

**PRODUCTIVITY OF THE COMPANY IN THE BUSINESS OF TRADITIONAL
MARKET TRANSLATORS THROUGH THE LITERATURE OF UMKM
MAJALANGU VILLAGE**

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ABSTRAK: Peran yang dimainkan oleh masyarakat dalam sektor Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki signifikansi besar dalam upaya menangani angka kemiskinan di Indonesia. Masyarakat memiliki kontribusi yang substansial terhadap perekonomian mereka sendiri, salah satunya melalui aktivitas berdagang. Penelitian ini bertujuan untuk mengeksplorasi sejauh mana masyarakat Desa Majalangu berperan dalam mengikuti standar UMKM, dengan menggunakan metode kualitatif. Pendekatan ini memungkinkan peneliti untuk memahami dengan lebih mendalam kondisi alamiah obyek penelitian, yaitu kegiatan ekonomi masyarakat. Di Desa Majalangu, terletak di Kecamatan Watukumpul, Kabupaten Pemalang, sebagian masyarakat terlibat dalam berdagang untuk memperoleh penghidupan bagi keluarga mereka. Tidak hanya itu, semangat dan dedikasi keras juga menjadi ciri khas dalam usaha mereka untuk mencapai kesejahteraan hidup.

Kata kunci : UMKM, Masyarakat, Usaha, Dagang, Ekonomi.

ABSTRACT: The role played by society in the micro, small and medium-sized enterprises (MSMEs) sector has great significance in efforts to address poverty figures in Indonesia. Societies have a substantial contribution to their own economies, one of which is through trading activities. The study aims to explore the extent to which the Majalangu Village community plays a role in following the UMKM standards, using qualitative methods. This approach allows researchers to understand more deeply the natural conditions of the research object, that is, the economic activities of the community. In the village of Majalangu, located in Watukumpul, Pemalang district, some people are engaged in trade to earn livelihoods for their families. Not only that, the enthusiasm and dedication are also characteristic in their endeavours to attain the well-being of life.

Keywords : UMKM, Community, Business, Trade, Economy.

1. INTRODUCTION

Several researchers have been studying a lot and trying to provide input for the development of UMKM in Indonesia. These researchers were conducted by Supriyanto (2006:1) and concluded in their research that UMKM could be a solution to poverty reduction in Indonesia. Poverty reduction through the development of UMKM has quite a good potential, because it turns out that the UMKM sector has a big contribution in the

absorption of labor, that is, absorbs more than 99.45% of the labor force (Yuli Rahmini Suci, 2008).

The main problems faced by UMKM towards digitalization are still low human resources and unequal access to technology, so to face these challenges there must be support and education to business operators who want change. The effort to realize UMKM facing the digital age must be an empowerment movement (Fuadi et al., 2021).

(Pigg, 2002) stated that UMKM can be used as a partner to introduce digital economy services so there is a novelty in accessing digital financial services. Social movements in the form of social enterprises become an empowerment model that provides innovation for the survival of UMKM in the face of the digital economy, as well as requires the involvement of governments, e-commerce actors, and the public in providing sustainable support to UMKM (Fuadi et al., 2021).

The UMKM actors become the main actors in the process of support regarding the increased capacity of digitalization so it is necessary to participate directly in the decision-making between the service provider and the UMKM actor so that the formulation of the policy can be in line with the objectives that want to be achieved means in the empowerment process a strong commitment is required both of the social service providers of the empowering parties and the authorized parties of UMKM (Fuadi et al., 2021). Along with the advances of the era and the era of openness to communication, traditional food has also suffered the negative impact of globalization, i.e. marginalization. Traditional food has begun to be abandoned by locals who have turned to imported food (Nurhayati et al., 2016).

The government, through the Creative Economy Agency (CEB), believes that the creative economy can be substantially a form of sustainable economic development. The great message that the creative economy offers is the optimization of resources that are not only renewable and unlimited, but also ideas, talents and creativity. The direction of development of creative industries focuses on the field of creative cultural enterprises, creative enterprises or intellectual property rights that are continuously ongoing with collaboration from the government sector, business, community and academics or known as the quad helix (British Council, 2010) (Lauria et al., 2014). UMKM as the largest informal sector driver in Indonesia with the largest number of employers has an important role in the economic system. Cole, Sampson, and Zia (2010) revealed that there are some of the fastest ways to move economies in emerging markets, namely by focusing on the development of the informal sector (UMKM) that will impact on rising middle-class income (Lauria et al., 2014).

