

West Java Provincial Government's Efforts To Support Indonesian MSMEs Through Economic Diplomacy In The International Arena

Alfira Suci Mardhatillah¹, Muhammad Rizal Bukhori², Naufal Zamzami³, Raihan Abdul Fattah⁴

¹⁻⁴International Relations, Universitas Al-Ghifari

e-mail: alfirasuci569@gmail.com¹, rbkh25@gmail.com², naufalzam13@gmail.com³,
raihanabdul602@gmail.com⁴

Abstrak

Usaha mikro, kecil, dan menengah (UMKM) di Indonesia menjadi hal yang cukup menarik untuk dijadikan sebagai struktur ekonomi nasional, tidak hanya berperan dalam menciptakan lapangan pekerjaan, UMKM juga bisa menjadi benang merah untuk pertumbuhan ekonomi. Di Jawa Barat, MKM mendominasi sektor perekonomian dan menjadi motor penggerak pertumbuhan ekonomi daerah, UMKM ini tidak hanya untuk pertumbuhan ekonomi namun juga bisa menjadi pemerataan kesejahteraan, dan mengurangi kemiskinan. Dari hal tersebut, muncullah upaya-upaya yang dilakukan oleh PemProv Jawa Barat untuk mendukung UMKM Indonesia melalui Diplomasi Ekonomi di Kancah Internasional agar UMKM di Jawa Barat semakin maju dan terkenal di Kancah Internasional. Metode penelitian untuk penelitian ini adalah menggunakan metode Kualitatif. Penelitian ini menggunakan kajian literatur paradiplomasi, dan teori diplomasi ekonomi. Upaya yang dilakukan oleh PemProv Jabar yaitu dengan berkomitmen untuk meningkatkan daya saing UMKM melalui inovasi dan akses pasar global, Penyelenggaraan program coaching clinic, Fasilitasi bisnis matching, Dukungan Digitalisasi, dan Kegiatan Paradiplomasi.

Kata Kunci: UMKM, Diplomasi, Ekonomi, PemProv, Jawa Barat

Abstract

Micro, small, and medium enterprises (UMKM) in Indonesia are quite interesting to be used as a national economic structure, not only playing a role in creating jobs, UMKM can also be a common thread for economic growth. In West Java, MSMEs dominate the economic sector and are the driving force for regional economic growth, these UMKM are not only for economic growth but can also be an equal distribution of welfare, and reduce poverty. From this, efforts have emerged by the West Java Provincial Government to support Indonesian UKKM through Economic Diplomacy in the International Arena so that UMKM in West Java are increasingly advanced and well-known in the International Arena. The research method for this study is to use the Qualitative method. This study uses a review of paradiplomacy literature, and economic diplomacy theory. The efforts made by the West Java Provincial Government are by committing to increasing the competitiveness of UMKM through innovation and global market access, organizing coaching clinic programs, facilitating business matching, supporting digitalization, and paradiplomacy activities.

Keywords: UMKM, Diplomacy, Economy, Provincial Government, West Java

A. Introduction

In the midst of globalization and increasingly fierce competition, marketing and branding strategies are vital elements for the success of micro businesses. Therefore, developing human resource capabilities in this field is essential to increase competitiveness and business sustainability. In the context of globalization and increasingly intense competition, marketing and branding are important aspects for the success of micro businesses. Therefore, improving human resource skills in this sector is crucial to strengthening competitiveness and business sustainability. MSMEs or micro, small, and medium enterprises are businesses or businesses carried out by individuals, small business entities, groups, or households. MSMEs in Indonesia are used as a foundation to help the community's economy, this is done to encourage independence for the community, especially in the economic sector. The support provided by the government for the development of the MSME economy in Indonesia continues to increase in terms of quality from year to year, which is important in

anticipating economic conditions to strengthen the structure of the national economy¹

