Implementation of partnership program policy on micro, small and medium enterprises in accelerating poverty alleviation in Bekasi City

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Abstract: The purpose of this research is to ascertain how the policies of the Partnership programme have affected micro, small, and medium-sized businesses in Bekasi city with an eye towards rapidly reducing poverty. The author employs a descriptive technique based on qualitative approaches for her research. Researchers in this study gathered information from a maximum of nine sources. The outcomes demonstrated that the policy of the Partnership programme, when applied to micro, small, and medium-sized businesses in accelerating poverty alleviation in Bekasi city has not been running optimally and still needs to be improved. Data collection for large companies that have carried out partnership programs, facilitating capital assistance, socialization and extension that can be expanded, providing exhibition space or promotion as an effort made and facilitated by the Bekasi small and Medium Business Cooperative Office in the MSME partnership program.

Keywords: MSME, Policy implementation, Partnership program, Poverty alleviation.

1. Introduction

1.1. Background

Essentially, the government of any country is deeply concerned about the issue of poverty. The national and global situations contribute to the problem of poverty, which impacts the lives of many people in emerging nations.

In 2024, the Republic of Indonesia aims to reduce extreme poverty, as stated in Presidential Instruction No. 4 of 2022. This will be achieved through integration and synergy programmes, cooperation between ministries/institutions and local governments, and the Ministry of Cooperatives and Small and Medium Enterprises is instructed to provide poor families with access to financing, market access, assistance, and training for micro and cooperative businesses in order to increase their income. Through cooperative agencies and small and medium-sized businesses across Indonesia, the program's integration and synergy are extended to local governments at the provincial, district, and municipal levels.

Micro, small, and medium-sized businesses (MSME) in Bekasi city saw an increase in the number of views from 2016 to 2021, according to BPS data (2021). In 2016, there were 203,056 MSMEs, in 2017 there were 215,620, in 2018 there were 228,890, in 2019 there were 243,127, in 2020 there were 258,170, and in 2021 there were 274,173 MSME actors in Bekasi city.This demonstrates the significant significance that MSMEs also play in bolstering the Bekasi and Indonesian economies. In addition, there are 8817 MSMEs that are being supported and will be registered until 2023, according to statistics from the Bekasi city Office of cooperatives, small and medium businesses (2023).(Waoma et al., 2024)(Ilham et al., 2024)

In connection with the execution of the policy on Business Conditions, Micro, Small, and Medium Enterprises (SMEs) in Bekasi City, the administration of Bekasi City has come to the realisation that the city's economic growth is beginning to falter, and it is making efforts to promote economic recovery by way of the SMEs sector. On March 10, 2023, the Bekasi municipal government will turn 26 years old,

and this is in keeping with their wishes. The city of Bekasi's economy is poised for a rebound following the pandemic thanks to the city's micro, small, and medium-sized businesses (MSMBs), which are considered as the engine that drives economic growth. Although not fully utilised, the Partnership programme policy on micro, small, and medium enterprises (MSME) in Bekasi city has largely been successful in expediting poverty alleviation.

2. Theoretical Framework

2.1. Definition Public Policy

The authors Laswell and Kaplan state that "as a projected programme with specific goals specific values, and specific practices (a projected programme of goals, values, and practices)" (Nugroho, 2014:125).
Thoha (2014: 106) argues that, generally speaking, there are two primary components to policy, namely:

(1) Policy is a social practice, it is not an isolated event. Thus, something produced by the government comes from all events in society and is also used for the benefit of society. This kind of event grows in the practice of people's lives, and is not an event that stands alone, isolated and alien to society.

(2) Policy is an event caused by either to reconcile the claims of the parties to the conflict, or to create incentives for Joint Action for parties who participate in setting goals but get irrational treatment in the joint effort. From the two principal asepk can be concluded that the policy on the one hand can take the form of a complex effort of the community for the benefit of the community, on the other hand the policy is a technique or a way to overcome conflicts and generate incentives.

An excerpt from Thomas R. Dye's 1992 book Kebijakan Publik (Dr. Sahya Anggara, M.Si, 2014;35) states, "public Policy is whatever the government chooses to do or not do something.

2.2. Definition Implementation

What follows are some interpretations of this implementation. According to Grindle (quoted in Mullyadi, 2015:47), "stated that implementation is a general process of administrative action that can be examined at a certain programme level."

Mulyadi (2015: 12) states that when decisions are made, the next step is to put those plans into action. Following this course of action should bring about the kinds of big or little adjustments that were previously decided upon, by turning these decisions into operational patterns. At its core, implementation is also trying to figure out what needs to happen once the programme is up and running.

When it comes down to brass tacks, implementation is about carrying out the most fundamental decisions. There are multiple steps to the process, including:
1. The steps to check the laws.
2. Incorporating decisions into practice through implementing agencies.
3. The decision's executability in relation to the target group.
4. The genuine definition of right and wrong.
5. The projected impact of decisions on implementing agencies is 5.
6. initiatives to strengthen the law or policy

Salusu (Tahir, 2014:55-56) states, "implementation as the operationalization of various activities in order to achieve a specific goal and touch all levels of management from top management to the lowest employees".

While William (Taufik and Isril, 2013:136), "with a more concise mention in a more general form, Research in implementation determines whether the organization can bring together the number of people and materials in a cohesive organizational unit and material in a cohesive organizational unit and encourage them to look for ways to achieve organizational goals that have been set".

