

The roles of PLUT (integrated business service center) in empowering cooperatives, small and medium enterprises

by Rima Elya Dasuki

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**“TOWARD SUSTAINABLE AND ENTREPRENEURIAL
BUSINESS ECOSYSTEM FOR INCLUSIVE GROWTH
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**Nusa dua, Bali
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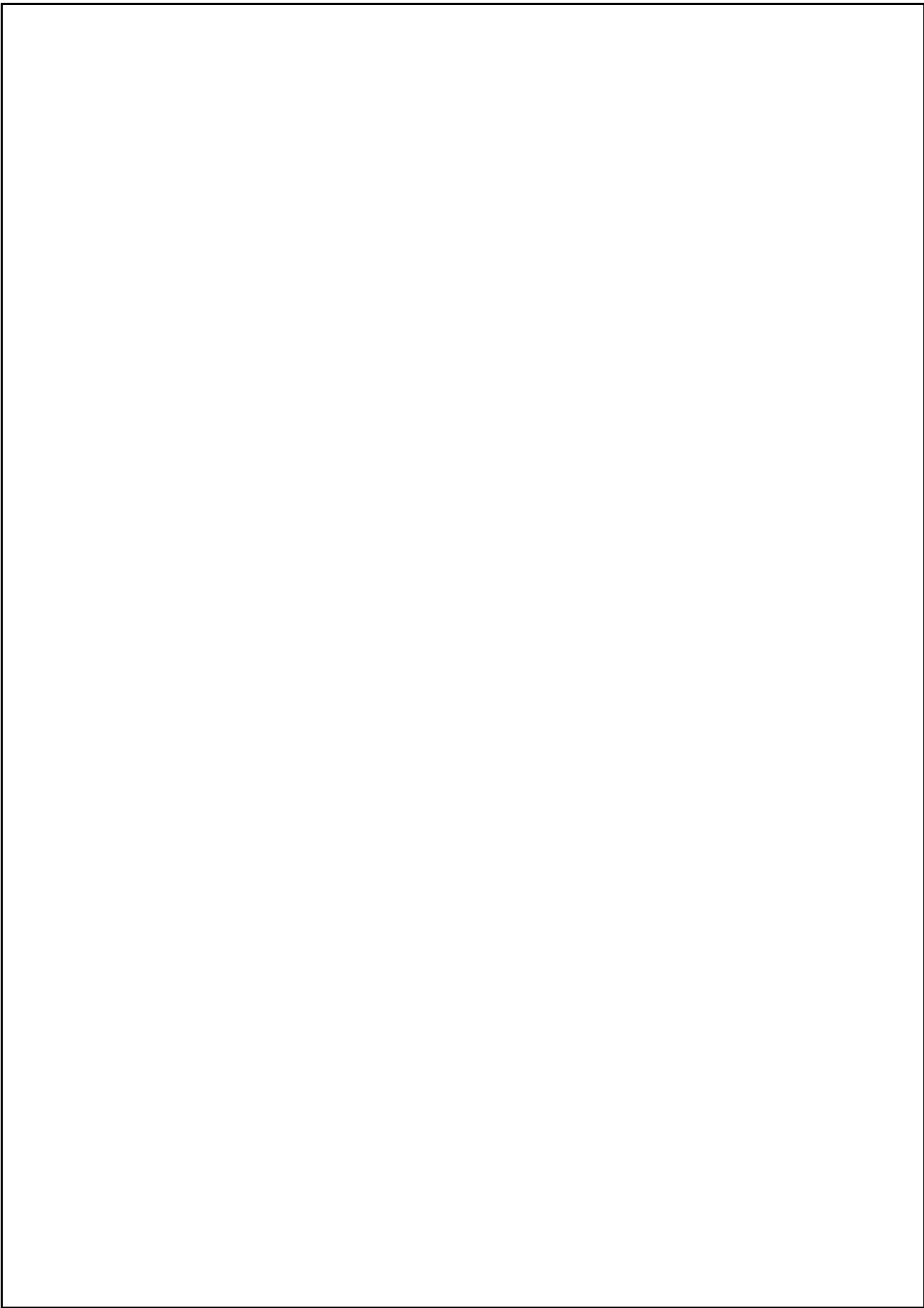
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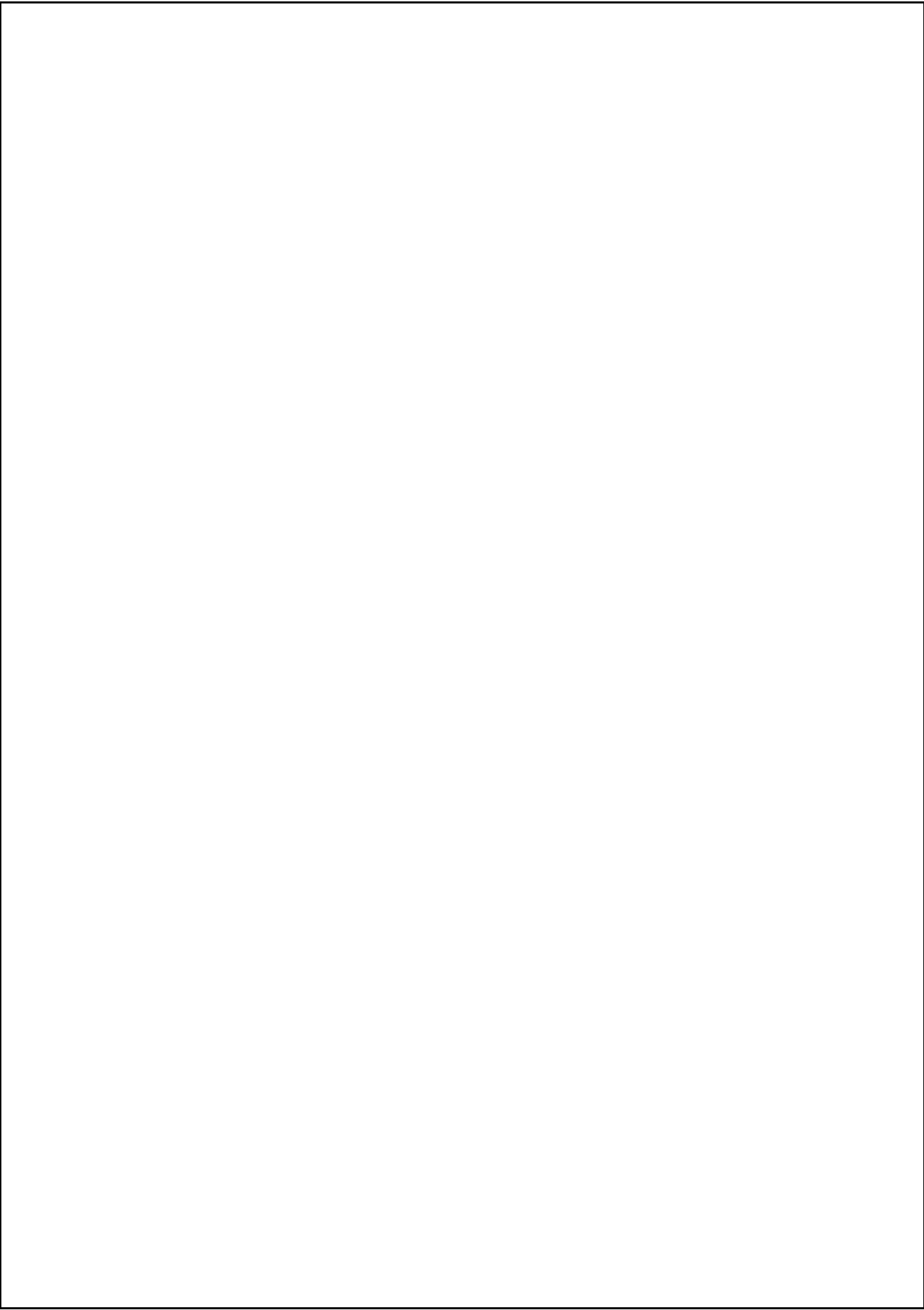
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PREFACE