Micro, small, and medium enterprises (MSMEs) in Indonesia are quite interesting to be used as a national economic structure, not only playing a role in creating jobs, MSMEs can also be a common thread for economic growth. In West Java itself, MSMEs dominate the economic sector and are the driving force for regional economic growth, these MSMEs are not only for economic growth but can also be a means of equalizing welfare and reducing poverty. According to data from the Central Statistics Agency (BPS), around 99.9% of the total number of companies in Indonesia are MSMEs which absorb more than 97% of the workforce. The role of MSMEs in the Indonesian economy is also very important, namely by becoming the Main Driver of the National Economy, Increasing Community Welfare, Increasing State Foreign Exchange, an Important Pillar in Times of Crisis, a Source of Foreign Exchange Through Exports, Contribution to GDP, and Increasing National Competitiveness.

From an economic perspective, in 2021, MSMEs have succeeded in absorbing 97% of the total workforce and collecting around 60.4% of the total investment. However, the high number of MSMEs in Indonesia is inseparable from the various challenges faced. During the pandemic, MSMEs were one of the sectors affected. On the other hand, the pandemic also encouraged MSMEs to adapt to digital technology and engage in the digital market. To help MSMEs deal with the impact of the pandemic, the central government has implemented various efforts, including providing fiscal incentives through the National Economic Recovery Program (PEN).

In addition to the central government, local governments also play a role in increasing the productivity of local MSMEs so that they can expand into the export market. Although the number of MSMEs is very large, only around 14.37% have exported and 21% have utilized e-commerce. This low figure is due to a lack of knowledge about the international market, consistency of product quality and capacity, certification, and logistical constraints.² However, despite its enormous contribution in Indonesia, especially in West Java, there are several obstacles and challenges to the development and competitiveness of MSMEs themselves. Some of the challenges and obstacles include the lack of production capacity, access to capital, digital marketing, and the ability to access international markets, making the potential of MSMEs less than optimal in introducing superior regional products to the global market.

The involvement of MSMEs in the global market in various types of activities is such as product exports, usually exports sent from Indonesia such as handicrafts, clothing, processed foods, and are usually distributed directly or through intermediaries such as exporters and distributors. Then apart from that, there are also sales through digital platforms and e-commerce, usually using sites such as Amazon, Alibaba, and so on, then other activities are international cooperation where MSMEs establish partnerships with foreign companies through licenses, franchises, or joint ventures to expand distribution and

¹ Rosyda. (2022, Juni 12). *Pengertian UMKM : Kriteria, Aturan, Peran dan Contoh*. Retrieved from Gramedia Blog: <https://www.gramedia.com/literasi/umkm/>.

² Detiknews. (2021, Desember 22). *UMKM Jabar Ungkap Strategi hingga Tantangan Tembus Pasar Ekspor*. Retrieved from Detiknews: <https://news.detik.com/adv-nhl-detikcom/d-5866348/umkm-jabar-ungkap-strategi-hingga-tantangan-tembus-pasar-ekspor>.

introduce their products abroad, and some cooperation carried out by Indonesia usually introduces MSMEs in Indonesia on the international stage, such as one example at a festival held in Korea introducing several MSME products from Indonesia.³ From this, efforts have emerged by the West Java Provincial Government to support Indonesian MSMEs through Economic Diplomacy in the International Arena so that MSMEs in West Java will be more advanced and well-known in the International Arena.

Then with the opportunities and improvements of MSMEs in Indonesia, this makes something very interesting to develop in Indonesia, the West Java provincial government hereby utilizes the existing opportunities with several collaborations and also efforts to improve MSMEs in the national and international arenas, with the aim of building a faster and more evenly distributed Indonesian economy in accordance with global flows and trends in the world.

B. Research methods

The method used in this study is the Qualitative Method, namely by collecting data from various valid sources. The Qualitative Method is to use the literature study research method. The research method for this study is to use the Qualitative method, This research method emphasizes that the key instrument is the researcher, this method is also used for natural object research conditions (Sugiyono, 2005) (Hidayat, 2020). Qualitative research methods are more simply understanding the phenomena related to what the subject is experiencing in the research, such as behavior, perception, motivation, actions, etc. holistically, and by means of description in the form of words and language, in a specific natural context and by utilizing various natural methods.⁴ In this study, researchers used scientific works, websites, articles, and literature that are relevant to the efforts of the West Java Provincial Government in supporting Indonesian MSMEs in the international arena.

