

CHAPTER I

INTRODUCTION

1.1 Background

Syahrul Efendy (2019) BUMDes is a Village-Owned Enterprises business entity originating from Village assets that manage assets, services and other businesses for the maximum welfare of the Village community. The establishment of BUMDes aims to drive local economic development at the village level. The local economic development of this village is based on the needs, potentials, capacity of the village, and the participation of capital from the village government in the form of financing and village wealth with the ultimate goal of increasing the economic level of the village community.

The basis for establishing BUMDes as a locomotive for development in villages is based more on government and village community initiatives based on the principles of cooperation, participation, and emancipation of the village community. BUMDes are expected to be able to drive economic activities in the village which also function as social and commercial institutions. BUMDes as a social institution sides with the interests of the community through its contribution in the provision of social services, while as a commercial institution BUMDes aims to seek profits to increase village income.

The establishment of a business entity owned by the village of Kuala Alam, Bengkalis District, Bengkalis Regency is intended to accommodate the community's economic efforts, be able to provide services to the community, drive the village economy and contribute to village income.

Teguh Prasetyo et.al (2018) MSMEs are micro, small and medium enterprises. Based on Law number 20 of 2008, micro enterprises are productive businesses owned by individuals or individual business entities with a maximum total asset of 0 to Rp 50 million and a total turnover of 0 to Rp 300 million. Small business is a productive economic business that stands alone carried out by individuals or business entities but is not a subsidiary with total assets of more than Rp. 50 million to Rp. 500 million and a total turnover of Rp. 300 million to Rp. 2.5

billion. Medium-sized enterprises are productive economic enterprises that stand alone carried out by individual branches or business entities that are not subsidiaries with a total net worth of more than Rp. 500 million to Rp. 10 billion and a total turnover of Rp. 2.5 billion to Rp. 50 billion.

Sriyana (2010) notes that micro, small and medium enterprises (MSMEs) have an important role in the local economy. This is shown by the ability of MSMEs to drive regional economic activities and provide employment. However, MSMEs still face various fundamental problems, namely problems with the quality of marketing products and business sustainability. Various breakthrough policies are needed to cut the chain of problems faced by MSMEs, in particular to overcome several obstacles in the field of product development and marketing. The regulations from the government that are needed to provide opportunities for the development of MSMEs include improved facilities and infrastructure, banking access and improvements to a better economic climate to support and increase their competitiveness and to increase market share.

Indonesia is one of the countries included in the category of developing countries. Regions in Indonesia are starting to develop the industrial sector, thereby narrowing the gap with the agricultural sector. The process of industrialization and industrial development is actually one of the ways to improve people's welfare in terms of a more advanced level of life and a better standard of living (Arsyad, 2010).

MSMEs is currently an option that is quite attractive to most Indonesians. The lack of job opportunities offered by companies is the main thing why MSMEs are mushrooming nowadays. The formation of MSMEs is also considered effective in assisting the government in overcoming unemployment, which is increasing every year.

One type of MSMEs that is growing quite rapidly is the culinary business, the culinary business is a type of business that will always be in demand all the time, the reason is because food is a basic human need that cannot be separated from our lives. This culinary business also has many categories, ranging from snacks, drinks, to staple foods. All categories in the culinary business have very good potential, depending on how we market them.

Kuala Alam Village which is located in Bengkalis Regency is one of the villages that develops its MSMEs products. Kuala Alam Village has many superior products that have quality. The best known product is LomekSalai. LomekSalai is much favored by the Bengkalis community. Apart from lomeksalai, handicrafts are woven products or handicrafts made from pineapple and pandan leaves. In addition, they also process ingredients from shrimp. They make products such as Shrimp crackers, Shrimp paste, shrimp meatballs, Shrimp paste crackers, Shrimp Nugget, Lomek Nugget, Lomek crackers, Lomek meatballs Bilis crackers, and Lomek salai.

MSMEs products that are produced are purchased by BUMDes Kuala AlamBengkalis to be resold with higher quality packaging at an appropriate price. Demand for Kuala AlamBUMDes. If demand continues to increase, the products produced will also increase. Products produced by MSMEs are produced manually with local raw materials or products from the village of Kuala Alam.

Based on the description put forward by the author above, this research is made to determine which MSMEs products are in great demand by consumers, through a study entitled "Analysis Of MSMEs Product Sales In Village-Owned Enterprises (BUMDes) Kuala AlamBengkalis ".

1.2 Formulation of the Problem

Based on the above background, the problem to be studied can be formulated, namely: "How the Sale of MSME Products sold at BUMDes Kuala AlamBengkalis and which Products are in great demand by Consumers".

1.3 Purpose of the Study

Based on the formulation of the problem above, the purpose of this study is to determine:

1. To find out the number of kuala Alam MSMEs products sold in BUMDes Bengkalis.
2. To find out kualaAlam MSMEs wich product with highest sales.
3. To find out the problems in selling products of Kuala Alam MSMEs product sold.

4. To find the solution to the problem of selling Kuala Alam MSMEs products sold.

1.4 Significance of the Study

The Aauthor hopes that the Research can be useful. The Benefits of this research are:

1. For the BUMDes
The results of this study can be used as a reference or guide for BUMDes to determine the sales of MSMEs products.
2. For Researchers
This research can be used as material for experience, knowledge, and as a guide for completing the Final Project which is one of the requirements for completing Diploma IV in the International Business Administration study program, Department of Business Administration. It is hoped that this final research can be used as a means to increase the development of creativity in conducting research and author innovation.
3. ForBengkalis State Polytechnic
For the Bengkalis state polytechnic, it is hoped that it will serve as a reference for other research in the future.
4. For the Community
This research is expected to provide insight in the form of a final project that can be used to broaden knowledge in conducting research activities in comparing facilities and prices in the hotel business.
5. For Other Parties
The results of this study are expected to contribute to the development of studies on comparison of facilities and prices and can be used as additional information in further research on the same theme.

1.5 Scope and Limitation of the Problem

So that the research does not become broad and the scope is clearer, the following are the limitations of the research problem:

1. This study only focuses on existing sales data at MSMEsKuala Alam.

2. This research was only conducted on the people of Kuala Alam who run the MSMEs.

1.6 Writing System

The systematics of writing from the results of this study can be described in each chapter, namely as follows:

CHAPTER I: INTRODUCTION

In chapter 1 explains the background of the problem, problem formulation, research objectives and the systematic writing of a study in the final research report.

CHAPTER II: LITERATURE REVIEW

In chapter 2 explains about previous research and theoretical basis in this final research contains the theory that underlies the research that comes from books / literature published nationally or internationally for at least the last 10 years.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

Chapter 3 describes the identification of the location, time and object of research, types and sources of data, population and samples, sample collection techniques, data collection techniques, data processing techniques, scale measurement, validity and reliability testing, data analysis methods, research hypotheses, models research, research type, concept definition and operational variables, as well as research schedule and budget.

CHAPTER IV: RESULTS AND DISCUSSION

In chapter 4 explaining the results of testing, discussion and limitations of research results, discussion of the results obtained is made in the form of theoretical explanations, either qualitatively, quantitatively or statistically.

CHAPTER V: CONCLUSION AND SUGGESTIONS

In chapter 5 explains the conclusions and suggestions from the research that has been carried out.

REFERENCES

APPENDICES

WRITER BIOGRAPHY

