

ABSTRAK

Andini, Nanda, 2025. *Efektivitas Program Bantuan Usaha Mikro Terhadap Perkembangan Usaha Pelaku UMKM (Studi Di Desa Bangun Kecamatan Munjungan Kabupaten Trenggalek)*. Skripsi. Pembimbing I : Dra. Nunun Nurhajati, M,Si, pembimbing II: Drs. Andri Wahyudi, M.Si

Usaha mikro kecil dan menengah (UMKM) ialah salah satu pendorong perekonomian dalam negeri di mana memiliki peranan krusial dalam pertumbuhan ekonomi dan penekan angka pengangguran. Namun usaha mikro saat ini menghadapi beberapa permasalahan seperti menurunnya omset, kekurangan modal, maraknya produk impor, dan permasalahan lainnya. Dalam usaha mengantisipasi permasalahan tersebut, pemerintah mengadakan program pemberdayaan bagi para pelaku usaha mikro baik bantuan secara tunai maupun bantuan pengembangan kompetensi. Keberhasilan program guna mengembangkan usaha pelaku usaha, apabila berjalan sesuai dengan kriteria efektivitas program. Penelitian ini bertujuan mengetahui apakah program bantuan usaha mikro terhadap perkembangan usaha pelaku umkm di Desa Bangun Kecamatan Munjungan Kabupaten. Penelitian ini dilaksanakan dengan metode penelitian kualitatif deskriptif dengan teknik pengumpulan data berbentuk wawancara, observasi, serta dokumentasi dengan prosedur pengolahan data menggunakan analisis data model Milles dan Huberman. Informan dalam penelitian ini meliputi ketua pemberdayaan usaha mikro Desa Bangun, Ibu Kepala Desa, dan beberapa pelaku usaha mikro yang menjadi sasaran program. Hasil akhir dalam penelitian ini yakni menyimpulkan bahwa efektivitas program bantuan usaha mikro terhadap perkembangan usaha pelaku usaha mikro di desa bangun kecamatan munjungan kabupaten trenggalek telah dilaksanakan sesuai dengan indikator penilaian efektivitas program, menunjukkan hasil yang efektif dalam indikator pencapaian tujuan dan perubahan nyata serta keberhasilan tersebut dipengaruhi oleh faktor dukungan dan pembagian potensi yang baik.

Kata Kunci: Efektivitas, Usaha Mikro, Perkembangan Usaha

ABSTRACTION

Andini, Nanda, 2025. *The effectiveness of the micro business assistance program on the bussiness development of micro small enterprises actors (a research in bangun village, munjungan district, trenggalek regency) thesis. Advisor I: Dra. Nunun Nurhajati, M.SI. Advisor II: Drs. Andri Wahyudi, M.Si*

Micro, small, and medium enterprises (MSMEs) are one of the drivers of the domestic economy, playing a crucial role in economic growth and reducing unemployment rates. However, micro enterprises are currently facing several challenges, such as declining sales, insufficient capital, the proliferation of imported products, and other issues. To address these challenges, the government has implemented empowerment programs for micro-business owners, including cash assistance and skill development support. The success of these programs in fostering business growth depends on whether they align with the criteria for program effectiveness. This study aims to determine whether micro-business assistance programs contribute to the development of MSMEs in Bangun Village, Munjungan Sub-district, District. This research was conducted using a descriptive qualitative research method with data collection techniques in the form of interviews, observations, and documentation, with data processing procedures using the Miles and Huberman data analysis model. Informants in this study included the head of micro-business empowerment in Bangun Village, the village head, and several micro-business operators who were the targets of the program. The final conclusion of this study is that the effectiveness of the micro-business assistance program on the development of micro-businesses in Bangun Village, Munjungan Sub-district, Trenggalek District, has been implemented in accordance with the program effectiveness assessment indicators, showing effective results in terms of achieving objectives and tangible changes. This success is influenced by factors such as support and the proper distribution of potential.

Keywords: Effectiveness, Microbusiness, Business Development