

Quadruple Helix Concept in Improving Community Living Standards Through the Development of Micro, Small and Medium Enterprises (MSMEs) in Rempek Darussalam Village

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Abstract

The Quadruple Helix concept is a collaboration of four sectors, namely government, private sector, academics and civil society. Involvement and performance carried out by various stakeholders in improving living standards through the development of micro, small and medium enterprises. The research method used in this research is qualitative. The results of this research show that the development of micro, small and medium enterprises in an effort to improve people's living standards has been pursued by various policy stakeholders starting from the government, private sector/business world, academics and the community, although there are still many shortcomings in the beginning. From the government and the private sector/business world which is still lacking, stiff and still less active, especially in providing training and providing capital, as well as from the academic side which is still less effective in training, mentoring, digital marketing socialization.

Abstrak

Konsep *Quadruple Helix* adalah kolaborasi dari empat sektor yaitu Pemerintah (*government*), Swasta (*private*), Akademisi (*accademician*), maupun Masyarakat (*civil society*). Keterlibatan dan kinerja yang dilakukan oleh berbagai pemangku kepentingan dalam peningkatan taraf hidup melalui pengembangan usaha mikro, kecil dan menengah. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif. Hasil penelitian ini menunjukkan bahwa pengembangan usaha mikro, kecil dan menengah dalam upaya meningkatkan taraf hidup masyarakat telah diupayakan oleh berbagai pemangku kebijakan mulai dari pemerintah, swasta/dunia usaha, akademisi dan masyarakat, walaupun masih banyak kekurangan yang dimulai dari pemerintah dan swasta/dunia usaha yang masih kurang, kaku dan masih kurang aktif khususnya dalam memberikan pelatihan dan pemberian permodalan, serta dari sisi akademisi yang masih kurang efektif dalam pelatihan, pendampingan, sosialisasi digital marketing.

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1. INTRODUCTION

The economy plays a very important role, especially in the axis of people's lives. Therefore, development in the economic sector must continue to be carried out so that the economy in a country continues to increase and improve. Development in the economic sector is an effort that must continue to be made to develop and improve the quality and capabilities of society which will have an impact on the survival of society in the future. Therefore, it is very necessary to have lots of job opportunities so that they can absorb Human Resources (HR). Indonesia, as a country rich in natural resources (SDA), has not been able to manage and utilize them well as potential that can support the economy of the Indonesian people.(Undari, W., Lubis, AS, 2021).

Development in the economic sector is an effort that must be carried out by all levels of Indonesian society as the right step to improve the economy. This development is an activity carried out by the community in order to improve and improve the standard of living of the community. Therefore, society must know how important economic development is so that society can play a more active role in economic development in their country which will have a positive impact on society itself, especially in improving the standard of living and health of each individual. Not only

that, the impact of economic development also has an impact on reducing the number of poverty, increasing state income, improving education in society, and improving the quality of Human Resources (HR).(Mulyana, 2020).

One of the efforts in economic development is the development of the Micro, Small and Medium Enterprises (MSME) sector and it has a very important role, especially in supporting the Indonesian economy. As data contained in the Ministry of Cooperatives and SMEs, the number of Micro, Small and Medium Enterprises (MSMEs) in 2020 was 64.19 million and had a large participation in Gross Domestic Product (GDP), reaching 61.07% or a value of Rp. 8,573.89 Trillion. MSMEs also contribute to the absorption of 97% of the workforce, and are able to collect 60.4% of the total investment(Bkpm.go.id, 2021)

At the Focus Group Discussion (FGD) event encouraging the independence of MSMEs in West Nusa Tenggara (NTB), the head of the NTB Province DJPb regional office (kanwil), Sudarmanto said that based on data released by BPS, Indonesia's economic growth in the first quarter of 2022 was 5.01% Year Over Year (YOY) while West Nusa Tenggara (NTB) Province was higher than the previous year where economic growth reached 7.76%(djpb.kemenkeu.go.id, 2022). However, the problem of poverty is still faced by the people of North Lombok Regency (KLU), especially since this area was the center of an earthquake in 2018 where the community had to build everything from scratch.(Muhammad Alwi et al., 2021). The data on the poor population in North Lombok Regency is as follows:

Table 1.

Data on the Poor Population in North Lombok Regency (KLU) for 2018-2020

Region	Number of poor people (Thousand People)		
	2018	2019	2020
North Lombok Regency	62.86	63.84	59.86

Source: (North Lombok kab.bps.go.id, 2021), processed 2022

Poverty in North Lombok Regency (KLU) in 2020 experienced a decline in numberspovertythis is still relatively high. One of the best steps is to develop MSMEs.North Lombok Regency (KLU) is an area surrounded by mountains, beaches and rice fields which has abundant natural resources (SDA) which can be a source of life and a source of income for the surrounding community.(Artino et al., 2019).

Rempek Darussalam Village, as a village rich in natural resources, has a community whose residents work as farmers and one of the well-known uses of natural resources (SDA) in Rempek Darussalam Village is the management of coffee beans as a coffee product that has a high selling value. developing MSMEs, especially Rempek Darussalam Village, is very important. Therefore, the Quadruple Helix concept has ideal synergy with roles in accordance with their respective main tasks and functions(Pritama Inka, 2021).

