

TABLE OF CONTENTS

VALIDITY	ii
STATEMENT	iii
PREFACE AND ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	vii
LIST OF FIGURES	x
ABSTRACT	xii
CHAPTER I	1
INTRODUCTION	1
1.1 Background	1
1.2 Formulation of the Problem	5
1.3 Problem Question	6
1.4 Research Purposes	6
1.5 Benefits of Research	6
1.5.1 Academic Aspect	6
1.5.2 Social Aspect	7
1.5.3 Practical Aspect	7
1.6 Scope of Research	7
1.6.1 Research Sites	7
1.6.2 Research Methods Used	8
1.7 Writing System	8
CHAPTER II	9
THEORETICAL BASIS	9
2.1 Theoretical Basis	9
2.1.1 Study on MSMEs and Their Development Mechanism	9
2.1.2 Study on the Impact of Empowerment	20
2.1.3 Study on MSME Problems	25
2.2 Previous Research Studies	35
2.3 Research Framework	44

CHAPTER III	46
RESEARCH METHODS	46
3.1 Research Design	46
3.1.1 Types of Research	46
3.1.2 Object of Research	46
3.1.3 Research Subject	46
3.2 Method of Collecting Data	47
3.2.1 Interview	47
3.2.2 Observation	48
3.2.3 Documentation	48
3.3 Research Instruments	48
3.4 Data Analysis Method	49
3.4.1 Data Reduction	49
3.4.2 Data Presentation	50
3.4.3 Conclusion	50
3.5 Case Profile	50
3.6 Scope and Limitation	52
CHAPTER IV	53
DISCUSSION RESULT	53
4.1 Overview of Research Objects	53
4.1.1 Yogyakarta Special Region Cooperatives and MSMEs Service	53
4.1.2 Vision and Mission of DIY Cooperatives and MSMEs Service	54
4.1.3 The Organizational Structure of the DIY Cooperatives and MSMEs Service	57
4.1.4 SiBakul Jogja	57
4.2 Research Result	58
4.2.1 The Beginning of SiBakul Jogja Marketing	58
4.2.2 Marketing Strategy Performance of SiBakul Jogja from the MSMEs Partners Point of View	60

4.2.3 Main Strategies by SiBakul Jogja to Promote Yogyakarta MSMEs	64
4.3 Discussion	75
4.3.1 Marketing Strategy Performance of MSME Empowerment Organizations in SiBakul, Yogyakarta	75
4.3.2 The Best Marketing Strategy Tactics and Improvement for SiBakul Jogja To Promote Yogyakarta MSMEs	91
CHAPTER V	103
CONCLUSIONS AND RECOMMENDATIONS	103
5.1 Conclusion	103
5.2 Suggestions	104
BIBLIOGRAPHY	106
INTERVIEW DRAFT ATTACHMENT	111
ATTACHMENT OF THE INTERVIEW TRANSCRIPTION	112

LIST OF FIGURES

Figure 2.1 Research Framework	45
Figure 4.1 DIY Cooperatives and MSMEs Service Organization Structure	57
Figure 4.2 DIY Cooperatives and MSMEs Service	59
Figure 4.3 SiBakul Jogja's MarketHub Website	68
Figure 4.4 Diskopukm.Diy and Plutjogja Instagram Content "Free Shipping at SiBakul Markethub"	70
Figure 4.5 Diskopukm.Diy Instagram Content "SiBakul Jogja Ramadhan Sale Program"	71
Figure 4.6 Diskopukm.Diy Instagram Content "50% Discount and Free Shipping at SiBakul Jogja"	71
Figure 4.7 Instagram Content Promotion of Shopping Services at SiBakul Jogja"	72
Figure 4.8 Diskopukm.Diy Instagram Content "Giveaway"	72
Figure 4.9 Diskopukm.Diy Instagram Content "Giveaway"	73
Figure 4.10 Diskopukm.Diy Instagram Content "Giveaway"	73
Figure 4.11 Diskopukm.Diy Instagram Content "Introduction to SiBakul Jogja MSME Products"	74
Figure 4.12 Diskopukm.Diy Instagram Content "Introduction to SiBakul Jogja through Youtube social media"	74
Figure 4.13 MSME Products Brounis Paris	84
Figure 4.14 MSME Products +62 Coffee	85

Figure 4.15 Omah Jogja's MSME Products	86
Figure 4.16 Bio Nusantara MSME Products	87
Figure 4.17 Abhinaya Batique MSME Products	88
Figure 4.18 SiBakul Yogyakarta Flyer	93
Figure 4.19 SiBakul Jogja Free Shipping Flyer	94
Figure 4.20 SiBakul Jogja Virtual Exhibition Flyer	95
Figure 4.21 Socialization of SE Gub DIY No. 519/7669 Regarding the Purchase of MSME Products	97
Figure 4.22 Online Marketing for MSMEs Through SiBakul Jogja's MarketHub	100