

Research Article

# The Role of the Village Government in the Development of MSMEs in Torosiaje Village, Popayato District, Pohuwato Regency

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**Abstract:** This study aimed to determine the Role of Village Government in developing UMKM and factors influencing the development of UMKM in Torosiaje Village, Popayato Subdistrict, Pohuwato Regency. The study used a descriptive method with qualitative research in which its data collection techniques used were observation, interviews, and documentation. Meanwhile, the data analysis was carried out through data reduction, data display, and conclusion drawing. The study findings indicated that the role Of government was crucial in the development of UMKM, where it ensured acces to capital, expanded market access, regulation,and digitalization. In addition UMKM also had several factors influencing their development, including internal, external.

**Keywords:** MSME Development; Torosiaje Village; Village Government.

## 1. Introduction

Micro, small and medium enterprises (UMKM are an integral part of the Indonesian society. Because of their significant value and contribution as a means to drive economic growth and income and equitable distribution of community welfare, UMKM also play a very active role in the development of a region by maximising their potential by minimising risks. This allows them to increase their business and reduce unemployment. UMKM are a major influence on state revenue. In addition, UMKM are also beneficial for Indonesia's economic growth, UMKM are also able to improve the level of community welfare and reduce unemployment. Because many UMKM are able to create jobs and employ millions of workers. UMKM play an important part in development and economic growth.[1]

UMKM (Micro, Small, and Medium Enterprises) in the village are small businesses that operate in rural areas. Generally, UMKM in the village of Torosiaje can consist of various types of businesses such as home industries, fish farming, and handicrafts. However, in its development, UMKM in the village of Torosiaje are still considered underdeveloped, even though the potential as a tourist village should be one of the opportunities to develop MSME products in the village of Torosiaje.

Torosiaje Village, Popayato District, Pohuwato Regency, is one of the villages with potential in developing UMKM. Torosiaje Village is known for its productive capabilities, where the local community has already started many businesses such as home industries producing food products, handicrafts, and more. The location of Torosiaje Village in the Popayato District is very unique because it is situated above the sea, which means that the native residents of Torosiaje Village and visitors do not use vehicles but instead walk on bridges or use sea access (boats) to carry out daily activities.

Based on the results of the research survey conducted by the author regarding micro, small, and medium enterprises in Torosiaje Village, the support from the village government in providing assistance, both in the form of facilities and infrastructure development for the advancement of UMKM, as well as helping to develop business networks and marketing, has not been maximized. Moreover, the government has not been able to act as a facilitator,

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regulator, catalyst, modernizer, and good pioneer who can encourage the community to participate in developing UMKM and enhancing the human resources (HR) in the village. Lastly, the village government has not been able to promote the flagship products of UMKM, as promotion itself is a very important strategy in the development of UMKM.

In the implementation of MSME development, UMKM play an important role in the economy, especially in creating job opportunities and improving the welfare of the community. However, UMKM still face various obstacles or problems, such as limited access to capital, low financial literacy, intense competition, business management, and limited technology and innovation. In addition, complex regulations, limited market access, and a lack of complete human resources also pose challenges. Therefore, support from the government and various parties is needed to enhance the competitiveness and sustainability of UMKM in the modern era.

**Table 1.** Number of UMKM in the Year 2020-2025

No.	Type of Business	2020	2021	2022	2023	2024
1.	UMKM	47	55	40	36	82

Data Source: Village Office

From the results of the table above, it shows that the growth of UMKM from 2020-2021 experienced both progress and decline. The progress and decline are dynamic and variable. It can be seen that the growth of UMKM from 2020 to 2021 experienced an increase, although the increase was not significant, it still affected the economy of the residents. Then, from 2022 to 2023, there was a decrease in the number of UMKM from 40 to 36 MSME actors, and in 2024, the number of UMKM increased.

UMKM in Torosiaje Village play an important role in the local economy, but their development often experiences fluctuations. Some of the contributing factors include limited capital, lack of business management, minimal product innovation, and insufficient utilization of digital marketing. In addition, environmental pollution due to waste also affects the MSME sector, especially in the fisheries field. Therefore, collaborative efforts between the government, financial institutions, and business actors are needed to improve access to capital, management training, and the utilization of technology to support the sustainability of UMKM in this village.