2.3. Definition Public Policy Implementation

Policy implementation is defined as "the implementation of basic policy decisions, usually in the form of legislation, but can also take the form of orders or important executive decisions or decisions of the judiciary" (Mazmanian and Sabatier in Agustino, 2008: 139). In addition to outlining the issues that

need fixing, the decree also details the desired outcomes and the many approaches that will be used to bring them to fruition.

The program's authority, policy, benefit, or actual result is conferred upon it through the process of "implementation," according to Ripley and Franklin in Winarno (2012: 148). A government official's stated goals and expected outcomes for a programme are the basis for a range of subsequent actions collectively known as "implementation."

According to Charles O. Jones, there are three critical steps in carrying out public policy: planning, analysing, and executing (1996: 296).

1. Organisation entails making changes to or creating new structures for resources, units, and policy implementation.
2. Interpretation: transforming the incoherent terminology of programmes (sometimes found in laws) into workable and acceptable strategies and guidelines
3. Use: for regularly scheduled services, payments, or other prearranged instrument purposes

In theory, "policy implementation is a way that a policy can achieve its goals," as stated by Nugroho (2014: 657).

Huntington argues that a nation's capacity to implement its governance, rather than its structure or philosophy, is what distinguishes it from all others (Mulyadi, 2015:24). A person's competence is demonstrated by their capacity to carry out the policies and decisions set forth by the country's Politburo, cabinet, or president.

"The actual implementation of policy is not only related to the mechanism of translation of political decisions into routine procedures through bureaucratic channels, but more than that, it concerns conflict issues, decisions of who gets what from a policy," says Grindle (Waluyo, 2007:49).

In Widodo (2010: 96), George Edward III cites four factors—communication, resources, disposition, and bureaucratic structure—that influence the success or failure of policy implementation.

2.4. Definition Implementation Model

It is possible to use a variety of models and methods to public policy implementation as pointers or blueprints. The models used to put public policy into action are best described in the following ways. There are various models and ways to policy implementation, according to Nugroho (2014: 665-678).

1) The Van Meter and Van Horn scheme Donald Van Meter and Carl's duet introduced the first model, which is a classic. The linear relationship between public policy, implementers, and the performance of public policy is the foundation of this model. The following factors can influence public policy: a. Interorganisational communication and implementation efforts; b. Personal traits of the person or group carrying out the policy's execution; c. Economic, social, and political climate; and d. The executor's or group's inclination or disposition.

2) The Sebatier and Mazmanian models Paul A. Sebatier and Daniel Mazmanian proposed a model in which the second part is an attempt to put policy decisions into action. This model developed by Mazmanian and Sebatier is known as a Framework for Implementation Analysis. The policy implementation process is categorised into three factors by Sebatier's Mazmanian Model. First, we have the independent variables, which include things like mudak (the degree to which the situation is under control), object variety, and intended modifications, as well as signs of theoretical and technical implementation problems. Second, the intervening variables, namely the variables of policy ability to structure the implementation process with indicators of clarity and consistency of objectives, the use of causal theory, the accuracy of resource allocation, hierarchical integration among implementing agencies, implementing rules from implementing agencies, and the recruitment of implementing officials and openness to outside stakeholders; and variables outside the policy that affect the implementation process with regard to indicators of socio-economic and technological conditions, public support, attitudes and risorsis of constituents, the support of higher officials, and the commitment and leadership qualities of implementing officials. The three dependent variables, namely the stages in the implementation process with five stages, namely the understanding of the institution/implementing agency in the form of drafting implementing policies, object compliance, real results, acceptance of the

real results, and finally leading to a revision of the policies made and implemented or the entire policy that is fundamental.

3)   The Brian W. model, which is the third gun model, and the Hoodwood model. Hoogwood plus Lewis A. Gun. Several prerequisites were necessary for the policy's implementation. The first stipulation is a guarantee that the institution or implementing agency will not encounter any serious issues due to external factors. The availability of adequate resources, particularly time, is the second criterion. Thirdly, all required resources must be accessible. The scope and complexity of the effects of public policy are immense. Thus, numerous resources, both in terms of resources and source-actors, will be required for the execution of public policy. The validity of the proposed policy's foundational causal relationship is the subject of the fourth criterion. The amount of causation is the fifth criteria. The idea behind the policy is that it can accomplish more with fewer "cause-and-effect" links. The efficiency of implementing a policy is bound to suffer if it involves a web of interconnected causes and effects. The existence of minor interdependencies is the sixth requirement. It is believed that a high level of reliance, particularly in the form of a dependency relationship, will make the implementation ineffective. Consensus on the end result is the eighth requirement. The accurate sequencing and description of the tasks constitutes the ninth need. The efficiency of policy implementation depends on having defined tasks and priorities. Optimal coordination and communication is the eighth need. The bedrock of every organisation is communication, and the seed of every synergy or team effort is coordination. Those in positions of power must be able to demand and receive complete obedience as the eleventh requirement. For policies to be implemented effectively, power or authority is necessary. Policy without the authority to implement it will remain just that: policy, having no bearing on the goals set out for it.

4)   Fourthly, the Goggin Bowman Model; Lester Malcom is By advocating a "research method" approach with independent, intervening, and dependent variables, and by placing the "communication"factor as a driver in policy implementation, Goggin, Ann Bowman, and James Lester created a "more scientific" model of policy implementation.

