – the household industry is a written guarantee given by the Regent/mayor through the Ministry of Health to food production of household industry that has fulfilled certain requirements and security standards in the framework of the production and circulation of food products. But there are still many of those who do not have a certificate of Intellectual Property Rights, which is 36 percent micro and small businesses.

The Effectiveness of *i-Jus Melon* Policy Analysis In Semarang City

According to the table 2., there are 10 indicators divided in the variable of goal accuracy and achievement. In the targeted variables, the average value of effectiveness is effective with a percentage gain of 74.2 percent that can be described through each indicator of which is from 100 business actors 93 percent are Business actors of micro and small enterprises, of 100 business actors 77 percent have been gaining socialization related to the policy of *i-Jus Melon*, from 100 business actors 64 percent have understood the policy of the *i-jus Melon*, from 100 business actors 62 percent have gained Supervision from the related service, and the last of 100 business actors 75 percent have experienced the development of the business.

Then in the destination achievement variable, shows the average effectiveness value that is quite effective with a percentage turnover of 62.4 percent that can be described through each indicator which is taken from 100 business actor.

Table 2. Percentage Value Effectiveness of *i-Jus Melon* Policy

No.	Research Variable	Indicators	Percentage	Effectiveness Value
1.	Target Accuracy	Business people with micro and small Business category	93%	Effective Enough
		Business actors get socialization regarding the <i>i-Jus Melon</i> policy	77%	
		Business actors understand the <i>i-Jus Melon</i> policy	64%	
		Business actors get supervision from the related service	62%	
		Business actors experiencing business development	75%	
Percentage of target accuracy effectiveness			74,2%	
2.	Goal Achievement	Easy, fast and transparent service to get micro and small business licenses	78%	Effective Enough
		micro and small businesses makes it easy to get legal and protection in trying to locate the preset	79%	
		To facilitate micro and small businesses to get mentoring for business development	60%	
		Making it easy for micro and small businesses to get financing access to both bank and non bank financial institutions	38%	
		To facilitate micro and small businesses expansion of market access through partnership activities from Governments and other institutions	57%	
Percentage of goal achievement effectiveness			62,4%	
Percentage of overall effectiveness of variables			68,3%	Effective Enough

Source : Primary Data Processed, 2019

The indicator described which is from 100 business actors 78 percent feel facilitated in obtaining the micro and small business licenses easily, quickly, and transparently,

from 100 businesses 79 percent feel the legal certainty and protection in trying to be established, from 100 business actors 60 percent have is facilitated to get assistance in

business development, from 100 business actors 38 percent feel easy to get access to financing/capital to the bank and non bank financial institutions, and the last of 100 business actors 57 percent feel facilitated in obtaining the expansion of market access through partnership activities from the Government and other institutions. The average total calculation of the 10 indicators of the effectiveness of the *i-Jus Melon* policy obtained a percentage value of 68.3 percent which means effectiveness in the implementation of the policy of *i-Jus Melon* on micro and small businesses in Semarang city has been running Quite effective.

Obtained the research results that in the targeted variables demonstrate effective value effectiveness with a percentage of 74.2 percent that can be described through each variable indicator of which is 93 percent of business people Micro and small businesses, it indicates that the *i-Jus Melon* policy has been in accordance with the intended target object based on Semarang Mayor regulation number 24 year 2015 about micro and Small business license, where the target object Business category of the *i-Jus Melon* policy is micro and small business. Because to promote the economic growth of one of the necessary empowerment for micro and small business actors in the form of simple licensing of business licenses (Julita, 2017).

Micro and small Business category criteria are for micro Enterprise category most have assets worth Rp 50.000.000 excluding land and building business, and have turnover per year at most worth Rp 300.000.000, While for the small Business category, it has assets worth

Rp 50.000.000 to Rp 500.000.000 excluding land and business buildings, and has a turnover per year worth Rp 300.000.000 to at most Rp 2.500.000.000.

77 percent of business actors have gained socialization regarding the *i-Jus Melon* policy. This indicates that the socialization related to the policy of *i-Jus Melon* to the business actors is well done but the need for a more effective re-socialization agenda for business people who have never received socialization The.

In line with research from Putri (2017) Which states that through well-executed socialization, the effectiveness of the implementation of a program or policy can be realized in accordance with the objectives that have been drafted. The socialization of the *i-Jus Melon* policy is carried out by the Department of Cooperatives and Micro enterprises of Semarang either through the subdistrict or business incubator/business clinic. The socialization is information about the management mechanisms to get micro and small business licenses as well as the facilities obtained from the *i-Jus Melon* policy.