## 2. Literature Review

### 2.1. Village Government

The village government is a governmental institution responsible for the management of an area at the village level. The village government is led by the village head, assisted by the village secretary and other village officials as elements of village government administration. In this case, the village government plays an important role in developing SMEs at the village level. The government is an organization that has the power to create and enforce laws and regulations in certain areas. The Great Dictionary of the Indonesian Language defines governance as a system of executing orders and ruling.

The village government consists of the village head and village officials. The village apparatus consists of the Village Secretary, field technical implementers, territorial elements, and other village apparatus adjusted to the needs and socio-cultural conditions of the local community, and the village secretary is filled by a Civil Servant (PNS) who meets the requirements.

The village government, which acts as the leader of a village and also as the organizer of development in the village, must have the responsibility for the changes that will occur in that village, both changes within the community itself and the social changes of the community. (Ekonomi et al., n.d.) The village government, which acts as the leader of a village and also as the organizer of development in the village, must have the responsibility for the changes that will occur in that village, both changes within the community itself and the social changes of the community. (Prastika, 2017) The role of the Village Government is essential to support all forms of development activities. Various forms of planned social changes under the name of development are introduced and implemented through the Village Government. To be able to perform its role effectively and efficiently, the Village Government needs to be

continuously developed in accordance with the progress of the village community and its surrounding environment [7]

Sebagai Fasilitator Pemerintah Desa membantu UMKM dalam memberikan Pelatihan-pelatihan untuk meningkatkan kemampuan UMKM dalam menjalankan usahanya. Selain memberikan pelatihan, pemerintah juga memberikan jalan kepada UMKM yang membutuhkan tambahan modal melalui Koperasi yang dijalankan sebagai salah satu BUMDes yang ada di desa. The facilitator's task is to empower UMKM in various ways, such as by providing training. Similarly, if SMEs are weak in terms of funding, the facilitator's task is to help find a solution so that SMEs can obtain the necessary funding, but it must be done carefully to ensure that SMEs do not become dependent. (Yuni Guntari et al., 2024). In the context of facilitation, the government can take the form of, first, the provision of something either in the form of money or subsidies for goods or services. Second, privileges, whether in the form of reductions or exemptions in legal timeframes. Third, specific discretion. As a facilitator, the Village Government helps UMKM by providing training to enhance their capabilities in running their businesses. In addition to providing training, the government also offers a pathway for UMKM that need additional capital through a Cooperative run as one of the Village-Owned Enterprises (BUMDes) in the village. The role of the government as a regulator is to create policies that facilitate the development of UMKM. As a regulator, the government functions to maintain a conducive business environment.

The role of the government as a regulator is to create policies that facilitate the development of UMKM. As a regulator, the village government has the role of maintaining the business environment. business remains conducive and creates policies regarding business competition rules. The government is the party capable of enforcing rules so that life can run smoothly and dynamically. In carrying out its regulatory function, the village government divides the authority to formulate policies for SMEs in its village into two, namely the authority of the village government with the government at the RW level, which will then be further delegated to the RT level.

## 2.2. UMKM

Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (UMKM) clearly defines these three types of businesses. Micro Enterprises are productive businesses owned by individuals or sole proprietorships that meet the criteria for Micro Enterprises. Meanwhile, Small Enterprises are independent productive economic businesses that are not affiliated with medium or large enterprises, either directly or indirectly. Medium Enterprises, on the other hand, are also independent productive economic businesses that are not affiliated with Small or large Enterprises, either directly or indirectly, with net wealth or annual sales that meet the criteria for Medium Enterprises [7]. This law provides a clear framework for classifying UMKM based on size and ownership status, thereby facilitating the determination of appropriate regulations and support for each type of business [6]

In Law No. 20 of 2008 Chapter I Article 1 regarding Micro, Small, and Medium Enterprises (UMKM, what is meant by Micro, Small, and Medium Enterprises is:

- a. Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria of Micro Enterprises as regulated in this Law.
- b. Small Business is a productive economic endeavor that stands alone, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or part of, either directly or indirectly, Medium Enterprises or Large Enterprises, which meet the criteria for Small Business as referred to in this Law.
- c. Medium Enterprises are productive economic activities that stand alone, conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or partially owned, directly or indirectly, by Small Enterprises or Large Enterprises with a net worth or annual sales amount.

