

# Entrepreneurship As A Base Micro Small Medium in Strengthening the Economy in South Sulawesi, Indonesia

Dr. Hj Mariana Tenreng MS  
Professor of Economics Faculty of the East Indonesia  
University

Arifin Idrus MM  
Lecturer of High School Economic Makassar  
( Stiem Bongaya )

**Abstract:-This type of qualitative Research through phenomenology approach, Small and medium enterprises has proved influential on the economy, especially in addressing the problems of unemployment, poverty, the community's source of income and problems that occur in the community. Develop Small Medium Enterprises can be done by providing education, understanding and a good understanding of entrepreneurship tips is good and correct. Versatile modern technology as it currently can be studied by aspiring businessmen so as not to miss and venture to be built can be designed with the appropriate engine to be used.**

**Keywords:-** Business, Challenge, Strategy, Small Medium Enterprises

## I. INTRODUCTION

Small and medium enterprises to process natural resources and human resources with a maximum mean in small businesses run then the resources used will be used u. s. best us possible with good management, as well as the business owners can keep tabs on the use of resources used directly, unlike large enterprises that use the natural resources and human resources in large numbers but sometimes can't capitalize on everything possible to produce quality products and to get profit which is great. On one side of the business is also important to have good management and understanding in analyzing financial reports and noted, that is not the case the error will make a lot of harm to business owners. The existence of good management in financial record-keeping business owners would be more wise in disbursing the funds owned to advance his efforts and know a good financial records to become the data calculation in • determine and how much capital should be spent and how much profit to be gained.

Good management is important in have in addition to improving the quality of business activities also needed to face competition in the world economy that is increasingly tight. An increasingly globalizing economy conditions cause the territorial boundaries of a country's economy becomes increasingly widespread, it resulted in the emergence of new challenges in small and medium enterprises. The challenges

come not only comes from the challenge local or in the country as a challenge between companies in the country, but the challenge comes from abroad. Challenges will enhance competitiveness of higher interbank trade the one with other businessmen raised. Challenges from the domestic price competition may take the form of goods, products, advertisements and so on. While the challenges that come from abroad is the influx of foreign products of good quality, low price, and so on. So the consumer can at any time to switch to other products in the era of globalization the U.S. currently, competition between businessmen raised getting high and demanding business to continually honing his creativity in creating new innovations, producing a quality product and a good sales strategy this needs to be done to attract the interest of the consumers and to produce the highest possible profit. Big profit obtained will be used to develop existing business in order to be great, and in other words the larger effort will require more workers. Small and medium business is a business that has a workforce totaling 5 s. d 19 people, while medium-sized businesses is a business that has a workforce totaling 20 s. d 99 people. The problems faced by small and medium enterprises among others the US follows: lack of capital, as the capital of their own business owners money. The difficulty in marketing, utilizing less use of internet media in the marketing of its products a simple organizational structure with the Division of labor that is not raw, quality management is low, since each business owners and workers have different levels of education in natural resources and human resources are limited and low qualified, does not have the financial statements are complete and accurate , that aspect of the legality of a weak, low use of technology Less fixing products.

These problems led to the high business competition, weak support, network difficult for the perpetrators of the attempt to suppress the amount of costs incurred when the game was so bad, the profits gained a bit and don't have a lot of competitive advantages in market competition.

In addition the constraints or issues that are perceived by the majority of Small Medium Enterprises are scattered throughout the area. Some fields that require mentoring and reinforcement of which production techniques, marketing and financial management, which often become their

complaints. This is where the role of an escort is needed to facilitate offender Small Medium Enterprises to make their businesses grow and thrive. A wide variety of forms of mentoring services provided of course should be based on the needs of each. In addition, there must be a real strategy of encouraging Small Medium Enterprises rising levels (scaling up strategy) are integrated and sustained by pushing the quantity, quality and continuity of products Small Medium Enterprises. Similarly there must be support macros in the form of improvement of investment climate, legal certainty, infrastructure improvements and reduce bureaucracy convoluted. The provincial Government of South Sulawesi with various program priorities that have been implemented in an attempt to increase the acceleration of economic development in the region as the strategic policies and programs that involve the whole community in particular elements of the economy have contributed to the attainment of economic growth against the real South Sulawesi has achieved above-average 8 percent each year. South Sulawesi is above the national average of economic growth, with a per capita income also increasing from year to year. We are increasingly convinced that the per capita income for the community of South Sulawesi can reach above 30 million dollars per year in 2018.

