

The Empowerment Sustainable of Micro and Small Entrepreneurs in the Implementation of Corporate Social Responsibility in Bogor District West Java

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Abstract

The objective of this research were to: (1) analyze the level of empowerment sustainable of micro and small enterprises (SMEs) entrepreneurs are empowered in implementation of Corporate Social Responsibility (CSR) and to (2) analyze the factors associated with level of empowerment sustainable of MSEs entrepreneurs are empowered in implementation of CSR. The research is conducted in the village built two companies running CSR in Bogor district involved 212 MSEs entrepreneurs which determined from population (450 SMEs entrepreneurs) by Slovin's formulation with level of error 5 % and drawn by cluster random sampling. Data collection was conducted from July to November 2013, and consisted the primary and secondary data. Data were analyzed using Statistical Package for Social Science (SPSS v.20). The results showed that: (a) the level of empowerment sustainable of MSEs entrepreneurs are empowered in implementation of CSR is low to medium, its core was 47,54 out of 100.00; (b) there are three factor associated with of empowerment sustainability MSEs entrepreneurs are empowered in implementation of CSR, such as; (1) the individual characters of MSEs entrepreneurs (2) the intensity of empowerment of MSEs entrepreneurs are empowered in implementation of CSR; and (3) the quality of the environment supporting MSEs.

Keywords: empowerment; empowerment sustainable; micro-and small-enterprises entrepreneurs

Introduction

From the world perspective, it has been acknowledged that micro and small entrepreneurs (MSEs) have strategic role in the development either in developing or developed countries as a job creator, poverty alleviator and a machine for development growth and distribution, innovation source and entrepreneurship inheritant (Tambunan 2013; Ayanda & Laraba 2011; Jasra et al. 2011; and Muritalla et 2012).

Data on the development of micro, small and medium enterprises (MSME) published by the Ministry of Cooperative, Small and Medium Enterprises of the Republic of Indonesia, 2012 shows that MSEs are dominant business, which account for 99% of the total business unit in Indonesia with employment level of 94% of total worker and 44% contribution to Gross Domestic Product (Kemenkop UKM, 2012).

Supriyanto (2006) and Purwanto (2007) specifically stated that MSEs have potential to alleviate poverty in Indonesia by providing job vacancy to million people unable to be accommodated by formal or big business sectors.

Bogor district is an area with the largest number of impoverished population and unemployment in West Java Province (DPK Kemenkeu RI, 2013). The situation is caused by the under development of micro and small enterprises (MSEs), which is the pillar for economic development to create job and alleviate poverty (Pemkab Bogor 2011). Therefore, MSEs' role needs to be improved through human resources development in such a way that they become autonomous entrepreneurs.

Refer to Sumardjo (2012) and Covey (2013), the autonomy is achievable only through empowered MSEs' entrepreneurs. It means that the empowerment sustainable of MSEs' entrepreneurs should be developed through empowerment process (Suharto 2005) and it can be done by education, facilitation and representation activities (Kartasasmita 1997; Suharto 2005; and Ife & Tesoriero 2008).

In educational activities, the activities are conducted through training and counseling by providing appropriate material, method and trainers or extension workers to develop the empowerment sustainable of MSE entrepreneurs. Facilitation is an effort to encourage, support, guide and assist MSE entrepreneurs in applying empowerment sustainable aspects. Representation is conducted through efforts to bridge and represent the interest of MSE entrepreneurs to various parties unreachable for them.

Empowerment sustainable of MSE entrepreneurs is their ability to choose and manage the business based on their own potential and desire manifested in the ability of being proactive, personal leadership and business management ability (Covey 2013). The proactive capability is reflected by the ability to use freedom to determine rational options, take initiative to find opportunities and best ways in business, and being responsible in various business options (Covey 2013; Tastan 2013; and Greguras & Diefendorff 2010). Personal leadership is showed by the ability to determine vision and steps to achieve business goals (Covey 2013). Managerial ability is reflected by the ability to create business plan, access marketing network and capital resources, control production activities and business financial (Covey 2013 and Dirjen PNF Kemendiknas 2010).

