

Measuring the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) in Bantul Regency

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ABSTRACT

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This study aims to explore the conditions of competitiveness of Micro, Small and Medium Enterprises in Bantul District Special Region of Yogyakarta. Research population are all perpetrators of Micro, Small and Medium Enterprises that exist in 4 industrial centers namely Imogiri, Kasongan, Pundong, and Manding. UMKM business actors who serve as the object of research are those who meet the criteria that is still actively operating every day, business actors that act as producers and not as agents or traders, and are within the working area of Bantul Regency. Based on the criteria set, then determined the number of business actors that will be selected and selected MSMEs as samples. Samples were taken by using simple random sampling method, in which every industrial center will be taken 10 perpetrator of UMKM randomly. The total sample size for 4 industrial centers in Bantul Regency is planned to amount to 40 UMKM business actors.

The condition of competitiveness of UMKM actors in Bantul Regency is still quite apprehensive. The weak competitiveness of SMEs is derived from the low quality of human resources resulting in low quality products, as well as the high cost of capital derived from banks and the difficulty of access to capital resources. The high cost of capital as well as difficulties in access to capital make the perpetrators of MSMEs can not compete because the resulting product becomes relatively more expensive due to bear the cost of capital, as well as limited profits so as not able to innovate and expand. The condition is in line with the results of assessment and measurement of competitiveness index of the perpetrators of SMEs in Bantul Regency which has a score of 87.42%, where in the range of values, the industry competitiveness index has a predicate Simply.

Kata Kunci: Keywords: Competitiveness, Micro, Small and Medium Enterprises, Sentra Kasongan, Sentra Imogiri, Sentra Pundong and Sentra Manding