



# Leading Commodities of Micro, Small and Medium Enterprises (MSMEs) in Baubau City



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## Keywords

*business type;  
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## Abstract

This research was carried out in Baubau City in 2020. The problems of developing MSMEs in Baubau City are the low productivity and competitiveness of MSMEs due to not optimal utilization of MSME resource potential, not yet integrated upstream and downstream production systems, policy implementation, low access to MSME capital support from banks and financial institutions. The results of the analysis of CPI (Comparative Performance Index) Commodities, Products and Types of Business of leading MSMEs in each economic sector of Baubau City: (a) Food Crops: lowland rice and upland rice, (b) Plantations: mango and cashew (c) Livestock: free-range chicken and cattle (d) Fisheries: skipjack/cob, seaweed, and mabe, (e) Industry: weaving traditional sarongs and traditional Butonese clothing, furniture, woven rattan, pottery, and shipbuilding (f) Trade: marine fisheries, seaweed, weaving traditional Buton sarongs (g) Tourism: Kamali beach, nirvana beach, Samparona waterfall baths, and Kotamara (h) Transportation: domestic and inter-island ships, and air transportation (i) Services: hospitality, education, and restaurants. The results of the analysis show that the leading sectors for developing MSMEs in Baubau City are the fisheries sector, the industrial sector, the tourism sector, and the trade sector.

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## 1 Introduction

Micro, Small, and Medium Enterprises (MSMEs) have a very important and strategic position, potential, and role in realizing economic development goals (Acemoglu, 2009). The activities of Micro, Small, and Medium Enterprises (MSMEs) can expand employment opportunities, provide broad economic services to the community, play a role in the process of equity and increase people's income, and increase economic growth (Banerjee & Duflo, 2003). Therefore, the Government pays attention to the development of MSMEs through various program assistance policies, supporting regulations, and institutions that handle MSMEs. The government's attention to the development of MSMEs is shown by the proportion of the budget allocated to MSMEs to deal with the economic impact of Covid-19 of IDR 123.46 trillion (Bandiera et al., 2005). The proportion of the budget allocated to MSMEs ranks second after social protection of IDR 203.9 trillion. The government's attention to MSMEs is based on the large potential and contribution of MSMEs to the Indonesian economy (Caminada et al., 2012; Card et al., 2010). The facts showing the important role of MSMEs for the Indonesian economy can be seen in the following empirical facts:

- 1) The number of MSMEs in 2019 was 64.19 million businesses or around 99 percent of the total business units in Indonesia,
- 2) MSMEs absorbed 117 workers in Indonesia. million people or 97 percent of the labor absorption of the business world in 2019,
- 3) The contribution of MSMEs to GDP was 61.07 percent of the total GDP in 2019 or IDR 8,573 trillion,
- 4) Data from the Financial Services Authority (OKJ) shows, loans disbursed by banks to MSMEs amounted to IDR 1,015,438 trillion, of which IDR 505.656 trillion was channeled to wholesale and retail trade,
- 5) In the global economic crisis from 1997 to 1998, MSMEs were proven to be able to maintain sales turnover and business growth in changing conditions. rapid market conditions, as well as an important support in Indonesia's unstable industry.

Despite having this important role, the reality shows that MSMEs have not been able to realize their capabilities and roles optimally in the economy, both National and Baubau City, especially their contribution to Regional Original Income (PAD) and economic growth (Castelló & Doménech, 2014; Creswell & Clark, 2017; Cummins, 2000). This is because MSMEs still face various obstacles and constraints, both external and internal, especially in the fields of production and processing, marketing, capital, financial administration management, human resources, and technology as well as a business climate that has not supported the development of MSMEs. To strengthen the commitment of the central government to develop and empower MSMEs, MSME empowerment in Baubau City is based on self-reliance and local resource potential, strengthening business institutions, the interconnection between business actors, and investment development based on regional superior commodities (Neves & Silva, 2014; Day & Damuri, 2015; Dedrick & Greenbaum, 2011). Therefore, this activity carried out an analysis of determining the priority scale of MSMEs leading commodities using the criteria for production data, agency opinions, and MSME primary data for each Commodity, Product, and Type of Business (KPJU) in each District, becoming the determination of KPJU at the Baubau City level using Comparative Performance Index (CPI) and Analytic Hierarchy Process (AHP) analysis tools.

