

Functional Structural Theory and Economic Empowerment among MSMEs in Rural Areas

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Abstract

MSMEs are one of the economic sectors that have a strategic role in the village economy, the role of MSMEs in the economy is also influenced by various factors including village potential, infrastructure, government policies, and synergy between village MSMEs. Therefore, the Makassar Maju College of Economics created a main work program for the Socialization of "The Role of MSMEs for the Bonto Daeng Village Community" the purpose of the MSME Socialization in Bonto Daeng Village is to motivate the community to form MSMEs. The existence of MSMEs in the village can also reduce unemployment by opening up new employment opportunities. From the results of observations made in Bonto Daeng Village, the opportunity to create MSMEs is quite capable when viewed from the aspect of abundant agricultural products from the plant and fruit sectors in the village. Moreover, this village does not yet have MSMEs, so the results of the Socialization of "The Role of MSMEs for the Community of Bonto Daeng Village" were able to motivate people to create MSMEs in the village.

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1. INTRODUCTION

Economic empowerment among Micro, Small and Medium Enterprises (MSMEs) in rural areas is one of the main focuses in national economic development. In this context, functional structural theory can provide a useful framework for understanding how various elements in society interact and contribute to economic development. This theory emphasizes the importance of social structure and the functions carried out by various components in society.

2. RESEARCH METHOD

Functional structural theory, pioneered by sociologists such as Émile Durkheim, focuses on how various parts of society interact with each other and function to maintain social stability. In the context of MSMEs in rural areas, there are several key elements that can be analyzed:

1. Social Structure: In rural society, there are various social groups, including farmers, craftsmen, and traders. Each group has different roles and responsibilities, and interactions between these groups create a mutually supportive economic network.
2. Economic Function: MSMEs function as local economic drivers. They create jobs, increase community incomes, and meet local needs. Through empowerment, MSMEs can increase production capacity and expand markets.
3. Norms and Values: The norms and values that exist in rural communities greatly influence the way MSMEs operate. For example, the values of togetherness and mutual cooperation can encourage collaboration between MSME players, thereby strengthening their competitiveness.

4. **Adaptation and Change:** This theory also emphasizes the importance of a society's ability to adapt to change. In the context of MSMEs, adaptation to market trends and new technologies is very important to survive and develop.

3. RESEARCH RESULTS AND DISCUSSION

Empowering MSMEs in rural areas can be done through various strategies, including:

1. **Training and Education:** Providing skills training to MSME players to improve product quality and business management. Education about marketing and information technology is also very important.
2. **Access to Financing:** Facilitate access to sources of financing, both from the government, financial institutions and partnership programs. This will help MSMEs in developing their businesses.
3. **Marketing and Networking:** Building a wider marketing network, including the use of digital platforms. Collaboration between MSMEs can also increase bargaining power in the market.
4. **Policy Support:** The government needs to issue policies that support the growth of MSMEs, such as tax incentives, training and marketing support.
5. **Product Innovation:** Encourage research and development to create innovative products that suit market needs. Innovation can increase the competitiveness of MSMEs at local and national levels.
6. **Collaboration with Stakeholders:** Inviting various parties, such as educational institutions, non-governmental organizations and the private sector, to collaborate in supporting the development of MSMEs.

- **Challenges Faced**

Even though there is a lot of potential, MSMEs in rural areas also face various challenges, such as:

1. **Lack of Access to Information:** Many MSME players do not have adequate access to market information and the latest technology.
2. **Limited Resources:** Limited human and financial resources can hinder the development of MSMEs.
3. **Intense Competition:** Competition with products from abroad which are often cheaper and of higher quality.
4. **Infrastructure Conditions:** Inadequate infrastructure in rural areas can hinder product distribution and access to markets.
- 5.

4. CONCLUSION

Functional structural theory provides a useful perspective in understanding the dynamics of economic empowerment among MSMEs in rural areas. By optimizing existing social structures and functions, as well as through appropriate empowerment strategies, MSMEs can contribute more to economic development and the welfare of rural communities. Sustainable and inclusive development can only be realized if all elements in society support and collaborate with each other.

Through a holistic and collaborative approach, it is hoped that MSMEs in rural areas can grow and develop, not only as economic actors, but also as agents of change that have a positive impact on society as a whole.

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