

THE IMPLEMENTATION OF JAKARTA ENTREPRENEURSHIP (JAKPRENEUR) PROGRAM IN EMPOWERING SMALL AND MEDIUM ENTERPRISES IN KEMBANGAN DISTRICT ADMINISTRATIVE CITY OF WEST JAKARTA

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Abstract

Currently the civilization of human life in the world is changing very quickly and unexpectedly. Coupled with the Covid-19 Pandemic, that has completely changed the design of human life, it becomes more instability and uncertainty in all social life. As a result, uncertain economic conditions emerge, conditions that can change at any time, which causes the business world to be forced to change quickly to keep up with it. SMEs have always been proven to be able to survive in crisis. Even now, SMEs are one of the sectors that are relied upon in supporting the national economic recovery due to the Covid-19 pandemic. Therefore, it is very impossible if the Government ignores the importance of human resources development, especially MSME actors. SMEs are required to be able to work on market opportunities in domestic and international markets and be able to compete with other nations. This real phenomenon is an interesting thing to study, namely how the role of digital transformation in strengthening the ecosystem of SMEs actors so that they can optimally utilize digital facilities in the promotion of business products and even in the process of trade transactions. Right regulation of SMEs Development Policy is very much needed for SMEs at this time. Reformation is needed in SMEs development governance for service-oriented and cross-sectoral policies. For this reason, Jakpreneur is here to help provide solutions for these SMEs with development programs for skills and business independence. Jakpreneur is a collaboration between the DKI Jakarta Provincial Government, education actors, SMEs stakeholders and the people of DKI Jakarta.

This research applies case studies with descriptive qualitative methods, which examines and reviews the optimization of digital literacy for SMEs actors of Jakpreneur program in West Jakarta PPKUKM Sub-department, especially the Kembangan District Unit, in order to enable it to adapt to this completely uncertain situation, and be able to remain stable and even more advanced in business, which finally can bolster the economic recovery. The results of the study show the lack of awareness of business actors about business legality, understanding of the importance of having a personal business license, formally named as Business Permit Numbers (NIB). There are also many SMEs actors who have not been able to show their potential and identity optimally, because they are still confined by structural, cultural, and their natural limitations/poverty. Socialization and collaboration are important keys that are expected to help educate the public about the importance of the program for business development, when now this socialization effort is still not massive enough to reach the MSMEs actors. Trainings or workshops given to participants which still general and theoretical, need to be equipped with hands-on practice on product development innovation techniques, and of course practical matters related to digital ecosystem support so that they can be implemented more intensely and in depth.

Keyword : Empowering, Small Medium Enterprises, Public Service, Jakpreneur

INTRODUCTION

In Indonesia, there is a State Law (Undang-Undang) No. 11 of 2020 named as 'Job Creation Law', that specifically related to the convenience, protection, and empowerment of Small and Medium-sized Enterprises (MSMEs). The Job Creation Law objectives are to provide easiness of licensing for MSMEs in forms of assistance in obtaining permits and other assistance services. Small and Medium Enterprises (SMEs) have strategic role in national economic development, because apart from playing role in economic growth and employment, they also play role in the distribution of development outcomes.

In economic crisis that occurred in Indonesia some time ago, where many large-scale businesses experienced stagnation and even stopped their activities, UMKM sector proved to be more resilient in dealing with the crisis. Thus, it would not be an

exaggeration to mention that government must put more focus on developing private sectors in SMEs. The Provincial Government (Pemprov) of DKI Jakarta is committed to developing micro, small and medium enterprises (UMKM) in the midst of people of Jakarta, the capital city. The Integrated Entrepreneurship Program was initiated since more than two years ago and continues to be developed according to the dynamics of the UMKM industry and market needs, including listening to the aspirations of entrepreneurs.

Jakpreneur is one of the Regional Strategic Activities (KSD) of DKI Jakarta Provincial Government, with the legal basis of Pergub Number 2 of year 2020 which is a refinement of the OK OCE program that began in 2018 and Integrated Entrepreneurship Development (PKT) in 2019. The name change was expected to form a better image campaign for the program and also brings various assistance facilities for business development. The DKI Jakarta Provincial Government presents Jakpreneur as a platform for the creativity, facilitation, and collaboration of MSME development through an entrepreneurial ecosystem, such as start-ups, educational institutions, and financing institutions. Through this program, MSME actors will gain access to improve skills and independency in developing business potential in collaborative ways between Provincial Government, education actors, SMEs stakeholders, social community, and other institutions or parties. Entrepreneurs can register online through the <https://jakpreneur.jakarta.go.id> site and bring the original documents to the sub-district office or to the designated DKI Jakarta Provincial Government Agency Training place. If they have problems registering online, Jakpreneur fostered candidates can visit the Jakpreneur Secretariat in each District to ask for assistant officers help. The Jakpreneur program is implemented by 7 (seven) District Department as the District Jakpreneur Organizers, namely the Department of Industry, Trade, Cooperatives, Small and Medium Enterprises; Department of Food Security, Maritime Affairs and Agriculture; Department of Manpower, Transmigration and Energy; Department of Tourism and Creative Economy; Department of Culture; Office of Empowerment, Child Protection and Population Control, and Social Service.

