

Analysis of MSMEs in Tasikmalaya City Based on Business Characteristics and Scale

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Abstract

Introduction to The Problem: The role of MSMEs in the Indonesian economy is very important, including contributing to labor absorption, driving economic growth, GDP and investment as well as economic equality. However, there is a gap in information about MSMEs regarding their characteristics, business scale and distribution, causing information regarding MSMEs to be less detailed, less up to date and difficult to obtain for the development of MSMEs themselves. **Purpose/Objective Study:** This research aims to collect and analyze data on MSMEs in Tasikmalaya City based on their characteristics and business scale.

Design/Methodology/Approach: This research method was carried out using a qualitative descriptive approach. This research collected primary data through interviews and questionnaires and secondary data through databases from related agencies and the entrepreneurial community in Tasikmalaya City. After that, the data is verified and classified based on the characteristics and scale of the business which is presented in table and info graphic form.

Findings: This research finds that the number of MSMEs in Tasikmalaya City obtained from primary and secondary data in 2023 will reach 3751 MSMEs. However, only a small portion of MSMEs have complete data and information. The district with the largest number of MSMEs is Cihideung District with 2761 MSMEs and the district with the smallest number of MSMEs is Purbaratu District with 7 MSMEs. The three most common types of business fields are trade, industry and services. The results of this research can be used as information in making decisions regarding MSME research and development programs in Tasikmalaya City.

Paper Type: Research Article

Keywords: MSMEs; Characteristics; Business Scale; Development

Introduction

Micro, Small and Medium Enterprises (MSMEs) are productive businesses owned by individuals or legal entities that have met the criteria as micro, small and medium enterprises in accordance with the provisions of statutory regulations (Law of Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises). The role of MSMEs in the Indonesian

economy is very important. MSMEs are a sector that is relatively more stable against the monetary crisis because of their worker orientation structure. The role of MSMEs includes absorbing labor; MSMEs can absorb labor widely in Indonesia. MSMEs can absorb up to 99.4% of the workforce in Indonesia (Siswantoro, 2008). Other data states that micro and small businesses contribute to employment absorption of up to 97.16% (Mafukhatulosikhah & Budiarto, 2019). According to Maesaroh (2020), the contribution of MSMEs to economic development is related to providing broad economic services, the process of equalizing and increasing income, driving economic growth (GDP and investment), and realizing national stability.

However, even though MSMEs have a large contribution to economic development, MSMEs themselves have obstacles in their growth and development. One of them is the gap in information on MSMEs regarding their characteristics, business scale and distribution, so that information is less detailed, less up to date and difficult to obtain, even though information (database) related to MSMEs is very necessary for the market, research and development programs for MSMEs. Tasikmalaya City is one of the areas that has quite high MSME potential because it has a creative economic industrial area that is developing rapidly in the East Priangan area (Maesaroh, 2020). The City of Tasikmalaya has Tasikmalaya Mayor Regulation Number 60 of 2021 concerning the main tasks and details of the tasks of the Department of Cooperatives, Micro, Small and Medium Enterprises, Industry and Trade of the City of Tasikmalaya. Based on the various main tasks of related agencies, there are no tasks related to MSME mapping in the City Tasikmalaya, especially based on business characteristics and scale. Although this is actually very important to do periodically with the aim of ensuring that the growth and development of MSMEs in Tasikmalaya City can be more optimal.

Micro, Small and Medium Enterprises (MSMEs) are one of the sectors that support the national economy. Various regulations related to MSMEs are issued from the national level to each region according to current developments. In Law of Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, a detailed definition of each criterion for micro, small and medium enterprises is stated. Micro businesses are productive businesses owned by individuals and/or individual business entities that have micro business criteria in accordance with statutory regulations. A small business is a productive economic business that is autonomous, whether carried out by an individual or a business entity and is not a subsidiary or branch owned, controlled or part, either directly or indirectly, of a medium or large business that meets the small business criteria as per related laws and regulations.

Small and medium businesses are business activities with a scale of activity that is not too large, management is very simple, capital is limited, and market coverage is not yet broad. Meanwhile, a medium-sized business is a productive economic business that is independent, whether carried out by an individual or a business entity and is not a subsidiary or subsidiary owned, controlled or part, either directly or indirectly, of a small or large business with total net assets. or annual sales proceeds as regulated in the relevant law (Kadeni & Srijani, 2020; Muzdalifa et al., 2018). MSMEs are one of the productive economic activities with the aim of growing businesses in order to actively contribute to national economic growth with the principles of democracy and justice (Rohim, 2021). Sukmana & Sarmidi (2018) also emphasized that MSMEs in Indonesia also play a role in distributing development results so that MSMEs are expected to be able to utilize national resources to achieve more optimal economic growth.