This study uses a qualitative research method with a focus on how the West Java Provincial Government's Efforts to support Indonesian MSMEs in the International arena. The research method used is supported by sources of data generated from secondary data through literature studies (Library). This study aims to collect data and other information by utilizing various literature available in libraries and websites. This review is carried out to obtain complete and accurate information, as well as to determine the steps that need to be taken as an important part of scientific activities. The data obtained will be compiled and explained systematically. Most of the activities in this study involve reading. Reading sources are an important element that supports research, so the data collection process used by researchers is to read and study documents that are relevant to this study, then determine which data will be used.

³ Apriliani, D. (2022). PARADIPLOMASI PROVINSI JAWA BARAT DALAM PENGEMBANGAN USAHA MIKRO, KECIL, DAN MENENGAH (UMKM) DI PASAR INTERNASIONAL. *Global Mind*.

⁴ Hidayat, A. (2020). *Metode Penelitian Kualitatif*. Retrieved 2024, from Statistikian: <https://www.statistikian.com/2012/10/penelitian-kualitatif.html>

C. Discussion

Marketing and branding strategies are crucial for micro-entrepreneurs in the era of globalization, as they can help them differentiate their products and attract consumers in an increasingly competitive market. With the right approach, micro-entrepreneurs can increase their visibility and competitiveness globally. Increasing the capacity of human resources in marketing and branding is essential to achieving business success. This is important so that micro-entrepreneurs can optimize their strategies and adapt to changing market dynamics.

Micro, Small and Medium Enterprises (MSMEs) are business groups that have a large percentage and contribution in Indonesia. In addition, the advantage of this business group is that it has been proven to be resistant to various economic shocks. So it is a must to strengthen MSME groups that involve many groups. Although in terms of the scale of business targeted by MSME businesses, it is still relatively not as large as large-scale companies, there are still many people who are comfortable doing business on this scale because of the advantages offered by micro and small and medium businesses and these advantages are difficult to obtain on a larger business scale.

One of the main advantages of the MSME sector is the ease of adopting and implementing new technology and innovation in business. Another advantage of the MSME sector is in terms of maintaining good relations between employees, this is because the number of employees is still smaller, and the last is in terms of business flexibility which can more easily adjust the business to dynamic market conditions.⁵

1. Economic Diplomacy as a Priority of Indonesia's Foreign Policy

The Indonesian government, especially under the leadership of President Jokowi, has realized the importance of economic diplomacy as a priority in foreign policy. Economic diplomacy is considered an important element that is directly connected to Indonesia's national interests.⁶ President Jokowi has consistently emphasized the need to increase economic diplomacy as part of Indonesia's national interests. Foreign Minister Retno Marsudi has also conveyed the policy to Indonesian diplomatic ranks abroad to support national interests in the economic sector.⁷

The Jokowi administration recognizes that economic diplomacy has direct implications for the interests of the Indonesian people. If economic diplomacy fails, Indonesia's economic interests in the international arena will be disrupted and have a negative impact on the Indonesian people. Since the implementation of the ASEAN-China Free Trade Agreement (ACFTA) in 2010, Indonesia has experienced a trade deficit with China. Therefore, Indonesia needs to formulate a

⁵ Muhammad, R. F. (2023). Keunggulan UMKM di Indonesia. *Ojs Jurnal*, 2-4.

⁶ Yeni Herliana Yoshida, M. F. (2023). STRATEGI DIPLOMASI EKONOMI INDONESIA DALAM MEMAJUKAN PEMBANGUNAN EKONOMI NASIONAL MELALUI KEPEMIMPINAN INDONESIA DALAM FORUM G-20 TAHUN 2022. *Global Mind*, 5-6.

