Factors for Empowering UMKM in Maintaining Sustainable Bio Economy

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Abstract. Economic empowerment of the Indonesian people has been carried out through UMKM. Indonesian people are still learning in economic empowerment through UMKM in various aspects. The formulation of research problems is the factors of empowering UMKM in maintaining sustainable bio economics? The purpose of this study is to analyze the factors of empowering any UMKM in maintaining sustainable bio economy. The concept used in research is community economic empowerment is a community skill in managing their economic efforts well. The method used is quantitative by distributing questionnaires to 93 respondents in several major cities in Indonesia. Reflective descriptive research is all positive in empowering UMKM in the community. The most influential factor in community economic empowerment is making the community more independent. The smallest value dimension is the occurrence of structural changes in the economy. Suggestion for research is that all aspects of society should help empower UMKM communities so that society do not depend on the system implemented by the government.

Keywords: economic empowerment, integrated marketing communication technology, and sustainable bio economic

1. Introduction

Economic empowerment is needed now. Some important points of economic empowerment that we must understand. (1) Make the community more independent. The economy of society is an economy that is carried out directly by the people. (2) Helping businesses make a large and modern economy. The economic empowerment of rural communities aims to be a modern, strong, large and competitive economy on the right track of market mechanism, (3) Structural changes occur in the economy. The intended structural economic changes are economic changes. There are several structural change steps that must be passed in order for these structural changes to occur. Among them: a. Institutional strengthening. There must be strong institutions in managing and running the economic system of society. This institution will firmly help the process of structural change to occur conducively; b. Technology Mastery. To be able to run a modern system economy certainly requires skills in technology. Therefore, people inevitably have to try and learn to master the existing technology; c. Empowerment of human resources, (4) Establishing a good partnership. Provide an equal
opportunities to try or provide capital injections alone and increase productivity is not enough for doing an economic empowerment. But there must be good cooperation partnership among those who are advanced, those who are still weak and those who have not developed. In this way, each other can strengthen and stimulate how to run the economy to be strong and grow. So that between one and the other can keep everything going forward, (5) Encouraging new entrepreneurs. With the economic empowerment of the community, it is certainly increasingly stimulating the emergence of new entrepreneurs. Because of the convenience provided from the use of capital, human resources and existing technology. Between businesses that have progressed and those that are still weak, help one another to develop and develop, (6) Strengthening small industries. The community's economy cannot be separated from the small industry that grows and develops in that society. With the existence of the economy the community is able to help strengthen the economy of small industries so that they do not close down. Because as we know, small industries are very weak if there is no assistance or guidance from established industries.

The research problem is which economic empowerment factors of UMKM are right in maintaining sustainable bio economics. The purpose in this research is to try to find out the factors of UMKM empowerment in maintaining sustainable bio economics. This academic research is important in developing studies on UMKM economic empowerment in maintaining sustainable bio economics. The significance of social research is the results of this study can be known and applied in people's lives.

2. Literature Review
Previous research was conducted by Y Yaela N Golumbic. This research wanted to see the air quality in the design created by Yaela. This research did not make a design. However, this research is the factor which is the most able to maintain sustainable bio economics.

This research is the same as previous research in the field of communication media conducted by KYS Putri and Sarah R. Davies. The research describe the use of festivals in communication facilities in disseminating information on bio economic activities and programs. This research also involves community economic activities as well as research conducted by Shana Sandhaus.

The next research conducted by Vasila is to be able to see a track record of visual images of info on people in Greece. This study looks at the most influential UMKM inclusion factors in maintaining sustainable bio economy. Similar research was also carried out by Habitat Abubakar Yusuf and Xiao Sai too.

Economic empowerment means to make a modern, strong, large and competitive economy on the right track of market mechanism (Muhammad Nadzar, 2015). This research was also supported by Saparuddin Mukhtar in the effect of business partnerships on business performance in small and medium enterprises (SMEs) and cooperatives in Jenoponto Regency, South Sulawesi (Saparuddin Mukhtar, 2011).

Economic empowerment can seen from the processes, objectives and characteristics of empowerment, those are (1) the purpose from the empowerment is to increase the power of people who are disadvantaged or weak, (2)empowerment is a process where people can be strong enough to participant in various controls regarding events that affect and institutions that can affect their lives, (3) Empowerment refers to efforts to reallocate power through changes in social structure, (4) empowerment is a way in which people from organizations and communities are directed to dominate and control their lives (Asep Iwan Setiawan, 2012).

3. Method
This research approach uses a survey by distributing questionnaires as many as 93 respondents with a variety of different UMKM business backgrounds. The validity and reliability of the research tools are valid and reliable. So that the next factor analysis can be done.

4. Result and Discussion
The results of this descriptive study stated that all dimensions in the economic empowerment variable of UMKM were positive. Respondents stated positively in each instrument presented by researchers. The instrument are (1) the purpose from the empowerment is to increase the power of people who are disadvantaged or weak, (2) empowerment is a process where people can be strong enough to participate in various controls regarding events that affect and institutions that can affect their lives, (3) Empowerment refers to efforts to reallocate power through changes in social structure, (4) empowerment is a way in which people from organizations and communities are directed to dominate and control their lives. The most influential factor in this research is the dimension of participation in various controls and influences on events and institutions that are influenced by life.

The results in this study are supported by previous studies of air quality monitoring programs in the design of community knowledge conducted by Yaela. The dimension of participation in various controls and influences on events and institutions affected by life is supported by Sarah R Davies. Sarah stated in her research that communication knowledge is the beginning and end of the knowledge festival itself.

Likewise, this research is supported by Xiao Sai stating the economic skills model in urban leadership in China. This research also elaborates on the second dimension where participation in control and influence in an event or institution. So that it can build the economic activities of UMKM in the welfare of the Indonesian people. This research is also supported by Saparuddin Mukhtar that business partnerships on business performance at UMKM are very influential. So that it can build small and medium economic activities for the community.

5. Summary
The most influential dimension in this study is the effort to participate in control and influence on organizational events. The results of descriptive studies of all dimensions of the UMKM economic empowerment variable are positive. The research suggestion is that other research can broaden and deepen the concepts and research methods that are more varied in subsequent studies.
References

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