

PENGARUH PROGRAM SIBAKUL JOGJA TERHADAP DAYA SAING UMKM DI DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Daerah Istimewa Yogyakarta (DIY) merupakan wilayah yang memiliki potensi besar dalam pengembangan UMKM untuk mendukung pembangunan ekonomi. DIY memiliki program unggulan dalam meningkatkan daya saing UMKM melalui SiBakul Jogja. Penelitian ini bertujuan untuk menganalisis pengaruh SiBakul Jogja terhadap daya saing UMKM, mulai dari mengkaji implementasinya hingga merumuskan strategi pengembangannya, khususnya pada aspek pembinaan dan pemasaran digital.

Penelitian ini menggunakan metode penelitian kualitatif dan kuantitatif. Pengumpulan data dilakukan melalui wawancara, kuesioner, observasi lapangan, dan studi literatur. Informan dipilih menggunakan teknik *purposive sampling*, sedangkan responden menggunakan *random sampling*. Pengolahan data kualitatif dilakukan melalui reduksi data, pemadatan data, pengelompokan fakta sejenis, dan kategorisasi data, sedangkan data kuantitatif dianalisis melalui regresi linear berganda. Pendekatan studi kasus digunakan untuk mengkaji permasalahan secara komprehensif dengan teknik analisis deskriptif kualitatif dan statistik deskriptif.

Hasil penelitian ini menunjukkan bahwa implementasi program SiBakul Jogja berpengaruh signifikan terhadap daya saing UMKM sesuai dengan teori Smith (1973). SiBakul Jogja memberikan fasilitasi yang efektif melalui pembinaan dan pemasaran digital dengan partisipasi aktif dari pelaku UMKM dan kolaborasi yang baik antara Dinas Koperasi dan UKM DIY dengan berbagai pihak. Meskipun terdapat tantangan geografis, dukungan sosial dan ekonomi DIY membantu dalam implementasi program. Adapun strategi dalam meningkatkan daya saing UMKM melalui SiBakul Jogja mencakup pengembangan model pembinaan dan penguatan komunitas untuk meningkatkan kompetensi UMKM serta optimalisasi pemasaran digital melalui pengembangan pusat distribusi di wilayah strategis dan fitur yang lebih interaktif.

Kata Kunci: UMKM, Daya Saing, Program SiBakul Jogja

***THE INFLUENCE OF THE SIBAKUL JOGJA PROGRAM ON THE
COMPETITIVENESS OF SMEs IN THE SPECIAL REGION OF
YOGYAKARTA***

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ABSTRACT

The Special Region of Yogyakarta (DIY) is a province that has great potential in the development of SMEs to support economic development. DIY has a flagship program in increasing the competitiveness of SMEs through SiBakul Jogja. This study aims to analyze the influence of SiBakul Jogja on the competitiveness of SMEs, starting from reviewing its implementation to formulating its development strategy, especially in the aspects of digital coaching and marketing.

This study uses qualitative and quantitative research methods. Data collection was carried out through interviews, questionnaires, field observations, and literature studies. The informants were selected using the purposive sampling technique, while the respondents used random sampling. Qualitative data processing is carried out through data reduction, data compaction, grouping of similar facts, and data categorization, while quantitative data is analyzed through multiple linear regression. The case study approach is used to comprehensively examine the problem with qualitative descriptive analysis techniques and descriptive statistics.

The results of this study show that the implementation of the SiBakul Jogja program has a significant effect on the competitiveness of SMEs in accordance with Smith's theory (1973). SiBakul Jogja provides effective facilitation through coaching and digital marketing with active participation from SME actors and good collaboration between the Cooperative Office and DIY SMEs with various parties. Despite the geographical challenges, DIY social and economic support helps in the implementation of the program. The strategy in increasing the competitiveness of SMEs through SiBakul Jogja includes the development of a coaching model and community strengthening to improve SME competencies as well as optimizing digital marketing through the development of distribution centers in strategic areas and more interactive features.

Keywords: SMEs, Competitiveness, SiBakul Jogja Program