RESEARCH METHODS

This study is a qualitative study with descriptive analysis technique that describes the actual phenomenon of events in the field. The data is collected by interview, Observation and Documentation with regard to the implementation of Small and Medium Enterprises Empowerment (UKM).

Implementation of Empowerment of Small and Medium Enterprises in the Ministry of Industry, Cooperative Trade and Small and Medium Enterprises in Kembangan District in general has been running effectively. The lack lies in the program of activities taken that have not been socialized extending to all SMEs in Kembangan Sub-District so that the SME empowerment program only touches some SMEs who are in Kembangan Subdistrict.

In accordance with Indonesian Law number 20 of year 2008 concerning Micro, Small, and Medium Enterprises, the classification of MSMEs is as follows,

Table 1
Kualifikasi UMKM

Business Size	Asset	Revenue / year
Micro	≤ IDR 50 mio	≤ IDR 300 mio
Small	IDR 50 mio - IDR 500 mio	IDR 300 mio - IDR 2.5 bio
Medium	IDR 500 mio - IDR 10 bio	IDR 2.5 bio - IDR 50 bio
Big	≥ 10 bio	≥ 50 bio

Furthermore, DKI Jakarta Province has developed a Jakpreneur program policy, by implementing: 'Follow the Seven Definitely Success Method', which consists of:

- (1) Registration (P1),
- (2) Training (P2),
- (3) Mentoring (P3),
- (4) Licensing (P4),
- (5) Marketing (P5),
- (6) Financial Reporting (P6), and
- (7) Capital (P7)

A person has succeeded in becoming an entrepreneur if he or she has obtained a business license. In other words, he/she has reached the P4 (Licensing) stage. Until now, the percentage of new entrepreneurs who have been successfully reached the P4 stage is still around 57%. Data from the monitoring and evaluation results of P1-P7 registration participants in the Jakpreneur system obtained from the Sub-Department of Industry, Trade, Small and Medium Enterprises Cooperatives of West Jakarta City Administration can be seen in the registration data of Jakpreneur Program participants, as follows:

No	District	Unit	Number of Mentor	Registration			
				Target	Realization	Target Gap	%
1	Kembangan	UKM	8	1 603	831	-1 318	52%
2	KebonJeruk	UKM	8	1 603	828	-1 181	52%
3	Palmerah	UKM	8	1 603	862	-1 154	54%
4	GrogolPetamburan	UKM	8	1 603	947	-1 068	59%
5	Cengkareng	UKM	8	1 603	1082	-1 173	67%
6	Kalideres	UKM	8	1 603	863	-1 198	54%
7	Tambora	UKM	8	1 603	933	-1 074	58%
8	Tamansari	UKM	8	1 602	1004	-1 204	63%
				12 823	7.350	-7 092	57%

Source : Sudin PPKUMK, 2021

Based on Table 2 above, can be seen that for the Registration stage (P4) the Jakpreneur System has only reached 57% of the expected target. This shows that there are still many entrepreneurs who do not understand the existence of the Jakpreneur program. This is a quite big target difference that needs to be pursued so that the target can be achieved.

Jakpreneur program information has been conveyed to the public. See reference fact data in table 2. Still not maximally achieving the target in the recruitment stage of participants. Here illustrated has not been maximal and the widespread information conveyed related to this Jakpreneur program.

Sub-District so that the SME empowerment program only touches some SMEs who are in Kembangan Subdistrict.

RESULT AND DISCUSSION

The JakPreneur program is a Brand Identity. It stands for the word Jak which means Jakarta and Preneur taken from the word Entrepreneur. The program is a program to develop MSMEs (micro, small and medium enterprises) among the people of the capital city. JakPreneur is a forum for creation, facilitation and collaboration expected to become a collaboration platform to develop business potentials in DKI Jakarta Province with skills and independence.