Based on the finding of Utama (2010) on the empowerment of societies around the forest and Sadono (2012) on factors influencing the empowerment sustainable of paddy farmers, it is presumed that the empowerment sustainable of MSE entrepreneurs is related to individual characteristics, intensity of empowerment, and environment supporting MSEs.

Act No 40, 2007 on limited liability companies gives mandate that a company has obligation to perform corporate social responsibility (CSR) as participation of business world in sustainable economic development to improve the quality of life of local communities, including the empowerment of MSE entrepreneurs.

There are numerous companies in Bogor district's that have conducted CSR, two of them are state owned company (SOC) and a transnational private company (TPC) work in natural resources exploitation and has been implemented CSR since 1990. Through CSR, both companies have empowered hundreds MSE entrepreneurs partner. Interesting problems to study are: "to the extent of which the intensity of empowerment of MSE entrepreneurs in the implementation of CSR, the level of empowerment sustainable of MSE entrepreneurs and factors related to the level of empowerment sustainable of MSE entrepreneurs empowered in the implementation of CSR. The research aims to (1) analyze the level of empowerment sustainable of MSE entrepreneurs of CSR partners; (2) analyze factors related to the empowerment sustainable of MSE entrepreneurs of CSR partners.

Research Method

The research was designed as quantitative research with survey approach. The research was conducted in 11 villages trained by a SOC in Nanggung sub districts and in 12 villages trained by a TPC in three sub districts (Citeureup, Gunung Putri and Klapanunggal) in area of Bogor Regency, West Java Province. The research was conducted from July to December 2013.

Research population was MSEs entrepreneurs, which are the partners of corporate social responsibility (CSR) program of both companies. The population was 450 people with the following business: trade, agriculture, household industry, and service. Slovin's formulation was used to select sample of 212 MSE entrepreneurs (Sevilla et al. 1993) with error level of 5%.

Sample collection was conducted using cluster random sampling with type of company of SOC and TPC as the cluster. Primary data collection was conducted through interview, direct observation and questionnaire. The questionnaire should fulfill requirements of validity and reliability with value of 0.6830-0.8990 and 0.9470-0.9675, respectively. Secondary data gained from the companies and related institutions. Data analysis was conducted using descriptive statistic and inference statistic of rank spearman correlation analysis using SPSS 20 program.

Result and Discussion

Level of Empowerment Sustainable of Micro Business Entrepreneurs of Corporate Social Responsibility Partner

The empowerment sustainable of MSE entrepreneurs consists of proactive capability, personal leadership and business management ability (Covey 2013). Proactive capability is reflected by the ability to use freedom in decision making and action based on business rational consideration, take initiative to break through and have the courage to take risk in every business decision and act (Covey 2013 and Tastan 2013). Personal leadership is reflected by the ability to determine business vision and future hope and steps to achieve the mission along with the ability to face problem and learn the lesson from business failure. Furthermore, managerial ability is reflected by the ability to create business plan, access marketing network and capital resources, control production activities and business financial (Covey 2013 and Dirjen PNF Kemendiknas 2010).

Result of analysis, as presented in Table 1, showed that level of empowerment sustainable and all its elements of MSE entrepreneurs of CSR partners of SOC and TPC were in low category. There was no significant difference in the level of empowerment sustainable of MSE entrepreneurs of CSR partners of both companies. The proactive capability of MSE entrepreneurs of CSR partners was in low category despite they had the understanding on the attributes of proactive capability reflected through their knowledge on business decision making based on consumer needs, the availability of business capital and raw material, societies' norms and business risks. However, the understanding did not followed by positive attitude and skill to develop business. There were many MSE entrepreneurs who perform their business by imitate other businesses and had no initiative to innovate in their business development due to their unpreparedness to take risks.

Personal leadership of MSE entrepreneurs was in low category. It is reflected through their inability to create vision or future hope for their business. They were prefer to put efforts on gaining business benefit or profit as soon as possible than maintaining their business sustainability and advancement in a long term. They tended to avoid problems and seldom to learn the lesson from business failures. As a result, they would come to final decision of closing their business if they face any problems without any willingness and ability to overcome it.