Technological developments in the current era of globalization affects the attitude and behavior of the public in consuming, selecting, and using a product which is proved to have quality and good quality. Businessmen raised are expected to understand and study the use of new technology so that it can be competitive with other products that also use more modern technology. The businessmen raised can make a product look more attractive by making us attractive designs of the US possible and of course must be adapted to the trend of a growing community. In addition to electronic media and newspapers, the Entrepreneur can also utilize the internet to help advertise, market products that are made so that consumers know it, both the consumer originating from the region, beyond the region until society all over the world will more easily find out the products that are made over the internet.

The UMKM credit in South Sulawesi on March 2017 increasingly rapid rise quite significantly with the alias serves against total loans also increased. The condition is increasingly expresses the position of the SMEC as the economic underpinning of South Sulawesi Chief Representative Office region (KPw) Bi in South Sulawesi, Wiwiek Sisto Widayat, explains, the UMKM credit in South Sulawesi on Maret 2017 recorded Rp33,99 trillion or grew 9.26% (yoy). The figure is higher than the growth in February 2017 and then recorded of 7.48% (yoy). "Credit growth highest secondary credits by smec 17.13 percent (yoy). Followed microcredit 6.16 percent (yoy) and small credit 5.12 per cent (yoy), "said a press conference, wiwiek, wednesday (3/5/17). Wiwiek, say, an increase in the share of small medium enterprises credit small medium enterprises to the total banking credit recorded 32.44%, an increase compared to February 2016 recorded retained 32.19%. "small medium enterprises business field credit processing industry increased the most high. Credit growth highest

recorded on the field the UMKM business processing industry 202.45 percent. Followed by health services and social activities 49.19 percent (yoy) and agricultural business field, hunting and forestry 27.69 percent, "he said.

In the share of credit, small medium enterprises dominated the field large and retail trade venture 53.35%, business processing industry field 14.71% and agricultural business field, hunting and forestry 6.81%. Spatial UMKM credit in South Sulawesi are still concentrated in the city of Makassar 56.50%, followed by the town of Parepare 6.94% and Palopo 3.69%. Meanwhile, the channeling of credit continue to grow is expected to increasingly spur smec riding classes. "our expectations in south Sulawesi smec fast rising class. The process class that ride the main access to capital because thereby production will be smooth, the product will be getting better and the turnover of the product will increase. All started from the access to capital, "In South Sulawesi, the growth of small medium enterprises shows a very good figure. This is demonstrated in the period 2006 until mid-2015. Based on data released by the department of cooperatives and small medium enterprises of South Sulawesi province in June 2015, the number of micro enterprises small and medium enterprises in the province has reached the 916,232 business units. Most of the business units is still classified in the form of small and micro enterprises. This is due to the condition of capital constraints, limitations of the quality of human resources and marketing access owned by small entrepreneurs Of a total of small medium enterprises in south Sulawesi, the number of small medium enterprises to trade sector reached the 408,677 business unit, the service sector reached the 214,567 business unit, 108,134 unit production sector and industry as much as 16,745 business unit. The rest manage other productive sectors. As for the number of registered cooperatives in south Sulawesi when it reached 8,555 cooperatives, including cooperative 3,097 inactive.

## II. FORMULATION OF THE PROBLEM

How the strategy of small medium enterprises in the face of business competition in south Sulawesi

## III. LITERATURE REVIEW

### A. Entrepreneurship

Literally Entrepreneurship consists of basic word entrepreneur gets the prefix suffix Ness ked's, so that it can be interpreted as entrepreneurship are things associated with self-employment. While the wira means courage and effort means business activity is commercial or non-commercial, so that entrepreneurship can also be interpreted as the courage of someone to carry out a business activity.

