

## The Persuasive Communication Pattern of the District Government in Southwest Aceh (Barsela) towards MSME Actors in the Utilization of Appropriate Business Capital

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Submitted: 10/01/2024; Revision Accepted: 05/02/2025; Published: 03/03/2025

### How to cite this paper:

Muzakkir, Alisman, & Ridha, I. (2025). The persuasive communication pattern of the district government in Southwest Aceh (Barsela) towards MSME actors in the utilization of appropriate business capital. In Pramulya, R., & Parlindungan, F. (Eds.), *International Conference on Agro and Marine Industry (ICONAMI)* (pp. 15-26). UTU Press.

### Abstract

The communication pattern used by the government plays a key role in determining the success or failure of Micro, Small, and Medium Enterprises (MSMEs) in running their businesses. A persuasive communication pattern will succeed, and MSME actors will comply if the government proactively supports them. This approach helps promote social control over policy implementation, fostering transparency and accountability in governance. The government acts as a "clearing house" to ensure the proper utilization of business capital for MSME actors. This study uses both field and library research, employing a historical and multidisciplinary approach, along with a comparative method in a qualitative paradigm, using snowball sampling. The aim is to examine the persuasive communication pattern of the District Government in Southwest Aceh (Barsela) in ensuring MSMEs make proper use of business capital assistance. Data was gathered through observations, interviews with MSME actors and district officials, and documentation. The researcher aims to offer a clear picture of the communication patterns supporting the government's goal of driving economic growth. Surveys in villages like Pulo Kambing and Kota Fajar in Klut Utara Subdistrict, South Aceh, revealed that MSME actors often failed to properly utilize the business capital assistance.

**Keywords:** Communication Pattern; Persuasive; Government; MSME Actors.

### Introduction

In general, communication patterns involve the relationship between two or more people, from the communicator to the communicant, in the process of sending and receiving messages appropriately so that the messages are understood and accepted according to their intent. The communication between the community and the government can establish a hierarchical relationship that mutually supports the empowerment of business capital utilization for Micro, Small, and Medium Enterprises (MSMEs), aiming to improve the economy of the community. "Smooth communication ensures good cooperation between local government and MSME actors in marketing their products both within and outside the region." (Reihan Arya Winata et al., 2023). "The importance of effectively delivering verbal communication in all aspects within the community, such as how the government communicates well with MSME actors." (Deddy Mulyana, 2023).

Persuasive communication can shape attitudes, and influence beliefs, and the behaviors of the communicants (MSME actors) to act by the desires of the communicator (the government). Persuasive communication is an informational interaction process from the communicator that guides the recipient (communicant) to evaluate their perceptions regarding needs, social relationships, and trust. Previous research by Bram Yudistira, titled "Implementation of the MSME Assistance Program in Community Empowerment in Ilir Timur 1 Subdistrict, Palembang City," describes that the presence of the local government is not merely about creating programs and designing strategies, but primarily about uniting (bridging) the people in the process of realizing MSME actors in Ilir Timur 1 Subdistrict to collaborate through partnerships in utilizing government capital to enhance their product marketing, thereby helping MSME actors boost family economies and assist the broader community.

The specific goal of this research is to contribute ideas for the development of the people's economy through MSME industrial ventures and to expand knowledge about the government's role in empowering and encouraging MSME industrial activities to consistently drive the economy within the community. This study aims to objectively understand the strengths and weaknesses of MSME actors in utilizing business capital. Various MSME activities utilizing business capital in sectors such as goods and services procurement include household appliance manufacturing, furniture, food, clothing, workshops, sewing, embroidery, traditional Acehnese cake vendors, tofu and tempeh production, coffee shops, fried snacks, grilled meatballs, Aceh noodles, garment manufacturing, crafts, beauty salons, and street food stalls. Continuous oversight of the components involved in MSME development is necessary.

However, efforts to advance MSMEs face various obstacles, such as conventional business management, inadequate human resources (HR) quality, low production reach and techniques, and limited access to financial institutions, particularly banks. The sustainability of MSMEs can be influenced by two factors: internal (economic concepts) and external, namely community groups in economic development. The development of MSMEs is a macro process aimed at achieving prosperity and welfare for the nation. (Wika Undari and AS Lubis, 2021).