As explained by the Head of the Cooperatives and UMKM Division at the North Lombok Regency Industry and Trade and UMKM Service (KLU), in order to grow and develop MSMEs in Rempek Darussalam Village, licensing/legality is very necessary so that they can build partnerships and make collaboration easier. Not only that, the consultant for the Integrated Business Services Center (PLUT) in the field of Marketing for North Lombok Regency (KLU) said that currently people need to use social media as a tool for marketing so that they can reach a wide market target and sell more quickly. On the other hand, Ari, as one of the MSME actors in Rempek Darussalam Village, admitted that he had difficulties in obtaining legality/permits, marketing and capital constraints. It is hoped that the presence of the Quadruple Helix concept will ensure that Micro, Small and Medium Enterprises (MSMEs), especially those in Rempek Darussalam Village, will continue to develop and be able to compete with other coffee products.(Suarantb.com., 2022).

2. RESEARCH METHOD

The type of research used in this research is qualitative research, which is a type of research whose findings are not obtained through a calculation stage. Qualitative methodology according to Lexy j. Meleong (2014) in(Sidik & Khoiruddin, 2022)namely as a process of conducting research and obtaining or producing descriptive data such as spoken or written words from behavior or people that can be observed. According to Sugiyono (2005) in(Gunawan, 2013:81)Qualitative research has problems that are tentative (can change), temporary, and change or develop while the researcher is at the location, in the researchThis qualitative does not mean that you cannot use data in the form of numbers, but researchers are more focused on more formal thinking, especially in answering the various issues and problems they face.

3. RESEARCH RESULTS AND DISCUSSION

Quadruple Helix is a concept that leads to activities thatpaying attention to innovation, as well as economic and even technological growth by the Government, Private/Business, Academics and society, cooperation between the four actors by means of communication and coordination of this cooperation is expected to be able to produce output in a more positive direction. It is hoped that the private sector/business, academics and society will collaborate between the four actors by means of communication and coordination of this collaboration to produce output in a more positive direction. Each stakeholder has a business and role, including the following:

1. Government

Policies made by the government for business actors are the most important part of the development of a business. This is because this business can have a big influence on the economic development of residents and is able to absorb labor which will later help reduce the existing unemployment rate. Apart from that, business development will have an impact on accelerating the development process. That is why a policy is really needed by all businesses to obtain protection in their development. It's not just a matter of policy, providing assistance, whether in the form of financial assistance, equipment and permits, is needed so that a business can develop well.

The Rempek Darussalam Village Government has not yet made a policy or regulation that is capable of encouraging the development of the coffee industry in Rempek Darussalam Village, this is because the village is still very young and is still improving the existing administration and infrastructure. Until now, the government is trying as much as possible, especially in organizing so that all industries in Rempek Darussalam Village are part of BUMDES. It doesn't stop there, the Rempek Darussalam Village government will provide stimulants to all industry players so they can carry out promotions and marketing of existing businesses. The Rempek Village Government has helped simplify all matters related to licensing and legality and even provided equipment to increase productivity and product quality as in the picture below.

Figure 1.

Distribution of equipment assistance by the Village Government



Source:Taken by the Author, December 21 2022

Capital and equipment play a very important role, especially in encouraging the progress of a business and improving a product, but until now the Rempek Darussalam Village government has not been able to facilitate this, especially in the form of capital that can encourage the coffee industry to develop further.

2. Private/Business

Private/Business is the second actor in the Quadruple Helix concept, the involvement of the Private/Business sector in developing the coffee business in Rempek Darussalam Village, especially in encouraging the provision of infrastructure and improving the quality of Human Resources. The involvement of the Private/Business sector took part, especially in helping to develop the coffee business in Rempek Darussalam Village, where in this case the Karang Bajo Community which operates in the industrial and marketing sectors was involved in conducting digital marketing outreach for business actors in Rempek Darussalam Village.

The digital marketing program is carried out so that people can use social media as a marketing tool so that the products in Rempek Darussalam Village can be recognized by a wider market, especially coffee products, which are expected to be able to compete with other products already on the market, thus having an impact on increasing income and economy of business actors.

Table 2.
Number of MSMEs assisted by Karang Bajo Community Digital Marketing in 2022

NO.	Village	Amount
1.	Dasan Geria	12
2.	Gondang	15
3.	Rempek Darussalam	8

Source:Bajo coral community, processed 2022

This activity was attended by business people in Rempek Darussalam Village, including coffee business people. It is hoped that this digital marketing program will be able to open the eyes of business people to the importance of using social media as a place to develop their business.

3. Academics

Academics are the third element in the Quadruple Helix concept, Academics play a role as actors who are able to provide innovations and ideas, especially in improving the quality of Human Resources such as mentoring and training, not only that, academics play a role especially in marketing, especially with the use of social media because there are still many people who are not familiar with the use of social media as a promotional tool such as Facebook, Instagram or other types of marketplaces. Academics play a role in developing the coffee industry in Rempek Darussalam Village, in this case Academics, namely University 45 Mataram, have made various efforts to help business actors.

