

The Role Of The Gresik Regency Regional Government On Of The Stakeholders In Songkok Small And Medium Industries (IKM) In Gresik Regency

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^{1,2,3}The Role of the Gresik Regency Regional Government One of the stakeholders in Songkok Small and Medium Industries (IKM) in Gresik Regency

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Abstract.

The number of small and medium-sized industries recorded today is 261 people, showing the dominance of the Songkok industry in Gresik Regency. Management with a family and conventional system results in the Songkok Small and Medium Medium Industry Business Actors in Gresik Regency not being able to market Songkok optimally and have not been able to compete in the national market, the involvement of local governments is needed in supporting the development of small and medium industries in Gresik Regency. The existence of a small -medium medium industry in Gresik Regency in addition to being one of the crafts that produces products that become part of the culture of the Indonesian people, is also one of the industries that contribute to economic growth in Kabuoaten Gresik. The research method used is a qualitative method with case studies, a small and medium -sided industry has existed in Gresik Regency since the 1970s, initially only in Gresik District, has grown, developed, and spread in several regions in Gresik Regency, so that it became a part From the icon of Gresik Regency as the largest Songkok Craftsman Center in Indonesia. The reality on the ground with existing experience does not necessarily make the business fears able to compete in the national market. Digging information from 9 informants, aims to identify the Songkok Small and Medium Industry Business Process (IKM) in Gresik Regency, identify the right marketing mix in Songkok Small and Medium Industries (IKM) in Gresik Regency, and see the extent of the role of the local government as one of the stakeholders In supporting the growth of Songkok Small and Medium Industries (IKM) in Gresik Regency. The results of the Songkok Small and Medium Medium Industry Research in Gresik Regency are a family -patterned business with a production and seasonal sales and running business processes conventionally and traditional. Publick Governance as one of the new components in the marketing mix (marketing mix) which also has an important role in the development of the small and medium industry of Songkok in Gresik Regency. Collaboration and Synergy of the Gresik Regency Regional Government as one of the stakeholders with business actors needs to be improved in order to encourage the growth of small and medium industry and songkok industries and efforts to preserve the culture and identity of the Gresik Regency.

Keywords: Marketing Mix, Publick Governance And Collaboration.

I. INTRODUCTION

The number of small and medium -sized industries recorded today is 261 people, showing the dominance of the Songkok industry in Gresik Regency. Management with a family and conventional system results in the Songkok Small and Medium Medium Industry Business Actors in Gresik Regency not being able to market Songkok optimally and have not been able to compete in the national market, the involvement of local governments is needed in supporting the development of small and medium industries in Gresik Regency. The existence of a small -medium medium industry in Gresik Regency in addition to being one of the crafts that produces products that become part of the culture of the Indonesian people, is also one of the industries that contribute to economic growth in Kabuoaten Gresik. Management with a family and traditional system resulted in Songkok Small and Medium Medium Industry Entrepreneurs in Gresik Regency unable to market Songkok Production of Gresik Regency has not been able to compete in the national market, the participation of the wider community is needed in small and medium industries in Gresik Regency, the existence of a small and medium industry of Songkok has Competitive advantage in sustainable national markets.

Creativity innovation determines targeting, segmenting, positioning, clear and directed product differentiation to improve the marketing performance of small industries (Purwanto 2008), middle school in collaboration between stakeholders in Gresik Regency. The current collaboration requirement is a fundamental thing to do, almost all lines of business activities and professions carry out collaboration, information on developing information with new work culture, in the industrial era workers must have specifications and certification, the information era is demanded to be able to collaborate (Purwanto, 2008) .

The role of the Gresik Regency Regional Government as a stakeholder, building collaboration between stakeholders, supporting the marketing of Songkok Small and Medium Industry (IKM) in Gresik Regency will give birth to creativity to bring results in nature, new, innovative Consumers, Campbell (2012).

II. THEORETICAL FRAMEWORK

Legitimacy is given by the community to the company and something is desirable or sought by the company from the community. Legitimacy is said to be useful or potential sources for companies to survive in the company's continuity. Legitimacy in the community influences the development of the company in the future. Legitimacy is considered to equalize perception hoping that the action carried out by an entity is the desired, appropriate and in accordance with the norms, values (Suchman (1995). Trust is defined socially developing a survival, the company strives for legitimacy or recognition from both investors, creditors, consumers, governments and the community in certain environments, receiving and deserves to be in a pure hidayati environment, (2009). Legitimacy is needed an effort to run a business. The theory of legitimacy is an understanding of underlying social contracts in operational environment companies. Social contracts are intended to explain a number of expectations in the community about how the organization carries out the activities carried out.