Business management ability of MSE entrepreneurs was also in low category. It is reflected by their less understanding on basic planning and the position of planning in business, aspect of consumers' satisfaction and complains as part of consideration in production, promotion and pricing and competitor's strengths and weaknesses. Most of the entrepreneur neither were considered those aspects as important nor implemented it in their business management. Consequently, they had no good business planning, less attention on consumers' satisfaction and complains, no promotion activities for their product and pricing method and consideration on competitors' strengths and weaknesses.

Table 1: Distribution of MSE Entrepreneurs Based on Category of Level of Empowerment Sustainable Variable and Result of Differential Test between Types of Company in Bogor District's

Indicator	Category	Total (percentage)	Score Average		Sig(t-test)
			SOC	TPC	
Proactive Capability	Low	65,10	49,96	49,91	0,395
	Medium	10,80			
	High	24,10			
Personal Leadership	Low	64,60	42,98	48,26	0,056
	Medium	5,20			
	High	30,20			
Business Management Ability	Low	62,30	46,44	49,12	0,086
	Medium	10,80			
	High	26,90			
Empowerment Sustainable	Low	65,40	47,01	49,32	0,063
	Medium	7,50			
	High	27,40			

Note: SOC = State Owned Company; TPC = Transnational Private Company

Score Category: Low: 0 - 50; Medium: 51 -75; High 76-100

Factors Related to the Level of Empowerment Sustainable of Micro and Small Entrepreneurs of Corporate Social Responsibility Partners

Result from Rank Spearman correlation analysis indicated that factors related to the level of empowerment sustainable of MSE entrepreneurs of CSR partners consisted of individual characteristics of MSE entrepreneurs, intensity of empowerment of MSE entrepreneurs in the implementation of CSR and quality of environment supporting the MSE entrepreneurs. Relationship between the level of empowerment sustainable of MSE entrepreneurs with those three factors is described below.

Relationship between Individual Characteristics and Level of Empowerment Sustainable of Micro and Small Entrepreneurs of Corporate Social Responsibility Partners

The relationship between individual characteristics and level of empowerment sustainable of MSE entrepreneurs of CSR partners of a state owned company (SOC) and a transnational private company (TPC) is presented in Table 2.

Table 2: The Value of Relationship between Individual Characteristics and Level of Empowerment Sustainable of MSE Entrepreneurs

Individual Characteristics of MSE Entrepreneurs	Level of Empowerment Sustainable of MSE Entrepreneurs					
	SOC			TPC		
	Proactive capability	Personal leadership	Business management ability	Proactive capability	Personal leadership	Business management ability
Age Formal	-0.198*	-0.200*	-0.230**	0.072	0.138	-0.050
Formal Education	0.506**	0.489**	0.520**	0.394**	0.375**	0.349*
Non Formal Education	0.056	0.064	0.033	0.114	0.177	0.120
Business Experience	-0.043	-0.022	-0.064	-0.019	-0.118	-0.036
Business motivation	0.0229**	0.211**	0.207**	0.000	-0.011	-0.036

Note: ** very significant at $p < 0.01$; *significant at $p < 0.05$

In SOC there was negative and significant relationship between age of MSE entrepreneurs of CSR partner and the level of their empowerment sustainable in business.

It means that the younger the MSE entrepreneurs are the higher their opportunity to be empowered entrepreneurs. It is understandable since younger MSE entrepreneurs tend to be easier to accept business change, idea and innovation; they are more willing and able to follow information and technology development (Soekartawi 1988). This advantage will bring bigger opportunities to those young MSE entrepreneurs to be empowered entrepreneurs.

Level of formal education has positive and significant relationship with level of empowerment sustainable of MSE entrepreneurs of partners in both companies. It means that the higher the level of formal education of MSE entrepreneurs is the higher their empowerment sustainable in business. Formal education is type of education that has role in improving the quality of human resources of MSE entrepreneurs. Quality human resources resulted in from formal education will have bigger opportunity to be empowered entrepreneurs.

