

EMPOWERMENT OF CREATIVE TRADERS FIELD AT MANADO CITY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 22 May 2023</p> <p>Keywords:</p> <p>Empowerment; Field Creative; Trader.</p> <div data-bbox="235 787 479 976" style="text-align: center;">  </div>	<p>Purpose: The research purpose is to describe and explain the empowerment process by education, training, technical guidance, capitalizing, location/business facilities, legalism/business permit, partnership, business organization. Using of method for research was qualitative phenomenologic.</p> <p>Theoretical Framework: The information data were collected by observation, interview, and documentation. Data information resources were gotten by snowball method.</p> <p>Design/Methodology/Approach: Researcher became a field creative trader for 4 months for made Participative Observation on 2012.</p> <p>Findings: The conclusion, that the government made empower people through the conditional programs, it means that a program becomes the conditions of the other programs, and than impacted to achieve the empowerment and implementation continuously and consistently, also made the result that the field creative traders had orientation on entrepreneurship, stand on ownfeeds, and creative.</p> <p>Research Practical and Social Implications: The program for providing government capital assistance to traders is the government's attempt to prevent traders from borrowing capital from loan sharks. For this reason, the government provides capital assistance to traders in the form of conditions, so that traders can become recipients of aid funds from the government directly or through institutions that guarantee small and medium enterprises (banks).</p> <p>Originality/Value: Empowerment of creative field traders is the government's effort to empower small-scale economic traders who are still classified as poor people. For this reason, the government has developed an empowerment work program that includes things that are needed by traders to achieve the welfare of traders.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2229</p>

CAPACITAÇÃO DE COMERCIANTES CRIATIVOS NA CIDADE DE MANADO

RESUMO

Objetivo: o objetivo da pesquisa é descrever e explicar o processo de capacitação por meio de educação, treinamento, orientação técnica, capitalização, localização/instalações comerciais, legalidade/licença comercial, parceria e organização comercial. O método utilizado na pesquisa foi o fenomenológico qualitativo.

Estrutura teórica: Os dados informativos foram coletados por meio de observação, entrevista e documentação. Os recursos de informação de dados foram obtidos pelo método bola de neve.

Projeto/Methodologia/Abordagem: O pesquisador se tornou um comerciante criativo de campo por 4 meses para fazer a Observação Participativa em 2012.

Resultados: A conclusão é que o governo capacitou as pessoas por meio de programas condicionais, o que significa que um programa se torna a condição de outros programas e, em seguida, é impactado para alcançar a capacitação e a implementação de forma contínua e consistente.

Implicações práticas e sociais da pesquisa: O programa de fornecimento de assistência de capital do governo aos comerciantes é a tentativa do governo de evitar que os comerciantes tomem capital emprestado de agiotas. Por esse motivo, o governo fornece assistência de capital aos comerciantes na forma de condições, de modo que os

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comerciantes possam se tornar beneficiários de fundos de ajuda do governo diretamente ou por meio de instituições que garantem pequenas e médias empresas (bancos).

Originalidade/valor: A capacitação de comerciantes de campo criativos é o esforço do governo para capacitar comerciantes econômicos de pequena escala que ainda são classificados como pessoas pobres. Por esse motivo, o governo desenvolveu um programa de trabalho de capacitação que inclui itens necessários aos comerciantes para alcançar o bem-estar deles.

Palavras-chave: Empoderamento, Campo Criativo, Comerciante.

CAPACITACIÓN DE COMERCIANTES CREATIVOS EN LA CIUDAD DE MANADO

RESUMEN

Objetivo: El objetivo de la investigación es describir y explicar el proceso de capacitación a través de la educación, la formación, la orientación técnica, la capitalización, la ubicación/locales comerciales, la legalidad/licencia comercial, la asociación y la organización empresarial. El método utilizado en la investigación fue cualitativo fenomenológico.

Marco teórico: Los datos de información se recogieron mediante observación, entrevista y documentación. Los recursos de información de datos se obtuvieron mediante el método de bola de nieve.

Diseño/Metodología/Enfoque: La investigadora se convirtió en comerciante creativa de campo durante 4 meses para realizar Observación Participativa en 2012.

Resultados: La conclusión es que el gobierno ha empoderado a las personas a través de programas condicionados, lo que significa que un programa se convierte en la condición de otros programas y luego se impacta para lograr el empoderamiento y la implementación de manera continua y consistente.

