

The Efforts of the Nagari Cubadak Government in Economic Development Through Empowerment Programs Micro Small and Medium Enterprises

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Abstract. The problem is how the economics of the Cubadak Nagari community depends on the Nagari government program. Many MSMEs are growing and need to be managed by the nagari government. This study aims to explore the government's efforts in developing the economy of the Cubadak Nagari community. This study uses a qualitative approach by collecting data through in-depth interviews with Wali Nagari Cubadak. The results of the study indicate that the government of Nagari Cubadak is structuring MSMEs, including boarding and lodging services, opening and developing various tourist objects, and increasing religious activities. In addition, the nagari government also develops human resources, improves facilities for various commodity products and services. Then, the nagari government maximizes tax collections and other community contributions which causes Nagari Cubadak to become a nagari with achievements and a harmonious community life.

Keywords: Cubadak Nagari Government; Economic Development; Empowerment MSMEs; Harmonious Life

1 Introduction

The economy of a region can develop well if it is managed in accordance with the program and business assistance. Regions in West Sumatra Province consist of regencies/cities, then divided into various sub-districts, and further divided into Nagari-Nagari. So that in West Sumatra, a government that is smaller than the sub-district government is called the Nagari Government. Each nagari has a program in the context of economic development and improving the standard of living of its people. Not only local government programs that are owned for economic development, but the nagari government itself should be the main economic actor either directly or indirectly, which can be done through government-owned enterprises. If the management is from and is centered in the state capital, the government-owned business entity is called BUMN, in the Regency/City area, the government-owned company is called BUMD, and if the company is located in a village or nagari, it is called BUMNag.

Business entities managed by Nagari or BUMNag also carry out economic activities such as producing and distributing various types of goods and services. The products made are various types of pastries and are sold in stalls. Residents of the community also produce various types of food which are sold directly in shops. From the information compiled, there are hundreds of shops and about 60 boarding houses in the Cubadak village. Economically, the activities of the Cubadak Nagari community are dominant with their livelihoods as farmers and

traders, although many are also civil servants and private sector employees. Nagari Cubadak as the gateway to Batusangkar City when coming from the direction of Padang, makes Nagari Cubadak as a traffic center, so that on the edge of the highway, shops, shops, and micro, small and medium enterprises are growing rapidly. In addition, Nagari Cubadak is also an outstanding nagari so that it becomes the representative of Luhak Nan Tuo Regency for local, provincial, and national events.

To carry out the activities of the Nagari government that have been programmed, the government provides financial assistance. Based on the data, West Sumatra received the 2021 Village Fund of IDR 992 billion which was allocated to 928 nagari in 14 districts / cities in West Sumatra. Based on the allocation of Nagari funds in 2021, the Cubadak Nagari, which is located in Tanah Datar Regency, Limakaum District and is the smallest among the five existing Nagari, which is 3.13 Km², receives an allocation of Nagari Funds (ADN) of Rp. 624,675,000. Among the functions of using nagari funds are to promote the activities of the nagari apparatus which always provide services to the model of government activities, to develop the activities of the people based on the authority of the nagari government. Then the allocation of Nagari funds also aims to increase income equality, job opportunities, and business opportunities for Nagari residents (Perda Kab. Tanah Datar No. 4 of 2021).

The District Regulation also explains that the main decision on the use of Nagari government funds is carried out by evaluating the description of regional development activities planning specifically for national economic stabilization, national programs, and adjusting the current Nagari model in line with the Nagari SDGs (Regulation of the Tanah Datar Regent Number 7 of 2021) . In the regent's regulation, it was explained that the SDGs of Nagari were a comprehensive effort to make the Nagari free from poverty and hunger, the Nagari economy was balanced in its growth, Nagari were aware of the importance of Health, Nagari were aware of the importance of the Environment, Nagari were aware of the importance of Education, Nagari were respectful of women , Nagari that have a network of cooperation, and Nagari that are culturally selective in boosting the realization of the ideals of sustainable development.

Implementation of village government planning and community empowerment will increase the competitiveness and independence of the nagari. According to Syamsul Dwi Ma'arif, 2021, suggesting that community empowerment is an effort to increase the capacity and position of a group of people who experience poverty and underdevelopment. Therefore, community empowerment efforts are intended to build the ability of the community, especially to carry out economic activities optimally by encouraging, encouraging and increasing their confidence and growing their potential. In another concept, it can also be said that community empowerment is an economic and social development activity.