The development of Micro, Small, and Medium Enterprises (UMKM is an effort undertaken by the government, the business world, and the community to encourage Micro, Small, and Medium Enterprises (UMKM to enhance their capabilities and competitiveness through the provision of facilities, guidance, mentoring, and strengthening assistance. [7] According to the Republic of Indonesia Law number 18 of 2002, Development is an activity of science and technology aimed at utilizing proven scientific principles and theories to enhance the functions, benefits, and applications of existing science and technology or to produce new technology. Development is a process used to develop and validate educational products.

The factors influencing the development of UMKM are as follows.[8]

### 2.2.1. Internal Factors

Internal factors represent the fields of human resources, production, marketing, and product development that provide an overview of the company's condition. Positive internal factors can be used by the company to achieve its mission, goals, and objectives. These factors include skills or knowledge, a positive public image, experienced sales personnel, loyal customers, and other factors.

### 2.2.2. External factors

External factors are factors that originate from outside SMEs and generally cannot be directly controlled by business actors, but they significantly influence the development and performance of SMEs. These factors include: regulations, rules, assistance, and incentives provided by the government to SMEs. The macroeconomic situation, social trends, and cultural aspects of society that can affect market demand. Support from financial institutions, educational institutions, business associations, and other organizations that provide training, mentoring, or capital assistance. External factors such as government policies and institutional support are crucial in creating a conducive environment for the growth of SMEs, for example, through the provision of capital loans, training, or marketing facilities.

## 3. Methods

The method used in this research is a descriptive method with a qualitative research type. Descriptive research aims to describe a phenomenon, symptoms, and atmosphere that occur during the research process. Through descriptive research, the researcher strives to elucidate the events or phenomena being studied to provide a deep understanding [9]

Based on that foundation, this research is expected to provide an overview of the awareness of village governments in developing UMKM in Torosiaje, Popayato District, Pohuwato Regency. supported by written data as well as data from interviews. Data collection techniques: Data were collected through three main techniques, namely direct observation of the village government and UMKM in Torosiaje village, Popayato sub-district, Pohuwato district. Interviews were conducted with the Head of Torosiaje Village and Micro, Small, and Medium Enterprises (UMKM. Documentation, Data Analysis Process: The data obtained from these three techniques were analyzed using the Miles and Huberman qualitative data analysis model, which includes three stages: Data reduction: the process of filtering, sorting, and summarizing data relevant to the research focus. Data presentation: organizing data in the form of descriptive narratives, tables, or visualizations to facilitate the extraction of meaning and patterns. Conclusion drawing and verification: interpreting the data as a whole to answer the problem formulation and conclude the research results.

## 4. Results and Discussion

### 4.1. The Role of the Government in the Development of UMKM

As various facilitators, the government plays a role in providing the support needed by UMKM to enhance their capacity and independence. This is evident from the statement of informant HM who mentioned that the capital assistance received in the form of goods, such as raw materials, greatly helps in improving production and business quality. This is in line with the theory that states the facilitator's task is to provide capabilities to UMKM through training and assistance that aligns with their needs (Yuni Guntari et al., 2024). The village government also provides training to improve the skills of MSME actors, which is an important step in helping them overcome the challenges faced in production. As a regulator, the village government has the responsibility to create policies that support the development of UMKM. As a regulator, the village government has the responsibility to create policies that support the development of UMKM. Informant US explained that the village of Torosiaje already has regulations that support the management of octopus raw materials, which are outlined in village regulations. These regulations aim to encourage the development of UMKM and empower community groups in the village. The policies implemented by the village government also include efforts to maintain a conducive business environment. By dividing the authority to make policies between the village government and the RW and RT levels, the government strives to ensure that the policies adopted are relevant and in line with local needs. As various modernizers, the village government plays a role in guiding the community towards a more modern and progressive life. The US informant emphasized the

