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# The Effectiveness of Updating Data on Small and Medium Industrial Business Actors in the Industrial Sector at the Cirebon City Cooperatives, Small and Medium Enterprises, Trade and Industry Office

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**Abstract.** The development of Science and Technology (IPTEK) affects various aspects of human life, including in the context of organizations and government agencies. In Cirebon City, the management of Small and Medium Industries (SMEs) by the Trade and Industry Small and Medium Business Cooperative Office faces challenges in updating data that has not been fully computerized. This study uses a descriptive qualitative approach to evaluate the effectiveness of the IKM data update process. The study results show that the number of SMEs is increasing every year, although there are still obstacles, such as incomplete information and manual processes that slow down efficiency. The application of digital technologies, such as applications for data collection and update, is proposed as a solution to improve the efficiency and accuracy of processes. It is hoped that better data updates, facilitated by digital technologies, can significantly support the development of the creative economy of Cirebon City through the identification of more appropriate needs and opportunities, as well as the optimization of government programs in the SME sector.

**Keywords:** Effectiveness. Small and Medium Industries (SMEs). Data Updates. Digital Technology

## INTRODUCTION

The development of Science and Technology (IPTEK) is inevitable in daily human life, especially in an organization. Technological advances have positive and negative effects on human life in terms of social, cultural, economic, and even political. It is undeniable that the use of the internet and technology that enables telecommuting will change consumer habits.

Government agencies are also inseparable from the influence of the Internet, which is enough to provide innovation and facilities. Of course, not all processes in government agencies have been computerized or use the Internet. However, there are still some processes in government agencies that have not been computerized or manual. One of them is updating data on Small and Medium Industries in the Industrial Sector at the Cirebon City Small and Medium Business Cooperatives, Trade, and Industry Office. Hasugian et al., 2020; Setiawan, 2018)

Trade and industry manage and supervise industry and national trade. Trade and industry work closely with relevant institutions to ensure that industry and trade run in accordance with national objectives Small and Medium Industries (SMEs) are industrial companies designated by the Minister as small and medium industries based on the number of workers and investment value. As stated in Government Regulation of the Republic of Indonesia No. 29 of 2018 concerning Industrial Empowerment.

The basis for updating the data itself is Law No. 3 of 2014 concerning Industry and Regulation of the Minister of Industry of the Republic of Indonesia No. 42 of 2016 concerning the National Industrial Information System Account and the data update itself is a program from the Regional Government in accordance with the Regional Government Work Plan for Industry and Trade (INDAG). The process of updating IKM data at the Cirebon City Small and Medium Enterprises, Trade, and Industry Cooperative Office is still not computerized, so Service Employees still have to go directly to SMEs, which takes a lot of time. This method is not effective, and sometimes, the address information of the IKM is incomplete, so you have to look for it one by one.

Based on previous research, the researcher found that the subjects of discussion that were considered to be related to the research to be carried out were:

1. Previous research by Wahyuniardi in 2015 with the title "Web-Based Information System for Monitoring and Evaluation of Small Industry Centers in West Java" used qualitative research methods and data collection techniques in the form of questionnaires. The results of the study show that the development of footwear IKM Centers in Tasikmalaya Regency, Bandung Regency, and West Bandung Regency still needs some improvements, including in terms of technology. With the existence of a web-based information system that can be used by stakeholders in the IKM Center of Tasikmalaya Regency, Bandung Regency, and West Bandung Regency, it is hoped that

the process of updating IKM data and analyzing information exchange between stakeholders can be carried out faster (Wahyuniardi et al., 2015) .

2. The research conducted by Susena in 2019, entitled "Analysis and Design of Small and Medium Industry Data Collection Management Information System (SIM-IKM)", used a qualitative research method with data collection techniques through interviews. The result of this study is the creation of a management information system for small and medium industries which is expected to assist the Sragen Regency Industry and Trade Office in recording and presenting information about SMEs (Susena et al., 2019) .
3. The research conducted by Thursina in 2023 with the title "Web-Based Small and Medium Industry Information Systems" uses qualitative research methods and data collection techniques in the form of questionnaires. This study found that the designed system can make it easier for residents to take care of SME business services at the North Sumatra Provincial Department of Industry and Trade and other services. In addition, this research also succeeded in creating a web-based application that makes it easier for the North Sumatra Provincial Department of Industry and Trade to carry out the SME business service process (Thursina & Haryanto, 2023) .

Based on the findings of the problem that the researcher found, the researcher conducted a study on "The Effectiveness of Updating Data on Small and Medium Industry Business Actors in Supporting Employee Performance in the Industrial Sector at the Cirebon City Cooperatives, Small, Medium Enterprises, Trade, and Industry Office".