Micro, Small and Medium Enterprises (MSMEs) have characteristics that can be strengths compared to other business fields. According to Sulistyastuti in Sukmana & Sarmidi (2018), there are

four characteristics that make MSMEs occupy a strategic position in Indonesia. First, MSMEs do not require large amounts of capital so establishing a business is relatively easier. Second, there is no demand for a certain level of formal education for the workforce. Third, it does not require special infrastructure because the location is in the countryside. Fourth, there have proven resilience when Indonesia faces an economic crisis. According to Kadani & Srijani (2020), the characteristics of MSMEs are factual and embedded in the operational business activities carried out and the behavior of the business actors themselves. Therefore, the success of MSMEs is largely determined by developing the capacity of business actors and also their direct business activities. Siswantoro (2008) explains that small businesses have advantages because they focus on natural resources and capital, while medium businesses focus on added value. Meanwhile, large businesses are suitable for businesses in the manufacturing, electricity, gas, communications and mining sectors.

In Law of Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, the MSME business scale is divided into three business scales based on the number of assets and sales proceeds. A micro business is a business unit with assets of a maximum of IDR 50 million, which does not include land and buildings where the business is located, with annual sales proceeds of a maximum of IDR 300 million. Meanwhile, small businesses have assets worth more than IDR 50 million to IDR 500 million, excluding land and buildings where the business is located with annual sales of more than IDR 300 million and a maximum of IDR 2.5 billion. Then, for middle-class businesses, the asset value is more than IDR 500 million to IDR 100 billion with annual sales of more than IDR 2.5 billion and a maximum of IDR 50 billion (Kadani & Srijani, 2020).

Based on data from the Tasikmalaya City Central Statistics Agency (2023), according to their location, MSMEs are grouped into: 1) companies that use fixed locations and immovable equipment, such as companies that are built only based on a Trading Business License (SIUP), and most of them do not have a SIUP; 2) companies whose locations are not fixed but whose equipment is mobile. Apart from that, there are also categories of economic activities which are divided into eight, namely: 1) own mining; 2) small scale industry and household crafts; 3) private electricity companies; 4) individual construction activities; 5) trade, restaurants and accommodation services; 6) individual transportation, storage, and communication activities; 7) storage and lending companies without official identity, usurers, insurance that supports companies and money exchange places run by individuals, and 8) other services.

The Central Statistics Agency (BPS) also classifies business scale based on the number of employees. Micro businesses have up to 4 permanent workers, small businesses have between 5 and 19 people, and medium businesses have 20 to 99 permanent workers. Companies with more than 99 permanent employees are considered large businesses (Kadani & Srijani, 2020). The World Bank has different classifications regarding the number of employees according to the scale of business. Micro businesses have 10 employees, small businesses employ 30 employees, and medium businesses have 300 employees. Even though MSMEs have a relatively small number of permanent workers compared to large businesses, because there are a large number of MSMEs, they can absorb a larger workforce.

Data on Micro and Small Business Permits (Izin Usha Mikro dan Kecil/IUMK) according to business type in Tasikmalaya City in 2020 from Open Data Tasikmalaya City (2020) shows that there are 793 business actors with 15 commodities, namely embroidery, fashion, handicrafts, services, wood, beauty, convection, food, beverages, craftsmen, trade, agriculture, animal husbandry, and production. This shows that there are a large number of MSMEs spread across Tasikmalaya City and they have not been added to other MSMEs that do not yet have business permits.

In general, the contribution of micro and small businesses to Gross Domestic Product (GDP) increased before the monetary crisis and in 2003 medium businesses decreased. Micro and small businesses are rising faster than other businesses. Micro and small businesses contributed both before and after the monetary crisis (Siswanto, 2008). MSMEs are also not limited in exporting certain goods so they can contribute to foreign exchange and increase Gross Domestic Product (GDP) (Kadeni & Srijani, 2020). With these characteristics, micro and small businesses need to be given attention to maintain stability and increase market expansion. Therefore, there is a need for MSME mapping, especially in Tasikmalaya City itself.

There has not been much research discussing MSMEs, especially in Tasikmalaya City. Several studies focus on business competitiveness, especially in the creative industry sector in the Tasikmalaya City and East Priangan areas (Maesaroh, 2020; Purbasari et al., 2018; Sukmana & Sarmidi, 2018). Maesaroh (2020) conducted research by analyzing the competitiveness of MSMEs in Tasikmalaya City to improve the regional economy with Geographic Information Systems (GIS). This research shows the determining factors for increasing the competitiveness of MSMEs, namely human resources, technology, managerial, institutional, promotion and capital. Human resources are the biggest factor determining the competitiveness of MSMEs.