importance of regulations related to digitalization to encourage UMKM to adapt to the development of the times. This reflects that the government must encourage and facilitate positive and adaptive changes in various aspects of life [2]. The government is also expected to introduce the latest innovations that support the development of UMKM, such as the utilization of technology and training on effective business management. ELU informants emphasized the importance of government support in this matter so that UMKM can develop optimally and contribute more significantly to national economic growth.

Based on the interview results, it appears that the village government has played an active role in the development of UMKM through various efforts such as the formulation of local regulations, provision of capital assistance in the form of goods, and the provision of physical facilities such as business stalls. This assistance, although not yet optimal, has already helped MSME actors in running their businesses, especially in terms of increasing production and quality. The government has also initiated empowerment programs aimed at encouraging the independence of local business groups in building an economy based on village potential. In addition, the government has also shown its commitment to promoting innovation in the development of UMKM through technology-based and digitalization approaches. These efforts are evident from the education on online marketing, integrated ecotourism programs with SMEs, and encouragement to use modern production technology. Collaboration with external parties such as Bank Indonesia and the aspirations of community leaders also strengthen these programs, although there are still challenges such as limited access to facilities and uneven distribution of assistance among all business actors.

This is in line with the research conducted by Wibowo (2021), which states that local government policies significantly influence the growth of UMKM, particularly in providing business certainty and ease of licensing. Forms of non-cash assistance, such as business equipment, have a direct impact on increasing the production capacity of UMKM, although the effects are only felt in the medium term. Suhartini [10]

The active role of the village government in the development of UMKM has proven to be important and relevant. Support in the form of policies, provision of facilities, training, and business facilitation has a significant impact on improving the performance and sustainability of UMKM. According to Putri and Santoso [11], the availability of physical facilities such as kiosks and village markets greatly supports the accessibility of UMKM to local markets and consumers. The results of this interview reinforce the findings of various previous studies that emphasize the importance of collaboration between the government and local entrepreneurs to build a self-sufficient and sustainable village economy.

To make the government's role more effective, the informants suggested the need for improved coordination between agencies, transparency in aid distribution, and the formulation of programs that are truly targeted based on field needs. Support is also needed in the form of easier access to capital, financial management training, as well as local promotion and market digitization. With more structured and inclusive strategies, the village government is expected to drive the growth of UMKM in a more sustainable and equitable manner, thereby strengthening the economic resilience of the Torosiaje village community.

## 4.2. Factors Influencing the Development of UMKM

### 4.2.1. Faktor Internal

Internal factors are elements that originate from within the organization or the business actors themselves, which can influence the success and sustainability of UMKM. These factors are direct and are under the control of the business actors. Some of the main internal factors include:

#### a) Human Resource (HR) Capacity

One of the most crucial internal factors is the quality of human resources, especially the skills, experience, and motivation of MSME actors. UMKM managed by individuals with good knowledge of management, marketing, and production tend to develop more. Research conducted by Nurhayati [12] shows that training provided to MSME actors enhances managerial knowledge and skills, thereby directly impacting business growth.

#### b) Capital and Financial Management

Initial capital and the ability of business actors to manage finances effectively are also internal factors that determine the sustainability of the business. Many SMEs fail due to poor financial record-keeping and cash flow management. This is in line with

what Darmawan (2018) found in his research that many SMEs have weaknesses in financial record-keeping, which hinders access to loans or financing.

c) **Product Innovation and Creativity** Product Innovation and Creativity

The ability to innovate in products, designs, packaging, and production methods is an important competitive advantage. Innovation makes MSME products more attractive and adaptive to market changes. Setiawan & Lestari (2020) state that SMEs that regularly innovate are more resilient to changes in market preferences and competition[13].