In the United Kingdom is a entrepreneurial language, the term was first introduced by Richard Cantillon, an economist with France. According to him, the entrepreneur is "agent who buys means of production at certain prices in order to combine them." In the not too long, other French

economist-Jean Baptista Say adding the definition to the concept of Cantillon entrepreneur as leader. In General a lot once the definitions put forward by experts, about entrepreneurship, below I am going to reproduce some of the opinion, drawn from a variety of sources:

Richard Cantillon in Hardi Utomo States Entrepreneurship is defined as the work itself (self employment). An entrepreneurship gives the current item at a certain price and sell it on a future with uncertain prices. So this definition more emphasis on how someone facing a risk or uncertainty.

Suryana in Anna Afi Hayy and Agus Suharsono explained that entrepreneurship is the ability to be creative and innovative base, tips and resources for finding opportunities to success. The essence of entrepreneurship is the ability to create something new and different (create new and different) through creative and innovative thinking.

Israel Kirzner in Hardi Utomo (2010:99) Entrepreneurship recognizing and acting on opportunities of the market. Glueck in Prima Donna, Amrizal and Eva stated that entrepreneurship is composed of individuals who start their business or their efforts from the beginning. Harvey Leibenstein (1968, 1979), posited, entrepreneurship encompasses activities needed to create or enforce the company at a time when all markets are not yet formed or has not been clearly identified, or components of the production function is not yet fully known.

Penrose (1963): Entrepreneurial Activity include identify opportunities within the economic system. The capacity or ability of different managerial capacity of entrepreneurship. Frank Knight (1921): Entrepreneur trying to predict and addressing changes in the market. This definition emphasizes the role of the entrepreneur in the face of uncertainty on the market dynamics. An entrepreneur as required to carry out the basic managerial functions such as direction and supervision.

#### a). *The purpose of Entrepreneurship*

A sociologist named David McClelland argued that, if a country wants to be prosperous, a minimum number of 2% of the overall percentage of the population in those countries to become entrepreneur, Indonesia itself to date according to a research population into new entrepreneurial about 0.18%, Indonesia lags behind the economy's condition is far from neighbouring countries namely Singapore who have entrepreneurial percentage of 7%, Malaysia 5% Chinese, 10% should, especially if compared to the United States a superpower that was almost 13% of the population being the entrepreneur.

Thus, by developing knowledge about entrepreneurship, will uplift the community Indonesia especially the younger generation or the students, to create jobs with entrepreneurship, not just a job seeker (job seeking). With the spirit of nationalism is based on that nation Indonesia should be able to compete in the world economy scene, it will be a lot of students who are motivated to improve the

quality of himself and brainstorm creative ideas in the field of entrepreneurship that high competitive power.

Why with the more the entrepreneur sector in the country will improve the country's competitiveness? I think the answer is quite clear. First, a country that has a lot of businesspeople will certainly get a great income from tax sectors, on the economic activity they do, just imagine if a country too many civil servants are unproductive or even less, then they each month takes up the State budget to hire them, but their investments on the national economy was minimal both in terms of taxes as well as levels of consumption.

Why with the more the entrepreneur sector in the country will improve the country's competitiveness?, I think the answer is quite clear. First, a country that has a lot of businesspeople will certainly get a great income from tax sectors, on the economic activity they do, just imagine if a country too many civil servants are unproductive or even less, then they each month takes up the State budget to hire them, but their investments on the national economy was minimal both in terms of taxes as well as levels of consumption.

Let's look at the other examples, with more and more residents into self-employment, then their economy will be independent, not to be dependent on the capitalist economic system, in this case the Government has to be pro active provides capital for entrepreneurs in order to be truly productive with a competitive interest rate, and does not destroy the entrepreneur or the Government, the results of their business profits will be deposited in banks in the country, so the smoother turnover the thing is, with their capital will be increased so that it is able to penetrate the global market share, that would raise the import-export balance and will add to foreign exchange the country significantly, thus it is very clear, that entrepreneurship has a very important role to raise the dignity the dignity of a nation in the international arena.

Next in terms of GNP (Gross National Product), when more money is generated by the sons and daughters of the nation of Indonesia, because entrepreneurship then money generated within the larger, different face salary with relatively fixed. Will increase the GNP that is overall goods and services produced by citizens of such population anywhere (inside and outside the country), by increasing the GNP this would further strengthen the national economy in a macro, and accelerating national development wheel, due to the availability of budgetary increases.