Welcome to join us in 2nd International Conference on Management in Emerging Markets and International Conference on Innovation in Business and Strategy (2nd ICMEM-ICIBS) in Bali on July 2017. This ICMEM-ICIBS 2017 will focus on "Toward Sustainable and Inclusive Entrepreneurial Business Ecosystem for Growth and Innovation in Emerging Markets". This occasion also marked a historic moment for the international collaboration to organize joint conference between School of Business and Management Institut Teknologi Bandung (ITB) and Universiti Teknologi Malaysia (UTM) International Business School.

It is very important to discuss this issue, since 2017 is very specific to the world economy, many system changes and the world economic order that would happen, will have broad impact for the world economy.

System and trade order that has been running will undergo massive overhaul. Technology will continue to drive spending. Financial services in emerging markets will expand their reach nicely, aided by technological innovations. A number of positive developments will animate global finance in 2017. This conference not only serves as a platform towards formation of new partnership between business entities and academicians but also enhances existing alliances. It is our aspiration that participants will benefit through sharing of expertise, engaging in fruitful discussions and expanding their networks.

In addition, there were parallel sessions of oral presentation and poster presentation which explores more than 261 research results that were divided into several tracks, namely: (1) Accounting; (2) Agriculture Supply Chain; (3) Cooperative Ecosystem for Inclusive Growth; (4) Corporate Entrepreneurship Strategy; (5) Creative Industries Dynamics and Challenge; (6) Creative and Innovation; (7) Digital Innovativeness for Business; (8) Digital Transformation in Emerging Markets; (9) Economic and Farmer Rural Development; (10) Financial Literation and Inclusion; (11) Halal Supply Chain; (12) Hospital Operation Management; (13) Inclusive Ecosystem Business; (14) Internationalization from and to Emerging Markets; (15) Investment and Financial Risk Management; (16) Islamic Banking and Finance; (17) Management of Innovation; (18) Marketing Theory and Practices for Emerging Market; (18) Modeling and Simulation for Business Decision; (19) New Product Development; (20) Public Policies and Regulations in Creative Industries and Clusters; (21) Redefining Company Strategy for Emerging Market; (22) Service Ecosystem on Business Innovation; (23) Social Interaction; (24) Strategic Operation Management; (25) SME's Entrepreneurship as an Innovation Driver; and (26) The e-Marketing Role in Emerging Market and Entrepreneurship.

In the end we also gratitude to the support of sponsors, organizing committee, steering committee, participants, and all parts for their contributions in the successful completion of ICMEM-ICIBS 2017 and in this Proceedings. Hopefully, our cooperation can be developed in the future to bring a better academic and business environment and beneficial to business, government, and society.

Sincerely,

Conference Chair of ICMEM-ICIBS 2017



Prof. Sudarso Kaderi Wiryono
Dean of School of Business and Management
Institut Teknologi Bandung



Prof. Dr. Wan Khairuzzaman Wan
Dean of International Business School
University Teknologi Malaya

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THE ROLES OF PLUT (INTEGRATED BUSINESS SERVICE CENTER) IN EMPOWERING COOPERATIVES, SMALL AND MEDIUM ENTERPRISES

Yuanita Indriani¹, Ami Purnamawati², Rima Dasuki³
^{1,2,3} *Indonesian Institute of Management and Cooperation*

¹yuanita.indriani@gmail.com

²rammie7@yahoo.com

³rima_dasuki@yahoo.com

EXTENDED ABSTRACT

The Center of Integrated Business Service (PLUT) – Cooperatives, Small and Medium Enterprises (SMEs) was founded in 2013 to synergise all productive resources of central, regional governments and other stakeholders in growing and developing cooperatives, small and medium enterprises in Indonesia by providing some integrated services. Due to the heterogenous targets of PLUT as well as the various regional government approaches and supports in line with the complexity of the programs, those cause the different performance of forming pioneering, personnel recruitment, program conducting, monitoring and evaluation program also program documentation occurred.

The research was focused on three regions in Indonesia, - West Java, Jambi and Yogyakarta studied some issues (1) how the PLUT was able to empower cooperatives, small-medium enterprises, (2) what kinds of obstacles faced in empowering cooperatives, small-medium enterprises, and (3) how the vision and missions of PLUT could be realized. Those research questions were solved by using literature study and survey then being analyzed by a thick description.

The results of the research show that PLUT has been able to improve the competitive advantages of cooperatives, small-medium enterprises through some strategies such as production cost reduction, product differentiation and becoming pioneering products. While the obstacles faced were categorized into business actor's obstacles and business activities' ones. The vision of PLUT as integrated service center to enable cooperatives and small-medium enterprises develop the region advantage products was achieved. While the missions of PLUT could be achieving a high criteria shown from three indicators (center for problem solving, center of referral and center for best practices).

Keywords: : integrated service, cooperative, empowerment, vision, mission

INTRODUCTION

The Center of Integrated Business Public Service (PLUT) – Cooperatives, Small and Medium Enterprises (SMEs) was founded in 2013 to synergise all productive resources of central, regional governments and other stakeholders in growing and developing cooperatives, small and medium enterprises in Indonesia by providing some integrated services. The function of PLUT is to develop cooperatives, small and medium enterprises. focused on four aspects (1) enhancing competitive advantages, (2) enhancing productivity, (3) enhancing product value added; and (4) improving working quality.