Based on the interview results, many business operators are still in the learning stage, especially those who are just starting out. Nevertheless, there is a high level of awareness among MSME actors to continuously improve their competencies and innovate, both in products and business management. Some entrepreneurs who have been in the business for a long time demonstrate good adaptability and product development skills, as seen in their efforts to vary menus, process local ingredients into marketable products, and collaborate with external parties such as Bank Indonesia. This shows that gradual experience contributes significantly to the improvement of business capacity[14].

On the other hand, limited capital becomes a common challenge faced by almost all MSME actors. Capital is considered the main obstacle in business development, ranging from the procurement of raw materials, the addition of production equipment, to market expansion. UMKM actors try to overcome these limitations in various ways, such as utilizing loans from cooperatives, banks, or other financing institutions like PNM. However, some actors realize that capital is not the only key to success. Innovation, creativity, and the ability to utilize technology also become important factors that can drive sustainability and business growth. This awareness shows that although internal factors present challenges, MSME actors still possess the spirit and strategies to survive and develop [15].

#### 4.2.2. Faktor Eksternal

Playing a crucial role in supporting or hindering the growth of UMKM. One of the most prominent factors is support from the government, both central and local. Based on the interview results, the support is present in various forms such as the provision of capital (both cash and goods), the construction of business facilities, and education on financial management and digital marketing. This assistance has proven to be very helpful for MSME actors, especially in the business development stage.

- 1) **Government Support (Policies and Regulations).** Government support is an important external factor in the development of UMKM. This includes pro-MSME regulations, ease of licensing, tax incentives, capital assistance, training, and the provision of business infrastructure.
- 2) **Technological Development.** The advancement of digital and information technology enables UMKM to innovate, engage in online marketing, conduct cashless transactions, and improve production efficiency. However, not all MSME actors are able to utilize it due to limited infrastructure or digital literacy. The utilization of digital technology has become an important factor in expanding business reach. Some MSME actors have started to utilize social media such as Facebook and WhatsApp to promote and sell their products, although there are still limitations in terms of digital skills and infrastructure. Geographical factors, such as the location of villages far from city centers, also pose a unique challenge in accessing broader markets. Therefore, digital marketing training and improved access to technology have become urgent needs for MSME actors to compete in the digital era. This is supported by research conducted by Nugroho & Puspitasari [16], which shows that UMKM connected to digital platforms have double the growth opportunities compared to conventional UMKM.
- 3) **The availability of infrastructure** such as roads, electricity, internet networks, and physical markets greatly influences the smoothness of production, distribution, and marketing. Regions with good infrastructure encourage the operational efficiency of UMKM. Kurniawan [17] states that UMKM located in areas with adequate infrastructure experience lower operational costs and higher business mobility.

However, there is also hope that the government will place more emphasis on managerial support, particularly in financial literacy, so that capital assistance can be used optimally.

Business competition is also an external factor that significantly impacts the sustainability of UMKM. The majority of informants feel that the increasing number of competitors, both from within and outside the region, encourages them to be more innovative and maintain product quality. Although competition poses challenges, many MSME actors see it as motivation to grow and maintain the uniqueness of their products. In this context, creativity, adaptability, and product differentiation are key for UMKM to remain relevant and in demand by consumers. Thus, continuous external support and the readiness of MSME actors to innovate become an important combination in ensuring sustainable business growth.

## 5. Conclusion

Based on the discussion regarding the role of the government in the development of UMKM, it can be concluded that government support is essential to advance the MSME sector as follows:

- 1) The government plays a strategic role in providing regulations, policies, financial assistance, and education to MSME actors. This support not only enhances the competitiveness of UMKM but also promotes business sustainability through collaboration with village governments, BPD institutions, and the community.
- 2) Factors that influence the development of UMKM can be classified into three categories: internal, external, and socio-cultural factors. Internal factors include capital, managerial skills, product innovation, and the utilization of technology. UMKM actors realize that the combination of capital and adaptive skills is the key to business success. External factors involve government support in the form of digital marketing education, capital goods assistance, and the provision of business premises. However, there is still a need to improve managerial education and strengthen marketing strategies.

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