

COMMUNICATION STRATEGY OF CENTER FOR INTEGRATED BUSINESS JOGJA FOR IMPROVING PUBLIC SERVICE TO SME'S PARTNERS

ABSTRACT

Small Medium Enterprises (SME's) play an important role in the development of a nation because they provide and create a new job for other people therefore they are also decreasing unemployment's statistic number. SME's get an intense attention from Ministry of Cooperation to establishes Center for Integrated Business Jogja. Center for Integrated Business Jogja has it own uniqueness than the others, they have many clients up to 1268 SME's partners and had an award from Surakarta State University SME's Summit and Awards for the best institution on managing SME's in 2016. SME's improvement in Center for Integrated Business Jogja needs a great and effective communication strategy to achieve an optimum success. The objectives of this research were to discover and reviewing the communication strategy that have been used by PLUT Jogja in order to improve their public service to the SME's partners, to find out various type of the programs, to analyze the obstacle and their effort to solve them.

This research used descriptive-qualitative method and case study approach. Data collection techniques were an observation, in-depth interview, and literature review. Informants were chosen with purposive sampling to Center for Integrated Business Jogja's consultant, Center for Integrated Business Jogja's administrator, Department of Cooperation Special Region of Yogyakarta, and SME's partners.

The results of research showed that; 1) There were three kind of programs namely; central government program, regional program, and independent program. 2) Many obstacles that occur because the program was a top-down model therefore it had a very limited communication between Center for Integrated Business Jogja and the institutions above them. 3) Communication Strategy of Center for Integrated Business Jogja so far didn't have a standard evaluation system that could measure effects to SME's partners after took the programs.

Keywords: communication strategy, center for integrated business jogja, sme's, yogyakarta

STRATEGI KOMUNIKASI PUSAT LAYANAN USAHA TERPADU JOGJA DALAM MENINGKATKAN PELAYANAN KEPADA MITRA UMKM

INTISARI

Sektor Usaha Mikro Kecil dan Menengah (UMKM) memiliki peranan yang penting dalam pembangunan suatu bangsa karena dapat menyerap tenaga kerja paling tinggi sehingga berdampak mengurangi angka pengangguran. Oleh karena itu, sektor ini menjadi perhatian khusus Kementerian Koperasi dengan membentuk Pusat Layanan Usaha Terpadu Koperasi Usaha Mikro Kecil dan Menengah (PLUT-KUMKM). PLUT Jogja memiliki keunikan tersendiri dibanding dengan daerah lain yaitu memiliki mitra UMKM yang cukup banyak mencapai 1268 UMKM serta memperoleh penghargaan pengelola PLUT-KUMKM terbaik tahun 2016 dari *UNS SME's Summit and Awards*. Pengembangan UMKM melalui PLUT Jogja membutuhkan strategi komunikasi yang baik dan efektif untuk mencapai keberhasilan yang lebih optimal. Penelitian ini bertujuan untuk mengkaji strategi komunikasi PLUT Jogja dalam meningkatkan pelayanan kepada mitra UMKM, mengetahui berbagai jenis program yang ada, dan hambatan serta upaya yang dilakukan untuk mengatasinya.

Penelitian ini menggunakan metode deskriptif-kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data menggunakan observasi, *in-depth interview*, dan studi pustaka. Pemilihan informan secara *purposive* dilaksanakan dengan melakukan *in-depth interview* kepada konsultan PLUT Jogja, admin PLUT Jogja, Dinas Koperasi Daerah Istimewa Yogyakarta, dan mitra UMKM.

Hasil penelitian menunjukkan beberapa temuan yaitu; 1) Terdapat tiga jenis program yaitu program pusat, daerah, dan mandiri 2) Berbagai hambatan terjadi karena sebagian besar program bersifat *top down* sehingga komunikasi interaktif antara PLUT Jogja dengan lembaga di atasnya sangat terbatas. 3) Strategi komunikasi PLUT Jogja belum memiliki sistem evaluasi yang baku untuk mengukur efek yang terjadi pada mitra UMKM.

Kata kunci: strategi komunikasi, plut, umkm, yogyakarta