PLUT conducted at 21 locations, there are some conditions to consider such as heterogenous targets at every regions, different approaches and supports of local government for the program complexity. These could cause the different performances in whole aspects which are forming pioneering, personnel recruitment, program conducting, monitoring and evaluation program as well as program documentation.

Research questions :

1. How could the role of PLUT empower cooperatives, small and medium enterprises?
2. What are the obstacles faced by PLUT to empower cooperatives, small and medium enterprises?
3. How far the vision and mission of PLUT be achieved?

LITERATURE REVIEW

The services conducted by PLUT are business guidance and monitoring, finance access facilitation, promotion and marketing, business training, networking and entrepreneur library. The service is stimulant that means it is for supporting

cooperatives, small-medium enterprises at first, they could enhance their capacities and solve their problems independently finally.

Kartasasmita (1996) states that people and society have potency to develop, therefore empowerment is an effort to build the potency by supporting, motivating and raising awareness of the potency to develop. To empower society is required a main approach that society is a subject of development. Therefore Kartasasmita (1997:29) says that empowerment must follow the following approaches: (1) Targeted empowerment; (2) Participatory empowerment and (3) Group oriented.

He also states that empowering society could be seen at these aspects: (1) Creating condition and climate enabling society's potency developed; (2) Empowering people potency and (3) Empowering means protecting. The role of cooperatives and small, medium enterprises must be increased and strengthened continuously. Some programs have already been conducted both financial and non financial as guided on Strategic Planning of Cooperative and SMEs Ministry of Indonesia.

METHODOLOGY

- Literature Study as the beginning step in composing theoretical frame
- Composing Instrumental Research for questionnaire and survey guideline
- Conducting survey for Information and data identification at three regions
- Sample determination
- Information and data processing and analyzing

FINDINGS AND ARGUMENT

1. The Roles of PLUT in empowering cooperatives, small-medium enterprises.

There are three factors influencing the competitive advantages which are improvement business management efficiency, product differentiation and pioneer products. The result shows that PLUT has been able to improve competitive advantages of cooperatives, small-medium enterprises by cost production reduction, product differentiation, pioneering product, increasing economic scale and competitive advantages.

2. The Obstacles of PLUT in empowering cooperatives, small-medium enterprises.

There are some identified obstacles faced by PLUT when it has to improve the competitive advantages of cooperatives, small and medium enterprises. They could be categorized the obstacles of entrepreneurs and business activities. Another obstacle faced is related to cooperatives and SMEs as the partner entrepreneurs of PLUT

3. The achievement of PLUT's Vision and Missions

a. The Achievement of PLUT's Missions

The missions of PLUT are being a *center for problem solving*, *center of referral* and *center for best practice*. The results show on the following table.

Table 1. The Achievement of PLUT's Missions

No	INDICATORS OF TARGET	REGIONS			THE OUTPUT OF GENERAL INDICATORS
		WEST JAVA	Jambi	Yogyakarta	
1.	Center for Problems Solving				
		High	High	High	High
2.	Center for Referrals				
		High	High	High	High

3.	Center for Best Practices				
		Fair	Fair	Fair	Fair
The General Condition of PLUT's Missions Achievement		High	High	High	High

b. The Achievement of PLUT's Vision

The PLUT's vision is to be a center of integrated service enabling cooperatives and small and medium enterprises to develop region advantage potency. The result of the research of the PLUT's vision is as follow:

Table 2 The Achievement of PLUT's Vision

No	Target Indicators	Regions			General Indicator Output
		West Java	Jambi	Yogyakarta	
1.	Target Output	High	High	High	High
2.	Objectives Output	High	Very High	High	High
3.	Mission Output	High	High	High	High
General Condition		Tinggi	High	High	High

The table shows that the achievement of PLUT's vision is in high criteria. Thus the PLUT vision to enable cooperatives and small-medium enterprises to develop region advantage potency are achieved though in some aspects should be improved.

CONCLUSIONS

The conclusions of this research shown by the achievement of its focuses, strategic targets, its objectives and its three missions (1) Center for Problems solving, (2) Center for Referrals and (3) Center for Best Practices. PLUT is able to achieve

the vision as a center of integrated service enabling cooperatives and small, medium enterprises to develop the region advantage potency

Some recommendations are proposed (1) Local government has to maintain the existence of PLUT as a CSMEs developing partner by compensate the well-performed PLUT; (2) Having cooperation among other bureaus to avoid overlapping programs; (3) Having cooperation among local government and local universities in providing more and capable consultants for cooperatives and small-medium enterprises.

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