An entrepreneur's motivation is essential to be able to try or develop his business. With a high motivation, he can have expectations that match his personality. This entrepreneurial motivation basically is to do an activity for himself because he wants to get pleasure in doing business or to do business just to find experience or to add insight into doing business (Kewirausahaan et al., 2016).

Along with the increase in population and the shift in the era of industrialization, new problems arise in it too. Unemployment is caused by the excessive proportion of job seekers at all levels of education, from the primary level to the university, which is not comparable to the job available, not only in Indonesia, but also around the world and in various sectors, including industry, mining, transportation, etc. (Saiman, 2009: 22) (Noviantoro & Rahmawati, 2017).

2. METHOD

2.1 Second-Level Heading

The method used in this research is to use the method of qualitative research, i.e. the method used to study the condition of natural objects, (as its opponent is experiment) where the researcher is as the key instrument, sampling of data sources is done in a direct approach, data analysis is inductive/qualitative, and the results of the quality research emphasize the true meaning (Sugiyono:2015: 15).

2.1.1 Third-Level Heading

In this sense, social reality is seen as something integral, complex, dynamic and meaningful. In qualitative research, data collection is not guided by theory but by facts found at the time of field research. Therefore, data analysis is inductive based on the facts found and can then be constructed into hypotheses or theories. So in qualitative research perform data analysis to build hypothesis, whereas in quantum research do data analysis for testing hypotheses. Qualitative methods are used to obtain in-depth data, a data that contains meaning. Meaning is the actual data, the certain data that is a value behind the visible data, therefore in qualitative research does not emphasize generalization, but more emphasizes meaning. That is, the results of the research can be used elsewhere, whereas the site has no very different characteristics(Mentor, n.d.).

3. RESULT AND DISCUSSION

3.1 Entrepreneur

The behavior of an entrepreneur is: (1) Being confident (stable, not dependent on others, good personality, optimistic about work; (2) Being task- and results-oriented (resourceful, profit-orientated, stubborn and determined; (3) Being highly motivated and hard-working; (4) Take risks (energetic and initiative, take risks, love challenges, behave as a leader, can respond to advice and criticism); (5) Being original (innovative, creative and flexible, versatile and knowing a lot of things); (6) Being forward-looking (optimistic in the future) (Latief, 2017). The ethics required by the perpetrators of the UMKM against the various parties, in order to the purpose of their endeavours(Wicaksono & Stiningsih, 2021)

3.2 Labour

Labour productivity is a barometer of how far workers are used effectively in a production process to the expected output. One of its supporting elements is the working age rate. Workers with a productive age rate of 15 to 50 can quickly adapt to new tasks and are easy to understand and use technology. But the other thing is with the workers of the non-productive age, where the physical abilities are obviously decreasing and it is difficult to adapt to technology, so the productivity of the work will decrease(Ukkas, 2017).

3.3 Work

The workforce in the construction industry is an important factor in measuring the performance of a company. It's because the construction work absorbs quite a lot of labor in its completion. Therefore, the company is interested in knowing the performance of its workforce to increase its profitability. This can be realized when you understand how to measure the labour productivity index. In this case, when the completion of the same kind of work, the productivity is measured in different ways, the results cannot be directly compared. This requires a standard of measurement that can be used as a reference for service providers and users(Karya & Sipil, 2014).

3.4 Studi

Studies that have been carried out on the impact of overtime on labour productivity have shown a decrease in productiveness, resulting in higher labour costs. However, how much productivity has fallen, and how much cost increases have taken place, especially in construction work in Indonesia, has not been sufficiently researched in depth. In the study the results of which are presented in this paper, the notion of overtime is to work after normal working hours, i.e. after 4:00 p.m., without any minimum time limit. As for labour productivity, it is defined as the volume of labour produced by labour per unit of time (Sumarningsih, 2014).

4. CONCLUSION

In the article above, it can be concluded that some people in the village of Majalangu, Watukumpul, Pemalang district, carry out trading activities in order to connect economic life for the family, they start trading activities from sunrise to daylight or until their trade is exhausted. One of the commercial activities that has been thoroughly examined is with the making of cakes that shows that it turns out to make cakes is very training patience, because many stages have to be done to produce delicious cakes and much loved by the community around. The advantages of making these cakes are enormous, as is the quality of keeping awake so that the public interest increases.

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