Survey results in the Southwest Aceh (Barsela) region indicate that in several villages within the Kluet Utara Subdistrict, South Aceh Regency, MSME actors did not effectively utilize business capital. Similar findings were observed in several villages within Johan Pahlawan Subdistrict and Meureubo Subdistrict, West Aceh Regency. Based on this background, the issues to be discussed in this research are: 1) The reasons some MSME actors in Barsela do not utilize business capital effectively; 2) The challenges faced by MSME actors in business development and the obstacles encountered by the District Government in Barsela in encouraging the utilization of business capital for MSME actors; 3) The strategies implemented by the District Government in Barsela for MSME business development.

## Literature Review

### *Persuasive Communication Patterns*

A pattern is a motif or style that can be used to create a structured and directed part of something. In the Kamus Besar Bahasa Indonesia (Indonesian Dictionary), a communication pattern is defined as a system. Based on this understanding, a persuasive communication pattern is the process of delivering a message from the communicator (the government) to the communicant (MSME actors) with the aim of changing the communicant's opinions, attitudes, or behavior. Persuasive communication is also determined by a planned strategy. A persuasive communication strategy is a combination of persuasive communication planning and communication management to achieve a goal, namely to influence the attitude, opinions, and behavior of the communicant (audience). Therefore, the strategy must reflect tactical operations, including determining who the message target is, what message will be conveyed, why it should be delivered, where the message will be delivered, and whether the timing is appropriate.

William J. Seiler explains that communication patterns are two-way and universal. According to him, the source (message sender) has four roles. First, determining what meaning will be communicated. Second, converting the meaning into a message. Third, delivering the message and observing. Fourth, being active in responding to the message recipient. According to Komunikasi Antarbudaya (Intercultural Communication, 2021), Vanya Karunia Mulia Putri illustrates that two-way communication allows for dialogue or discussion, which can benefit the communicant and increase satisfaction. "Communication expresses the wishes or needs of the community clearly. Smooth communication between the government and MSME actors will facilitate activities, partnerships, and communication with customers in running their products, thus making it easier to attract fortune." (Hafied Cangara, 2018).

A persuasive communication pattern that involves the participation of the district government in enhancing the competitiveness of MSMEs will certainly produce different outcomes compared to MSMEs communicating independently. The district government can coordinate with relevant parties so that communication activities involve all components that contribute to creating competitiveness for MSMEs. In practice, the district government can improve communication services and develop business networks through various communication programs for MSMEs. A communication strategy that involves the district government is expected to expand markets and increase MSME product sales, ultimately leading to improved MSME productivity.

### *MSME Industry Actors*

MSME industry actors are a group of people transforming the economic sector, particularly from agriculture to industry. In sociology, an industrial society is one driven by the use of technology to enable mass production, supporting large

populations with a high capacity for division of labor. Industrial societies are typically considered mass societies, which can eventually be replaced by information societies. They are often contrasted with traditional societies.

According to the Central Statistics Agency (BPS), the industry has two definitions: (1) In a broad sense, the industry includes all productive businesses and activities in the economic field. (2) In a narrow sense, industry refers only to manufacturing industries, which are economic activities that transform raw materials mechanically, chemically, or manually into semi-finished or finished goods. These activities convert lower-value items into higher-value products, typically for final use.

According to research by Moody, MSME industry actors who experience ups and downs in running their businesses include small industries that employ fewer workers, such as furniture craftsmen, tofu and tempeh makers, and ceramic artisans.

### ***Business Capital Assistance for MSME Actors***

The number of consumers involved in Micro, Small, and Medium Enterprises (MSMEs) in Aceh Province in 2024 reached 108,029, with business capital assistance distributed to MSMEs amounting to IDR 8.43 trillion. (Safrina, 2024). Fabby Daraja, in her article "How to Obtain Free Micro Business Productive Assistance (BPUM) 2024 for MSMEs," mentions that cash assistance of IDR 2.4 million per recipient is provided to MSME actors. Additionally, this assistance is aimed at helping MSMEs improve their competitiveness in markets by enhancing product quality and service. Moreover, the government assistance is expected to support MSME actors in sustaining their businesses and livelihoods, as well as helping them meet essential business needs, such as purchasing raw materials, equipment, and increasing promotion efforts.