To describe the implementation of the Jakpre-neur Program in developing the business that em-powers enterprises in Jakarta, especially in Kem-bangan district, the author uses George C. Ed-ward's theory which has 4 indicators consisting of communication, resources, disposition, and bu-reaucratic structure.

COMMUNICATION

Entrepreneur/Society Sub-aspect, namely the public benefiting from the Jakpreneur program in Kembangan District, West Jakarta

Media Sub-aspect, Good and effective communication plays a very important role in conveying information related to the purpose, ideas, programs of the Jakpreneur program either orally or in writing so that it can be conveyed and easily understood by the Public. This is to deal with expansion in any case rationally and ward off the confusion of news about the program that is delivered whether intentional or not.

In this case, it has built a good and continuous communication interaction from the Sudin apparatus as a facilitator with the community in developing the Jakpreneur program by designing and composing grand designs training models both Softskill and hardskill. Researchers see that communication has been established as expected by Smes actors. Jakpreneur program information has been conveyed to the public.

See reference fact data in table 2. Still not maximally achieving the target in the recruitment stage of participants. Here illustrated has not been maximal and the widespread information conveyed related to this Jakpreneur program.

Effective communication requires factual and actual approaches. This means that communication between the government and the public cannot leave the reality. Information should also not be stale or outdated. For future improvement, it is necessary to master and understand comprehensive communication based on honesty of communication and communication on the basis of conscience. This communication needs to have a complete character both data and media as a digital-based support tool. Another characteristic of the completeness of the data is that it has a high level of clarity and the nature of correctness or has a truth value that can be accounted for. This will keep the government able to conduct proper directed communication with the community properly.

DKI Regional Government and DKI Jakarta Provincial Communication, Informatics and Statistics Office have conducted the development of applications for the formation and development of digital-based DKI Jakarta province entrepreneurship.

This Jakpreneur application serves for data collection, training management, mentoring, activity activities and capital access and data integration and analysis for the development of JAKPRENEUR application in DKI Jakarta Province to facilitate the target group that is the job seeker, new entrepreneurs and advanced entrepreneurs up the class carry out stages of activities ranging from registration to web-based capital facilities that are able to manage and present data and information quickly, precise and accurate and in accordance with the applicable policies in the environment of the Jakarta Provincial Government. Objectives of Implementation of Development Application Development Work Integrated Entrepreneurship (JAKPRENEUR) to:

- a. Managing data and presenting integrated entrepreneurial information

- b. Facilitating the community registration process in the JAKPRENEUR program by utilizing validation of population data integration from the Population and Civil Records Office (Dukcapil) of DKI Jakarta Province
- c. Facilitating the needs of entrepreneurship training management or job skills training organized by SKPD (Regional device work unit) related to the implementation of the JAKPRENEUR program
- d. Facilitating the mentoring process, starting from the registration of assistants, assignment of assistants to monitoring activities accompaniment in accordance with the JAKPRENEUR procedure utilizing the integration of Staffing data (SIMPEG) and Companion data.
- e. Facilitate the licensing process by utilizing data integration with The Investment Office and One-Door Integrated Service (DPMPTSP) Jakarta Province.
- f. Conduct data collection and guidance specifically for participants who ready for acceleration.
- g. Facilitate status monitoring and monitoring stages for each registered participant.

Without good marketing, superior and quality products do not necessarily guarantee the success of business actors. Jakpreneur has provided and opened a marketing channel to bring the participant's business to a wider market. Marketing can be done through entrepreneurial exhibitions, both local and national, which are done at least four times a year. Jakpreneur business actors product marketing facilities can be done through direct sales or sales through electronic-based trading systems, and in a network (online) managed by the Jakpreneur Organizing Regional device, Institutions and other parties. One of the keys to the success of MSEs is the availability of a clear market for them. In the field of marketing itself, high market orientation, strongness in the face of complex competition and adequate marketing infrastructure will make MSEs able to face open and competitive market mechanisms. Therefore, in order to optimize the platform available today, Jakpreneur provides problem solving to MSE actors through communication using digital-based technology.