Several concepts in economic development are known as people-centered, participatory, empowering and sustainable. The people-centered concept is the concept of economic development and development and is community-centered. The participatory concept is an economic development that involves community contribution and participation. Empowering and sustainable concepts are based on economic development strategies that are centered on community strengthening and are continuous in nature. The economic development of the nagari population is an action by the local government with its residents structuring the resources they have and then making a new place of work so that it can foster economic growth in the region (Mudrajat, 2004, p.120). For local or regional economic growth, starting from the development of the nagari economy with the aim of boosting the level of job opportunities for the regional population/nagari. The development of the nagari economy in general is in the MSME and agricultural sectors, as well as the tourism sector.

Empowerment of the Nagari community in the context of improving the welfare, dignity and meaning of local community life by structuring spiritual activities, fostering customary personality and cultural values, protecting women, children, and the younger generation. Furthermore, the development of the nagari economy is carried out by procuring, increasing and providing assistance in production equipment, financial assistance, and increasing production capacity through internships and workshops. Activities carried out are in the form of training programs and development of agricultural, livestock and fishery products. The main objective is to grow and hone the skills of the population by increasing the productivity of business results in the economic field and encouraging residents to follow an intensive and productive model.

The reality that is happening in the Cubadak village is increasing the production of superior products in the micro, small and medium business sector, for example sweet potato crackers, taro crackers, serundeng and dakak-dakak. In addition, the number of rented houses and boarding houses is also increasing. There are 60 boarding houses for students in Nagari Cubadak, approximately 600 rooms with a capacity that can accommodate about 1500 students (interview with Wali Nagari Cubadak, June 2021). Then in the tourism sector, there are more tourist attractions, for example Tabek Gagam Tourism Object which is used as a biduak runway and fishing pond equipped with culinary delights around it, and a significant increase in the number of MSMEs, around 100 new small businesses, including corn randang and cubadak randang.

The formulation of the research problem is how the efforts of the Cubadak Nagari government to develop Nagari's economy through government programs by empowering and structuring micro, small and medium entrepreneurs (MSMEs) and what factors contribute to Cubadak Nagari becoming an accomplished and economically advanced Nagari. So that the purpose of the research is to explain the programs and activities carried out by the Nagari Cubadak government in advancing the Nagari economy and carrying out government programs, empowering the community, carrying out economic activities through Nagari-owned enterprises (BUMNag), so as to make Nagari Cubadak a economically advanced, high achiever, and have a harmonious society.

2 Method

This research was conducted using a qualitative approach, namely by conducting in-depth interviews with Wali Nagari Cubadak as the key informant of the research. The qualitative approach was chosen because it considers the problems in the background of the research which are still basic assumptions that require deeper exploration in order to obtain more detailed and concrete information. Deductive qualitative approach is carried out by studying technical literature, namely literature that provides background material that compares findings from actual data obtained and provides certain functions such as providing theoretical and conceptual frameworks that are used as guidelines (Cresswell, 2009). The location of the research was carried out in Nagari Cubadak, KM 6 from the center of Batuasngkar City, where this location is next door to Nagari Parambahan which has a state university, namely Campus II IAIN Batusangkar. The use of primary data is more dominant in this study.

The subjects of this research are Wali Nagari Cubadak, two businessmen, two community members, and two academics. The dominant data collection used is interviews and is added with observation and documentation. Then the data were analyzed using the Miles and Huberman model, namely data reduction, data presentation, data verification and drawing conclusions. In

order for the results of this study to have a high level of trust, the researchers used the triangulation technique. The data triangulation used is source triangulation by cross-checking one data with another and validating the results so that the data obtained can be further processed, processed, interpreted, and drawn a conclusion.

3 Results and Discussion

3.1 Structuring and Empowering MSMEs

The government of Nagari Cubadak strongly encourages the business progress of small traders. The government's contribution is felt and supported by other stakeholders, such as traders' associations and farmer groups. As stated by (Sinaga et al., 2020), that the pattern of empowering MSMEs can come from four sectors, namely: the government sector, the private sector, the financial institution sector, and the MSME association sector. As state (Wildan, 2021), that the government is the main institution in the development of MSMEs.