The Rempek Darussalam Integrated Tourism Launching Program is a program attended by the Head of the Cooperative Division, Village Head, PLUT UMKM North Lombok Regency and BPD Rempek Darussalam. This program not only focuses on tourism development but the introduction of all products in Rempek Darussalam Village, including coffee products, this is done so that the local government knows the potential the village has which will have an impact on improving the residents' economy. It is hoped that this program will provide business actors with assistance and help in marketing residents' products by the local government. Not only that,

the program will also be carried out at the same time to promote and market products in the village, including coffee products.

Mataram 45 University has socialized marketing techniques with digital marketing to all business actors in Rempek Darussalam Village. This program was carried out so that business actors are able to utilize social media not only as a tool for fun but also as a tool for private business, so that products Rempek Darussalam Village coffee can be recognized by a wider market considering that the village is a remote village.

Figure 2.

45 Mataram KKN Student Work Program in 2022



Source:Documentation of Dewi Sulasni, 2022

4. Public

Community is the fourth element in the Quadruple Helix concept, community involvement is the main factor determining the success or failure of various programs carried out by stakeholders. Community involvement in the success of various programs will make it easier for all stakeholders to achieve the desired targets, especially in developing the coffee business in Rempek Darussalam Village, in this case the community, namely coffee business actors, have contributed to various programs held by stakeholders, namely:

Table 3.

Data on programs participated in by the people of Rempek Darussalam Village in 2022

No.	Program followed	Executor	Location
1.	Digital Marketing	University 45 Mataram	Rempek Darussalam Village
2.	Digital Marketing	Unram	Rempek Village and Rempek Darussalam Village
3.	Digital Marketing	Karang Bajo Community	Rempek Darussalam Village
4.	Coaching and training	University 45 Mataram	Rempek Darussalam Village
5.	Halal label assistance	Village government	Rempek Darussalam Village
6.	Bazaar	University 45 Mataram	Rempek Darussalam Village

Source:interview with Mr Hermanto, 2022

Various activities held by stakeholders to help develop the coffee business in Rempek Darussalam Village, ranging from training, mentoring, digital marketing and bazaars, are expected to have an impact on business development in the village.

The presence of various actors in carrying out Dharapapan activities is able to have a positive impact on the coffee business of Rempek Darussalam Village so that it has a direct impact on improving the economy and welfare of the people. Various activities held by various actors have been participated in by business actors, especially coffee business actors, starting from programs that have been held by the government, namely assistance with halal labels and becoming members

of BUMDES which are expected to be able to bring changes to existing coffee products and all actors. coffee business.

Coffee business actors have taken part in bazaar activities held by KKN University 45 students at the Rempek Darussalam Village market and digital marketing by the Karang Bajo Institute. This activity was the spearhead of various complaints complained by business actors, including coffee business actors, because it brought together various important actors, especially in helping to develop the coffee business in Rempek Darussalam Village, starting from the Head of the Cooperative Division, Village Head, PLUT UMKM North Lombok Regency and BPD Rempek Darussalam

Figure 4.

Rempek Darussalam Village coffee business bazaar in 2022



Source:Processed by the Author, 2022

4. CONCLUSION

Based on the description in the discussion section above, the research entitled the Quadruple Helix concept in improving people's standard of living through the development of Micro, Small and Medium Enterprises (MSMEs) is a case study of the coffee industry in Rempek Darussalam Village where the four actors have a role and are involved in developing the coffee industry so the following conclusions can be drawn:

- 1) The role and involvement of the first stakeholder, namely the Rempek Darussalam Village government, is still rigid, this can be proven based on the results of interviews where the Rempek Darussalam Village government has not done anything to help develop the coffee industry, starting from forming regulations, mentoring and training to improving the quality of weak human resources, The Rempek Darussalam Village government only makes it easier to sign licensing letters, cover letters and recommendation letters, this is the reason the author believes there is still a lack of involvement from the Rempek Darussalam Village government in developing the coffee industry.
- 2) The role and involvement of the second stakeholder, namely the private sector, is considered less effective, especially in helping develop the coffee business in Rempek Darussalam Village, this is because digital marketing is not accompanied by training or direct assistance related to sales using social media or creating good social accounts so that it attracts attention. consumers remember business actors who are still traditional and only know social media such as WhatsApp.
- 3) Academics as the third stakeholder, namely KKN Universitas 45 students, have made various excellent efforts to help develop the coffee business in Rempek Darussalam Village, starting from training, mentoring, digital marketing outreach and even holding bazaar activities for all business actors, including coffee business actors, by presenting important actors so that they can hear directly the complaints of business actors and see the potential that business actors have.
- 4) The community is the fourth stakeholder, where business actors as the community have played an active role in participating in various activities carried out by the government, private sector and

academies. The involvement of all business players in various activities is the main key in activities that have been formed or held by each stakeholder. To help develop the coffee business in Rempek Darussalam Village, assistance in the form of capital is needed, because capital is the main factor in whether a business develops or not.

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