## LITERATURE

### Effectiveness

Effectiveness is a combination of organizational factors, such as structure and technology, and personal factors, such as motivation, commitment, and work performance. . (Steers & Shim, 2020)

The use of resources in an organization must be done in accordance with the standards of effectiveness. According to Siagian, work effectiveness means completing tasks on time; In other words, the quality of task execution is determined by the speed at which a person completes it. Moreover, it does not answer how much it costs or how to do it.

There are 5 (five) indicators for measuring effectiveness according to Campbell (Mutiarin & Arif, 2014)

1. Program Success

The success of the program is the operational ability to carry out the work program that has been set previously, this determines how effective the program is.

2. Goal Success

   Goal success is the ability to achieve goals with optimal results efficiently. This includes achieving key objectives, optimizing the use of resources, achieving adequate quality, adapting to change, and evaluating and learning for future improvements.

3. Satisfaction with the Program

   The success of the program that is felt by users to the quality of the products or services produced is called program satisfaction.

4. Input *and* Output *levels*

   Input and output levels indicate how well inputs are used to achieve results or achievements, efficiency levels indicate how inputs are optimized, and productivity levels indicate how large or good outputs are generated from those inputs.

5. Achievement of overarching objectives

   The achievement of an overarching goal is how far an organization carries out its duties to achieve that goal. The results of this assessment provide a broad assessment of how effective an organization is..

**Data Updates**

Data update is a series of activities that include the process of collecting, reviewing, reporting, and taking action based on information from the process that is being carried out (Unsunnidhal et al., 2021) . Data update is the act of monitoring or observing something. If the data update process is carried out manually, then supervision must be carried out directly.

It can be explained that data updates make it possible to determine the level of achievement and suitability between the plan that has been set and the results obtained when the data update is carried out.

**Small and Medium Industries (SMEs)**

According to Partomo and Soejoedono, Small and Medium Industries (SMEs) generally consist of two main components: the number of workers absorbed and the grouping of companies based on the number of workers they employ (Bakhri, 2020)

Small and medium-sized industries are industries on a small scale. According to Law Number 20 of 2008 concerning Micro, Small, and Medium, A small business is an independent, productive activity run by an individual or company without involving

subsidiaries or branches owned or controlled by the company. This business is not included in medium or large companies that meet specific criteria. It has a net worth (excluding land and buildings where the business is located) of more than IDR 50,000,000 to IDR 500,000,000 or an annual sales result of more than IDR 300,000,000 to IDR 2,500,000,000. The medium industry is not very different from the small industry; it is an independent economic activity. This industry has a net worth (excluding land and buildings where the business is located) between IDR 500,000,000 to IDR 10,000,000,000,-, or annual sales between IDR 2,500,000,000 to IDR 50,000,000,000,-.

## METHOD

A research method is a series of actions planned and carried out by a researcher to collect and examine data and information. The research methodology includes the research design, the research period, the data sources used, and the data collection, processing, and analysis methods.

The researcher uses a qualitative descriptive method because this study aims to evaluate the effectiveness of updating data on small and medium business actors at the Cirebon City Small and Medium Trade and Industry Cooperative Office. With the aim of determining whether the process has gone well or not.

Moleong stated that qualitative research involves naturally understanding phenomena such as behavior, cognition, motivation, and general behavior of research subjects. Different natural methods are used to provide descriptions of words and linguistic contexts. (Moleong, 2017)

Supporting the validity of research depends not only on the knowledge owned but also on information in the form of relevant data used as final analysis material. The researcher used data collection techniques in the form of Literature Studies, interviews, observations, and documentation.

This study's primary and secondary data sources are primary and secondary data. Primary data was collected directly through interviews and in-depth observations with stakeholders involved in the process of updating the data of small and medium industry business actors, including the Small and Medium Enterprises, Cooperatives, Trade, and Industry Office (DKUKMPP) and Small and Medium Industry business actors. Meanwhile, secondary data was obtained from the latest literature study regarding data update on small and medium industry business actors.

## DISCUSSION

The results of the research obtained by the researcher using 5 (five) indicators of effectiveness theory, according to Campbell, regarding the effectiveness of updating data on small and medium industry business actors at the Cirebon City Small and Medium Business Cooperative, Trade, and Industry Office will be explained in more detail as follows.

### 1. Program Success

The results of the research that have been carried out show that the data update program carried out by the Cirebon City Small and Medium Business Cooperative Office, Trade and Industry has been quite successful, which can be seen in the data on the number of Cirebon City SMEs which are increasing every year. The following is a table of data on the number of SMEs in Cirebon City from year to year:

**Table 1. Recapitulation of Cirebon City IKM data**

| It | Year | Number of SMEs |
|---|---|---|
| 1. | 2021 | 129 |
| 2. | 2022 | 1.028 |
| 3. | 2023 | 1.948 |
| 4. | 2024 | 2.183 |
| Total | | 5.288 |

*Source : Industrial Division of the Cirebon City Small and Medium Business Cooperatives, Trade, and Industry Office*

However, there are still some shortcomings, such as incomplete data. It only includes the name and address of the main road, which makes it difficult to update the data. Other important information, such as house numbers, postal codes, and contact details, is not available.