The government's involvement in empowering MSMEs is explicitly regulated in Law No. 20 of 2008 concerning MSMEs. This law includes general provisions, principles, objectives of empowerment, criteria, fostering a business climate, business development, financing and guarantees, partnerships and coordination of empowerment, administrative sanctions, and criminal provisions. The persuasive communication pattern used by the district government aims to facilitate MSMEs in accessing business capital, which can be used to expand industrial business activities. Capital needs are one of the most crucial components, especially for businesses still in the development phase. Thus, ease of access to capital for MSMEs will determine their competitiveness and accelerate their growth. The integration of communication systems involving all components must be conducted intensively.

Fulfilling the mission and obligations of stakeholders to raise awareness, strive, and take action to realize noble aspirations, the provision of capital assistance for MSMEs aims to eliminate inequality, and poverty, and improve welfare. Therefore, effective communication interaction is necessary, with the government playing an active role. Development communication is a study that seeks to broaden perspectives on the conditions of human life to improve living standards. Development communication teaches people strategic ways to use communication tools to increase

participation and empower MSME actors in addressing poverty and inequality. (Hafied Cangara, 2020).

According to Bambang Agus Sumantri, et al. (2017), based on Law No. 20 of 2008 concerning MSMEs, MSMEs can be classified into four categories: First, livelihood activities, which are small and medium enterprises providing employment opportunities for people to earn a decent living (informal sector), such as ice cream vendors, noodle vendors, grilled meatballs, fried bananas, and others. Second, micro-enterprises, refer to small and medium entrepreneurs who aspire to become craftsmen but have not yet aimed to become full entrepreneurs. Third, small dynamic enterprises, refer to small and medium enterprises that have an entrepreneurial spirit and are willing to take on sub-contract and export opportunities. Fourth, fast-moving enterprises, are small and medium entrepreneurs ready to transform into larger businesses or industries.

Similarly, environmental communication addresses what is known as the main communication message, formulating communication patterns for local governments to maintain effective and harmonious communication with MSME actors, and facilitating their business activities. The primary goal is to produce quality products that can be marketed effectively. (Alexander G. Flor and Hafied Cangara, 2018). Sociological communication research also plays a significant role in examining the essence of human interaction within society, including the interactions and consequences between local governments and MSME actors in empowering the appropriate use of business capital. (Burhan Bungin, 2017).

## **Research Methodology**

The research method is a scientific model aimed at obtaining data that can be described, validated, developed, and understood to address issues arising in society. (Sugiyono, 2022). This study is primarily based on field research and literature review. The research data relies on qualitative methods, utilizing primary sources related to the core issues. The approach employed in this research is historical and multidisciplinary. Subsequently, the existing data is analyzed using a comparative method within a qualitative paradigm. The aim is to identify similarities and differences to produce scientifically accountable conclusions.

Additionally, this research employs qualitative methods closely related to the interpretative paradigm. Qualitative research focuses on words rather than numbers. The research involves observational methods and interviews with MSME industry participants and district government officials regarding specific conditions or events. In the qualitative approach, the researcher does not test or adhere strictly to theories but relies on the data and facts observed in the field, seeking development supported by existing theories.