⁷ Apriliani, D. (2022). PARADIPLOMASI PROVINSI JAWA BARAT DALAM PENGEMBANGAN USAHA MIKRO, KECIL, DAN MENENGAH (UMKM) DI PASAR INTERNASIONAL. *Global Mind*.

clear strategy to increase international trade with a focus on increasing regional integration in Southeast Asia and East Asia.⁸

2. The Role of MSMEs in the Indonesian Economy

Here Are Some Key Aspects Regarding the Important Role of MSMEs in the Indonesian Economy.⁹

1. Main Driver of the National Economy
MSMEs contribute around 99% of the total business units in Indonesia. This dominant role makes MSMEs the main driver in the country's economy.
2. Improving Community Welfare
MSMEs have the ability to be an economic safety net for low-income communities. By providing various types of jobs and business opportunities, MSMEs help improve the standard of living of many families.
3. Increase State Foreign Exchange
MSMEs also have great potential in increasing the country's foreign exchange through exports. Products produced by MSMEs, especially those of high quality, are able to attract the interest of foreign consumers.
4. Important Pillars in Times of Crisis
MSMEs are often the mainstay of the economy in times of crisis. The flexibility and adaptability of MSMEs allow them to survive and even thrive in difficult economic conditions.
5. Source of Foreign Exchange Through Exports
With increasing product quality, MSMEs contribute significantly to the country's foreign exchange through export activities.
6. Contribution to GDP
MSMEs are the backbone of the Indonesian economy, contributing greatly to GDP. According to data from the Ministry of Cooperatives and SMEs, MSMEs contribute more than 60% to Indonesia's GDP.
7. Increasing National Competitiveness
With increasing global competition, MSMEs play a role in increasing national competitiveness. They are part of a larger industrial supply chain, providing products and services that can compete in the international market.

3. Efforts of the West Java Provincial Government to Encourage Indonesian MSMEs

The West Java Provincial Government has made various efforts to support Indonesian MSMEs in the international arena, one of which is by committing to increasing the competitiveness of MSMEs through innovation and global market access. In addition, other efforts made by the West Java Provincial Government are:

1. Implementation of coaching clinic programs
This program is implemented by The Greater Hub SBM ITB and Akseleraksi.id to help MSMEs innovate and compete in the global market. This

⁸ Yeni Herliana Yoshida, M. F. (2023). STRATEGI DIPLOMASI EKONOMI INDONESIA DALAM MEMAJUKAN PEMBANGUNAN EKONOMI NASIONAL MELALUI KEPEMIMPINAN INDONESIA DALAM FORUM G-20 TAHUN 2022. *Global Mind*, 5-6.

⁹ Arum Sutrisni Putri, N. N. (2022, November 21). *Peran UMKM dalam Perekonomian Indonesia*. Retrieved from Kompas.com: <https://www.kompas.com/skola/read/2019/12/20/120000469/peran-umkm-dalam-perekonomian-indonesia?page=all#:~:text=Dilansir%20dari%20situs%20Bappenas%2C%20di,untuk%20menjalankan%20kegiatan%20ekonomi%20produktif>

program has entered its 12th batch and has received full support from the Deputy for Micro Business, Ministry of Cooperatives and SMEs (KemenKopUKM). With the theme "Innovation Strategy and Business Development of MSMEs to Become World-Class". Of the 726 MSMEs that registered, only 104 were selected to receive intensive training provided by almost 30 professional trainers. In this program, MSME actors receive intensive training from professionals and academics to increase their business capacity so that it is expected to increase the business capacity of participants. In addition, participants are given materials on market analysis, business strategy, and utilization of digital technology. They are guided to understand the steps to enter the global market, including market research, export strategies, to legal and cultural challenges in the international market. With the implementation of the 12th batch of Coaching Clinic, it is hoped that MSMEs in West Java can be more prepared to face global competition and be able to expand their market to an international scale.¹⁰