In connection with identifying competitive advantages, Purbasari et al. (2018) in their research explained that the subsectors of the creative industry with the most potential in each region in the East Priangan region are the Mendong woven craft industry (Tasikmalaya City), Akar Wangi crafts (Garut Regency), and Coconut Lidi crafts (Ciamis Regency). The research recommends collaboration and cooperation from all parties to improve the entrepreneurial ecosystem in each region. The existence of potential in both domestic and foreign markets, local resources and support for protective policies from the government really support increasing competitiveness. Other research conducted by Sukmana & Sarmidi (2018) states that MSMEs in the city cannot yet become the main support for the economy in Tasikmalaya City. This research focuses on monitoring MSMEs in Situ Gede. Various problems related to the development of MSMEs are due to capital factors, raw materials and production factors, labor, transportation costs, packaging and Intellectual Property Rights (IPR).

Based on this, to solve the problem of information gaps related to MSMEs in Tasikmalaya City, research was conducted to analyze MSMEs in Tasikmalaya City based on business characteristics and scale. Based on literature studies, to date there has been no research analyzing the characteristics of MSMEs in Tasikmalaya City and MSME data at <https://data.tasikmalayakota.go.id> until 2021 or at the Department of Industry and Trade until 2020. This research aims to obtain database characteristics of MSMEs, clustering of MSMEs based on business scale, commodities and regions presented in infographics and tables. This database can then be used for the benefit of optimizing the development of MSMEs in Tasikmalaya City and research development carried out by academics and policy makers.

Methodology

This research was conducted using a qualitative approach with descriptive analysis. The methods used are the observation method, interview method, and literature method. Tasikmalaya City MSME mapping is presented based on business type, commodity, region and business scale (turnover). This research uses primary data collected through distributing questionnaires in the form of Google Forms. Google Forms itself is a free service from Google that makes it easy for users to create questionnaire surveys, forms, or similar on an online or digital basis. In general, primary data consists of type of

business; commodities produced or sold, region, and business scale (turnover) of MSMEs in Tasikmalaya City. Apart from that, this research also uses secondary data in the form of data obtained from official agencies or institutions, both offline and online. The list of districts in Tasikmalaya City is shown in the following Table 1:

Table 1. List of Tasikmalaya City Districts

No.	Districts	Area (KM ²)	Population (People)
1	Cipedes District consists of 4 subdistricts, namely Panglayungan Subdistrict, Cipedes Subdistrict, Nagarasari Subdistrict, and Sukamanah Subdistrict.	9.04	82,442
2	Mangkubumi District consists of 8 subdistricts, namely Karikil Subdistrict, Cigantang Subdistrict, Sambongjaya Subdistrict, Sambongpari Subdistrict, Linggajaya Subdistrict, Mangkubumi Subdistrict, Cipari Subdistrict, and Cipawitra Subdistrict.	24.17	98,774
3	Cibeureum District consists of 9 subdistricts, namely Setiaratu Subdistrict, Kersanagara Subdistrict, Kota Baru Subdistrict, Awipari Subdistrict, Setianagara Subdistrict, Ciharang Subdistrict, Ciakar Subdistrict, Margabakti Subdistrict, and Setiajaya Subdistrict.	18.61	70,194
4	Purbaratu District consists of 6 subdistricts, namely Sukanagara Subdistrict, Sukamenak Subdistrict, Purbaratu Subdistrict, Sukaasih Subdistrict, Sukajaya Subdistrict, and Singkup Subdistrict.	12.16	45,426
5	Cihideung District consists of 6 subdistricts, namely Tugujaya Subdistrict, Tuguraja Subdistrict, Nagarawangi Subdistrict, Yudanagara Subdistrict, Cilembang Subdistrict, and Argasari Subdistrict.	5.45	72,967
6	Bungursari District consists of 7 subdistricts, namely Sukamulya Subdistrict, Sukarindik Subdistrict, Bungursari Subdistrict, Sukajaya Subdistrict, Cibunigeulis Subdistrict, Bantarsari Subdistrict and Sukalaksana Subdistrict.	17.57	61,060
7	Tamansari District consists of 8 subdistricts, namely Sumelap Subdistrict, Mugarsari Subdistrict, Sukahurip Subdistrict, Mulyasari Subdistrict, Tamanjaya Subdistrict, Tamansari Subdistrict, Setiawargi Subdistrict, and Setiamulya Subdistrict.	36.76	79,392
8	Indihiang District consists of 6 subdistricts, namely Panyingkiran Subdistrict, Parakansag Subdistrict, Sirnagalih Subdistrict, Indihiang Subdistrict, Sukamaju Kidul Subdistrict, and Sukamaju Kaler Subdistrict.	10.89	58,390
9	Kawalu District consists of 10 subdistricts, namely Leuwiliang Subdistrict, Urug Subdistrict, Gunungtandala Subdistrict, Gununggede Subdistrict, Talagasari Subdistrict, Tanjung, Cibeutu Subdistrict, Karanganyar Subdistrict, Cilamajang Subdistrict, and Karsamenak Subdistrict.	41.59	99,153

No.	Districts	Area (KM ²)	Population (People)
10	Tawang District consists of 5 subdistricts, namely Tawang Sari Subdistrict, Lengkongsari Subdistrict, Kahuripan Subdistrict, Cikalang Subdistrict, and Empangsari Subdistrict.	6.90	63,205

Source: Compilation of secondary data, processed (2023)

Tasikmalaya City is a new autonomous region which is a division of Tasikmalaya Regency. The Tasikmalaya City Government was officially established based on Law Number 10 of 2001 concerning the Establishment of Tasikmalaya City, on October 17 2001.