## Results And Discussion

### *Efforts of Local Governments to Encourage MSME Actors*

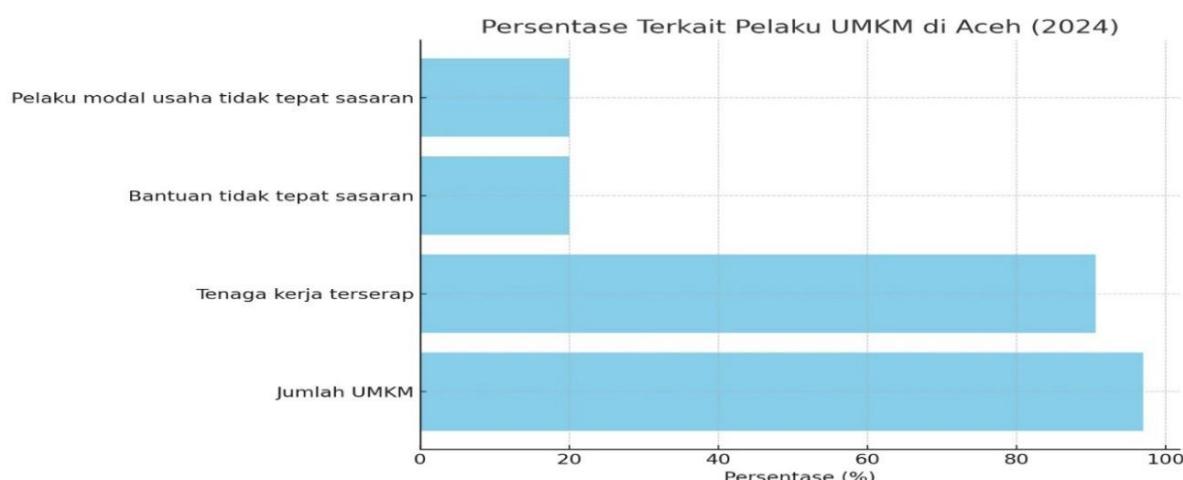
Monica Dwipi et al. (2022), in their article "The Role of Local Governments in the Development of MSMEs," explain that the government's role in fostering and overseeing MSME actors in utilizing business capital appropriately is essential. The government, as the implementer of development, is responsible for addressing various problems and challenges faced by MSME actors.

A persuasive communication pattern is a process where the government, as the communicator, delivers messages to Micro, Small, and Medium Enterprises (MSMEs) as the communicants, to improve the actions and practices of MSME managers in utilizing government-provided business capital. It has been found that this assistance is often not used appropriately.

The Secretary of the Ministry of Cooperatives and SMEs, Arif Rahman Hakim, has urged local governments (districts), particularly the Heads of the Department of Cooperatives and SMEs, to accommodate all layers of MSME actors during the distribution of government assistance. This includes fostering cooperation among various agencies, both executive and legislative, as well as other institutions. "Therefore, MSME actors must continuously strive to correct mistakes in utilizing business capital so that it is used appropriately, and innovate in producing goods and services according to market needs," expressed Susiwijono Moegiarso, Secretary of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia.

In line with the hopes expressed by officials from the Ministry of Cooperatives and SMEs, the author conducted a study of MSME actors and local governments in South Aceh Regency, Southwest Aceh Regency (Abdy), Simeulue Regency, and West Aceh Regency. The findings showed that in several villages in the Klut Utara Subdistrict, South Aceh Regency, such as Kota Fajar Village and Pulo Kambing Village, most MSME actors did not utilize the business capital assistance properly. The village heads (keuchiks) of these areas confirmed that most of their MSME actors did not use the business capital by the government's expectations.

In 2024, there are 422,000 MSMEs recorded in Aceh, accounting for 98.97% of businesses. These MSMEs have managed to absorb more than 1.06 million workers



**Figure 1.** Micro, Small, and Medium Enterprises (MSMEs), Employment Absorption, and the Utilization of Business Capital.

Around 90.54% of the total non-agricultural workforce in Aceh is employed by MSMEs. "However, MSME activities in Aceh are not always stable, and their business locations are not always permanent." Meanwhile, officials from the Department of Cooperatives, MSMEs, and Industry in the Southwest Aceh region (Barsela) acknowledge that some MSME actors who utilize government business capital assistance do not use it appropriately. However, the percentage is small, with only about 20% of MSMEs misusing the business capital. Nevertheless, the government continuously monitors MSME actors through an integrated system and collaborates with related institutions, including community components. The Barsela government continues its efforts to improve human resources and empower MSME actors through various training programs, despite limited funding. (Ali Syukri Zend, 2024).