2. Facilitate business matching

Indonesian Minister of Trade Budi Santoso, accompanied by Acting Mayor of Bandung A. Koswara and Acting Governor of West Java Bay Machmudin visited several MSMEs in Bandung City. During the visit, he expressed his commitment to encourage micro, small, and medium enterprises (MSMEs) in Bandung City to be able to compete in the international market and the West Java Provincial Government will hold a monthly business matching activity schedule to bring together MSME actors with potential business partners at the international level. This activity aims to expand the network and market access for MSME products.¹¹

3. Paradiplomacy activities

West Java's paradiplomacy activities carried out in the economic sector are through trade diplomacy, the local government seeks to increase exports of MSME products to the global market. These activities are, in collaboration with related Ministries/Institutions such as the Ministry of Cooperatives and SMEs, FTA Center, ITPC, Civil Groups as training companions, and from private companies, conducting exports as MSME internship places.¹²

4. Digitalization Support

With the large number of MSMEs, only around 14.37% have exported and 21% have utilized e-commerce. This low figure is due to the lack of knowledge of foreign markets, consistency of product quality and capacity, certification, and logistical constraints. Because of this, BNI together with detikcom held a webinar "Utilizing Local Business to Go Global" which discussed how local businesses can go global. Which involved regulators and the West Java Regional Government to review information and insights to encourage other MSMEs to advance to the global market, as well as presenting entrepreneurs from West Java. With this

¹⁰ Fairuuz Fawwas Alfarizi Tantuayo. (2024, Oktober 11). Retrieved from INSTITUT TEKNOLOGI BANDUNG: <https://itb.ac.id/berita/umkm-jawa-barat-berpeluang-tembus-pasar-global-melalui-coaching-clinic-sbm-itb-dan-akseleraksiid/61523>

¹¹ Bandung, D. K. (2024). *Menteri Perdagangan Dorong UMKM Kota Bandung Tembus Pasar Internasional*. Bandung: JABARPROVGID.

¹² Apriliani, D. (2022). PARADIPLOMASI PROVINSI JAWA BARAT DALAM PENGEMBANGAN USAHA MIKRO, KECIL, DAN MENENGAH (UMKM) DI PASAR INTERNASIONAL. *Global Mind*.

webinar, it is hoped that it can help encourage MSMEs to utilize digital technology and e-commerce platforms to expand their reach to the global market.¹³

In addition, the West Java Provincial Government also holds various West Java MSME programs, namely.¹⁴

a) West Java MSMEs

The 2022 Champion MSME Program focuses on improving access to financing, markets, and legal aspects, and aims to create entrepreneurs in West Java who are committed to excelling in business. Activities carried out include mentoring, training, licensing, infrastructure provision, financing facilitation, promotion, partnerships, and standardization. The 2022 Champion MSME Program emphasizes strengthening access to financing, markets, and legal aspects, with the aim of creating entrepreneurs in West Java who are committed to achieving success in the business world. Activities carried out in this program include mentoring, training, licensing, infrastructure provision, financing facilitation, promotion, partnerships, and standardization.

b) One Pesantren - One Product

The One Pesantren One Product (OPOP) program from the West Java Provincial Government aims to encourage economic independence that focuses on the development of Islamic boarding schools through the creation of superior products. This initiative is designed to empower Islamic boarding schools to contribute significantly to the local economy. The OPOP program aims to increase the independence of the community by involving students, the community, and Islamic boarding schools, so that they can be independent in economic and social aspects. In addition, this program also focuses on the development of skills, production technology, distribution, and marketing, in order to create an ecosystem that supports Islamic boarding school-based economic growth.

c) Online Funding or West Java Panon

The Online Funding Program or Panon Jabar aims to create a digital ecosystem that allows MSMEs and cooperatives to participate in the procurement of goods and services within the West Java Provincial Government. With this program, MSMEs and cooperatives can easily apply for funding online. It is hoped that this West Java MSME program can improve the quality of procurement of goods and services (value for money), provide access to working capital funding for MSMEs and cooperatives with a faster, more efficient, and fully digital process, and with simpler requirements. MSMEs and cooperatives who win the tender can apply for funding through the Electronic Procurement Service (LPSE).