Social expectations are non -permanent, situational, demanding that the company is responsive to the environment in which they operate, the disclosure of corporate social responsibility is an effort to be carried out by the company for effective legitimacy (Ulum, 2017). Kotler and Keller (2009), define marketing management as art and science to choose the target market and achieve, maintain, and grow customers by creating, delivering and communicating superior customer values. Marketing management is a process carried out to analyze, plan, coordinate programs that benefit the company, and can also be interpreted as the science of choosing market share in order to create superior customer value. Research explores understanding of the Songkok process in managing the problem of the complexity of stakeholders in the local industry. The role of the Gresik Regency Regional Government as one of the stakeholders in the Songkok Small and Medium Industry. The continued Songkok Small Industry in the Gresik Regency with the involvement of the government related to business development, institutions and capital is also a study of research, framework in research.

III. METHODS

Research intends to obtain a deep picture of the marketing system with collaboration between stakeholders increases sustainable competitive advantage in the small and medium -sided industry in Gresik Regency. Seeing the extent to which public policies have been determined by the government, it is a pro public policy on the advancement of the sustainability of small and medium industries. Qualitative Research Methods Case Study, used on the grounds that the Songkok industry has been before the era before Indonesian independence and the Songkok industry in Gresik Regency developed rapidly with a variety of brands, the fact that the field was unable to compete in the national market. Getting data from various primary and secondary research sources (observation, artifacts, archives, documents, interviews, compound sources), systematic to individuals, groups, organizations or activities. In case studies, case data applies certain cases are not generalized. Case study data is more likely to be used to explore and examine comprehensively of a research object. Case studies are used as a foundation in building theory. The development of theory through case studies, is one of the research strategies involving one to create theoretical construction, propositions, and or middle range theory based on cases and empirical facts (Eisenhardt, 1989).

IV. RESULT AND DISCUSSION

Redain Optimization of Stakeholder Peren is a step to identify various roles carried out by stakeholders by directing more optimal aspects in the effort to develop the management of small and medium -sided industries in Gresik Regency, which is more effective. Redesign is a step back so that each stakeholder is able to play its role more optimally to encourage the development of small and medium-sided

industry in Gresik Regency, which is in accordance with its domain and competence, so as to provide the value of utilization for the management of small and medium-sized industries in Gresik Regency to be more effective and independent. Stakeholders have the potential to play a strategic role in order to encourage the development and management of Songkok Small and Medium Medium Industries in Gresik Regency, through the application of adequate management, therefore optimizing the role of stakeholders is an effort to support the realization of the management of Songkok Small and Medium Industry Management in Gresik Regency YG better. Songkok Small and Medium Medium Industry in Gresik Regency, as one of the businesses in Indonesia has a very large amount and has a contribution to the regional and national economy, but its contribution is still not optimal because of various weaknesses that are still attached as a label in the Songkok Small and Medium Industry in Gresik Regency, especially weaknesses in management aspects. Various policies have been carried out by the government and the community, but still the small and medium songkok industry in Gresik Regency, has not increased its prestige compared to other business people, namely private business entities and state or regional business entities, because various policies carried out by the government are not sufficient Touching the root of the problems that occur in the Songkok Small and Medium Medium Industry in Gresik Regency.

Songkok small and medium-sided industry stakeholders in Gresik Regency, including the Government, Business and Academic (Triple Helix) component, which each played its role in accordance with the domain, even tends to play a role in accordance with the sectoral ego, so that the impact of the benefits is less optimal for the interests and The current development of small and secondary industries that will come (Wahyudiono, 2017). Redesign of optimization of the role of stakeholders is an urgent need that each of the potentials is not in vain from the aspects of policy, time, energy and costs. Optimizing the role of stakeholders requires a model device so that various stakeholders are able to place their role in the proper portion and are able to build a shared synergy in order to encourage the application of management and management of small and medium industry in Songkok in Gresik Regency, which is feasible. Conceptually the three stakeholders are able to make an optimal contribution, but the weak point is to the synchronization aspect in formulating policies, policy implementation and monitoring the results of its implementation, therefore if you have a model will certainly give a clearer direction because all can run optimally. To give a clearer picture related to the redesign of optimizing the role of stakeholders of small and medium -sided industry in Gresik Regency, for the bureaucracy. The success of the integration of collaboration that occurred in the Silicon Valley industrial area in America, a form of successful collaboration between businesses and academics, universities consistently produce knowledge creations in the form of a broader scope business, so that it has a high economic value. Academic became a center of excellence of a strong business area with the support of tough investors with academicians cars. Collaboration components in Triple theory consist of academic, business, government (ABG) etzkowitz and leydesdorff (1995) Penta Helix consists of Academic, Business, Community, Government, and Media (ABGCM), (Arief: 2016).