From some of the positive impact of entrepreneurship, it can be concluded that entrepreneurship aims to improve the economy of the community and in general improve the dignity and the personal dignity of the nation and State as well as entrepreneur, with the knowledge that is expected to be a growing number of citizens of Indonesia especially students who entered the business world, but to note in trying must uphold honesty, so that what is produced can be beneficial to society at large.

b). *Theory of Entrepreneurship*

As time went on, increasing entrepreneurship, then gives a wide range of theories about entrepreneurship, I will try to describe the various theories of entrepreneurship, among which are the following:

- *Neo Classic*

This theory regard the company as a technological term, where management (individuals) only know the fee and acceptance of the company and just do a mathematical calculation to determine the optimal values of the variable decision. So not quite capable of neoclassical approach to clarify issues regarding entrepreneurship. In theory this independence very invisible, reasonable enough, since this is indeed in the past where yet so urgent the problem of independence, however, to be able to become an early theory to bear subsequent theories.

- *Kirzerian Entrepreneur*

In the theory of Kirzer highlights of human performance, his fervor, their earnestness, his sincerity, to swa (standalone), in this endeavor, so forward the withdrawal of an undertaking depends on the efforts and perseverance of the entrepreneur.

From different disciplines, there was born the theory of entrepreneurship, viewed from the standpoint of their respective economic theory looked at that birth is caused due to an entrepreneurial opportunities, and the uncertainties of the future that will deliver opportunities to maximized, it relates to the courage of taking chances, speculate, organize your organization, and gave birth to a wide range of innovations. The theory of Sociology more learn about the origins of cultural and social values within a community, which will have an impact on its ability to respond to business opportunities and cultivate effort, as an example of ethnic Chinese and the people known as the tenacious people who tried, then the real facts show, that an awful lot of Chinese people and the success in entrepreneurship. Furthermore the theory of psychology, I think the theory is more emphasis on individual aspects influenced her motives for entrepreneurship, in since childhood instilled to Excel, then the more likely an individual is bolder in response to business opportunities acquired.

The latter is the theory of behavior, how does an entrepreneur have to have skills in organizing a business, manage finances and related things, build networks, and market the product, it takes a clever personal associate to promote a business.

c). *The Concept of Entrepreneurship*

The entrepreneurial character of someone who has always been dissatisfied with what he has achieved. Self-employment is one who skillfully exploit opportunities in developing his business with the aim of improving their lives. Norman m. Scarborough and Thomas w. Zimmerer

(1993:5), "An entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving a profit and growth by identifying opportunities and assembling the necessary resources to capital on those opportunities." Entrepreneurs are people who have the ability to view and assess business opportunities; collect resources-the resources needed to take appropriate action, take advantage and has the nature, character and the will to realize innovative ideas into real world creatively in order to achieve success/increasing revenue. Essentially, an entrepreneur is people who have an entrepreneurial character and apply the nature of entrepreneurship in his life. In other words, entrepreneurs are the ones who have the innovative creativity and soul in his life.

From some of the concepts above shows as if entrepreneurship is identical with the ability of the entrepreneur in the world of business (business). Whereas, in fact, entrepreneurship is not always synonymous with sheer entrepreneurial character, because the character of the entrepreneurial possibilities also owned by an entrepreneur who is not. Self-employment covers all aspects of the work, either private or Government employee (Soeparman Soemahamidjaja, 1980). Entrepreneurs are those who do creative efforts and innovative way of developing ideas, and prepare a resource to find opportunities (opportunity) and repair (preparation) of life (Prawirokusumo, 1997).

Entrepreneurship emerge when one brave individual developed efforts and new ideas. The entrepreneurial process includes all the functions, activities and actions related to acquisition opportunities and the creation of a business organization (Suryana, 2001). The essence of entrepreneurship is creating added value in the market through a process of combining resources with new ways and different in order to compete. According to Zimmerer (1996:51), the added value can be created through the following ways: development of new technology (developing new technology), the discovery of new knowledge (discovering new knowledge), improved products (goods and services) that already exist (improving existing products or services), the discovery of different ways to produce goods and services much more with fewer resources (finding different ways of providing more goods and services with fewer resources).