In supporting the sustainability of MSEs business, Jakpreneur has collaborated with Startups such as Gojek and e-commerce such as seperti Tokopedia, Shopee, Toko IG, Lazada, Avana Indonesia, and others. This is done so that there is a common thread formed from the material given in the community class/ training with products owned by Msme actors. From the problem of online marketing, jakpreneur collaborates with several bridging institution partners. Jakpreneur brings together MSEs with professional actors such as Startup shopee, tokopedia through community classes. So that the process of product recognition from partners can be used by MSE actors to develop products sold. As for product development, Jakpreneur conducts various events and cooperates with BEKRAF. BEKRAF is an Indonesian government program that is given to SMEs in Indonesia through existing communities such as Sahabat UMKM. One of the goals of BEKRAF is to have a viable legal entity and be recognized as a business and intellectual property rights in Indonesia for free. In providing legality, SMEs must go through selection and curation according to the standards owned by BEKRAF.

AVAILABILITY OF VARIOUS RESOURCES

- a. Facilities and infrastructure sub-aspects
- b. Budget/funding sub-aspect
- c. Human resources

Smes actors do a lot of trying in an offline, online, or a combination of the two. Various special ways / treatments must be done in order to get through business competition or the difficult time on this pandemic. However, internet access and digital readiness from

these business actors show they are not yet fully ready to switch to digital. They often experience difficulties running a business using digital technology. One of the main problems for MSMEs is consumers who have not been able to use the internet, as well as lack of knowledge to run a business online.

Jakpreneur business actors have facilitated facilities & infrastructure. Facilitation of facilities and infrastructure including in the form of optimization of business premises that have been owned for example, through collaboration with other institutions / parties, for payment with the cashier application, the appearance of a more attractive place of business, facilitation of business development in the form of storefronts, cart, , as well as other means of sales for selected outstanding SMEs, the provision of facilities in the form of work tools or other means as a support for Jakpreneur business actors in developing their business. In addition, jakpreneurs have the opportunity to obtain marketing places in strategic locations legally, both periodically and permanently.

The PPKUKM Regional Government apparatus has helped provide capital facilities through the proposal stage to the PPKUKM Office to Jakpreneur business actors who already have a facilitated business license to get easy access to capital from banking and other Institutions or Parties. This form is the collaboration of the Jakarta Provincial Government with banks and / or other institutions in the form of the imposition of lighter credit requirements for example, credit for a business that has only been running for less than 6 months.

ATTITUDE (DISPOSITION)

Of the apparatus refers to the leadership's commitment to policies in implementing the Jakpreneur program policy at the Sub-Department of Industry, Trade, Cooperatives, Small and Medium Enterprises of West Jakarta Administrative City.

- a. Commitment Sub-aspect refers to the agreement or promise of the DKI Jakarta Regional Government (the Sub-Department of Industry, Trade, Cooperatives, Small and Medium Enterprises of West Jakarta Administrative City) to provide an explanation of the Jakpreneur program policies in accordance with the mutual agreement.
- b. Clarity/transparent sub-aspect, refers to the clarity of local government officials (the Sub-Department of Industry, Trade, Cooperatives, Small and Medium Enterprises of West Jakarta Administrative City) to provide information about the Jakpreneur program policies
- c. Responsibility sub-aspect refers to the attitude of the DKI Jakarta Regional Government officials (the Sub-Department of Industry, Trade, Cooperatives, Small and Medium Enterprises of West Jakarta Administrative City) to respond to the Jakpreneur program policies in Jakarta.
- d. Interaction Sub-aspect refers to the communication relationship between entrepreneurs/communities and the DKI Jakarta Regional Government apparatus (the Sub-Department of Industry, Trade, Cooperatives, Small and Medium Enterprises of West Jakarta Administrative City) in the context of implementing the Jakpreneur program policy development.

The dynamics of very rapid social, economic, political change at both the local, national and global levels require a rapid response, at the same time prepare anticipation for the emergence of impacts that may arise. The latest example with the Jakpreneur Program requires reform of SMEs development that is oriented towards excellent services will certainly bring new challenges for SMEs actors in Jakarta especially in the district of Kembangan. SmEs must be ready to face competition with other countries on the one hand, while requiring strategic priorities to develop and advance their business in the country. A strategic response is needed that ensures the achievement of quality policy

products that are able to provide welfare benefits for the community. The quality of jakpreneur policy is ultimately a must that must be considered because the development of economic governance has an impact on the interests of many people.

These changes and impacts and challenges initiate the term INNOVATION. Innovation requires the Local Government as a critical thinking policy actor to see the details of problems / issues in the body of Jakpreneur as a whole and proper treatment is needed to answer it. Finally, this innovation as a tool to accelerate the growth of the Jakpreneur program to create development welfare so that the Jakpreneur program becomes more valuable and useful in the future.

