

EXPLORATION PROBLEMS FACING SMEs PLAYERS IN BUSINESS DEVELOPMENT IN YOGYAKARTA

by Nurhadi, Tony W, Andreas M Kuncoro

ABSTRACT

Research conducted aims to explore the constraints faced by SMEs in business development. Research carried out by digging relativism is based on the perspective of the experience of the subject of businesses in the SME sector. Informants in this study is SMEs who understand the condition and problems in SMEs, are directly involved in the management of SMEs in DIY. This study uses primary data obtained using depth interview. Data analysis techniques in this study is narrative.

Based on the analysis, it can be concluded that the constraints faced by the owners of SMEs in the operations consist of external factors, namely a) situational and conditions, b) the location, c) business licensing and d) competition and business information, as well as internal factors are a) problems of business management such as the lack of accounting records that linked it difficult to manage capital because there is no separation of private money and effort, b) the lack of skilled labor in managing the business, c) control product / production and supplier, d) marketing issues, e) problems capital refers to capital that small and f) problems related to the production of raw materials. There is some suggestion or expectation of business owners to the government. Business owners expect support and convenience for owners of government in running the business. Business owners expect material support such as capital or non-material such as ease of dealing with a letter / licensing, marketing assistance / promotion, increasing business potential through business networking information on business opportunities and business relocation

Kata Kunci: *Constraint businesses, SMEs, business owners*