Implicaciones prácticas y sociales de la investigación: El programa de ayuda gubernamental al capital a los comerciantes es un intento del Gobierno de evitar que los comerciantes pidan prestado capital a los usuarios. Por esta razón, el gobierno proporciona ayuda de capital a los comerciantes en forma de condiciones para que los comerciantes puedan convertirse en beneficiarios de los fondos de rescate del gobierno directamente o a través de instituciones que garantizan a las pequeñas y medianas empresas (bancos).

Originalidad/valor: El empoderamiento de los comerciantes creativos del campo es el esfuerzo del gobierno para empoderar a los pequeños comerciantes económicos que siguen siendo clasificados como pobres. Por esta razón, el gobierno ha desarrollado un programa de trabajo de capacitación que incluye elementos necesarios para que los comerciantes alcancen su bienestar.

Palabras clave: Empoderamiento, Campo Creativo, Comerciante.

INTRODUCTION

Community empowerment in the context of increasing the standard of living of the poor requires efforts in such a way as to help those who are below the poverty line to get up and be able to support themselves without depending on the assistance of other parties. An act of empowering people who have not been empowered to become empowered.

Historically Field Creative Trader in the city of Manado is a problem that is difficult to overcome, in 2008 at that time the government made effective, persuasive and friendly steps with Creative Field Traders in order to realize the work program of the city government based on the Decree of the Mayor of Manado No. 46 of 2008 concerning determining locations for supporting facilities Trader sales managed by PD Pasar Makmur Berhikmat All-Business Cooperative. Since that year the order, arrangement, and coaching Field Creative Traders which is a step in the empowerment process began to take place in the city of Manado. The first step

is to relocate Field Creative Traderto Manado Healthy Market. Relocation is a concrete act of empowerment efforts.

Informal sector traders, such asField Creative Tradersshould not be removed from big cities because it is one of the city's economic activities. It only needs to be controlled, organized, and fostered as community empowerment activities. This is in accordance with Regulation of the Minister of Home Affairs of the Republic of Indonesia No. 41 of 2012, concerning guidelines for the arrangement and development of street vendors, which is followed up by the city government.

As a phenomenon, in the city of Manado there is18,978 Field Creative Traders in the city of Manado spread over 9 districts, and1,117 traders spread across 12 (twelve) market locations provided by the government (data for 2012), there was a very significant reduction in the number of unofficial Creative Field Traders becoming official, this was due to the government's ongoing efforts to control

While the problem of external factors related to the legality of the trading business is that Creative Field traders must have a business license as an informal sector trader. However, the Creative Field Traders still ignore the processing of a business license, even though the government has provided and socialized it, that a business license is needed in order to be protected from legal problems. A place for obtaining permits has also been provided and the process for obtaining a business license.

Traders do not yet have a business organization that can truly accommodate their aspirations and solve their internal problems. At this time only cooperative business units in each trading location. So it is necessary for business organizations that are able to build the trust of traders to get involved in the organization.

Another uniqueness is in the Manado city government's strategy of providing capital assistance to Creative Field Traders where the capital assistance given to traders is conditional assistance. The capital provided by the government is not only in the form of money but also in the form of adequate trade facilities and helps traders to trade smoothly. This conditional assistance is a coaching strategy for traders.

In addition, researchers obtain accurate data by conducting participatory participant observations, namely entering the lives of research subjects by becoming Field Creative Traders.

Through participatory observation it helps researchers find problems that occur as a phenomenon in empowering Field Creative Traders, namely: education, coaching, technical

guidance, capital, trading locations and facilities, business legality/licences, partnerships, and business organizations. This observational finding is a point of view towards the focus of research.

From the phenomena and problems that occur, the uniqueness that is created and the empowerment process carried out by the government for traders in the city of Manado the researchers encountered in the field, the researchers entitled this dissertation: "Empowerment of Creative Field Traders in the City of Manado."

Partnership Program

According to Soemardjo, business partnership conceptually is cooperation between small and medium businesses or with large businesses accompanied by continuous guidance and development by medium or large businesses by taking into account the principles of mutual need, strengthening and benefit. The aims and objectives of the partnership pattern, according to Kusnaedi, are: 1) Organize balanced and mutually beneficial cooperation between large entrepreneurs and small entrepreneurs, or producers; 2) provide a better business climate for small farmers; 3) encourage the creation of equal distribution of business and increase the income of all parties.