## 2 Materials and Methods

The analysis of the determination of Commodity, Product, and Type of Business (KPJU) uses the CPI method or the Comparative Performance Index (Comparative Performance Index) method to rank various alternatives. With the following formula:

$$\begin{aligned} A_{ij} &= X_{ij} (\min) \times 100 / X_{ij} (\min) \\ A(i+1,j) &= (X_{i+1,j} / X_{ij} (\min)) \times 100 \\ I_p &= A_{ij} \times P_j \end{aligned}$$

annotation:

$A_{ij}$  = the value of the i-th alternative on the j-th criterion  
 $X_{ij} (\min)$  = the value of the i-th alternative at the j-th minimum initial criteria  
 $A(i+1,j)$  = i-th alternative value + 1 on j-th initial criteria  
 $(X_{i+1,j})$  = i-th alternative value + 1 on j-th initial criteria  
 $P_j$  = weight of importance criteria j-th  
 $I_{ij}$  = alternative index I  
 $I$  = 1, 2, 3, ..., n  
 $J$  = 1, 2, 3, ..., m

Marimin AHP method (2004), Horizontal Processing uses the formula:

$$eVP = \frac{\sqrt{\prod_{j=1}^m a_{ij}}}{\sum_{j=1}^m \sqrt{\prod_{j=1}^m a_{ij}}}$$

annotation:

$eVP$  = Vector element to - i  
 $a_{ij}$  = the value of the i-th alternative on the j-th criterion  
 $i$  = 1, 2, 3, ....., n  
 $j$  = 1, 2, 3, ....., m

Vertical Processing to arrange the priority of elements in the hierarchy with the formula:

$$NP_{pq} = \sum_{t=1}^r NPH_{pq}(t, q-1) \times NPT_t(q-1)$$

for  $p = 1, 2, \dots, r$   
 $T = 1, 2, \dots, r$

annotation:

$NP_{pq}$  = the priority value of the influence of the p-th element at the q-th level on the main target  
 $NPH_{pq}$  = priority value of the p-th element at the q-th level  
 $NPT_t$  = the priority value of the influence of the t-th element at the q-th level

$$NP_{pq} = \sum_{t=1}^s NPH_{pq}(t, q-1) \times NPT_t(q-1)$$

For  $p = 1, 2, \dots, r$   
 $T = 1, 2, \dots, s$

### 3 Results and Discussions

#### 3.1 Results of focus group discussion (FGD)

The number and distribution of MSMEs in Baubau City As of 2020, there are 8,612 business units, consisting of 6,417 micro-enterprises or 74.51%, 1,944 or 22.57% small businesses, and 251 medium-sized businesses or 2.92% (Kawiana et al., 2018; Martini et al., 2018). Micro-enterprises absorb 6,623 people or 50.90%, small businesses 3,898 people or 29.96%, and medium-sized businesses 569 people or 4.37%. The position of Baubau City as a regional center and center of trade, services, industry, and transportation activities in Southeast Sulawesi has resulted in the development of MSMEs in Baubau City very well, thus contributing to the absorption of labor and the growth of GRDP in Baubau City (Kartasasmita, 1996; Sumodiningrat, 1998; Zulfachri, 2006). The number of MSMEs that are mostly cultivated is 47.88% of trade, hotels, and restaurants. This condition shows that Baubau City has regional attractiveness and has enormous potential to develop, then the agriculture, livestock, and fishery sectors are 14.11 percent, the transportation and communication sector is 12.44 percent, the services sector is 9.45 percent. percent and the building sector at 7.98 percent. The five sectors are the leading ones that can make a major contribution to GRDP and have a high labor absorption capacity (Ramos, 2001; Kerr, 2002; Malcomson, 1999).