5)   Grinder Model (5) The model proposed by Merilee is the fifth model. The details of the policy and how it is put into action decide the grindle. Essentially, the policy is considered implemented once it has been altered. How easily the policy can be put into action will decide its success or failure. First, the policy protects those whose interests are at stake. b. the advantages that are anticipated to be gained. c. target level of transformation. (b) the role of those who make policy. e. (who) runs the application. (f) resources that have been put into action. A thorough grasp of the policy context is the bedrock of the Grindle Model. This includes knowledge of the implementor, the acceptability of implementation, the arena of potential conflicts between implementation actors, and the conditions for the resources needed for implementation.

6)   The sixth model is that of Elmore and colleagues. Contributors to the sixth Model include Benny Hjern, David O'porter, Michael Lipsky, and Richard Elmore. The public policy that forms the basis of this implementation model is one that either leaves policy implementation to the people or involves government officials only at a low level. The lower-level authorities who will be putting the policy into action must have their needs and wants met, as well as those of the public who will be served as the customer or target. Community members or non-governmental organisations (NGOs) often take the lead in launching this model policy.

7)   seven) Edward's Model According to George Edward III, the neglect of implementation is the fundamental issue with public administration. He argued that politicians' decisions will be unsuccessful unless they are put into practice effectively. When it comes to putting policies into action, there are four main concerns: communication, resources, attitude or disposition, and bureaucratic institutions. How policies are conveyed to the organisation and/or the general public, together with the reactions and perspectives of those involved, is the focus of communication.The availability of supplementary resources, particularly human resources, which are concerned with the competence of those tasked with putting public policies into action, is the focus of resources. The implementor's disposition is their propensity to put the policy into action.Institutional design as it relates to the efficacy of bureaucratic bodies responsible for coordinating the execution of policies

2.5. Definition Partnership

A partnership can be defined as an association of two or more persons who work together towards a common objective. According to Riane Eisler and Alfonso Montuori's (1998:17) definition of a partnership organisation, the systems approach—which takes into account the impact of the organization's environment on its development—includes the strategy of organisational partnership.

Meanwhile, according to UNDP partnership can be developed into 3 elements, namely (Hardijanto, 2000) (Bank et al., 2014) :
1. It is the responsibility of the state to establish a lawful and politically stable environment.
2. Employment and tax revenue are both boosted by the private sector.
3. Society makes it easier for people to engage in political and economic activities, which in turn enhances social and political engagement.

According to Pleffer and Salancik in research Nabila Ghassani (2015), suggests that the concept of partnership is based on a complementary theoretical model of civil society in order to develop SMEs that can prosper the community. which can explain the Business Network: first, according to the perspective of the exchange (exchange perspective). Second, the resource dependence model has inspired many organizational and business studies.

2.6. Definition of Micro, Small and Medium Enterprises

According To Law No. 20 Of 2008 Article 1 can be explained the definition of MSMEs as follows:
1) Micro enterprises are defined in this law as productive businesses owned by people or other entities that meet the requirements for micro enterprises.
2) A small business is defined as an independent, productive economic enterprise that operates under its own legal name and is not a wholly owned subsidiary, branch, or direct or indirect component of a medium-sized or large business that also satisfies the requirements for Small Business as set out in this law.
3) Medium-sized enterprises are defined as independent productive economic ventures run by individuals or entities that are not wholly owned, controlled, or involved in any way with either small businesses or large businesses, as defined by the amount of net worth or annual sales proceeds as permitted by this law.

Small businesses, including micro enterprises (UMI), are defined as business entities with a net worth of no more than Rp.200,000,000 (not including land and buildings of business premises) and annual sales of no more than Rp.1.000.000.000, according to the Ministry of Cooperatives and SMEs in Aufar (2014: 8). In the meanwhile, businesses held by Indonesian residents with a net worth above Rp. 200,000,000 (not including land and buildings) are considered Medium Enterprises (UM).

General characteristics of MSMEs according to Akifa P. Nayla (2014: 17) is as follows :
1. Business management itself is different from franchising, MSME owners have the freedom to act and make decisions for the progress of their business.
2. Limited business capital the capital used in running a business only comes from the owner or a small group of people who invest money.
3. Most of the local people are doing this for two reasons. First, MSME owners want to empower local residents to work independently in the area. Second, there are limited costs to pay employees who come from outside the region.
4. Starting a family business The proprietor of the business and his family were instrumental in its development and operation. With a family-like system, MSME owners hire locals once their businesses grow big enough.
5. Depending on the business owner, the important position is held by the owner of micro, small, and medium-sized enterprises (MSMEs). In this situation, employees or trustworthy individuals are not taught the system for running or expanding the business.
6. Most MSMEs do not rely on capital from outside parties, such as investors and banks. Capital from outside parties is only needed when MSME owners want to develop the business outside the region.

7. Demanding high motivation to promote MSMEs, owners are required to have high motivation, such as motivation to do massive promotions, create business sites, create online and offline marketing strategies, and so on.

8. Using simple technology in the production process simple technology in question here is the traditional tools and yet sophisticated used in the production process.