Although among the experts there is a greater emphasis on the role of entrepreneurial small entrepreneurs entrepreneurial character, but actually also is owned by the people who made their living outside of self-employment. The character of entrepreneurship exists on every person who likes change, renewal, progress and challenges, whatever his profession.

Thus, there are six nature of the importance of entrepreneurship, i.e.: entrepreneurship is a value that is manifested in behavior which resources, power, purpose, strategy, tips, process and business results (by Ahmad Sanusi, 1994), entrepreneurship is a value that is needed to start a business or expand (Suharto Prawiro, 1997), entrepreneurship is a process in doing something new

(creative) and different (innovative) are useful in providing more value, Entrepreneurship is the ability to create something new and different (Drucker, 1959), entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve the lives of effort (Zimmerer, 1996), entrepreneurship is creating business value with the path of combining resources through new and different ways to win the competition.

Based on the sixth opinion above, it can be concluded that entrepreneurship is the values that shape the character and behaviour of someone who is always creative power, creating casual work, and strive in order to increase revenue in its business activities. Meredith in Suprojo Pusposutardjo (1999), giving it the characteristics of a person who has an entrepreneurial character as a person who (1), (2) the tasks and results-oriented, (3) dare to take risks, (4)-leadership, (5) oriented to the future, and (6) of authenticity.

#### IV. RESEARCH METHODS

Qualitative research approach through phenomenology

#### V. DISCUSSION

Contribution of Small Medium Enterprises not only on the revenue of the State, the unemployment rate increasing from year to year can be reduced, Small Medium Enterprises as providers of new jobs and reduce the amount of unemployment and poverty. Labor with a variety of different educational background makes the business person must have a good managerial in managing and processing production. Because the amount of absorption of labor from large corporate units with higher small business small businesses, so that the existence of Small Medium Enterprises need to taken into account well and cared for by the Government. Of absorption of labor with good quality and selection will cause a lot of entrepreneurial behavior also affects new entrepreneurship.

The entrepreneurial behavior need to be developed to have a external factors trigger it such as the condition of the economy, the financial condition, the low educational background, lack of educational facilities and infrastructure and etc that needs to mature consideration in creating and analyzing a good entrepreneurial behavior and quality. Entrepreneurial behavior can be described from the intent, the response, the motivation in yourself, work hard, and the desire to dare to try. High intention required for new entrepreneurs who will give stimulus response to make and create ideas that are interesting and innovative, the response needs to have a strong urge from within oneself to be developed into a good work and help create new businesses that want to develop. Ideas implemented must comply with the norms in force in the community, and must have good control.

The problem of small medium enterprises namely capital limited, very little is sourced from its own capital, making it

difficult for small medium enterprises compete and develop its business in international competition. Aspects of empowerment through capital unit that should be noted is the capital grant will not make dependence, creating a conducive system so that the smec had help from a financial institution, use capital wisely so as to bring in high profits and depresses the amount of losses that will occur.

A growing number of retail traders are springing up more and greater competition, the perpetrators of small and medium enterprises such as retail traders need to improve the quality of the products they make. Though with very minimal funding, businessmen still have to compete with other products. Given the role of small and medium enterprises in reducing unemployment, increasing poverty and the growth of economy in Indonesia is very expected occurrence and SME development. The level of needs of the community that continues to grow the merchandise portion of percentage making retail traders there are large and small. Percentage of the books with daily living needs such as food, drink, cooking purposes higher than dealers who only sell the book only. This indicates that most traders do not sell merchandise with specific but rather general.

Price competition in the business world in search of profits did not escape the spotlight. More small business principals set the price lower than the price at the supermarket but there are also traders who sell kept higher than supermarket viewed from the least amount of competitors. Usually the fewer competitors and rarely other traders who sell the same goods increasingly higher prices they will charge, but a growing number of rivals that sell the same stuff the lower prices and the higher the level of competition that exists. A strategic location for retail traders usually determines the price and amount of competition. To attract consumers not rarely the perpetrators attempt to give discounts, with the expected high profits from year to year. However, the price level is also determined from the type of market. Perfect competition market price is determined from the forces of supply and demand on the market. Therefore, to compete with the superior product in large malls in the interest of consumers. Businessmen can sharpen his creativity and explores ways that more innovative so that buyers may be interested in such promotion, put an ad on the internet, updating the look of the product and so on.