d) Blanjakeun

Blanjakeun functions as a marketing tool facilitated by the West Java Provincial Government, which purchases MSME products using the KPED budget. This initiative aims to support and promote products from MSME actors in the region. Blanjakeun is a marketing platform provided by the West Java Provincial Government, which makes initial purchases of MSME products using funds from the Covid-19 Handling Policy Committee and Regional Economic Recovery

¹³ Detiknews. (2021, Desember 22). *UMKM Jabar Ungkap Strategi hingga Tantangan Tembus Pasar Ekspor*. Retrieved from Detiknews: <https://news.detik.com/adv-nhl-detikcom/d-5866348/umkm-jabar-ungkap-strategi-hingga-tantangan-tembus-pasar-ekspor>

¹⁴ Team, N. (2022, Maret 25). *5 Program Pemerintah Jawa Barat untuk UMKM dan Cara Mendapatkannya*. Retrieved from ninjapress blog: <https://blog.ninjapress.co/program-pemerintah-jawa-barat/>

(KPED). This initiative is designed to help MSME actors market their products more effectively.

e) **Kabayan Applocation**

Kabayan Application (Online Consultation Access to Financing) is a platform designed to help MSMEs in West Java in making decisions and utilizing the right financing. MSME actors can easily consult first before determining the type of financing that best suits their business.

Through these efforts, the West Java Provincial Government is trying to strengthen the competitiveness of MSMEs in the global market. The West Java Provincial Government is committed to increasing the competitiveness of MSMEs so that they can compete internationally through various initiatives.

4. Obstacles Faced in Developing Business in MSMEs.

Capital and the availability of infrastructure and facilities to support the growth of the MSME sector are the main problems that affect the sluggish growth of MSMEs. Many MSMEs are able to establish businesses but are unable to maintain them due to limited funds, this is sometimes caused by low purchasing power of the community and the lack of education and experience about entrepreneurship specifically for MSMEs in the regions.

Below are some of the problems and challenges that arise in both internal and external management and the implementation of business activities:

1. The capital owned by MSME actors is limited
2. MSME actors still lack the knowledge and understanding to establish and run a successful company in the business sector.
3. Lack of facilities and infrastructure needed by MSMEs to grow and develop.
4. MSMEs do not understand how marketing tactics, systems and procedures affect their output.
5. Limited or no knowledge about business growth for MSMEs, as well as a lack of understanding of bureaucracy in the business world, thus hindering them from expanding their customer base outside the local market.
6. There is still a long way to go before MSME product standards can be implemented and technology can be used to help improve businesses.
7. Public access to information facilities is still minimal, and policies still seem to favor MSMEs compared to other actors in the sector, so that there is increasingly less space for MSMEs.

D. Closing

MSMEs (Micro, Small and Medium Enterprises) are the main pillars of the Indonesian economy, with significant contributions to job creation and improving community welfare. In West Java, MSMEs are the main driver of regional economic growth. However, despite their great potential, MSMEs still face various challenges in increasing their competitiveness in the international market, such as limited capital, lack of access to global markets, and minimal use of digital technology and e-commerce. To overcome these obstacles, the West Java Provincial Government has implemented economic diplomacy and paradiplomacy strategies to strengthen the position of MSMEs in the global market, such as the Coaching Clinic Program, Business Matching facilities, paradiplomacy in the economic sector and digitalization support. The West Java Government has also initiated various additional programs to support the growth of MSMEs such as MSME Juara, One Pesantren One Product (OPOP), Online Funding, blanjakeun and the Kabayan application.

Although various efforts have been made, challenges remain, especially in terms of capital, limited infrastructure, lack of business knowledge, and regulatory barriers that slow down the growth of MSMEs. Therefore, further synergy is needed between the government, private sector, and business community to ensure the sustainability and competitiveness of Indonesian MSMEs in the international arena. With the right economic diplomacy approach, MSMEs in West Java are expected to grow further, become more innovative, and be able to adapt to global dynamics so that they can penetrate the international market more strongly and sustainably.

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