The initial capital of MSMEs in Baubau City shows that 47 percent is less than Rp 50 million, 33 percent is IDR 50 million to IDR 100 million, 12 percent is Rp 101 million to IDR 150 million, 6 percent is IDR 200 million to IDR 299 million and as many as 2 percent of IDR 300 million to IDR 400 million and above. The results of the analysis show that the amount of working capital for MSMEs has increased between Rp. 150 million to Rp. 1 billion or there has been an increase in working capital from 20 percent to 36 percent over the last 5 years (Mölleret et al., 2005; Auzair & Langfield, 2005; Maisonneuve, 2001). Internally, the development of MSME capital is influenced by business capital, business management, work ethic, and work skills, while externally it is influenced by a conducive business climate, regulation of startup business development, improvement of regional infrastructure (Plaza et al., 2006; Lombardi & Ravazzolo, 2016; Acemoglu, 2012). The distribution of MSME marketing areas within the Baubau City area is 47.00 percent, marketed outside Baubau City is 53.00 percent. The results of the Focus Group Discussion (FGD) show that they have the most role in determining the selling price of MSME commodity business owners as much as 44.00 percent, collective agreements as much as 31 percent, and as many as 25 percent of buyers determining the selling price.

#### 3.2 Analysis of the main commodity of MSMEs in Baubau city

Analysis of the determination of the leading MSME Commodities, Products and Business Types of Baubau City using the criteria of production data, agency opinions, and primary data of MSME respondents for each Commodity, Product, and Type of Business, the results of the following analysis are presented:

- KPJU Featured in Batupoaro District

Table 1

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Batupoaro District

I. Batupoaro District				
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	Fishery	Skipjack / Cob	1.276	1
		Seaweed	1.146	2
		Yellow Tail	910	3
2.	Industry	Shipyard	596	1
		furniture	407	2
		Buton traditional sarong weaving	296	3
3.	Trading	Marine fishing	990	1

4.	Tourism	Seaweed	548	2
		Kotamara (means of people's entertainment activities, exhibitions, etc.)	204	1
5.	Transport	sea transport	262	1
		Land Transport	198	2
6.	Service	Hotel	729	1
		Restaurant	517	2

Source: Processed data (results of data analysis)

The results of the CPI analysis of the leading MSME commodities in table 1 above show that the economic sectors that absorb high labor and increase economic growth in Batuapoaro District are the fisheries sector, the industrial sector, and the trade sector.

- Betoambari District's flagship KPJU

Table 2

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Betoambari District

II.		Batupoaro District		
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	Plantation	Cashew	294	1
		Mango	217	2
2.	farm	Kamong chicken	1.809	1
		Goat	820	2
3.	Fishery	Skipjack/cob	976	1
		Seaweed	746	2
		kite	710	3
4.	Industry	Buton traditional sarong weaving	896	1
		Rattan Weaving (talang, bausara)	507	2
		Pottery Making (Flower Pots, Jugs, Cigarette Ashtrays	396	3
		furniture	198	4
5.	Trading	Wooden fish smoking	1.231	1
		Seaweed	1.110	2
		Buton traditional sarong	691	3
6.	Tourism	Nirvana beach	704	1
		Lakasa Cave	553	2
		Lakeba Beach	553	3
7.	Transport	Air Freight	962	1
		Crossing transportation to small islands	428	2
		Land transportation within the city	222	3
8.	Service	Education	619	1
		Restaurant	348	2

Source: Processed data (results of data analysis)

Table 2 above shows, the leading sectors of SMEs in Betoambari District which absorb high labor and increase economic growth: the fisheries sector, the industrial sector, the trade sector, the tourism sector, the transportation sector, and the service sector.

- KPJU Featured Bungli District

Table 3

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Bungli District

III. Batupoaro District				
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	Crops	Rice Paddy	1.296	1
		Corn	431	2
		Vegetables	335	3
2.	Plantation	Rambutan	294	1
		Mango	217	2
3.	farm	Cow	919	1
		Pig	866	2
4.	Fishery	Land fishing Per	176	1
5.	Industry	Rice mill	696	1
		Red stone	307	2
		Rattan wicker	296	3
6.	Trading	Rice	610	1
		Vegetables	449	2
		Kampong chicken	386	3
7.	Tourism	Ngaben ceremony (Hindu)	204	1
		Balinese art	153	2
8.	Transport	Land Transport	198	1
9.	Service	Food stalls	162	1
		workshop	118	3

Source: Processed data (results of data analysis)

The results of the CPI analysis table 3 show that the leading economic sectors of MSMEs that absorb high labor and increase economic growth in Bungli District are food crops, industry, and livestock.