The legal basis for organizing business partnerships is Law no. 9 of 1995 concerning small businesses which is an effort to foster a business climate that can encourage medium-sized businesses or the basis of partnerships, as a stimulant without any element of coercion so that experts in technology, management and business opportunities for small businesses can be carried out fairly.

The benefits of doing partnerships include: increasing productivity, 2) efficiency, 3) guaranteeing quality, quantity & community, 4) reducing the risk of loss, 5) providing quite high social benefits. 6) increase national economic resilience.

RESEARCH METHODOLOGY

This study aims to describe and explain the process of empowering Field Creative Traders in the city of Manado through education, coaching, technical guidance, capital, trading locations and facilities, legality/Business Permits, partnerships, business organizations.

Time: Since the research proposal was submitted in October 2012 until. early April 2013, and preparation of complete research results.

Place: This research was carried out in the city of Manado, North Sulawesi Province by specifying several market areas, shopping areas and open land determined by the Manado city government as the location for the Field Creative Trade as the research location.

Data Collection Techniques and Procedures

This research data collection techniques using observation, interviews, and documentation.

The research instrument is the researcher himself. Before conducting research the researcher conducts self-validation, how far is the readiness of the researcher before going into the research field. Researchers as human instruments, in this study determined the research focus, chose informants as data sources, namely Creative Field Traders, heads of business organizations of Creative Field Traders, and related governments.

Data Analysis Procedures

The data analysis procedure was carried out by researchers using various analysis techniques by Miles and Huberman, namely: (1) entering information into different lists; (2) create a category matrix and place the evidence into those categories; (3) creating data analysis – flowcharts and other tools to examine data obtained either from interviews, observations or documents; (4) tabulating the frequency of different events; (5) put information into chronological order.

Data Validity Check

In this study the validity of the data was checked triangulation is carried out to test the degree of trust, namely checking data from various sources in various ways/techniques, and at various times, as well as conducting member checks.

RESEARCH RESULT

For financial institutions providing credit for micro and medium enterprises, information on the lack of capital experienced by more than half of the Creative Field Traders is very valuable information. Around 62.50 percent of Creative Field Traders stated that lack of capital was a frequent obstacle in managing or developing a business. This condition is a potential market for capital provider institutions.

Another problem faced by Field Creative Traders is the large amount of collateral that must be owned by the borrower to cover the entire credit value that will be used. In addition, small business financial administration problems are still not neat, orderly and orderly, so that they experience difficulties in determining the level of eligibility for their credit scores. Meanwhile, from the point of view of the financial institutions themselves, administrative bureaucratic problems in the lending process which tend to take a lot of time are also a problem for small businesses. Even if credit is given to Field Creative Traders, it will be better if KTP ownership and those who are domiciled in Manado City are the main considerations for obtaining a loan. Obstacles in the form of a lack of understanding of business management.

Table 1
Number of Field Creative Traders Who Are Members of Groups/Organizations in Manado City in 2012

No	Become a member of a PKL group/organization	Percentage
1	No	89,17
2	Cooperative	6,99
3	Street Entrepreneurs Association	3,33
4	Other	0,52

Source: Office of Cooperatives, Small and Medium Enterprises and Trade of the City of Manado processed

Business Structuring and Development Policy

Given that the number of creative field traders continues to increase from year to year, reaching 2,425 traders by the end of 2012 in the city of Manado, the arrangement of field creative traders must be carried out in stages. The policy for structuring Field Creative Traders can be done by placing a business at a certain location or time. Besides that, arrangements based on the type of goods or services offered at a certain location or time for special activities and integrated with the implementation of tourism activities or other activities that are capable of bringing crowds are an alternative that should be considered.

Based on observations, it can be seen that most of the Creative Field Traders or 64.99 percent (8,791 businesses) are not willing to be placed in new locations, and the remaining 35.01 percent (4,736 businesses) are willing to be placed in locations that have been provided. In order for the Creative Field Traders to respond positively to the structuring program, it is necessary to study the reasons that encourage the unwillingness of entrepreneurs to be placed in predetermined locations.