64 percent of business actors have understood the policy of *i-Jus Melon*. The understanding is closely related to socialization, where it shows that businesses who understand the policy of *i-Jus Melon* are still quite enough so that socialization is still need to be relaped. The results of research on the field shows that the existence of businesses who have been following the socialization of the policy of *i-Jus Melon* but socialization conducted by the Department of Cooperatives and Micro enterprises of Semarang is considered less and not sustainable until Cause the actors to be less understanding related to the policy *i-Jus Melon*, there are even some

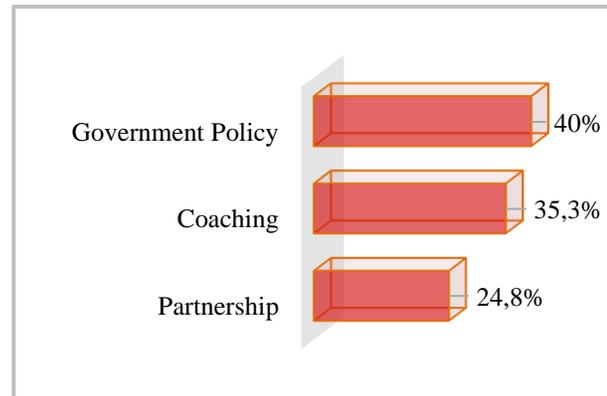
business actors who have never followed the socialization of the *i-Jus Melon* policy.

So that the business actors are confused in taking care of the micro and small business licenses and do not know any facilities that they can use from the *i-Jus Melon* policy. Therefore, with ongoing socialization can provide information even increase understanding for business actors in managing micro and small business licenses and use the facilities of this *i-Jus Melon* policy with the most. All kinds of policies for SMES development must be socialized continuously so that all MSMES can fully understand the program or facilities implemented in the policy (Tambunan, 2019). 62 percent of business actors have gained supervision from the related agencies. It shows that not yet fully the perpetrators of micro and small enterprises in Semarang city get supervision from the Department of Cooperatives and Micro enterprises of Semarang.

The supervision in the form of monitoring against the implementation of the policy of micro and small business licenses for business actors in Semarang city including; Implementation of micro and small business activities, facilitation of capital access, institutional strengthening, coaching and mentoring technical guidance, and developing partnerships with the business world. The oversight is meant here as said by Putri (2017) That is to give help then supervise so that what has been given useful as it should be and accompany the perpetrators of micro and small enterprises to be more understanding and can develop its business.

Analysis of Policy Development Strategy for *i-Jus Melon* In Semarang City

Based on the calculation of Analytical Hierarchy Process (AHP) to the overall criteria of policy development of *i-Jus Melon* in micro and small business in Semarang city is obtained in the form of priority policy strategy as follows:



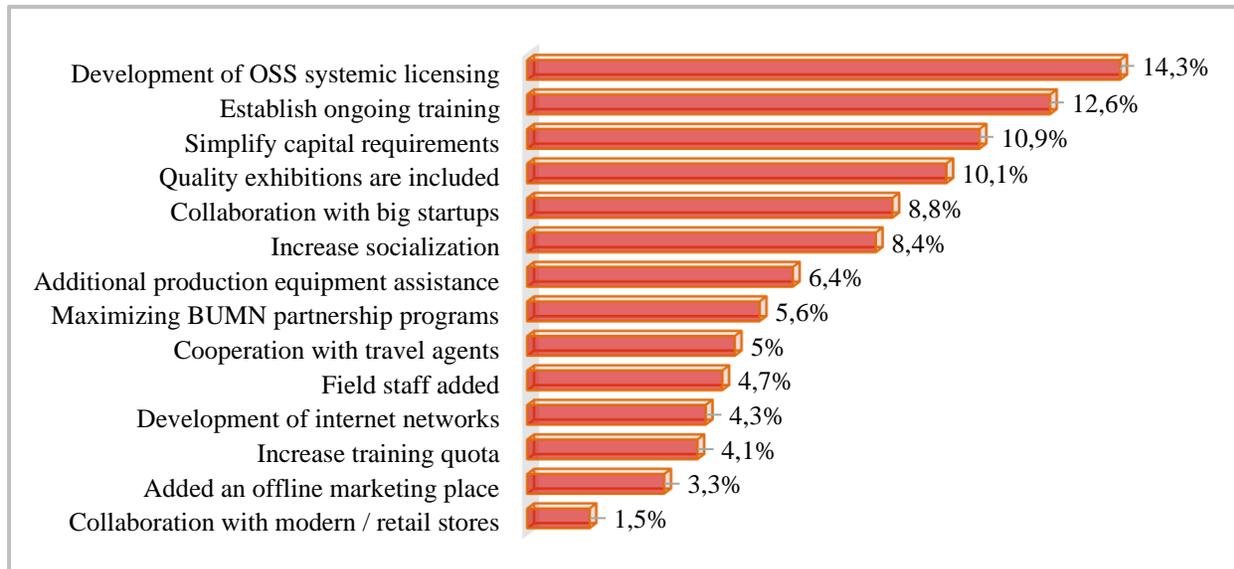
Picture 4. Priority Criteria Development Strategy of *i-Jus Melon* in Semarang City

Source: primary data processed, 2019

Based on Picture 4., it can be seen that the most prioritized criteria in the development of the *i-Jus Melon* policy on micro and small businesses in Semarang city is government policy weighing a value of 40 percent. Then the second priority is coaching with a weighted value of 35.3 percent and the criteria being the third priority is a partnership with a weighted value of 24.8 percent. In the calculation of Analytical Hierarchy Process (AHP) to the whole alternative strategy development of *i-Jus Melon* policy on micro and small business in Semarang city. From the results of calculations using *expert choice version 11.0* obtained inconsistency ratio result of 0.01 which means that the answer given by the entire key person is consistent.

