

## INTISARI

UMKM perdesaan memiliki skala usaha kecil, baik modal, tenaga kerja, orientasi pasar, serta keterbatasan dalam adopsi teknologi sehingga Diskop UKM DIY melaksanakan kebijakan pemberdayaan UMKM berbasis wilayah melalui Program Desa Preneur di DIY. Keterlibatan berbagai *stakeholder* dalam pelaksanaan program ini telah diupayakan guna mewujudkan perkembangan UMKM. Hingga tahun ke-2, program ini belum sepenuhnya menysasar pada pelaku UMKM Sidoarum. Penelitian ini mengidentifikasi proses serta faktor penghambat dan pendukung *collaborative governance* pada pelaksanaan Program Desa Preneur di Kalurahan Sidoarum, Kapanewon Godean, Kabupaten Sleman, DIY. Penelitian menggunakan pendekatan kualitatif deskriptif dengan data primer berupa wawancara dan observasi, serta data sekunder berupa dokumentasi dan studi pustaka.

Proses *collaborative governance* terdiri dari dialog tatap muka, membentuk kepercayaan, komitmen terhadap proses, pemahaman bersama dan hasil sementara. Hasil penelitian menunjukkan bahwa indikator *collaborative governance* belum sepenuhnya diterapkan. Program ini belum menysasar pada seluruh UMKM Sidoarum karena tidak semua pelaku UMKM rutin mengikuti pendampingan. Lembaga ekonomi desa sebagai wadah kolaborasi kegiatan ekonomi pelaku UMKM belum terbentuk. Sedangkan Beberapa capaian program telah terpenuhi namun masih memerlukan konsistensi implementasi hasil belajar. Pada tahap pengembangan, Desa Preneur Sidoarum telah memiliki *website* dan studio foto produk untuk menunjang promosi *online*.

Faktor penghambat dan pendukung terdiri dari tiga bagian yakni kondisi awal, kelembagaan dan kepemimpinan. Faktor pendukung kolaborasi yakni adanya kondisi *stakeholder* pelaksana yang memiliki pengetahuan awal mengenai program. Pada sisi kelembagaan, sudah terdapat petunjuk teknis yang dituangkan pada peraturan resmi bagi *stakeholder* sektor pemerintah, namun *stakeholder* non-pemerintah bertugas berdasarkan SK penunjukan yang belum dilampiri dengan standar operasional prosedur (SOP) sehingga menyebabkan pembagian peran menjadi kabur dan berpotensi menimbulkan keraguan pada pengambilan keputusan. Pada segi kepemimpinan, seluruh pemimpin *stakeholder* bersifat fasilitatif dengan memberikan kesempatan bagi pengikutnya untuk berpartisipasi dalam program, namun lurah masih bertindak sebagai pemimpin program yang bersifat administratif saja.

Kata kunci: *Collaborative Governance*, Pemberdayaan UMKM, Program Desa Preneur

## ABSTRACT

Rural MSMEs have a small business scale in term of capital, labor, market orientation, and limited technology adoption so that Dinas Koperasi dan UKM DIY implements an area-based MSME empowerment policy through the Desa Preneur Program. The involvement of various stakeholders has been attempted to realize the development of MSMEs. Until the 2<sup>nd</sup> year, this program hasn't fully targeted to all Sidoarum MSMEs actors. This study identified the process and inhibiting and supporting factors of collaborative governance in the implementation of Desa Preneur Village Program in Sidoarum Village, Godean Sub-District, Sleman Regency, Special Region of Yogyakarta. This research uses a qualitative descriptive method with primary data obtained form interviews and observations, and secondary data collected through documentation and literature study.

The collaborative governance process consists of face-to-face dialogue, building trust, commitment to the process, shared understanding and interim results. The research results show that collaborative governance indicators haven't been fully implemented. This program hasn't targeted to all all Sidoarum MSMEs actors because not all MSMEs actors participate in mentoring routinely. Village economic institutions as a forum for collaboration in economic activities for MSMEs actors haven't yet been formed. Meanwhile, several program achievements have been fulfilled but still require consistency in the implementation of learning outcomes. At the development stage, Desa Preneur Sidoarum already has a website and product photo studio to support online promotions.

Inhibiting and supporting factors consist of three parts, initial conditions, institutions and leadership. Supporting factors of collaboration that all stakeholders have prior knowledge of the program. On the institutional side, there are already technical guidelines set forth in official regulations for government sector stakeholders, but non-government stakeholders work based on appointment decrees that haven't been accompanied by standard operating procedures (SOP), which causes the division of roles become blurred and has the potential to cause doubts in decision making. In terms of leadership, all stakeholder leaders have facilitative leadership traits by providing opportunities for their followers to participate in the program. but the role of lurah as program leader only administratively.

**Keywords:** Collaborative Governance, MSMEs Empowerment, Desa Preneur Program