"In Southwest Aceh (Abdyia), for example, the government also conducts screen printing and batik-making training, bringing in instructors from Yogyakarta. This training is conducted in collaboration with Dekranas and includes hosting local fairs three times a year to promote MSME products," said the Head of the Industry Department.

Meanwhile, MSME actors from Kandang Village and Luar Village, in Kluet Selatan Subdistrict, South Aceh Regency, reported that although they have received business capital assistance, they have never received training from the government, which oversees MSME businesses.

"We have never received training from the government on how to more effectively utilize business capital so that our businesses can grow and our products can be sent to other provinces or even abroad, as the government hopes," said Selva Selviana and Rusnah, cracker sellers from Kluet Selatan, South Aceh Regency.

Deputy Chair of the Indonesian People's Consultative Assembly (MPR), Lestari Moerdijat, urged local governments to carefully and responsibly oversee the distribution of government assistance funds as business capital for MSMEs. (Zainal, 2024). Several MSME actors in Johan Pahlawan Subdistrict and Meureubo Subdistrict, West Aceh Regency, revealed that many have yet to receive business capital from the government, as experienced by Sudirman, a tailor from Drien Ramphak, Johan Pahlawan. "Out of 18 MSME groups that submitted proposals, only 10 groups received business capital in the form of traditional Acehnese cake-making materials and livestock," said Yuliadi, the village head of Langung, Meureubo Subdistrict, West Aceh, as confirmed by Siska, a local resident and MSME fund recipient.

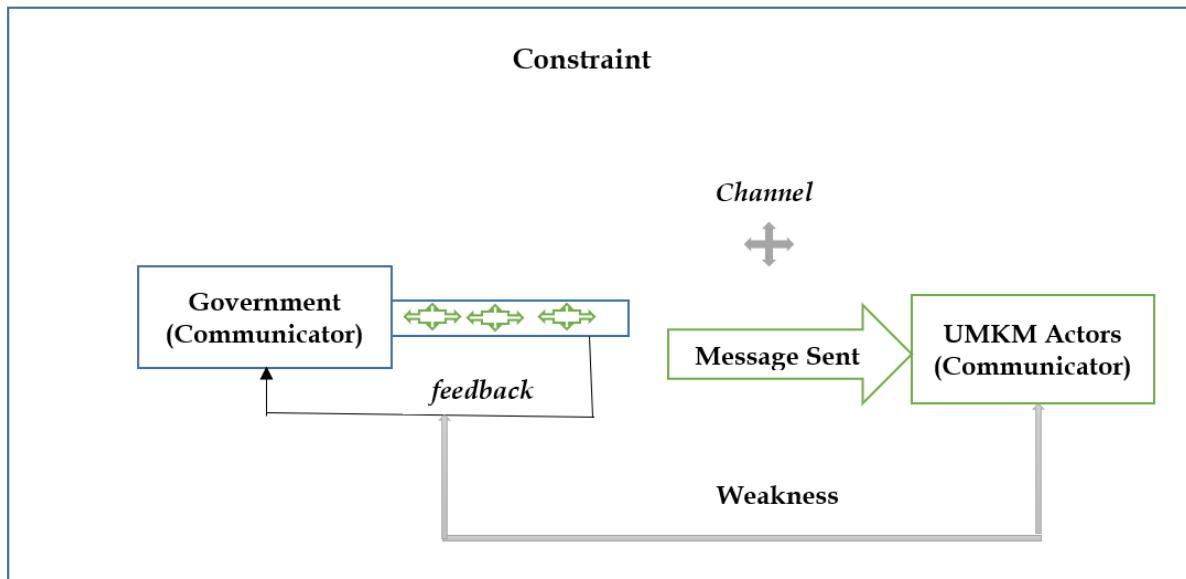
"After the business capital assistance is distributed to MSME actors through the village office, we conduct surveys at MSME locations every six months to ensure that the business capital is used appropriately. If any misuse is found, the village supervisors will impose sanctions on the MSME actors," added Yuliadi.