In implementing the Jakpreneur program influenced by Supporting Factors and Inhibiting the Implementation of the Jakpreneur Program in Kembangan Subdistrict.

Supporting factors are:

DKI Regional Government and DKI Jakarta Provincial Communication, Informatics and Statistics Office have conducted the development of applications for the formation and development of digital-based DKI Jakarta province entrepreneurship, aimed at data management and presenting web-based integrated entrepreneurial information in the integrated DKI Jakarta Provincial Government environment. This Jakpreneur application is provided to facilitate the target group, namely job seekers, new entrepreneurs and entrepreneurs upscale carry out stages of activities ranging from registration to web-based capital facilities who are able to manage and present data and information quickly, precisely and accurately and in accordance with applicable policies in the environment of the Jakarta Provincial Government.

- a. In order to help smooth the licensing process, Jakpreneur participants have been facilitated to obtain licensing documents in accordance with the business carried out. Document management can be done individually or collectively by the Jakpreneur Organizing Regional Device in coordination with Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPM-PTSP) DKI Jakarta Province.
- b. Jakpreneur has provided and opened more optimal marketing channels through collaboration and synergy with digital platform companies on trend market places to bring their product to a clear and broader market through digital-based technology communication.
- c. Jakpreneur business actors have facilitated facilities and infrastructure by providing the help of facilities in the form of work tools or other facilities as a support for Jakpreneur business actors in developing their business. Moreover, Jakpreneurs have the opportunity to obtain marketing places in strategic locations legally, both periodically and permanently.
- d. Jakpreneur business actors who already have a business license are facilitated to get easy access to capital from banks and / or institutions and / or other parties.

Inhibiting factors are:

- a. Lack of built strong communication between policy actors and the public so that the socialization of this Jakpreneur program has not been conveyed widely to remote areas in Kembangan subdistrict. It causes an increase / development is not too drastic in the registration stage of participants when compared to the expectations that should occur by looking at P1 (registration) data from Sudin PPKUKM in 2021 "Target Monev Jakpreneur (monitor and evaluation)", attached above.
- b. Lack of public awareness of the legality of the business, understanding of the importance of having a personal business license.
- c. Human resources from incompetent Msme's, have not been able to adapt to this uncertain situation, there are still many who are not digitally literate and they are

not yet fully ready to switch to digital. They often experience difficulties running a business using digital technology. One of the main problems for them is not being able to use the internet, as well as lack of knowledge to run a business online.

- d. Policy that must be realized immediately due to the insistence of certain conditions that force, demands for rapid acceleration, in fact, internal or external data is inhibited / hindered obtained.
- e. Low level of HR compliance from both Sudinapparatur and Mse actors resulting in high policy social costs, excessive procedures with unexpected results or overlap with other policies, and the vagueness of the urgency of the existence of the Jakpreneur program.

CONCLUSION

From this study, it can be concluded that the implementation of the Jakpreneur Program in DKI Jakarta Province, especially in Kembangan sub-district, has met the expectation and has been effective. The program is a manifestation of the commitment of the PPKUKM Sub-Department (Industry, Trade, Cooperatives and Small and Medium Enterprises Sub-Department) of the DKI Jakarta Provincial Government to develop small and medium businesses that has consistently provided markets for SMEs to grow through collaborative events with online digital shops amidst the pandemic which allow customers to buy Jakpreneur MSME products from home while avoiding exposure to Covid 19. The application of digital-based communication in the Implementation of the Jakpreneur Program is quite supportive. In the future, it is expected that communication and dissemination can be stronger and adjusted to the factual conditions by bringing the program closer to SMEs to take advantage of the momentum so as to increase the number of Jakpreneur participants in the coming year to improve the awareness among SMEs regarding the importance of this program for their further survival

In terms of implementation, policymakers have committed to carrying out their function as coordinators through coordination with various digital-based activity innovations. As facilitators, they have facilitated and supported infrastructure and facilities for the common needs of SMEs, as well as the initiators of training and coaching programs to synergize with digital platform companies. Meanwhile, their Administrative functions are manifested in the forms of preparation and implementation of program plans and technical instructions as well as coordination and cooperation with other institutions/agencies

RECOMMENDATIONS

- a. The presence of the government is still very much needed by SMEs to give guidance and training, especially for digitally illiterate SMEs owners
- b. The PPKUKM Sub-Department needs to conduct data collection directly/closer to SMEs in order to be aware of the actual conditions faced by these enterprises
- c. It is necessary to form a mindset for change by implementing more sophisticated and modern digital-based training patterns tailored to the needs of SME

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