Based on the calculation of the Analytical Hierarchy Process (AHP) to the overall alternative strategy development of *i-Jus Melon*

policy on micro and small business in Semarang city is obtained the result of alternative strategy priority as follows:



Picture 5. Alternative Sequence of Policy Development Strategy *i-Jus Melon* in Semarang City
Source : Primary data is processed, 2019

In Picture 5., it can be seen that the alternatives that are the first priority in the policy development strategy of *i-Jus Melon* in micro and small business in Semarang city is the development of licensing service which is Online Single Submission (OSS) with a weighted value of 14.3 percent.

The second priority alternative is to establish each continuous training with a weighted value of 12.6 percent. The next alternative to the third priority is to facilitate the requirements of the capital filing with a weighted value of 10.9 percent. In addition to these three priority alternatives, there are several alternatives to the next strategy, including alternatives in the fourth sequence is to include a quality exhibition/event with a weighted value of 10.1 percent. The fifth alternative is the cooperation with various major startups such as Gojek, Grab, Bukalapak,

Tokopedia, Blibli.com, etc. with a weighted value of 8.8 percent. Then a sixth-order alternative was to reproduce the socialization of the *i-Jus Melon* policy with a weighted value of 8.4 percent. Followed by a seventh-order alternative is the addition of equipment production with a weighted value of 6.4 percent. The eighth alternative is to maximize the partnership program with the BUMN with a weighted value of 5.6 percent. Next to the ninth sequence is the cooperation with Travel agent to marketing the product with a weight of 5 percent value. The tenth alternate sequence is the addition of registration officers, coaching, and field monitoring with a weighted value of 4.7 percent.

An alternate eleventh order is the development of the quality of the Internet network to maximize service online with a weighted value of 4.3 percent. The twelfth-

order alternative is the addition of each business development training with a weighted value of 4.1 percent. An alternate thirteenth sequence is the addition of a strategic number

CONCLUSION

Based on the results of the research that has been explained, the conclusion is the profile of micro and small business in Semarang city in 2019 which is the majority of micro and small businesses are formed and owned by individuals, microbusiness category, which produces the type of food processed products, with the amount of production less than 50 units/PCs each month, where the business means is own, and markets the results of its business products through direct selling, then the majority of micro and small businesses still conduct the financial bookkeeping manually, While its business capital is derived from its own expense, and only has a total assets of less than 11 million, and only has a workforce of less than 10 people, the majority micro and small businesses still use the cash payment method, and have not yet incorporated In partnership activities with Governments and other institutions, they also only have sales turnover less than 5 million per month, where production equipment is proprietary, and the majority of micro and small businesses have ownership Intellectual property Rights or product certificates in the form of food production certificate-household industry or SP P-IRT.

Implementation of the policy of Micro Business license through Online or *i-Jus Melon* on micro and small business in Semarang city has been running quite effectively with the

of offline marketing venues with a weighted value of 3.3 percent. And the last alternative is cooperation with various modern/retail stores with a weighted value of 1.5 percent. result of effectiveness calculation of 68.3 percent. In the goal-accuracy variable shows the effectiveness value is quite effective with a percentage of 74.2 percent, and in the destination achievement variable indicates the effectiveness value is quite effective with a percentage of 62.4 percent.

In the preparation of the policy development strategy of *i-Jus Melon* on micro and small business in Semarang city to run with a maximum of three alternatives that are the highest priority that is the development of a Online Single Submission (OSS) licensing service with a weighted value of 14.3 percent, forming each continuous training with a weighted value of 12.6 percent, and facilitate the requirements of the capital filing with a weighted value of 10.9 percent. So the criteria in the policy development strategy of the *I-Jus Melon* which became the first priority was the government policy with a weight of 40 percent, then the second priority was to construct a weight of value of 35.3 percent, and The last priority is a partnership with a weighted value of 24.8 percent.

Looking at the condition and development of micro and small business in Semarang city, there are things that must be done by the Department of Cooperatives and Micro enterprises of Semarang as the policy executor *I-Jus Melon* by (1) formed an escort team *I-Jus Melon* in every District to provide a fair and equitable opportunity for micro and small businesses to get coaching, so that businesses can utilize the facilities of *I-Jus*

Melon with the most, (2) to facilitate the requirements of filing Capital and maximizing cooperation with both the banking and non banking by fixing some of the conditions that are too complicated and cutting down the procedures in filing capital for micro and small businesses. In addition, to expand the market access of micro and small enterprises need information media to disseminate information about the partnership program to micro and small businesses. (3) To improve the policy *I-Jus Melon* in micro and small business in Semarang city to the fullest, it is necessary to develop a system of licensing services with Online Single Submission (OSS). In terms of coaching, what is important to do is to form every training for a sustainable micro and small businesses, where it is useful to monitor the extent of business development owned by business actors.

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