The theory of Triple Helix and Penekelix has a big role in building a complete collaboration between interactions between components, strengthening the synergy of building academic and business collaboration. Thus the role of government to build strong and complete collaboration. The role of government in collaboration as an alternative basis is able to realize the acceleration implemented in a sustainable tourism area in Kulon Progo Surya Regency (2021). The role of government in collaboration in growing industry in China and the role of the Chinese government is able to stimulate the growth of business, not just a regulator but becomes part of the upstream industry management, technology and infrastructure providers in business become effective for the growth of small and medium scale industries (Hongqiang et al. , 2012). The government strengthens the synergy of building collaboration between business and academic worlds is considered important to create competitiveness. The existence of intensive various regional policies is the domain of the local government. Collaboration in the business world is a pattern of interrelated relations in the triple Helix, while the Penta Helix references in an effort to optimize synergy and collaboration, as outlined in Ministerial Regulation (Permen), Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. Efforts to succeed in collaboration are carried out with various events and stages that must be carried out every

activity. The creation of coloboration of small and medium -sided industry in Gresik Regency with a system of developing the creation of Songkok competitive values in Gresik Regency. Regional Government is the implementation of government affairs by the Regional Government and the Regional Representative Council according to the principle of autonomy and the task of assistance with the principle of the extent of autonomy in the system and principle of the Unitary State of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia.

2009, pp. 15-18) In the development of an effective and optimal small and medium -sized role industry, it is realized as a facilitator, regulator and catalyst. The role of government is important because it is a basis for strengthening small and medium industries through empowerment efforts (Smith and Muluk, 2009). Through empowerment, small and medium industries will have the knowledge and trust to develop themselves and try to create innovative works. In accordance with Sedarmayanti (2003), states that empowerment can encourage the growth and development of creativity and innovation, utilize intellectual capital so that all obstacles can be resolved. Local governments have a strategic role in developing small and medium industries in the regions. With relatively safe characteristics of external factors, such as global economic conditions, because it relies more on domestic resources (raw materials), small and medium industries are relatively easier to develop. All also agreed that small and medium industries have a very vital role in economic development in the region and in reducing unemployment. Of course the local government must pay attention to the growth and development of a business field which is often referred to as a "savior valve". Local governments must make a real contribution to small and medium industries when they have to struggle to survive following the invasion of imported products in the domestic market. If so far, the government's tendency, including the regional government, is more focused on large corporations. Small and medium industries must be more encouraged and strengthened participation to jointly develop regional economies. Small and medium industries that grow in various regions must be developed by the regional government, because it can be one of the keys for improving the regional economy.

The government has an important role in the marketing of IKM in GRWSIK Regency, providing support through policies, training, access to markets and incentives to promote the growth and sustainability of Songkok IKM in Gresik Regency, the form of government policy in Songkok IKM in Gresik Regency, government policy to support IKM Songkok Gresik Regency Some aspects need to be involved:

1. Related regulations in the form of regulations related to the existence of Songkok IKM in Gresik Regency, as a local wisdom/local heritage (heritage), guarded and preserved.
2. Providing subsidies, providing financial assistance or tax incentives to IKM in Gresik Regency, encouraging investment and growth.
3. Training and development, organizing training programs to improve the skills and capacity of Songkok IKM Entrepreneurs in Gresik Regency, can compete in the national market.
4. Facilitating access to financing, facilitating Songkok IKM access in Gresik Regency to financing sources through special credit programs or cooperation with financial institutions.
5. Bureaucratic pruning, reducing administrative and bureaucratic barriers to facilitate the process of establishing and operational Songkok IKM in Gresik Regency.
6. Development of infrastructure, increasing infrastructure that supports Songkok IKM in Gresik Regency, including access to transportation, energy and information technology.
7. Market arrangements, apply policies that protect Songkok IKM in Gresik Regency from unfair competition and support access to local and national markets.
8. Provision of certification and standardization, provide certification and standardization for Songkok IKM products in the district in increasing consumer confidence and facilitating exports.

The development of Songkok IKM Cluster in Gresik Regency, to encourage the formation of industrial clusters to facilitate collaboration between SMEs and increase mutual competitiveness.

V. CONCLUSION

Referring to the results of the analysis of small and medium -sided industry in Gresik Regency, the small and medium songkok industry in Gresik Regency: a. Is a cultural heritage based on business religiosity

applies the value of the Divine Ukhuwah Ta'ala, b. Production and sales patterns only occur in a certain month. c. Production management system is still traditional and trust. d. The marketing system is social kinship, e. Icons in dressing both nationally and religiously. Marketing Food Mix 9 Public Governance can increase the sale of Songkok Small and Medium Medium Industries in Gresik Regency by establishing close and sustainable collaboration between stakeholders, with a collaboration and institutional system as a forum for small industry players Songkok in Gresik Regency by continuing to innovate and creativity in the marketing and management of small and medium industries in Songkok in Gresik Regency, less optimal the role of the government as one of the stakeholders, in the small and medium industry of Songkok in Gresik Regency, without being integrated with the collaboration system between stakeholders in the market and the development of Songkok IKM in Kabapten Gresik. Recense advice, conducting a continuing study related to the marketing system 9 P, namely at the Point Police Government and the Collaboration and Institutional System in increasing marketing, the continuation of the existence of the Songkok Small and Medium Medium Industry in Gresik Regency, including the Figure of the Customary Council and Islamic Religious Leaders for further research to be used as research informants.

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