On the contrary, level of informal education of MSE entrepreneurs reflected by the frequency of their participation in training, workshop or courses activities has no significant relationship with level of empowerment sustainable. It clarifies that the high or low level of informal education of MSE entrepreneurs is not in agreement with the high or low level of their empowerment sustainable. Frequency of informal education attended by MSE entrepreneurs was very low; in fact, most of MSE entrepreneurs never attended the informal education. Therefore, it has no relationship with their business empowerment sustainable. Similar to level of informal education, business experience of MSE entrepreneurs reflected by duration of their business has no significant relationship with level of empowerment sustainable in business. It is likely due to most of MSE entrepreneurs have not make business experiences as learning sources beneficial in improving their empowerment sustainable in terms of proactive capability, personal leadership and business management ability.

Moreover, in SOC, there was positive and significant relationship between business motivation of MSE entrepreneurs and their level of empowerment sustainable in business. It means that the higher their business motivation is, the higher their empowerment sustainable in business. It is understandable since business motivation is source of power for MSE entrepreneurs to: (1) become proactive entrepreneurs, reflected by freedom to make decision and action based on rational consideration, take initiative to innovate in business development and take responsibility for every business decisions and actions; (2) have strong personal leadership, indicated by building hope or goals for the business along with clear steps to achieve it and have courage to face problem and learn from business failure; and (3) develop business management ability reflected through the ability to create business plan, determine market, manage business capital and create production process efficiency.

In TPC, however, there was no significant relationship between business motivation of MSE entrepreneurs and their empowerment sustainable in business. It is assumed that most of MSE entrepreneurs has had high motivation and there was no variation; therefore, it did not show any relationship between motivation and their empowerment sustainable in business.

Relationship between Intensity of Empowerment and Level of Empowerment Sustainable of Micro and Small Entrepreneurs

The empowerment sustainable of MSE entrepreneurs of CSR partners in this research is a condition resulted from empowerment process of MSE entrepreneurs in the implementation of CSR consisting of education, facilitation and representation activities.

In term of education activities in the implementation of CSR, the research focused on training or counseling with material, method and trainers or extension workers to develop the empowerment sustainable of MSE entrepreneurs. Facilitation activities were manifested in form of stimulation, encouragement, guidance, assistance and support in the implementation of CSR to develop the empowerment sustainable of MSE entrepreneurs consisting of proactive capability, personal leadership and business management ability. Whereas, representation activities were the company efforts to implement CSR to bridge the interest of MSE entrepreneurs with external parties (such as innovation and technology sources, capital sources, market actors, training and education operators) that needed to develop their empowerment sustainable.

Most of MSE entrepreneurs stated that education activities in form of training and counseling have been given to some MSE entrepreneurs, especially those who are working in the field of agriculture and household industry. Most of training, material and method of training did not suitable with the need to develop the empowerment sustainable of MSE entrepreneurs. Training materials were mostly limited to technical aspect of production.

As mentioned by Hubeis (2009) on the problem of small business; Primiana (2009) on the weaknesses of MSE; Effendi and Subandi's (2010) study on basic problems of MSE in Indonesia; and the finding of Damanik et.al (2010) on the capacity of women who processed traditional sago in Maluku, material for MSE entrepreneurs training should be able to open their insight on proactive capability, personal leadership and business management ability in order to create empowered entrepreneurs. Regarding the material delivery, the training was dominantly through speech method; therefore, trainees were less interested and it limited the opportunity for discussion during the training.

Facilitation activities for MSE entrepreneurs were able to give loan for business capital. However, in addition to capital, MSE entrepreneurs will also need stimulation, encouragement, guidance and support in many aspects, which are: develop their courage to build dream and future hope (vision) along with steps to achieve the dream (mission) in their business (personal development); make business decision and action based on rational consideration, look for and utilize business opportunities, identify and solve problems, and foster their courage to take business risk (proactive); create plan as a foundation and guidance in business, follow information on market development, access capital sources and develop self capital, improve awareness on consumers' satisfaction and complains, and prepare financial statement as a tool for company's financial control (business management ability).