To obtain complete data in this research, the author collected data in the following way:

1. Surveys and direct observation

Primary data sources were obtained through surveys and observations of research objects carried out by direct observation at the research location to find out and obtain real information, data and conditions regarding this research problem.

2. Interview

This method is carried out by asking several questions to selected informants to find out several specific, clear and in-depth things that cannot be obtained through questionnaires or questionnaires.

3. Questionnaire

The questionnaire distribution method is used to obtain respondents' answers to the research variables. The questionnaire in this research contains the profile and current conditions of MSMEs. Some of the questions asked include company name, owner, date of establishment, type of company, address, commodities produced/sold, product brand, total turnover, total company assets, number of human resources (HR), marketing area, distribution/sales system carried out, business legality, and certification.

The data that has been collected is then analyzed to identify the characteristics and potential of medium, small and micro enterprises (MSMEs) in Tasikmalaya City. Processing data from survey results requires the Microsoft Excel software program as an analysis tool in the work. It is hoped that this MSME mapping will make it easier for the government, private sector and academics to carry out data collection, monitoring and research related to the development of MSMEs in Tasikmalaya City. This mapping will examine data collection, grouping, arrangement, processing and presentation of data. The output resulting from this research is presented in the form of info graphics and tables.

Results and Discussion

This research collects data on MSMEs in Tasikmalaya City from various sources. The data sources consist of primary data through questionnaires, surveys during the MSME Bazaar and business feasibility surveys. Meanwhile, secondary data was obtained from the Cihideung District Office, data from the Tasikmalaya City BUMN Home-Based MSMEs, and the Tasikmalaya City Open Data website portal in the form of industry, micro and small business data (Department of Cooperatives, Micro, Small and Medium Enterprises, Industry and Trade) via the website <https://data.tasikmalaya.go.id>.

Based on the survey results, there are several industrial centers or superior products in Tasikmalaya City, including Batik and Tempeh (Cipedes District), Embroidery (Kawalu District), Kelom Geulis (Tamansari District), and processed food (Cipedes District and Cihideung District). Based on MSME data collections in Tasikmalaya City, there are 3751 MSMEs consisting of five business

sectors, namely industry, trade, services, agriculture and livestock. However, of the 3751 data, there are 2398 data without information on the business sector. The trade business sector is the dominant business sector in Tasikmalaya City, followed by industry and services. The district with the highest number of MSMEs is Cihideung District with 2761 MSMEs, followed by Cibereum with 326 MSMEs. The district with the smallest number of MSMEs is Purbaratu District with 7 MSMEs. The mapping of MSMEs based on business fields can be seen in Table 2 as follows:

Table 2. Number of MSMEs by Business Sector in Tasikmalaya City in 2023

No	Districts	Business Field					Total	Total
		Trade	Services	Industry	Agriculture	Livestock		
1	Cihideung	594	39	7	0	0	2121	2761
2	Cibereum	36	13	0	0	0	277	326
3	Kawalu	16	6	250	0	0	0	272
4	Mangkubumi	82	9	27	0	1	0	119
5	Tawang	64	17	2	0	0	0	83
6	Indihiang	52	17	10	0	0	0	79
7	Cipedes	53	17	0	0	0	0	70
8	Tamansari	18	2	2	2	0	0	24
9	Bungursari	6	2	2	0	0	0	10
10	Purbaratu	5	1	1	0	0	0	7
	Total	926	123	301	2	1	2398	3751

Source: Compilation of primary and secondary data, processed (2023)

Data on MSMEs for each district shows that there is inequality where many MSMEs occupy only one district. If you look at its potential, every district has the potential for business development. The number of MSMEs by district in Tasikmalaya City in 2023 can be seen in Figure 1 below:

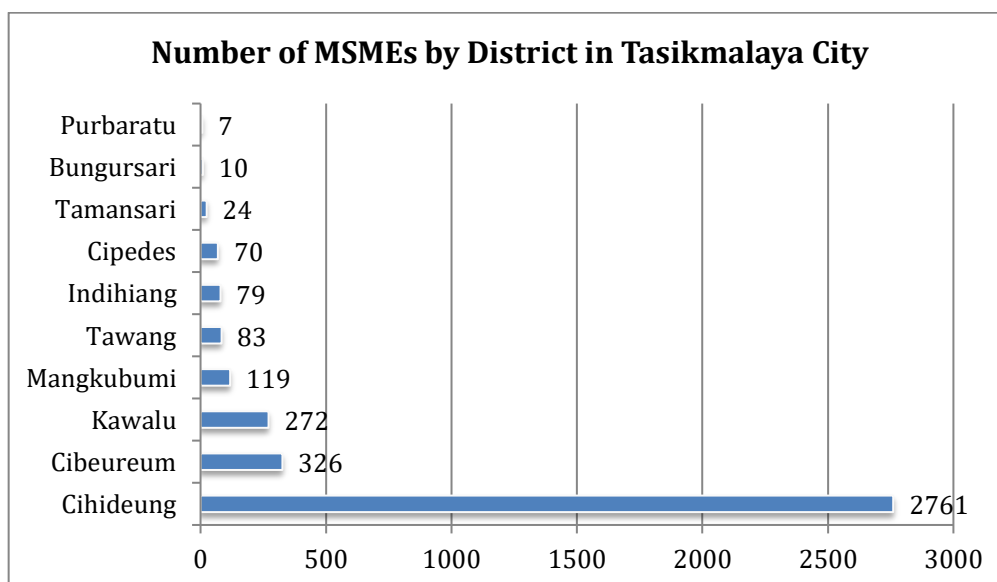


Figure 1. Number of MSMEs by District in Tasikmalaya City in 2023

Based on the business sector, there are three largest business sectors that dominate namely trade, industry and services. The trading business sector dominates in Cihideung District, reaching 594

MSMEs as a shopping tourism center which is a destination for the people of East Priangan. Meanwhile, the majority of industrial businesses are in Kawalu District with embroidery and *mukenah* (prayer robe) businesses. Then in seven other districts, the trade business sector as a whole dominates, followed by services, then industry. The following is data on the number of MSMEs based on the three largest business fields, namely:

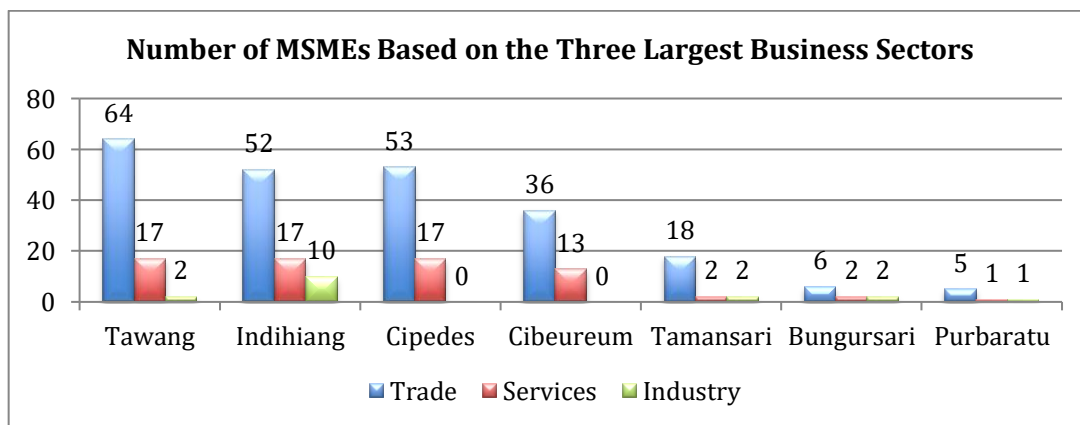
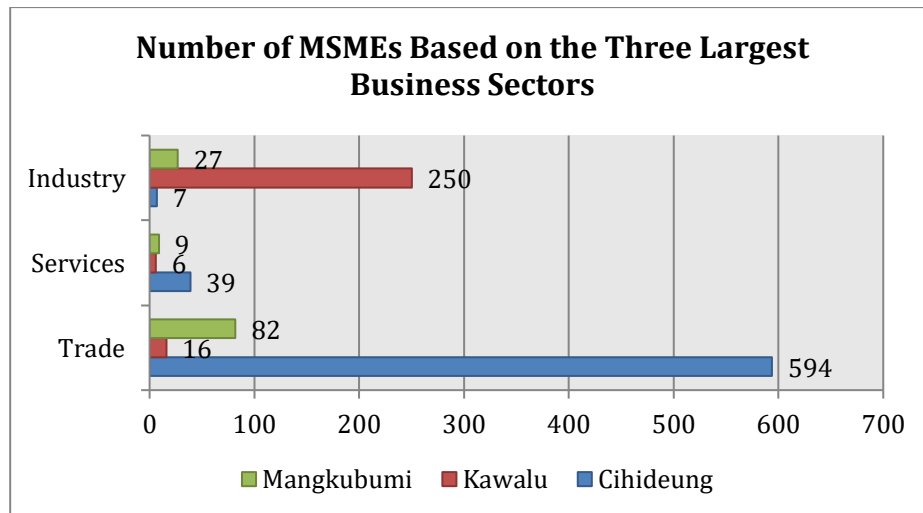


