

Business Management of MSMEs in Manado City its Problem and Development Strategy

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Abstract: MSMEs business in Manado city has its own role in the economy both in the Manado city, and in the province of North Sulawesi. Nationally, it can also be seen that MSMEs businesses have a strategic role in strengthening the national economy. MSMEs have advantages, because MSME business actors move in various business fields and directly touch the interests of the community, especially the middle and lower economic groups when viewed from the aspect of the purchasing power of the people as consumers. But when viewed from the aspect of business development and sustainability, MSMEs seem to develop slowly, business sustainability is still in doubt so it needs to get serious attention from the regional government and especially related institutions, namely the Cooperatives service (*Dinas Koperasi*), Banking and Higher Education. The purpose of this study was to (1) find out the profile and problems of MSMEs in Manado City, (2) Analyze MSMEs business management and development strategies (3) provide solutions to problems and development of MSMEs businesses. Management of operations and capability of the MSMEs business in the Manado city, still has to get serious and very strategic attention, so it must be considered both by the local government, and related parties, considering the average MSMEs in the Manado city the management of its business management is still simple, locally oriented, and many SMEs have not have a business development plan, with the reason that they are still oriented to survive competition and limited business capital.

Keywords: *strategy, problems, management, business development of MSMEs*

Pengelolaan Bisnis UMKM di Kota Manado Permasalahan dan Strategi Pengembangannya

Usaha UMKM di kota Manado memiliki peran tersendiri dalam perekonomian baik di kota Manado, maupun di provinsi Sulawesi Utara. Secara nasional dapat dilihat juga bahwa usaha UMKM memiliki peran yang strategis dalam penguatan ekonomi nasional. UMKM memiliki keunggulan, karena para pelaku bisnis UMKM bergerak pada berbagai bidang usaha dan langsung menyentuh kepentingan masyarakat terutama masyarakat golongan ekonomi menengah dan bawah bila dilihat dari aspek daya beli masyarakat sebagai konsumennya. Tetapi bila dilihat dari aspek pengembangan dan keberlanjutan usaha, UMKM terkesan berkembang lambat, *sustainability* usaha masih diragukan sehingga perlu sekali mendapat perhatian serius baik dari pemerintah daerah dan khususnya instansi terkait yaitu Dinas Koperasi, pihak Perbankan dan Pihak Perguruan Tinggi. Tujuan penelitian ini adalah untuk, (1) mengetahui Profil dan permasalahan Usaha UMKM di Kota Manado, (2) Menganalisis Strategi Pengelolaan dan Pengembangan usaha UMKM (3) Memberikan solusi terhadap permasalahan dan pengembangan Usaha UMKM. Manajemen pengelolaan dan kemampuan usaha UMKM di kota Manado, masih harus mendapat perhatian serius dan sangat strategis, sehingga harus diperhatikan baik oleh pemerintah daerah, maupun pihak terkait, mengingat rata-rata UMKM di kota Manado manajemen pengelolaan usahanya masih sederhana, berorientasi lokal, dan banyak pelaku UMKM belum memiliki rencana pengembangan usaha, dengan alasan masih berorientasi untuk bertahan terhadap persaingan dan keterbatasan modal usaha.

Kata kunci: *strategi, permasalahan, pengelolaan, pengembangan usaha UMKM*