Development strategy of Small Medium Enterprises ease in aspects of capital means the Government is expected to provide capital assistance to develop business ventures. Development assistance infrastructure such as the construction of a bridge connecting from one village to another village to sell goods, sufficient power supply. Development of the scale and the intent is to expand business network sector or location to develop small and medium enterprises as well as providing a convenient place to expect extensive business networks can facilitate Small Medium Enterprises in increasing revenue and profit so that will help the region's economic growth. Already explained above human resources development became important due to development of human resources with a good quality, higher education can affect the survival of business

development, workforce with higher education can help advance the efforts by creating new creations-creations and innovative.

Small and medium businesses need to do some necessary changes that is, by increasing efficiency, making purchases of items collectively through cooperatives, improve the skills of the workforce and production scale by looking at the opportunities of the market demand, using more modern technology, display products, renewing the partnership with other parties so as to benefit others and may develop joint venture. The Government is also involved in helping advance the important potential of competitiveness of small and medium enterprises by providing facilities to market his product abroad, encouraging the growth of small businesses, providing a convenient sales location and safe from wild charges committed by thugs.

Entrepreneurs also need to understand the fundamentals of good marketing and good quality. According to Ricky W Griffin marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and or services to create exchanges that are able to meet the individual and organizational goals. So the definition of marketing is the activity carried out by businessmen to market, introduce, promote and offer goods and services in production by such business so as to be known by consumers and has a goal to attract the interest of buyers, generating profits much, and can get by with the rivalry that exists between businessmen who trade with one another.

Enhance competitiveness to face the competition required a savvy businessmen in looking at the future of business, good at looking at the State of the market, and clever in creating new innovations from products on her. Not only business owners who need to increase entrepreneurial behavior and attitude in terms of the workforce also noteworthy about her mental and physical condition. Business owners must guarantee his salvation when the labor work, because in business of health, safety, and hard work very in need so that between the perpetrators of the small and medium businesses with workforce obtaining mutual benefits are beneficial for business continuity and shared revenues. Business owners or managers can provide a good motivation for the workforce in order to encourage the more eager workers and not mess with assigned tasks to him.

Given the importance of small medium enterprises in helping to advance the growth of the Indonesian economy, the absorption of labor that most people's incomes, helping that continue to survive in the face of the state of the world economy and that era kept changing. Currently many developing countries that are starting to pay attention to and develop small and medium enterprises because of the importance of its existence as an organization that can help the economic problems. In addition to a multitude of advantages that can be gained from the presence of smes, the business can also give negative effects such as damage to the function of the environment if the government did not provide a location for the item, and they put it more and

reduce the beauty of the environment in the small business offender gradually doing business with respect to undue hardship in a long time, this will cause damage to the environment and many other things that can happen. Therefore the government, society, and businessmen are expected to cooperate in developing, supporting and encouraging small and medium enterprises to continue to survive in the global competition in the future so that the benefits of the existence of small medium enterprises may continue to be felt from time to time.

Small and medium enterprises also helps government work in providing employment for people who don't have jobs. Helps lower people's income, but the government also needs to provide a convenient place for use as a place offering, market, and promote products made by the manufacturers of small businesses. So no wild traders selling in any place and raises new problems for the government, as well as reducing damage to the environment if the offender attempts to sell the place long ago.

Businessmen are expected to develop his creativity in work and attract the attention of consumers running mates. Proven by the existence of internet consumers are a lot more who know the products are marketed without having struggled finding where the store is. Businessmen also have benefited but also not a few losses – losses that can occur in the virtual world. The community is more easily affected by new products that are the trend in its environment. This makes the new work for entrepreneurs to create new products that can attract the interest of consumers, so the effort suffered a large spider can to help grow his business Of the various problems faced by small medium enterprises in south Sulawesi, south Sulawesi provincial government has program an array of activities and have been implemented which are expected to parse one by one problem faced both by cooperatives or small medium enterprises.