Figure 2. Number of MSMEs Based on the Three Largest Business Sectors in Tasikmalaya City in 2023

Tasikmalaya City, although geographically not as large as Tasikmalaya Regency, has great business potential because it is one of the tourist destinations, including shopping tourism for people both inside and outside the city. Therefore, detailed information on MSMEs is needed to increase the target market for these businesses. Based on the data obtained, there were only 56 percent or 1353 out of 3751 businesses that provided information related to business field details, 6 percent or 213 MSMEs with information related to sales turnover, and 1 percent (55 MSMEs) provided information via social media. This means that more than 2000 MSMEs do not provide information regarding their business

sector and more than 3500 MSMEs do not have information regarding turnover or the social media used for their business. The following is MSME data based on three related information:

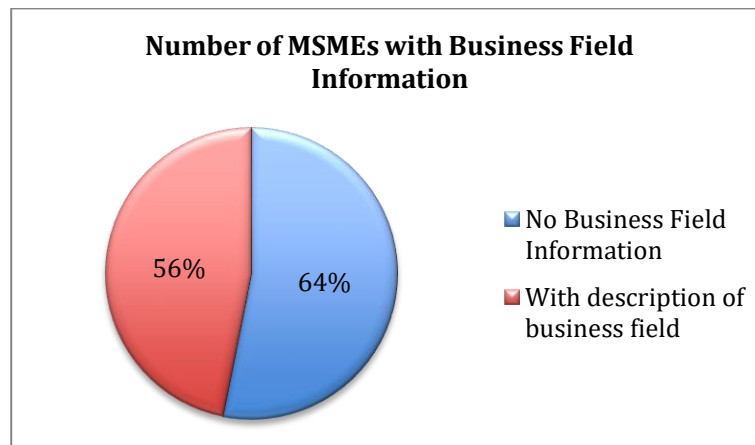


Figure 3. Number of MSMEs Based on Business Sector Information in Tasikmalaya City in 2023

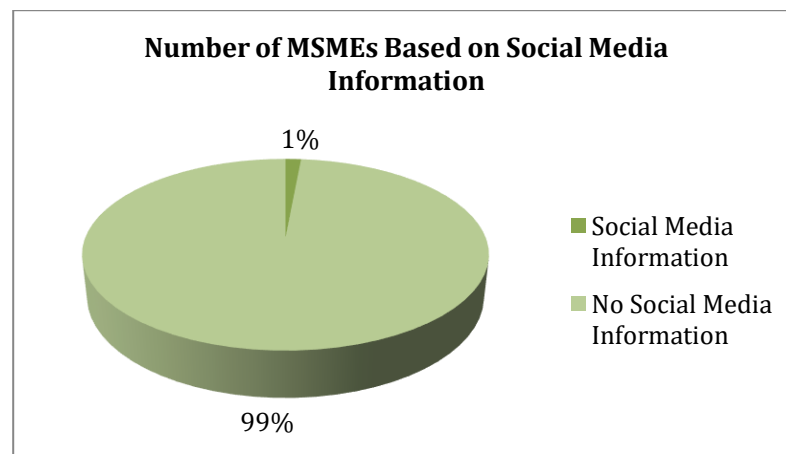


Figure 4. Number of MSMEs Based on Social Media Information in Tasikmalaya City in 2023

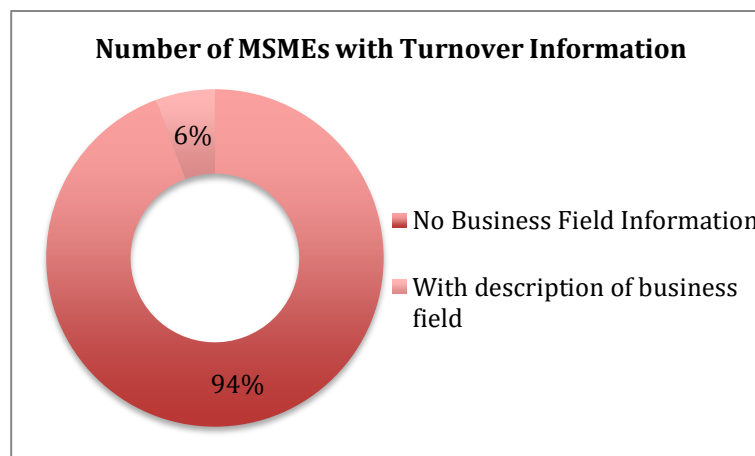


Figure 5. Number of MSMEs Based on Turnover Information in Tasikmalaya City in 2023

Based on the amount of turnover, there are four classifications, namely less than IDR 1,000,000, between IDR 1,000,000 to IDR 10,000,000, more than IDR 10,000,000 to IDR 20,000,000, and more than IDR 20,000,000. The following is data on the number of MSMEs based on turnover in Tasikmalaya City:

