

ABSTRAK

Pengembangan Kewirausahaan Terpadu (PKT) merupakan program pengembangan potensi ketrampilan dan kemandirian berusaha dengan cara kolaboratif antara Pemerintah Provinsi DKI Jakarta, dunia pendidikan, dunia usaha dan masyarakat. Pelaksanaan PKT bisa disebut sebagai sebuah proyek yang telah ditetapkan awal pekerjaannya dan waktu selesainya (2018-2022), dibatasi oleh sumber pendanaan yang berasal dari APBD DKI Jakarta untuk mencapai tujuan tertentu yakni terciptanya 200.000 wirausaha baru dan wirausaha naik kelas.

Penelitian ini bertujuan untuk mengevaluasi pelaksanaan PKT di Suku Dinas PPKUKM Jakarta Selatan khususnya Unit Kecamatan Jagakarsa. PKT sebagai sebuah proyek menggunakan pendekatan *the iron (golden) triangle*, yang mencakup lingkup waktu, biaya dan kualitas. Sumber data menggunakan data primer dan sekunder. Data primer diperoleh melalui wawancara individu dengan Kasi UKM, Kasatpel Unit Kecamatan dan Petugas Pendamping serta survei terhadap peserta PKT yang notebene para pelaku UKM.

Hasil penelitian menunjukkan bahwa penetapan waktu pelaksanaan PKT dilakukan di awal sesuai prosedur lelang kegiatan dengan pertimbangan kesiapan narasumber, kondisi tempat dan pembagian teknis SDM di lapangan tanpa memperhatikan faktor lainnya. Sosialisasi sebagai hal penting yang diharapkan mampu mengedukasi masyarakat akan pentingnya program tersebut bagi pengembangan usaha masih kurang masif menjangkau warga. Pelatihan yang diberikan kepada peserta masih bersifat umum dan teori. Penerapan aplikasi laporan keuangan belum banyak digunakan dalam praktek usaha peserta. Fasilitasi akses permodalan masih kurang maksimal, terbukti dari sekian ratus peserta hanya satu orang yang mendapatkan bantuan modal bank.

Rekomendasi diberikan bagi Suku Dinas PPKUKM Jakarta Selatan agar dapat menginformasikan jadwal pelaksanaan PKT kepada peserta lebih awal. Sosialisasi program selain melalui situs web Jakpreneur juga bisa melalui akun-akun media sosial populer seperti twitter, FB & IG. Materi pelatihan perlu ditambah praktek langsung mengenai teknik inovasi dan pengembangan produk. Pendampingan dalam penggunaan aplikasi laporan keuangan dan masalah usaha peserta perlu lebih intens dan dalam.

Kata kunci: PKT, evaluasi, proyek, *the iron (golden) triangle*, waktu, biaya, kualitas.

ABSTRACT

Integrated Entrepreneurship Development is a potential development program for skills and business independence in a collaborative way between the DKI Jakarta Provincial Government, the world of education, the business world and the community. The implementation of the Integrated Entrepreneurship Development can be referred to as a project whose initial work has been determined and the completion time (2018-2022) is limited by the source of funding originating from the DKI Jakarta Regional Budget to achieve certain goals, namely the creation of 200,000 new entrepreneurs and advanced entrepreneurs.

This study aims to analyze the process of implementing Integrated Entrepreneurship Development in the in the Industry, Trade, Cooperatives, Small and Medium Enterprises Sub-Department of South Jakarta, especially the Jagakarsa District Unit. PKT as a project uses the iron (golden) triangle approach, which includes the scope of time, cost and quality. Sources of data use primary and secondary data. Primary data were obtained through individual interviews with the Head of UKM, Kasatpel Sub-district Unit and Assistance Officers as well as a survey of PKT participants who were actually UKM players.

The results showed that the timing of PKT implementation was carried out at the beginning according to the activity auction procedure by considering the readiness of the resource persons, the conditions of the place and the technical distribution of human resources in the field without considering other factors. Socialization as an important thing which is expected to be able to educate the public about the importance of this program for business development is still not massive enough to reach residents. The training provided to participants is still general and theoretical. The application of financial reporting applications has not been widely used in participant business practices. Facilitation of access to capital is still not optimal, as evidenced by the hundreds of participants, only one person gets bank capital assistance.

Recommendations were given to the South Jakarta PPKUKM Sub-Department so that they could inform participants about the PKT implementation schedule earlier. Socialization of the program apart from the Jakpreneur website can also be through popular social media accounts such as Twitter, FB & IG. Training materials need to be added to hands-on practice regarding innovation techniques and product development. Assistance in the use of financial reporting applications and participant business problems needs to be more intense and deep.

Keywords: PKT, evaluation, project, the iron (golden) triangle, time, cost, quality.