Representation activities conducted by companies in form of bridging the interest of MSE entrepreneurs with external parties (for example, information and technology sources, capital sources and market actors) were limited on the effort to bring MSE entrepreneurs who work in the field of household industry to fair activities. The activities, however, were only temporary so that MSE entrepreneurs received less benefit from the activities for their business development.

Table 3 shows that generally there was positive and significant relationship between all indicators of intensity of empowerment consisted of education, facilitation and representation and level of empowerment sustainable of MSE entrepreneurs consisted of proactive capability, personal leadership and business management ability. It affirms that the level activities intensity of education, facilitation and representation implemented through CSR is related to the level of empowerment sustainable of MSE entrepreneurs.

The development of empowerment sustainable of MSE entrepreneurs will need education activities in form of training conducted with material and method by trainers that able to improve the insight of MSE entrepreneurs and develop positive attitude and skills of MSE entrepreneurs in business vision and mission, basic consideration of decision making and action in business, planning as a foundation and guidance in business, information and capital sources, marketing network, and book keeping as a tool for company's financial control.

In addition to education activities, MSE entrepreneurs also need facilitation activities in many aspects. The facilitation is not limited to capital loan but also stimulation, encouragement, assistance and guidance to: develop freedom to make business decision and action based on rational consideration, improve initiative to innovate in developing business and foster courage to take responsibility on every business decision and actions (proactive); build hope or dream in business along with clear steps to achieve it, face problem and learn the lesson from business failure (personal leadership); create business plan, determine market, manage capital and create efficiency in production process (business management).

Internal resources of the company cannot fulfill all the need of MSE entrepreneurs. Therefore, external parties are needed to fulfill the need. This is the purpose of representation activities, which is company's effort to bridge the interest of MSE entrepreneurs with external parties who are able to service their needs. Examples of the external parties are information and technology sources, training and education institutions, consulting service and market actors.

Table 3: The Value of Relationship between Intensity of Empowerment and Level of Empowerment Sustainable of Micro and Small Entrepreneurs

Intensity of Empowerment of MSE Entrepreneurs	Level of Empowerment Sustainable							
	SOC				TPC			
	Proactive Capability	Personal Leadership	Business Management Ability	Total Empowerment Sustainable	Proactive Capability	Personal Leadership	Business Management Ability	Total Empowerment Sustainable
Education	0.904**	0.883**	0.874**	0.893**	0.856**	0.827**	0.797**	0.856**
Facilitation	.0929**	0.916**	0.909**	0.926**	0.856**	0.827**	0.797**	0.856**
Representation	0.267**	0.282**	0.282**	0.284**	0.285**	0.256	0.293*	0.297*
Total Empowerment	0.541**	0.508**	0.537**	0.471**	0.471**	0.433**	0.435**	0.493**

Note: ** very significant at $p < 0.01$; *significant at $p < =0.05$

Relationship between Quality of Environment Supporting MSE and Level of Empowerment Sustainable of Micro and Small Entrepreneurs

The quality of environment supporting MSE consisted of the availability of information resources, capital resources, transportation network, marketing network and government policies reachable by MSE entrepreneurs are the third factor related to level of empowerment sustainable of MSE entrepreneurs of CSR partners in SOC and TPC.

Based on the perception of most MSE entrepreneurs of CSR partners from both companies, the quality of environment supporting MSE reflected from the availability of marketing network, capital sources, information resources, transportation network was in low category. Market availability offering production input and tools were accessible only by MSE entrepreneurs who work in the field of trade, agriculture and household industry. However, they had difficulty to reach markets that accommodate their product with profitable price. Capital sources in formal financial institutions were inaccessible by most MSE entrepreneurs mostly due to their inability to fulfill the administrative procedures and asset guarantee determined by the institutions. Marketing information for MSE entrepreneurs' products was not fully reachable by the entrepreneurs. In most of the environment of MSE entrepreneurs, road facilities were in good condition; however, the public transportations were not sufficient and the cost was relatively expensive.