The various reasons put forward by the Creative Field Traders can be seen in the following table. The main reason traders are not willing to be placed in a location that has been

determined by the government is because they feel the current location is better than the new location, which is believed by 51.25 percent of traders. The Creative Field Traders think that the current location is more strategic and they doubt whether their income is better than their current income in the new location.

Table 2
Number of street vendors by reason of not being willing to be relocated
in Manado City in 2012

No	Not willing With reason	Percentage
1	The location is not strategic	9.45
2	Quiet buyer	12.93
3	Expensive rent	13.20
4	Location is not good	51.25
5	Remote Location	5.95
6	Minimum income	3.81
7	Other	3.41

Source: Office of Cooperatives, 2012

From the following table, it can be seen that most of the Creative Field Traders or 12,820 people (94.77 percent) have never participated in any coaching for the Creative Field Traders business, while the remaining 707 people (5.23 percent) have taken part in good coaching held by the Regional Government, NGOs/Polol Parties , Colleges, Merchant Associations, Companies and others. The training program for Creative Field Traders is basically needed to improve the ability of traders to carry out their business activities.

44 Table 3
Number of street vendors according to Street Business Development in Manado City in 2012

No	Participate in Development of Street Business	Percentage
1	Do not follow	94.77
2	local government	3.29
3	NGO	0.32
4	College	0.13
5	Merchant Association	0.38
6	Company	0.49
7	Other	0.62

Source: Office of Cooperatives, 2012

In addition, the Manado City Government has implemented measures to control Field Creative Traders as mandated in PERDA number: 46 of 1995 concerning the arrangement and

development of Manado City Field Creative Traders, and PERDA number 46A of 2008 concerning determination of locations for sales facilities for Field Creative Traders by Multipurpose Cooperatives. The business of PD Pasar Makmur Berhikmat, as many as 9,175 Field Creative Traders have been disciplined, but the facts on the ground show that the traders will return to their original locations, after the Satpol PP officers have finished controlling them.

PKL Empowerment Steps

Creative Field Traders refer to traders who carry out trading activities in the informal sector. Formerly Field Creative Traders according to the Law. No. 9 of 1995 known as "Street Traders". year 2008.

Currently in the city of Manado there are a number of Creative Field Traders who are categorized into four forms of control/coaching efforts as empowerment efforts, namely: 1) 3118 Field Creative Traders who are directly handled or under the auspices of PD Pasar. 2) Field Creative Traders handled by the District government, spread in Malalayang District as many as 45 people, on the Ring Road as many as 32 people, and in Mapanget District as many as 54 people. 3) Street vendors in several shopping centers managed by the private sector as a partnership between the government and the private sector, spread across Manado City Walk (Marina Plaza complex – Jl. Piere Tendean) 32 people, IT Center complex (Jl. Piere Tendean) 20 people, complex Mega Mas (Jl. Piere Tendean) 20 people, Golden Supermarket complex (Jl. Sam Ratulangi) 32 people, Pasar Segar complex (Jl. Yos Sudarso) 22 people; 4) Field Creative Traders who occupy temporary locations, spread across sidewalk locations (Jl. Piere Tendean) and City Center, more than 500 people.

The design of capital assistance provided by the government in the form of cash, trading locations, and facilities in trading. Also loan guarantees to banks, the results that can be felt by Field Creative Traders are seen to be more creative, innovative, in selling their wares. Efforts to empower through capital can increase profits and also improve welfare for the continuation of the trader's own business.

The government provides location and trading facilities and reallocates Field Creative Trader in a place that has taken into account the aspects of increasing the trader's business so that all forms of trader's trading activities can be accommodated and run well, besides that the convenience of traders and consumers is considered, therefore the arrangement of the location and facilities of traders in a better and adequate manner should support the process of buying and selling activities from traders for the sake of increasing the income and earnings of traders.

The government's empowerment program by providing legal protection for Field Creative Traders is issuing Trading Permits (SIB). With SIB, traders can occupy locations provided by the government.

The result is that Creative Field Traders can meet one of the requirements to get grants from the government or the private sector. Traders get legal guarantees.

Partnership is the empowerment of Field Creative Traders has been carried out by the government, a form of partnership where the government cooperates with stakeholders in various empowerment activities, where stakeholders become facilitators in empowerment activities, stakeholders also assist the government in providing financial assistance and physical construction of facilities for implementing empowerment activities.

In addition, the benefits that can be felt from partnerships such as increasing productivity, efficiency, guaranteeing quality, quantity, reducing the risk of loss, and providing benefits for all partners.