- KPJU Featured in Kokalukuna District

Table 4

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in the Kokalukuna District

IV. Batupoaro District				
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	farm	Kampong chicken	909	1
		Chicken	817	2
2.	Fishery	Houses	376	1
		mixed fish	346	2
		Seaweed	289	3
3.	Industry	Buton traditional sarong weaving	307	1
		Photo frame shell crafts, koila	296	3
		bracelets, bahar root crafts		
4.	Trading	Kaholeo Dried Fish	1.231	1

		Seaweed	622	3
5.	Tourism	tertarimba waterfall bath	604	1
		lakorapufes beach	353	2
		Makassar Island Festival Fe	153	3
6.	Transport	Sea transportation (Canteen)	262	1
		land transportation	128	2
7.	Service	(intercity terminal)	229	1
		Hospitality/ Villa	144	3

Source: Processed data (results of data analysis)

Table 4 above shows, the leading sectors of SMEs in Kokalukuna District which absorb high labor and increase economic growth are the fisheries sector, the industrial sector, and the trade sector.

- Leading KPJU of Lealea District

Table 5

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Lealea District

V. Lealea Subdistrict				
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	Crops	Rice field	896	1
		Corn	277	2
2.	Plantation	Coconut in	398	1
		farm		
3.	farm	Cow	992	1
		Kampong chicken	968	2
4.	Fishing	Seaweed	676	1
		Skipjack/cob	646	2
		Mabe and Pearl	510	3
5.	Industry	furniture	796	1
		Red stone	407	2
		Mattress making	366	3
6.	Trading	Seaweed	810	1
		Mabe and Pearl	719	2
7.	Tourism	Peak nature tourism	153	1
		Marine tourism (surf)	114	2
8.	Transport	land transportation	229	1
		Sea transportation (Katintin)	214	2
9.	Service	Electronic services	298	1

Source: Processed data (results of data analysis)

The results of the CPI analysis table 5 show that the leading economic sectors of MSMEs that absorb high labor and increase economic growth in Lealea District are the food crops sector, the livestock sector, and the fisheries sector.

- The Superior KPJU of Murhum District

Table 6

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Murhum District

VI. Murhum Subdistrict				
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	farm	Kampong chicken	1.099	1
		Goat	918	2
2.	Industry	traditional clothing accessories,	896	1
		traditional buton gloves	707	2
		Silver and brass crafts	296	3
		Blacksmith (make a machete),	810	1
3.	Trading	Weaving traditional Butonese clothes	796	2
4.	Tourism	Kampong chicken	404	1
		Palace Mosque	153	2
5.	Transport	craton fortress	192	1
6.	Service	Land Transport	299	1

Source: Processed data (results of data analysis)

Table 6 above shows that the leading sectors of MSMEs in Murhum District which absorb high labor and increase economic growth are the industrial sector and the trade sector.

- The Superior KPJU of Sorawolio District

Table 7

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Sorawolio District

VII. Sorawolio Subdistrict				
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	Crops	Rice Fields (Wakawondu)	1.966	1
		Vegetables	1.042	2
2.	farm	Cow	1.994	1
		Kampong chicken	1.601	2
3.	Industry	Stone crusher (Suplit)	496	1
		woven nets (flower pots, gutters, etc.)	407	2
4.	Trading	Rice Field	1.216	1
		Kampong chicken	1.110	2
5.	Tourism	Samparona waterfall	953	1
		Samparona camp hill	414	2
6.	Transport	land transportation	448	1
7.	Service	workshop	247	1

Source: Processed data (results of data analysis)

The results of the CPI analysis table 7 show that the leading economic sectors of MSMEs that absorb high labor and increase economic growth in Sorawolio District are the food crops sector, the livestock sector, and the tourism sector.