2.7. Definition of Poverty

"Poverty is a state of inability to meet basic needs such as food, clothing, shelter, education, and health caused by the scarcity of basic needs-fulfilling tools, or difficult access to education and work," says Kumalasari in Karini (2018: 105).A person or group of people living in an environment of all-round poor or lack of capital, both in terms of money, knowledge, and access to public service facilities, business opportunities, and work suffers from "poverty" when they "suffer an all-round shortage of property and valuable objects," as defined by Suparlan (2000: 75).In the meantime, "poverty occurs because the ability of economic actors is not the same, so there are people who cannot participate in the development process or enjoy the results of development," says Soegijoko in Kuswantoro (2016: 19).In light of the definitions provided, it is reasonable to assume that poverty is the inability to provide for one's most fundamental needs due to a lack of resources (such as money, education, and employment opportunities), which in turn prevents some people from taking part in or benefiting from development efforts.In addition, the following six factors interact to cause poverty in developing nations (Todaro and Smith, 2014: 115 in Utami):

1. Developing nations have a low level of national income and a moderate rate of economic expansion.
2. Developing nations' per capita incomes are likewise low, and some have seen no rise at all.
3. There is a significant income gap; the top 20% of earn five to ten times as much as the bottom 40%.
4. Living in extreme poverty is a reality for most people in developing nations.
5. Infant mortality rates in developing nations are ten times greater than in industrialised nations due to factors such as inadequate healthcare infrastructure, widespread hunger, and frequent illness outbreaks.
6. There is still a lack of suitable or relevant educational facilities and curriculum content in most developing nations. Furthermore, there is a poor literacy rate and a relatively high number of students who do not complete high school.

3. Method

3.1. Research Design

A qualitative technique based on descriptive statistics was utilised in this investigation. In their most basic form, qualitative research methods do not depend on proof derived from mathematical reasoning, numerical concepts, or statistical procedures.

Qualitative research seeks to preserve the structure and substance of human behaviour while analysing its attributes, as stated by Mulyana (2013: 150).

"Research used to examine the condition of natural objects (as opposed to experiments) where the researcher is as a key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasise meaning rather than generalisation," describes the qualitative descriptive method (Sugiyono 2016: 9).

Based on data collected through interviews, document analysis, and participant observation, this study employs a descriptive-qualitative research strategy to examine the issue at hand. In order to gain a general idea of the issues surrounding the Partnership Program on Micro, Small, and Medium Enterprises and its role in speeding up the process of poverty alleviation in the city of Bekasi, this writing approach was selected.

3.1. Data sources and Informants

3.1.1. Data Sources

In this study the required data sources obtained from two sources which include:

3.1.1.1. Primary Data

Data collected using informant interview techniques or other direct sources are known as primary data sources. Information gathered from primary sources in Bekasi city, Indonesia, including the city's Office of Cooperatives of Small and Medium Enterprises, as well as local MSME actors and the general public.

3.1.1.2. Secondary Data

The term "secondary data" describes information that has been culled from another source. Research for this study was based on articles, books, dissertations, archival materials, laws, and other written works that dealt with the same or a similar topic.

3.2. Informant

Information derived from informants typically comes from messages, speeches, or expressions; these can be symbols, meanings that can be deciphered from a single message or a set of messages pertaining to the object under study; as a result, informants are often mentioned in relation to sources that typically exist in research where the subjects are "cases" of a single unit, such as organisations or institutions. Up to nine participants were surveyed for this study. One major informant, five main informants, and three supporting informants make up this group.

The study's informants fall into multiple categories, including:

a. Important person in gathering and verifying research data; this is known as a key informant. Plt. Head of Cooperatives, Small, and Medium Enterprises Bekasi is the primary source that the researchers use.

b. If a person is referred to as "the main informant," it is always in reference to their participation in explaining the research issue; however, they do not check the data. Five (five) actors from the MSME sector in Bekasi city serve as the primary informants for this study.

c. Constructing a reliable research team typically involves interviewing three people: a group of UMKM coaches from Bekasi city, the head of the Pentahelix incubator in Bekasi city, and members of the community who have experience working with micro, small, and medium-sized businesses (SMEs) in the city.

3.3. Research Procedures

Data collection technique is a way to obtain the data needed in the study. The collection technique according to Sugiyono (2018: 213) the data conducted is by interview observation techniques, documentation and instruments, as described below:

3.3.1. Observation

When compared to other methods of data collecting, observation has several distinguishing features, claims Sugiyono (2018: 229). All natural objects, not only humans, can be observed. The behavior and its significance can be better understood through study that involves activities of observation. To speed up the process of reducing poverty in Bekasi city, this study relies on first-hand observations made in the field to establish the real conditions surrounding Partnership Programs in Micro, Small, and Medium Enterprises.

3.3.2. Interview

One of the methods used to gather information for studies is conducting interviews. In order to get information from relevant informants, the interview is a two-way conversation. In an interview, the interviewer and the person providing information (the interviewee) engage in direct conversation by asking questions regarding the topic of research (Yusuf, 2014: 372). Participating in the interviews were

members of the Bekasi city cooperative and MSME office (here representing the acting head), local MSME actors, the director of the Pentahelix incubator in Bekasi city, MSME coaches in Bekasi city, and members of the community who use MSME products. The interviews also covered topics related to the Partnership Programs for Micro, Small, and Medium Enterprises (MSME) in accelerating poverty alleviation in Bekasi city.