In Meulaboh, Johan Pahlawan Subdistrict, West Aceh, Wahyu Gusti Afrianda, an MSME actor running a street food stall selling various drinks, noodles, boiled eggs, and whipped eggs, acknowledged that government capital injections have helped his business stay afloat.

"I applied for business capital assistance online. Alhamdulillah, the funds were disbursed. I used the MSME assistance to sustain my business, which has continued to run well, with a good number of customers. I also advertised in the media as a way to promote my business," Wahyu said.

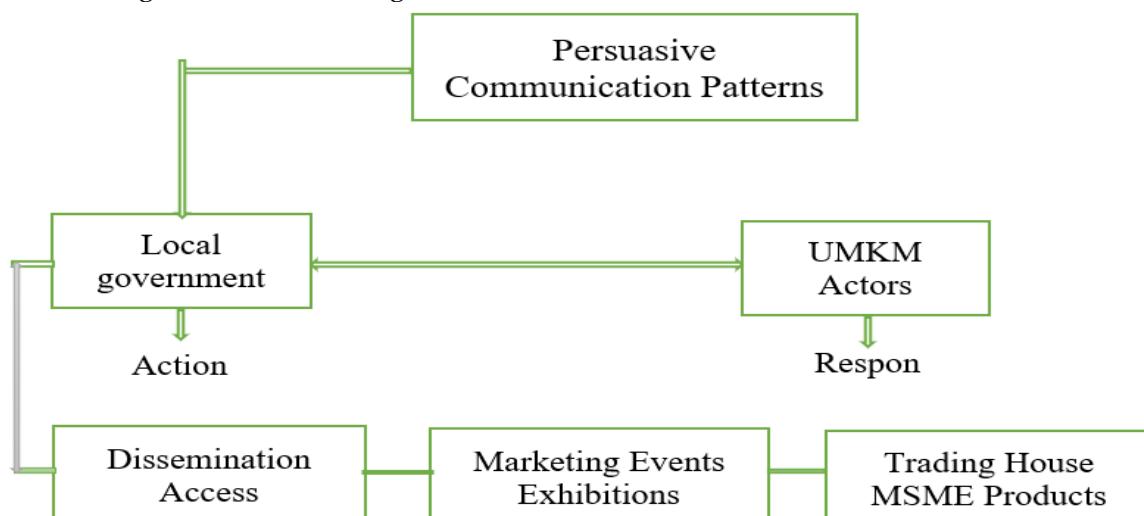
### *Persuasive Communication Patterns of the Government Towards MSME Actors*

Persuasive communication patterns involve the process of delivering messages in a way that captivates, entices, and engages MSME actors (the communicants) to act according to the expectations of the government (the communicator). The goal of persuasive communication is to create an impression, and influence the actions, opinions, and behaviors of the MSME group, thereby generating feedback and effects from the communication. (Aldhi Wijaya, 2022).



**Figure 2.** Two-Way Communication Pattern.

Two-way communication also has drawbacks, as the information conveyed tends to be slow due to the response and feedback process from both the message recipient and the sender. (Andri Octaviani, 2023). The weaknesses of communication are: (1) Information is conveyed slowly, (2) Decisions cannot be made quickly, (3) It gives the public an opportunity to criticize the government, (4) It opens the door to the emergence of various 'unhealthy' issues in society. According to Lisa Rahayu et al. (2023), one of the persuasive communication patterns used by the government is presenting messages that provide information, education, and encourage MSME actors to grow their businesses.



**Figure 3.** Government Attitude, Response, and Outcomes of MSME Products.

In Barsela, the government engages in persuasive communication with MSME actors through socialization and delivering messages in written form via brochures, leaflets, and banners. The persuasive communication pattern carried out by the government in Barsela towards MSME actors involves providing access for MSMEs to receive business development training and encouraging them to prepare for various marketing events, bazaars, and exhibitions according to their respective business fields.