The problem is still the lack of human resources of small medium enterprises have been implemented with a program priority of south Sulawesi-based entrepreneurship development i.e. rural/village where 20 people per village at 3,023 village and neighborhood located in south Sulawesi, will be built and is targeted to become an entrepreneur. So, we will earn about 60 thousand entrepreneurs per year and 300 thousand entrepreneurs for over five years. In addition to the creation of a new entrepreneur, to the perpetrators of the kumk in south Sulawesi also remained to be built and given training and increased insight, until the end of october 2015. Data service cooperatives and small medium enterprises mentioned already trained the actors of cooperation and as much umk 1,060 people. As for the type of training and skills among other strategies become entrepreneurs for reliable, quality production, labelling/packaging, marketing on line based on it (cooperation keminfo ri), financial reports and balance sheets of the ease of access to capital. Specialized in the capital by the government lack parse has been given the ease of access to capital through kur, and simplify licensing (iumk) with the publication of regulations regent / mayor i.e. surrender authority granting of permission small micro

enterprises to the head, and the revision of interest rate kur originally 22 percent down to 12 percent by 2015, and 2016 interest dropped to 9 percent. In capturing the opportunities, the governor of south Sulawesi have conducted the signing of the mou with the bri center about the launch of the program credit to 100,000 smec in south Sulawesi province, witnessed by minister of cooperatives and the UMKM ri that was implemented simultaneously with the meeting of the brunei Darussalam, Indonesia, philipines-east asean growth area (bimp-eaga) small and medium enterprises development working group meeting at the clarion hotel Makassar on 10 September 2015.

Other activities that have been implemented in the form of facilities and infrastructure assistance required cooperation and UMKM in south Sulawesi rural cooperative market development namely, the means ice factory production, sme mart, blacksmiths and other assistance.

The entire program should be supported by an increasing number of young entrepreneurs and if we agree, we start the south Sulawesi as a pioneer in the achievement of the above 2 per cent of the total population being entrepreneur young professional, coupled with quality coaching for the perpetrators of the cooperative. Expected later from each district/city will be born a flagship cooperative unreliable can market products umk. Similarly, increased access to financing and the skim/provision of the regulation in favour of a budding entrepreneur, cooperatives and small and medium businesses.

The government of south Sulawesi, have to be prepared and be committed in providing entrepreneurial development related policies on each element of the community and keep pushing the world of education in this respect vocational education and higher education to establish entrepreneurship as one of the solutions to tackle unemployment, and change the mindset of young children of south Sulawesi from the job seeker into a job creator.

## VI. CONCLUSION

Small medium enterprises in Indonesia and in south Sulawesi in particular is often associated with problems of economic and social problems in the country such as high rates of poverty, unemployment, inequality and the large amount of income distribution, the process of uneven development between urban and rural areas, as well as the problems of urbanization. Development of small medium enterprises are expected to contribute significantly to the positive efforts for tackling the problems above. The smec solicitor got wind of fresh to continue to develop its business, in order to improve the current import-export from and to other countries, that is, as a consequence of economic integration, has exposed opportunities wide enough to penetrate the market, both for the perpetrators of small medium enterprises including from Indonesia to other countries or otherwise from other countries to Indonesia.

With the strengthening of small medium enterprises are expected to be able to answer a wide range of issues related

to maintaining the economic growth amid the global financial crisis, addressing the problem of labor absorption and address the problem of poverty reduction. The development of cooperation and strengthening of small medium enterprises in the framework of mutual benefit and equality is believed to be able to move the regional economy wheel will contribute positively in the ranks of the global economy have ensured the durability of a higher (resilience) and engine (the engine of growth) is not only in the region but also in the world.