3.3.3. Documentation

Books, archives, papers, writing, numbers, and photos are all forms of documentation that can be utilized to gather data and information for research purposes (Sugiyono, 2018: 476). The used documentation is a document from the Bekasi municipal cooperative and MSME Office that pertains to the policy execution of the Micro, Small and Medium Enterprise Partnership Program in accelerating poverty alleviation in Bekasi city.

3.4. Analyze The Data

When the empirical data collected is qualitative, meaning it is not a set of numerical values but rather a tangible collection of words that cannot be organized into a categorization framework, qualitative data analysis is carried out. Analyzing data gathered from interviews, field notes, and documentation entails sorting information into categories, providing descriptive units, synthesizing it, organizing it into patterns, prioritizing what's important and what can be learned, and drawing conclusions in a way that is easy to understand for both the researcher and others. One hundred thirty-two pages later, SugiyonoAccording to Sugiyono (2022:134-142) the following are some methods for analyzing data:

3.4.1. Data Collection (Collecting Data)

Triangulation is a method used in qualitative research that combines observation, in-depth interviews, and documentation.

3.4.2. Data Reduction

Simplifying data entails picking and choosing what's most significant and reducing it to its essential elements. The goal of data reduction is to facilitate the collection of additional data by researchers and to offer a more transparent picture.

3.4.3. Data Display (Presentation Of Data)

Brief descriptions, charts, connections between categories, flowcharts, and similar representations of data are all acceptable in qualitative research.

3.4.4. Conclusion Drawing/Verification

In qualitative research, the final results are brand-new, ground-breaking discoveries. Discoveries might take the shape of previously ambiguous descriptions of objects that, upon closer inspection, reveal their true nature.Following is a straightforward description of the interactive data analysis procedures that are based on data gathering, data reduction, data display, and conclusion drawing/verification.

4. Results and Discussion

4.1. Results

4.1.1. Research Observations

The author observes the Micro, Small, and Medium Enterprise Partnership Program policy's implementation in Bekasi city as a means to accelerate poverty alleviation. The author also notes the area as a location where MSME actors in Bekasi city, and the research object in particular, conduct business. The observation was taken in the vicinity of the Bekasi City Government Plaza Office, specifically in Deer Park and the MSME Center. The exact location is 17143 Bekasi City, West Java, Indonesia, and the exact building is the Bekasi Mayor's Office, Dekranasda Gallery on the ground floor. Based on their findings at Deer Park, researchers in Bekasi City's Office of Cooperatives, Small and

Medium Enterprises (OSME) have organized weekly product marketing events where SMEs from 12 different districts can showcase their wares.

Figure 1.
Taman Rusa Plaza Bekasi City Government

Bekasi City, West Java 17143, is home to the Dekranasda Gallery, which is located on the ground floor of the Bekasi Mayor's Office at Jl. Gen. Yani No.1. This is in contrast to other locations offered by the Bekasi City Office of Cooperatives, Small and Medium Enterprises.

Figure 2.
Centre of MSMEs Gallery Dekranada Bekasi City

Furthermore, related to the observations or observations that researchers make to MSME actors, most of them already have a decent place of business. As for those who market and promote their products, of course, MSME actors as assisted by the Cooperative Office, Small and medium enterprises have provided deer parks that can be used alternately in deer parks and in MSME centers in the Bekasi city government Plaza area.

4.2. Profile of Research Informant

Research informants in research on the implementation of Partnership Program Policies on Micro, Small and Medium Enterprises in accelerating poverty alleviation in Bekasi city are divided into 3 (three) categories. The three categories of research informants can be described as follows:

1) Key Informants

The present head of the Bekasi city office of cooperatives, small and medium companies, Mrs. Dra. Rita Hartati, MM, serves as the informant kuci for this study. The current address of his office is 9th Floor, Bekasi Mayor's Office, Jl. Gen. Yani No.1, Bekasi City, West Java 17143, and he is 56 years old.

2) Primary informant. The main informants in this study were 5 (five) informants of Micro, Small and Medium Enterprises (MSMEs) in Bekasi city. The five informants are:

(1) One source is Ibu Indah Turiri, a 45-year-old batik business owner going by the name of Valentine Batik. Interviews for this study took place at the Deer Park area of the Bekasi city government office, Jl. Gen. Yani No.1, Bekasi Mayor's Office, Bekasi City, West Java 17143. This is a space that the city's Office of Cooperatives, Small and Medium Enterprises uses on a weekly basis to support micro, small, and medium-sized businesses.

(2) The 48-year-old fashion and craft business owner, Mrs. Endah Susilo Murti, is currently conducting her operations in the Deer Park area of the Bekasi city government office, Jl. Gen. Yani No. 1, Bekasi Mayor's Office, Bekasi City, West Java 17143. This area is set aside each Friday for micro, small, and medium enterprises by the Bekasi city office of cooperatives, small, and medium enterprises.

(3) Mrs. Tutik Nurhidayati, 45-year-old proprietor of Smile Shop, is one of the informants.

(4) Mr. Hadi Sutrisno, a 48-year-old company owner, is one of the informants.

(5) The proprietor of Dyfa Frozen Foods is the fifth informant, Mr. Agam Fahreza. He has reached the age of 40.