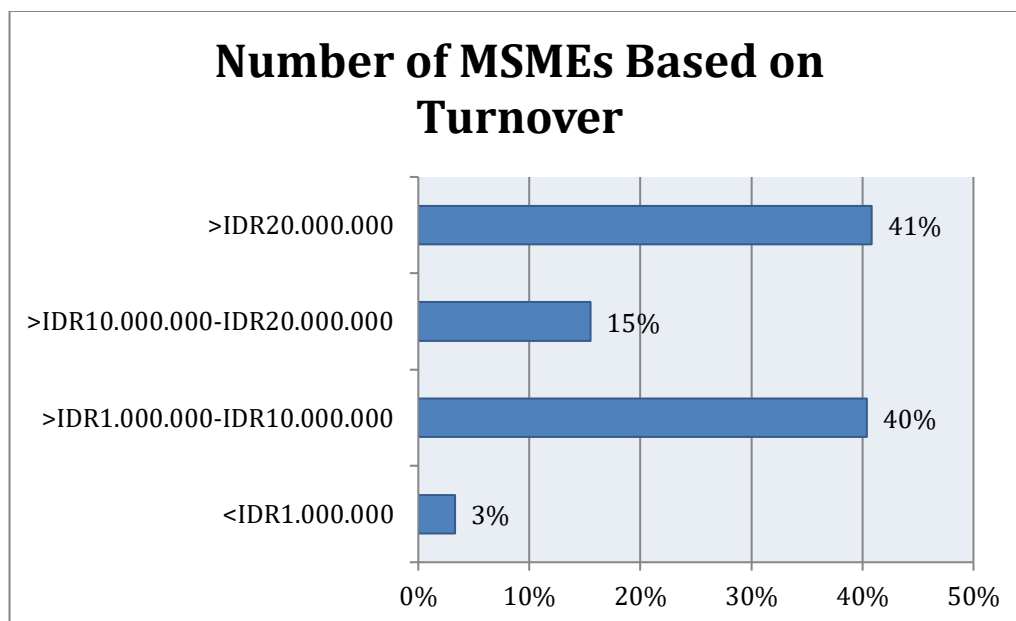


Figure 6. Number of MSMEs Based on Turnover in Tasikmalaya City in 2023

Based on Figure 6, it can be seen that only 3% or 7 MSMEs in 10 districts in Tasikmalaya City have a turnover of fewer than one million rupiah. Then, 15% or 33 MSMEs achieved a turnover of more than IDR 10,000,000 to IDR 20,000,000. MSMEs with a turnover of more than IDR 1,000,000 to IDR 10,000,000 and more than IDR 20,000,000 number 86 and 87 MSMEs respectively.

Table 3. Number of MSMEs Based on Turnover in Tasikmalaya City in 2023

No	Districts/ Turnover	<IDR 10.000.000	>IDR1.000.000- IDR10.000.000	>IDR10.000.000- IDR20.000.000	>IDR 20.000.000	Total
1	Cihideung	1	4	3	2	10
2	Cibeureum	1	15	5	2	23
3	Kawalu	0	1	2	13	16
4	Mangkubumi	0	16	2	6	24
5	Tawang	0	21	11	37	69
6	Indihiang	1	8	2	2	13
7	Cipedes	3	9	3	4	19
8	Tamansari	1	5	5	12	23
9	Bungursari	0	2	0	8	10
10	Purbaratu	0	5	0	1	6
	Total	7	86	33	87	213

Based on Table 3, it can be concluded that the number of MSMEs based on turnover information is in Tawang District with a total of 69 MSMEs. The three districts with almost 100% turnover information are Tamansari, Bungursari and Purbaratu. Based on Law of Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, it is stated that the MSME business scale is divided into three business scales based on the number of assets and sales proceeds, namely micro, small and medium. Therefore, information regarding turnover will be very important in developing MSMEs according to their business scale and so that MSME players can have the opportunity to receive appropriate coaching assistance.

Based on the scale of the business, apart from the number of assets and sales proceeds, other important information regarding the number of workers (Tasikmalaya City Central Statistics Agency, 2023) is also needed. This is important to know the impact of MSMEs on opening employment opportunities and the welfare of the surrounding community. The type of business sector of MSMEs can also determine the number of workers needed. Industries that use technology may not need as many workers, but businesses such as embroidery, fashion, food and craftsmen are likely to absorb more workers.

According to Styaningrum (2021), MSMEs have high competitiveness because they are flexible and their productivity is quite high. MSMEs are expected to help in regional economic development through managing regional economic resources, raising regional potential, creating jobs and improving the regional economy. Regional governments cannot optimally implement development policies in their regions without the role of MSME actors who help resolve regional problems supported by the implementation of regional autonomy based on a people's economic system.