## BIBLIOGRAPHY

- [1]. Nurul dan Rokhima (4:2008), Intensi Kewirausahaan Mahasiswa: Studi Perbandingan Antara Indonesia, Jepang dan Norwegia, Universitas Gadjah Mada, Jurnal Ekonomika dan Bisnis Indonesia, Vol. 23, No. 4, Oktober 2008.
- [2]. Hardi Utomo, Kontribusi Soft Skill Dalam Menumbuhkan Jiwa Kewirausahaan, STIE AMA Salatiga.
- [3]. Rahman, Analisis Kompetensi Kewirausahaan Pada Siswa-Siswi Sekolah Menengah Atas (Sma) Angkasa 1 Jakarta Timur, Fakultas Ekonomi, Universitas Gunadarma.
- [4]. Sri Budi Cantika Yuli (2006:107), Analisis Perubahan Lingkungan Terhadap Kompetensi Usaha (Studi Pada Pengusaha Makanan Dan Minuman Skala Kecil Dan Menengah Di Kabupaten Malang Dan Pasuruan), HUMANITY, Volume 1, Nomor 2, Maret 2006: 106 - 116
- [5]. Syafiuddin dan Amri Jahi (2007), Hubungan Karakteristik Individu Dengan Kompetensi Wirausaha Petani Rumput Laut Di Sulawesi Selatan Relationship Between Personal Characteristics And Enterpreneurship Competencies Of Seaweed Farmers In South Sulawesi, Jurnal Penyuluhan Maret 2007 Vol. 3, No. 1
- [6]. Hardi Utomo (2010:99), Kontribusi Soft Skill Dalam Menumbuhkan Jiwa Kewirausahaan, STIE AMA Salatiga.
- [7]. Faisal Chairul, Motivasi Belajar Pada Anak-Anak Yang Berprofesi Sebagai Loper Koran Yang Bersekolah, Fakultas Psikologi Universitas Gunadarma.
- [8]. Ikasari herdiana dan Ngatindriatun, 2011, Efisiensi Produksi Industri Skala Kecil Batik Semarang : Pendekatan Fungsi Produksi Frontier Stokatis, Tahun 4 No. 1.
- [9]. Yoka Roida Herlina, 2010, Internasionalisasi Usaha Kecil, Mikro dan Menengah (UMKM) Ditinjau Dari Tipe Kepemilikan : Studi Empiris, Tahun 3 No. 2.
- [10]. Ellitan Lena, 2011, Peran Proses Pembelajaran dalam Pengembangan Kapabilitas Manufaktur Skala Menengah dan Besar di Jawa Timur. Tahun 4 No.1.
- [11]. Mulyanto, 2007, Pengaruh Motivasi dan Kemampuan Manajerial Terhadap Kinerja Usaha Pedagang Kaki Lima Menetap, Hal : 73-86.
- [12]. Saputro J.W DKK, 2010, Peta Renacana (Roadmap) Riset Enterprise Resource Planning (ERP)

Dengan Fokus Riset Pada Usaha Kecil dan Menengah (UKM) di Indonesia, Volume 6, Issues 2.

- [13]. Rahmana Arief DKK, 2012, Strategi Pengembangan Usaha Kecil dan Menengah Sektor Industri dan Pengolahan, Vol.13 No. 1, pp 14-21.
- [14]. Umar Setiadi, 2008, Implementasi Knowledge Management Pada UMKM Indonesia Untuk Meningkatkan Daya Saing UMKM Dalam Dunia Internasional, Vol.12 No. 2, Hal : 149-160.
- [15]. Maryatmo J., 2008, Strategi Bisnis Eceran (Studi Kasus di Yogyakarta), Volume 2 No.1, pp : 1-8.
- [16]. Rosidi Abidarin, 2008, Iklan Industri Kecil Melalui Word Wide Web (WWW) Didaerah Istimewa Yogyakarta : Masalah Efektifitas Isi dan Desain Iklan, Vol. 2 No. 3,
- [17]. Sriyana Jaka, 2010, Strategi Pengembangan Usaha Kecil dan Menengah (UKM) : Studi Kasus di kabupaten Bantul.
- [18]. Yuliana, 2009, Usaha Kecil dan Menengah.
- [19]. Wiyadi, 2009, Pengukuran Indeks Daya Saing Industri Kecil Menengah (IKM) di Jawa Tengah, Vol. 13 No. 1, Hal : 77-92.
- [20]. Wijaya Tony, 2009, Model Empiris Perilaku Berwirausaha Kecil Menengah di DIY dan Jawa Tengah, Vol. 3 No. 2,
- [21]. Prihatin, 2011, Bersama UKM Membangun Ekonomi Rakyat dan Lingkungan Hidup, Vol. 14 No. 2.