Marketing events, bazaars, and exhibitions are prioritized for MSMEs whose business development is significantly progressing. In addition, MSME actors in Barsela also participate in the National Sports Week (PON) at the national level as a platform to promote products such as ecoprint batik. Furthermore, MSME products participate in provincial-level bazaars and exhibitions, as stated by Zedi Saputra, Head of the Department of Cooperatives, Small and Medium Enterprises, Industry, and Trade of Abdy Regency.



**Figure 4.** MSME Product Competition at the 21st National Sports Week (PON)

Persuasive communication, the government in Barsela continues to encourage and inspire MSME actors to produce goods that can eventually penetrate global markets. A trading house is an entity that facilitates negotiations between our country and foreign countries. It also acts as a merchant, selling business products and providing services for MSME entrepreneurs who seek international business partners to accept their goods. "In the trading house model, the initial step that must be taken is identifying products through marketing intelligence to better understand the products that are in demand in international markets, by selecting exporters from the MSME industry." (Sopyan, 2021).

According to officials from the Department of Cooperatives, MSMEs, and Industry in Barsela, there is indeed interest among MSME actors to export their products abroad. However, due to the lack of quality standards, the products from MSMEs in Barsela can currently only be marketed at the national level. Nevertheless, if the capacity of MSME products can ensure sufficient stock, it is possible that in the future, they could be exported internationally (via the trading house).

"We are also beginning to explore digital marketing breakthroughs at the international level, although we are still modelling existing platforms like Tokopedia and Shopee. Yes, we are heading in that direction," said the Head of Industry at the Department of Cooperatives, MSMEs, and Industry in Abdy.

### ***Challenges***

In running a business, challenges in communication are inevitable. At times, miscommunication occurs between the government and MSME actors, leading to a lack of response, as experienced by several MSME actors in Langung Village, Meureubo Subdistrict, West Aceh. Due to misunderstandings or unclear information about when MSME funds would be announced, many MSME actors were unable to submit proposals. In addition, MSME actors in Meureubo Subdistrict have never received training on understanding MSME development programs.

MSME actors, as beneficiaries of assistance, are required to submit reports on the use of business capital to ensure it is utilized effectively and in line with the plans. Deputy Chair of the Indonesian People's Consultative Assembly (MPR), Lestari Moerdijat, also urged the government to ensure that MSME actors are equipped with the necessary skills to innovate their products according to market demand.

The main challenge is that MSME actors rarely provide clear updates on whether their businesses have improved or not. "It's difficult to track progress because MSME actors, whether individual or group-based, never report to us about their business developments. However, we continue to evaluate MSME businesses," said the Head of Industry at the Department of Cooperatives, MSMEs, and Industry in West Aceh Regency.

Another challenge faced by MSMEs is their inability to penetrate modern markets and their lack of competitiveness in terms of quality. MSME products often do not meet standard branding requirements, resulting in less interest from buyers when these products are sold in supermarkets or retail stores.

### **Conclusion**

The persuasive communication pattern employed by the government in Barsela involves delivering messages that provide information, education, and encourage MSME actors to grow their businesses in line with the messages and expectations communicated by the government. The government's persuasive communication strategy in Barsela toward MSME actors is carried out through dissemination, including the distribution of brochures, leaflets, and banners. Additionally, the government offers opportunities for MSME actors to prepare themselves for participation in marketing competitions and exhibitions based on their respective business sectors. These competitions and exhibitions prioritize MSMEs whose businesses hold significant value.

Through persuasive communication, the government in Southwest Aceh (Barsela) has been able to attract attention and inspire enthusiasm among MSME actors to produce their goods, to penetrate international markets. Through trading house

negotiations between countries, MSME industrial products can be realized through the process of product identification via marketing intelligence. While there is a desire among MSME actors to export their products abroad, they currently face obstacles due to the lack of quality standards and insufficient stock to guarantee product availability. Nevertheless, the government in Barsela continues to make efforts and breakthroughs in digital marketing to promote MSME products globally.

At times, communication between the government and MSME actors experiences miscommunication, resulting in unclear information. This has led to many MSME actors in Meureubo Subdistrict, West Aceh Regency, being unable to submit proposals. The government in Barsela also faces challenges because MSME actors rarely report their business progress, although the government continues to evaluate MSME businesses.

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