3) Additional informants. The additional informant is the community, in the sense of people who are or as residents in the Bekasi city area as individuals and as organizations, including:

(1) informant Mr. Benny Tunggul, he is currently 59 years old and currently as a MSME coach in Bekasi city there are 5 (five) organizations in which he is the builder as a container for MSME players in Bekasi city, including:
   a) PADI (digital market) assisted by PT Telkom Indonesia.
   b) FEIB (Bekasi Export Import Forum) is a forum that bridges MSME actors in Bekasi city in export and import activities.
   c) Mandiri Entrepreneurial Forum together with its partner Astra Group.
   d) UMKM Petra is an organization whose segmentation is in religious communities and congregation empowerment.
   e) Fexita is a forum for women-based organizations, study groups, and new MSME groups.

(2) Informant Drs. Yusrodi, M. Si, he is currently 54 years old is the director of incubator Pentahelix Bekasi. Incubator pentahelix, its name pentahelix it means there are 5 (five) elements. The first is the government, the second is academia or education, then the third is the Chamber of Commerce and industry (KADIN), then the fourth is the Association of Muslim women entrepreneurs (IPEMI) or MSMEs, usually there is also a community and then there is the media. These five elements synergize into one coil which then has a vision of creating human resources in order to have the ability and the goal is welfare (Welfare) in the city of Bekasi.

(3) informant Mr. Suyoko, he is now 40 years old is a community leader.

4.3. Documentation

In this instance, the researchers primarily retrieved their data from pertinent documents, images, and archives housed at the Office of Small and Medium Enterprises Cooperatives in Bekasi. Furthermore, the data collected from this study will be derived via interviews with key informants.

Business Profile of Bekasi City's Micro, Small, and Medium Enterprises

You can see the number of micro, small, and medium-sized businesses in Bekasi city in the table below.

Table 1.
Number of MSMEs in Bekasi city 2016-2021.

No.	Year	Total
1	2016	203056
2	2017	215620
3	2018	228960
4	2019	243127
5	2020	258170
6	2021	274143

Sources: https://opendata.jabarprov.go.id/id/dataset/jumlah-usaha-mikro-kecil-menengah-umkm-berdasarkan-kabupatenkota-di-jawa-barat.

5. Discussion

1) Implementation of the Partnership Program policy on Micro, Small and Medium Enterprises in expediting poverty eradication in Bekasi city.
2) Research on the effectiveness of Partnership Program policies aimed at micro, small, and medium enterprises in Bekasi city's efforts to alleviate poverty has been previously described; this research forms the basis of the policy implementation model, which is based on the work of Marilee S. Grindle (1980):

a. The content of the policy, consisting of:

a) Influencing interests, include:

(1) to empower, protect and supervise cooperatives and micro-enterprises in Bekasi city based on 3 (three) fields, namely MSME, informal sector and cooperative. In the field of MSMEs to empower and develop MSMEs

(2) Re-data collection of MSME data accuracy under the auspices of the MSME association under the guidance of the Office of cooperatives, small and medium enterprises of Bekasi city.

(3) for informal authority is the development and empowerment of street vendors (street vendors) through the assessment by consultants who have not contributed to the street vendors PAD (local revenue) so that the potential can contribute to PAD Bekasi

(4) assisting MSME actors in marketing, licensing and cooperation facilities in introducing MSME products by the Office of cooperatives,small and medium enterprises of Bekasi city.

(5) ease of legality by MSME actors such as in terms of managing NIB (business license number), PIRT (household industrial food), halal certificates so that products can be marketed to the community.

(6) the existence of synergy between the government and business actors, both communities and small entrepreneurs.

(7) with a partnership program to expand the network of MSME actors.

(8) increasing economic capacity, decreasing crime, and business development for MSMEs

(9) be an opportunity or Alternative for the community to get a job.

b) Types and benefits. Types and benefits of policy implementation of the Partnership program policy towards micro, small and medium enterprises in accelerating poverty alleviation in Bekasi city, include:

(1) The goal of the business partnership process in Bekasi city is to enhance the class of MSMEs, particularly in marketing. To boost it by making digitalization even more robust. Bekasi city already has the Pakumis app, which improves the generally manual marketing procedure through the agree platform. Pakumis is a joint venture between PT. Telkom and MSME stalls.

(2) 152 micro, small, and medium-sized enterprises (MSMEs) in the city of Bekasi have been vetted and are now part of the agree platform. As an example, the government has collaborated with other entities, such as PT. Uniqlo, Alfamat, and Indomart, to facilitate

the promotion of MSME items through digital marketing, which has been operational on the agree platform through 62 MSMEs.

(3) PT. Kubisa Intikarya would educate MSMEs to raise product quality and gain market share through the acquisition of superior items. In addition to presenting 500 MSMEs and organizing activities around the anniversary of Bekasi city's cooking and baking demo, PT. I can also work on improving and developing MSMEs.

(4) Promoting micro, small, and medium-sized enterprise (MSME) goods at trade shows hosted by groups like Bekasi City's Office of Cooperatives and MSMEs.

(5) helping market development and network expansion for MSME actors.

(6) MSME players can conduct MSME activities in a professional and effective manner due to the presence of awareness

c) Degree of change achieved, include:

(1) the Target of the number of MSMEs who have not entered the fostered area of the Office of cooperatives, small and medium enterprises of Bekasi city who have not received a SKB (fostered certificate) which continues to be assisted.