The Nagari Cubadak government stipulates the superior products of the nagari, such as sweet potato crackers, serundeng. The tangible form of assistance from the nagari government is providing capital assistance to MSME entrepreneurs in an effort to increase family income (UP2K), for example, UP2K Kami Saiyo received a total assistance of Rp. 50 million consisting of land, physical buildings, stoves, kitchens, storefronts. Meanwhile, UP2K Bundo received land assistance, physical buildings, clotheslines, stoves, exhibition ovens. Then it was also explained by Wali Nagari Cubadak that Yolanda and Bundo SMEs received grant assistance from the provincial government and also from the district government through the agricultural service. Cooperation is also with BLK, where each UP2K gets a sweet potato cutting machine. Wali Nagari Cubadak also said that the Pokir funds obtained amounting to fifty million rupiah were also given in the form of cooking utensils.

The government of Nagari Cubadak also arranges lodging, rental houses or boarding houses. With the existence of the 2nd IAIN Batusangkar campus in Nagari Parambahan, which is directly adjacent to the Cubadak village, the residents' houses are rented out by students. So boarding houses grow quickly. The mayor of Nagari Cubadak said that the Nagari government had recorded boarding houses and rented houses in the Cubadak village, as of the end of the first semester of 2021 there were 60 owners of boarding houses in Cubadak Nagari, with a total of approximately 600 rooms, which can accommodate around approx. 1500 people. This number continues to increase every month. This finding is supported by research results (Sinaga et al., 2020) that the importance of regulation of business behavior and stakeholders.

3.2 Opening dan Developing Tourist Attractions

The government of Nagari Cubadak also develops tourism potentials in Nagari Cubadak. Mr. Wali Nagari explained that there is a Tabek Gagam tourist attraction which is crowded with local tourists. At the Tabek Ganggam tourist attraction, there is often a Big Dipper race and fishing mania competition. Then also managed the existing culinary. So that visitors also easily get breakfast, lunch or other snacks.

Then the guardian of Nagari Cubadak also explained that to support tourism development activities by preserving cultural values, then holding attractions or competitions that were thick with traditional values such as pacu jawi, pacu karuan, and climbing areca nut. Some tourist destinations are also managed by the community but still provide a levy to the nagari government. The results of the study (Sidik, 2015), strengthen this finding by suggesting that

village tourism will be able to improve the community's economy and local revenue (PAD) for the government.

3.3 Increasing Religious and Citizenship Activities

Nagari Cubadak has 4 mosques and 7 prayer rooms. In addition, it also has a land that is intentionally made for the practice of Hajj and Umrah rituals. Ordinary lectures and recitations are often carried out by the Wali Nagari. Religious gatherings are often held such as wirid Yasinan, complex, tribal, clan and community gatherings. Many sports activities are programmed and implemented by Wali Nagari Cubadak, such as elderly gymnastics which makes the body healthy, strong and vibrant. Then there are also PKK activities that foster an entrepreneurial spirit, skill activities, crafts, youth activities, art studios, allegorical parades, so that the nagari displays all elements and elements. Activities to organize and improve public perceptions need to be carried out, in line with what was stated (Ahmad & Hardianti, 2020), that the government must be able to create and grow positive perceptions from its own local residents. In addition, the nagari government also promotes semi-commercial activities by preserving cultural values, holding competitions and events for pacu jawi, spur biduak, climbing areca nut, and other events.

3.4 Human Resource Development

The Government of Nagari Cubadak conducts human resource development, not only for the nagari apparatus but also for the community and business people and entrepreneurs belonging to MSMEs. Various seminars are held and training or workshops are given to business people to improve their skills. An example of developing human capital for direct business development can be seen in Mr. Wali Nagari Cubadak, who never gets tired of going to college and studying, he has earned seven college degrees and currently has a doctorate degree from UIN Padang. This result is in line with (Diantika & Astanto, 2020), who stated that the importance of regulation and example from the government and combined with contributions from the community.

4 Conclusions

The efforts of the nagari government are very concrete in developing the community's economy. Wali Nagari Cubadak has made various efforts to encourage economic growth. Starting from the management and empowerment of MSMEs, opening and developing tourism objects, improvement and religious and civic activities, by greatly integrating the Wali Nagari with the community, developing human resources to increase human capital in knowledge and business skills which was directly exemplified by the Wali Nagari himself. Then also maximize the collection of taxes and other levies as capital for the development of the Nagari economy which makes the Cubadak Nagari perform at the local, regional, and national levels.

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