Innovation needs to be carried out continuously by MSME players with the support of the government and related parties. Based on research conducted by (Chaerani et al., 2020), it is emphasized that the majority of business actors who were respondents to this research feel tight competition in their regions so that innovation and new strategies are needed in building MSMEs. Sustainable programs need to be carried out to assist and assist MSMEs so that they can survive amidst intense competition and current technology.

Several recommendations related to mapping MSMEs in Tasikmalaya City for sustainable research and development of MSMEs include: 1) There is a need for mapping based on location which includes districts and districts where businesses are located; 2) Based on business scale which includes turnover, total assets, profits and number of human resources; 3) Based on business fields such as industry, trade, services, agriculture, livestock, transportation and tourism; 4) Based on the type of product such as fashion, food and beverages, crafts, cosmetics and medicines, and furniture; 5) Based on the legality aspect, namely the existence of a Business Identification Number (NIB), PIRT (Home Industry Food) permit certificate for food and beverage products, Food and Drug Monitoring Agency (BPOM), and halal certification; 6) Based on sales distribution whether online or offline.

The Department of Cooperatives, Micro, Small and Medium Enterprises, Industry and Trade as the institution responsible for the development of MSMEs in Indonesia can make various efforts to increase strengthening and updating information on MSMEs in Tasikmalaya City. Some things that can be done include:

1. There needs to be an update to MSME data on the Tasikmalaya City open data portal. This is because currently the data available is only up to 2020 and there has been no data update.

2. It is necessary to provide comprehensive MSME data for easy mapping, research and development of Tasikmalaya City MSMEs.
3. Data updates need to be done either manually or in the Tasikmalaya City open data source.
4. Relevant agencies need to complete data instruments so that the characteristics of MSMEs can be mapped, such as turnover, assets, number of human resources, legality, halal certification, sales systems (online/offline), availability of business profiles on social media so that research and development can be carried out.

Apart from the Department of Cooperatives, Micro, Small and Medium Enterprises, Industry and Trade, initial information on MSMEs also needs to be collected through the relevant districts. This is because data collection on business legality also requires local government permission. Therefore, districts are expected to have the latest data that can be optimized for business development through various government assistance schemes for MSMEs. Several things that the district can pay attention to regarding this matter are:

1. Not all districts have a database of MSMEs in their area so it is necessary to carry out a survey from the government down to the RW level.
2. Carry out MSME mapping in the region to increase economic growth so that MSME assistance and development programs can be more targeted and evenly distributed
3. Create a database of MSMEs and update the business scale, including MSMEs that do not yet have halal certification, so that this can be facilitated.
4. Conduct outreach and provide facilities for MSMEs for business legality and certification according to their business field so that potential superior products can be developed for each district and MSMEs can be upgraded.
5. The potential for superior products in each district is supported by training and coaching to enter the global market.

The development of digitalization through various technologies currently allows MSME players to increase the capacity of their business scale through various financing. Transparency of information related to MSMEs can be a consideration for fund providers when making decisions about financing or assistance that will be carried out by related parties. Azhar et al. (2022) in their research explains securities crowdfunding as a funding method that is highly recommended for MSMEs. Securities crowdfunding is an extension of equity crowdfunding, MSMEs can issue not only shares but also bonds or sukuk to obtain funding from investors through the crowdfunding platform. Through this scheme, it is hoped that it can increase capital and generate higher turnover and profits for MSMEs if it can be optimized.

Conclusion

In general, information related to MSMEs in Tasikmalaya City can be accessed through primary data with direct observations and surveys or through secondary data available in several agencies as well as the Open Data portal of the Department of Cooperatives, Micro, Small and Medium Enterprises, Industry and Trade in Tasikmalaya City. However, this data is not yet adequate and updated. The data available is only up to 2020 per district which includes information on company name, owner's name, commodity, type and address. Important information such as turnover, number of workers, business sector, legality and other important matters have not been accommodated on the data portal.

The number of MSMEs in Tasikmalaya City that can be analyzed from research reaches 3751 MSMEs. However, only a small portion of MSMEs have complete data and information. The district with the largest number of MSMEs is Cihideung District with 2761 MSMEs and the district with the smallest number of MSMEs is Purbaratu District with 7 MSMEs. The three most common types of business fields are trade, industry and services. The legality aspect of the business is also important data that many people do not provide information about, including halal certification. Therefore, the government needs to collaborate with related parties such as the Indonesian Chamber of Commerce (Kamar Dagang dan Industri Indonesia/KADIN) Tasikmalaya City, Rumah BUMN, the Community of MSME Actors, Universities, and the media to increase outreach and facilitate MSME actors regarding legal administration and also to obtain comprehensive data.

Complete and informative MSME data can be used by the government, private sector, universities or related parties to develop research and growth of MSMEs in Tasikmalaya City. Superior products in each district need to have increased assistance and financing support to reach markets on a national and global scale. Tasikmalaya is a city with tourist destinations and is also a business center for the people of East Priangan.

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