Result from the analysis of relationship between level of empowerment sustainable of MSE entrepreneurs and quality of environment supporting MSE is presented in the following Table 4. Except for government policies, all indicators of quality of environment supporting MSE have positive and significant relationship with level of empowerment sustainable of MSE entrepreneurs of CSR partners from both SOC and TPC. It means that, the higher the quality of environment supporting MSE is, the higher the level of empowerment sustainable of MSE entrepreneurs. The availability of information network, capital sources, transportation and marketing networks reachable by MSE entrepreneurs is needed to improve their empowerment sustainable that consists of (a) proactive capability

Table 4: The Value of Relationship between Quality of Environment Supporting MSE and Level of Empowerment Sustainable of MSE Entrepreneurs of CSR Partner

Quality of Supporting Environment	Level of Empowerment Sustainable							
	SOC				TPC			
	Proactive Capability	Personal Leadership	Business Management Ability	Total Empowerment Sustainable	Proactive Capability	Personal Leadership	Business Management Ability	Total Empowerment Sustainable
The availability of information resources	0.912**	0.897**	0.910**	0.908**	0.795**	0.790**	0.798**	0.807**
The availability of capital resources	0.928**	0.901**	0.908**	0.918**	0.822**	0.809**	0.803**	0.838**
The availability of transportation network	0.933**	0.923**	0.912**	0.933**	0.703**	0.647**	0.717**	0.692**
The availability of marketing network	0.938**	0.937**	0.923**	0.945**	0.898**	0.855**	0.860**	0.896**
Government Policies	0.128	0.124	0.125	0.125	0.202	0.159	0.180	0.179
Total quality of supporting environment	0.979**	0.962**	0.956**	0.973**	0.853**	0.833**	0.815**	0.860**

Note: ** very significant at $p < 0.01$; *significant at $p < =0.05$

reflected by the ability to make rational decision, initiate innovation and have courage to take risk in developing business; (b) personal leadership reflected by the ability to build dream and future hope (vision) along with clear steps (mission) to maintain the sustainability and advancement of their business; and (c) business management ability indicated by the ability to create business plan, access market and capital sources, and control production process and financial of the business. Finding from Jasra et al (2011) on the determinant for the success of small and medium enterprises in Pakistan and Abor and Quartey (2010) on the issues in the development of small and medium enterprises in Ghana, North Africa can support the result of this study that the availability of capital and information sources has strong relationship with the empowerment sustainable of MSE entrepreneurs.

Conclusion

1. Level of empowerment sustainable of MSE entrepreneurs of CSR partners is in low category reflected from: (a) less positive attitude toward decision making based on rational consideration, less willingness to innovate in business development due to unpreparedness to face risks; (b) no business vision and mission, pay more attention on efforts to gain benefit and profit from the business as soon as possible than on efforts to maintain the sustainability and advancement of business in long term, tend to avoid problem and less willingness to learn lesson from business failure; and (c) less understanding on basic planning and the position of planning in business, no orientation on consumer or market satisfaction in production activities, and less consideration on business competitors' strengths and weaknesses.
2. Level of empowerment sustainable of MSE entrepreneurs of CSR partner has significant relationship with intensity of empowerment of MSE entrepreneurs, quality of environment supporting MSE and individual characteristics of MSE entrepreneurs.

Suggestion

1. In the development of empowerment sustainable of MSE entrepreneurs of CSR partners, the intensity of development of MSE entrepreneurs in the implementation of CSR need to be improved through education, facilitation and representation activities that able to develop insight, attitude and skills in proactive capability, personal leadership and business management ability.

2. The increase in intensity of empowerment to achieve empowerment sustainable of MSE entrepreneurs need to be followed with improvement in the quality of environment supporting MSE consisting of the availability of information resources, capital resources, transportation and marketing networks that reachable for the entrepreneurs.
3. Young MSE entrepreneurs who are productive and have high business motivation need to be given more opportunity in the empowerment to achieve empowered entrepreneurs.

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