- KPJU Featured in Wolio District

Table 8

The results of the CPI (Comparative Performance Index) analysis, the leading KPJU for each economic sector in Wolio District

VIII		Wolio Subdistrict		
No.	Sector/ Sub Sector	KPJU Superior	CPI Value	Ranking
1.	farm	Cow	587	1
		Goat	366	2
2.	Fishery	Mixed Fish	576	1
		Kaha-kaha	246	2
		Yellow Tail	210	3
		Shipyard	896	1
3.	Industry	furniture	407	2
		Inter-island Plantation Results	1.288	1
4.	Trading	Inter-island Fishery Products	1.242	2
		Industrial output	1.064	3
		Kamali Beach	984	1
5.	Tourism	Malige traditional house	453	2
		Archipelago Ship Fleet and Inter-island Ship	1.897	1
6.	Transport	land transportation	586	2
		Hospitality	828	1
7.	Service	Restaurant	719	2

Source: Processed data (results of data analysis)

Table 8 above shows that the leading MSME sectors in Wolio District that absorb high labor and increase economic growth are the fishery sector, industrial sector, trade sector, and transportation sector, and the service sector.

- The Featured KPJU of Baubau City

Table 9

The results of the analysis of the CPI (Comparative Performance Index), the leading KPJU of Baubau City for each economic sector, and its distribution district

IX.		Baubau Subdistrict	
No.	Sector/ Sub Sector	KPJU Superior	Sebaran District
1.	Crops	Rice Paddy	Bungi, Lea-lea
		Rice Field	Sorawolio
2.	Plantation	Mango	Bungi, Sorawolio, Lea-lea
		Cashew	Bungi, Lea-lea, Betoambari
		Kampong chicken	Sorawolio, Betoambari, Kokalukuna,
3.	farm	Cow	Bungi
		Skipjack/cob	Bungi, Sorawolio, Lea-lea, Betoambari
4.	Fishery		Batupoaro, Lea-lea, Kokalukuna,

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		Seaweed	Betoambari, Wolio
		Mabe	Lea-lea, Betoambari, Batupoaro
5.	Industry	Weaving traditional sarongs and traditional Butonese clothes	Lea-lea
		furniture	Betoambari, Murhum,
		Woven rattan, pottery	All Districts
		Shipyard	Betoambari, Bungi, Sorawolio
			Batupoaro, Wolio
6.	Trading	Marine fishing	Lea-lea, Batupoaro, Kokalukuna, Betoambari
		Seaweed, Mabe	Lea-lea, Betoambari, Batupoaro
7.		Traditional Sarong Weaving, Buton traditional clothes	Lea-lea
	Tourism	Kamali Beach, Kotamara	Wolio
		Nirvana Beach	Betoambari
		Samparona waterfall bath	Sorawolio
8.	Transport	Archipelago Fleet	Wolio, Batupoaro, Betoambari, Kokalukuna
		and between islands	Betoambari
9.	Service	Air Freight	Wolio, Batupoaro, Kukalukuna
		Hospitality	Wolio, Batupoaro, Betoambari, Kokalukuna, Murhum
		Restaurant	Wolio, Batupoaro, Betoambari, Murhum

Source: Processed data (results of data analysis)

## 4 Conclusion

- Supporting factors for the development of MSMEs in Baubau City are the strategic geographical location of the area, the availability of working capital from banks, the experience and skills of the workforce, accessibility to markets, conducive business environment conditions, high entrepreneurial spirit, and the Baubau City government program policies.
- The results of the CPI (Comparative Performance Index) analysis show that the leading economic sectors of MSMEs that absorb a high workforce, contribute to the formation of GRDP, and increase economic growth in Baubau City are the fisheries sector, the industrial sector, the tourism sector, and the trade sector which are spread across all regions. District in Baubau City.

### *Recommendation*

- In encouraging economic growth and increasing the income per capita of the people of Baubau City, it is expected that investment development policies are directed to leading KPJUs in each District in Baubau City.
- Development of MSMEs in Baubau City is needed (a) Strengthening of human resource capacity (work ethic and skilled workforce) and professional business management (b) Strengthening of facilities and infrastructure including roads and bridges, ports and docks, dams and irrigation canals, clean water and water for agricultural needs (c) Increased production and quality of production of MSME's leading commodities, (d) Strengthening of MSME's leading commodity market share. (e) regional regulations are in favor of developing MSMEs, (f) building healthy and fair business partnerships between MSMEs and SOEs with the principles of mutual benefit, mutual support, mutual strengthening, and mutual need.

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