(2) facilitation to obtain halal certification and increase MSME Anik class seen from the turnover of marketing value through marketing spaces through exhibitions, Bazaar spaces from local, provincial, national and even international levels.

(3) have a very large impact in terms of influence and changes in terms of increasing the number of customers who certainly require labor

(4) considerable changes with already assisted connections required by employers.

(5) greater support from the demand and supply side that does require capital.

(6) an increase in business classification in the sense of Micro, Small and medium enterprises into large enterprises in terms of sales, production, and profit. This certainly has an impact on improving the regional economy and increasing PAD (local revenue)

d) Put Decision Making, include:

(1) The reference is made by Regional Regulation No. 7 of Bekasi City, 2021, which deals with the coaching, empowerment, protection, and supervision of micro and cooperative businesses.

(2) In order to expedite the eradication of poverty, which in turn creates job opportunities that contribute to economic growth, the DPRD is reviewing and processing the regulation regarding the arrangement of street vendors. The green zone needs to be organized.

(3) Micro, small, and medium-sized business legislation (No. 8 of 2008).

(4) When it comes to accelerating poverty reduction in Bekasi city, certain MSME actors are unaware of the legal basis for implementing the Partnership program policy towards MSMEs.

e) Program Executor, include:

(1) DPRD Bekasi and Office of cooperatives, small and Medium Enterprises Bekasi and Bapenda Bekasi related policies and regulations.

(2) from companies such as ybd Astra and banks such as BNI

(3) Bekasi city Health Office for IPRT (Household Food Industry) and MUI related to halal certification.

(4) employers and consumers as well as policies exist in the government.

(5) private, state and Non-state enterprises, Chamber of Commerce and industry, communities.

f) Resources Involved, include:

(1) human resources who manage have the appropriate competence.

(2) partnership with the business world to be the resources of the Office of Cooperatives, SMEs Bekasi.

(3) resources in the potential environment at the point of location of street vendors viewed in terms of community street vendors.

(4) it has been supported by adequate resources, especially MSME actors, in addition to the capital that must be met.

b. Context of implementation, consisting of:

a) Strategy Of The Actors Involved, include:

(1) The Office of cooperatives, small and medium enterprises of Bekasi city has great power in implementing the Partnership program policy towards MSMEs in accelerating poverty alleviation in Bekasi city, even though the field of supervision has not been running as it should.

(2) in terms of support assistance and counseling has not been too big done by the Office of cooperatives, small businesses and Mengah Bekasi to SMEs.

(3) the community is also quite large and the Environmental Management in their respective regions, especially for MSMEs who are just starting their business.

b) Characteristics of institutions and Rulers, include:

(1) The Office of cooperatives, small and medium enterprises of Bekasi city continues to synergize with several elements related to several OPDs (Regional Organizations) of Bekasi city in accordance with their affairs,

(2) the role of the institution is certainly related to promotion, product development, and licensing significantly to regulate everything.

(3) the role of the government can be said as a regulator, controller and operator.

c) Compliance and responsiveness, include:

(1) synergy with partners who have been working with the Department of Cooperatives, SMEs Bekasi quite positive. The positive in this is the change in MSMEs, for example in terms of marketing increases in turnover, then the systems of partnership results have an impact on increasing the welfare of MSMEs themselves, which is the ultimate goal of how MSMEs can prosper through marketing efforts that have been carried out.

(2) making sales reports by MSME actors when they have participated in exhibitions and annual reports as evaluation materials for the Office of Cooperatives, SMEs in Bekasi city.

(3) MSME actors must have a NIB to later obtain a certificate of guidance from the Office of Cooperatives, SMEs Bekasi and masak Group WA for communication and information when there is training and other activities to be delivered.

2) Obstacles and support faced in the Partnership Program conducted by the Bekasi city government for Micro, Small and Medium Enterprises in Bekasi city

Obstacles in the Partnership program conducted by the Bekasi city government against Micro, Small and Medium Enterprises (SMEs) in Bekasi city in this case the Office of cooperatives, small and medium enterprises cooperatives Bekasi city inhibiting factors faced include:

(1) In Bekasi city, there aren't many big firms or private companies that run partnership programs for micro, small, and medium enterprises (MSME). The same goes for BUMN (state-owned enterprises) and BUMD (regional owned enterprises).

(2) The Bekasi City Office of Cooperatives, Small and Medium Enterprises is still failing to provide enough capital assistance.

(3) The number of initiatives aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) in Bekasi city is still low, and this includes socialization, counseling, and trainings.

(4) In Bekasi city, data on MSME partnership program players has not been collected by the engagement of environmental administrators, especially RT and RW.

(5) Government and corporate venues for MSMEs to host exhibits and sell their wares are still sketchy at best.

(6) It is challenging to establish a marketing network because of the small size of its commercial operations, which limits its access to markets and capital.

(7) Many MSME items still lack halal certifications. With the help of this halal certification, MSMEs may boost the value and competitiveness of their products.

(8) Micro, small, and medium-sized enterprises (MSMEs) still haven't figured out how to leverage digitalization for their business operations and marketing network expansion.

3) The city government of Bekasi is implementing a Partnership Program to combat micro, small, and medium enterprises (MSME), and all of these initiatives are happening at the same time.