### 2. Goal Success

This indicator measures the extent of the results that have been achieved and the benefits felt by Small and Medium Industry Business Actors from the program.

The success of targets in this program has been successful because when data updates are carried out, officers also hold socialization regarding licensing such as Business Identification Numbers (NIB), Household Industrial Food Production Certificates (PIRT), and halal certification. If they find SMEs that do not have the permit, they are immediately directed to make it, either offline or online. This ensures that every SME gets

the information and assistance they need to meet legal requirements to run their businesses better and more securely.

**3. Satisfaction with the Program**

This indicator measures effectiveness based on user satisfaction with the data update program.

a) Satisfaction of SME Business Actors with the Data Renewal Program

The results of interviews conducted by researchers with SME business actors in Cirebon City regarding data update, it was found that SME business actors in Cirebon City are not satisfied with the data update program which still uses paper and field survey methods for data update, especially in terms of efficiency and accessibility. Therefore, the use of digital applications is a more practical and effective solution. With the application, data can be accessed and updated anytime and anywhere, without having to rely on the physical presence of SME business actors. This is very beneficial for business actors who have busy schedules and are not always on-site. The app also allows for faster and more accurate data collection and easier analysis and reporting. With digital technology, the data update process becomes more efficient, transparent, and easily accessible to all interested parties, thereby supporting the development of the creative economy more optimally.

b) Field Officer Satisfaction with the Data Refresh Program

The results of interviews conducted by researchers with service employees who went directly into the field found that employees faced difficulties in carrying out their duties because the addresses of SME business actors were often incomplete. This incomplete address information causes employees to spend more time and resources searching for the right location. This not only hampers work efficiency but also slows down the process of updating data which is important for the development of the SME sector. As a result, efforts to collect accurate data have become more challenging and require more intensive coordination between various related parties.

**4. Input *and* Output *Levels***

In this indicator, effectiveness is measured from the comparison between inputs and outputs.

The data obtained by the agency employees during the data update process still does not meet the standards expected by the agency. The information available is still limited and does not include essential details such as the type of industry, production capacity, number of workers, and specific locations of each SME. This limitation hinders the ability to conduct accurate and in-depth analysis and identify the needs and opportunities in the SME sector. To maximize the potential of SMEs in Cirebon City, further efforts are needed to collect more complete and detailed data. This will allow the government and other stakeholders to design more effective development strategies.

**5. Achieving the Overall Goals**

In this indicator, effectiveness is measured based on the organization's ability to carry out its programs and carry out its duties to achieve previously set goals and objectives. In other words, this indicator assesses both the efforts made in the implementation of the program and the success of the program in achieving the goals that have been set.

The results of the study show that overall, the achievement of the goals of the data update program at the Cirebon City Small and Medium Enterprises, Trade, and Industry Cooperatives Office is still not fully effective. Although there is an increase in the number of Small and Medium Industries (SMEs) every year, the data update process that has not been computerized has resulted in a number of obstacles. Manual data collection is time-consuming and often faces incomplete information issues, such as inaccurate addresses or in current data. This slows down the work efficiency of service employees and hinders efforts to get a proper picture of the condition of SMEs. Without accurate and up-to-date data, it is difficult for the government to formulate effective policies and support the development of the creative economy in Cirebon City. Therefore, additional steps are needed, such as the application of digital technology and applications for data updates, to improve the efficiency, accuracy, and accessibility of the SME data update process.

## CONCLUSION

Research shows that the data update program for Small and Medium Industries (SMEs) is still not effective, even though there is an increase in the number of Small and Medium Industries (SMEs) in Cirebon City every year, research shows that the data update process still faces several challenges that need to be overcome. One of the main challenges is the incompleteness of the data collected, which often does not include important information such as industry type, production capacity, and location-specific details. This

limitation hinders the ability to conduct in-depth analysis and detail the condition and potential of SMEs in the region.

In addition, the use of manual methods in data collection has also proven to be inefficient and prone to errors. This process takes a long time and often results in outdated or inaccurate data. In an era where digital technology has penetrated almost all aspects of life, implementing applications or digital systems to update SME data can be the right solution. This technology allows for faster and more accurate data collection and makes it easier for all parties involved in updating SME data to access information.

Efforts to improve the efficiency, accuracy, and accessibility of the SME data update process in Cirebon City require strong collaboration between the government, business actors, and other relevant stakeholders. The application of digital technology can help overcome several challenges, such as ensuring that the data collected is more complete, up-to-date, and easily accessible. Thus, these steps are expected to provide a more solid foundation for the development of a more qualified and sustainable SME sector in Cirebon City.

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