Problems encountered by the Bekasi City Government's Office of Cooperatives, Small and Medium Enterprises (SMEs) in the course of its Partnership program with SMEs in Bekasi include:

(1) Partnership initiatives for micro, small, and medium enterprises (MSMEs) in Bekasi city are still led by a small number of large firms, private organizations, and BUMNs (state-owned enterprises) or BUMDs (regional-owned enterprises).

(2) The Bekasi City Office of Cooperatives, Small and Medium Enterprises is still failing to provide enough capital assistance.

(3) The number of initiatives aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) in Bekasi city is still low, and this includes socialization, counseling, and trainings.

(4) In Bekasi city, data on MSME partnership program players has not been collected by the engagement of environmental administrators, especially RT and RW.

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(7) Many MSME items still lack halal certifications. With the help of this halal certification, MSMEs may boost the value and competitiveness of their products.

(8) Micro, small, and medium-sized enterprises (MSMEs) still haven't figured out how to leverage digitalization for their business operations and marketing network expansion.

4) Recommendations for the implementation of the Partnership Program policy on Micro, Small and Medium Enterprises in accelerating poverty alleviation in Bekasi city

Researchers in this study utilized a novel policy implementation model based on the work of Merilee S. Grindle (1980) to analyze the impact of Partnership program policies on micro, small, and medium enterprises in Bekasi with the goal of speeding up the process of poverty alleviation. Researchers addressed the policy's contents and the implementation's context when developing the implementation model. The policy's content includes who has an interest in seeing it through, what kinds of rewards are on the table, how much change is anticipated, where decisions are made, and what programs and resources are at stake.In terms of the interests that affect the policy's content (its implementation), the researcher can say that the Partnership program's policies for micro, small, and medium enterprises have accommodated interests that have brought about positive changes in the framework of coaching, empowerment, protection, and development of MSME actors, which in turn has accelerated the city of Bekasi's poverty alleviation efforts.Training, counseling, socialization, and financial aid or money generated from the Bekasi city budget in conjunction with the Bekasi Patriot SRB have all contributed to a growth in the number of micro, small, and medium-sized enterprises (MSMEs) in the class.An increase in PAD (local original income) and an increase in MSMEs assisted by the Office of cooperatives, small and medium enterprises of Bekasi city were both correlated with the degree of change that had been accomplished, as there had been a rise in the classification of MSME businesses from micro to medium to large.Also, in terms of policymakers, there are various offices in Bekasi city that work together, such as the Office of Industry and Trade, the Office of Bima Marga, the Office of Bekasi city water resources (which is relevant to where street vendors are located), and the Office of Cooperatives, Small and Medium Enterprises (OPD).

All policy flows have been carried out in detail by the Office of cooperatives, small and medium businesses of Bekasi city and Bapenda in order to implement the program. Specifically, the human resources already have acceptable competency, and the resources held are sufficient for the essence of the resources concerned.While the characteristics of institutions and authorities, as well as compliance and responsiveness, make up the backdrop of implementation, which also includes the powers, interests, and strategies of the people involved. The City's Office of Cooperatives and Small and Medium

Enterprises (SME) provides socialization, counseling, and the empowerment of capital support through Bprs Patriot Bekasi, among other things, in order to maintain power and strategy.

The cooperation between the Bekasi City Chamber of Commerce, the business community, GOW, IWAPI, IPEMI, and the Regional Organization for Small and Medium Enterprises (OPD), as well as the city's Office of Cooperatives and Medium Enterprises (OSME), is also noteworthy from an institutional and authority perspective.Next, in terms of responsiveness and compliance, MSMEs in Bekasi city that receive support from the Office of Cooperatives, Small and Medium Enterprises are well-informed about the regulatory requirements that their business operations must meet, such as obtaining NIB ownership and halal certifications for their goods. As a result, these businesses contribute to the growth and success of MSMEs in Bekasi city.

6. Conclusion

The Partnership Program on Micro, Small and Medium Enterprises in Accelerating Poverty Alleviation in Bekasi through the Merilee Grindle (1980) implementation model has been generally functioning well, according to the research and discussion results and the findings described in Chapter-ba. However, there have been some obstacles or barriers encountered during its implementation. The following are the findings from the research on the effectiveness of the Partnership program policies for micro, small, and medium firms in Bekasi city in terms of speeding elimination:

a. In Bekasi city, there aren't many major firms or private companies that run partnership programs for micro, small, and medium enterprises (MSME). The same goes for BUMN (state-owned enterprises) and BUMD (regional-owned enterprises).

b. The capital support that the Bekasi City Office of Cooperatives, Small and Medium Enterprises (OSME) and Bprs Bekasi City have been coordinating has not yet materialized.

c. The amount of socialization, counseling, and trainings provided to Micro, Small, and Medium Enterprises (MSMEs) in Bekasi city is still low, relative to the number of activities undertaken to empower and develop MSMEs.

d. In Bekasi city, data on MSME partnership program players has not been part of the environmental administrators' involvement, specifically RT and RW.

e. Even today, few venues exist, both public and private, where micro, small, and medium-sized enterprises (MSMEs) can showcase their wares.

f. granted the limited facilitation of halal certificates granted by the Bekasi small and medium business cooperative office, there are still numerous MSME items without certificates. With the help of this halal certification, MSMEs may boost the value and competitiveness of their products.

g. Micro, small, and medium-sized enterprises (MSMEs) have not yet fully embraced digitalization in their marketing strategies or business operations.

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