Table 4
Business organization

PROGRAM
- Organization to shelter merchants
DESIGN
- Form associations/business organizations which are institutions for traders
- Building an organizational attitude for traders
STRATEGY
- Every government assistance is coordinated by business organizations, so traders must become members of business organizations.
PROCESS
- The business organization records its member merchants
- Provide business capital assistance
- Provide loans to merchants
- Providing solutions to traders in every internal problem in organizations and trading problems
CONSTRAINT
- Lack of desire of traders to become members of the organization
- Bad picture of business organization
IMPACT
- Business organizations help traders solve trading problems
- Business organizations make it easy for traders to get financial assistance.
RESULTS

- A more coordinated and embodied
business environment.

Source: Primary data by author, 2012

Business organizations have been formed by the government through cooperative business units,

The impact felt by being a member of a cooperative business organization is helping traders solve internal problems in the trading environment, also through cooperative business organizations traders can get loan solutions when traders suddenly need them and also merchant members of business organizations easily get assistance funds from the government which are channeled by Cooperatives are business organizations that prioritize their members in obtaining aid funds.

DISCUSSION OF RESEARCH FINDINGS

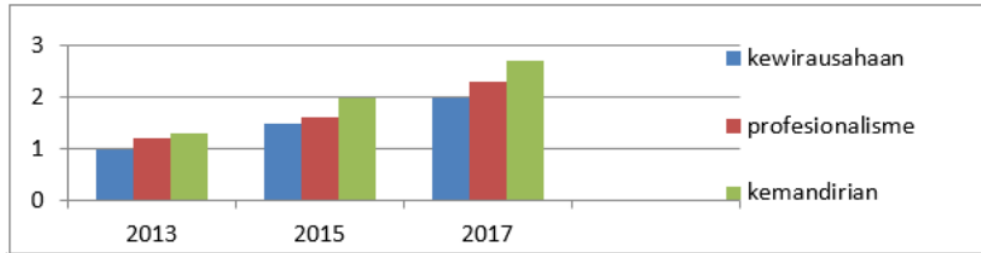
The discussion of the findings of this research is based on the process of empowerment through education, coaching, technical guidance, capital, trading locations and facilities, legality, partnerships, and business organization. From the sub-focus of this research, it shows that the phenomenon of empowerment occurs which is then studied from the perspective of empowerment, human capital, social capital, human resources, and relevant research, as follows:

Education

From an empowerment perspective, education must be seen as important in the context of empowering Field Creative Traders, due to the following: 1) reality shows that the results of a survey by the Manado city government socializing educational programs have received a good response from Field Creative Traders; 2) community empowerment requires education because in general the Creative Field Traders are poorly educated and have minimal knowledge about trading business.

With the education of Field Creative Traders, their potential is empowered through provision of knowledge. By having the knowledge they know what and how to trade, thus they have the ability to develop their trading business. According to Margono, ⁴community empowerment is by developing conditions and situations in such a way that people have the power and opportunity to develop their lives without the impression that development is an external force, where people must be made subjects and not object.

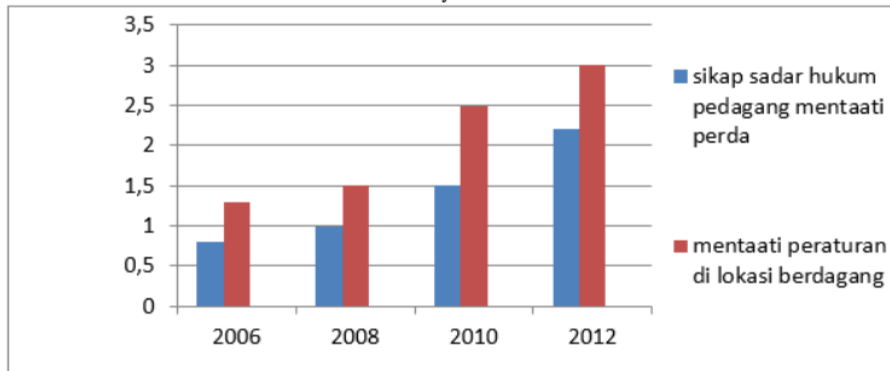
Figure 1
The development of field creative traders business through educational programs in the city of Manado



Source: Office of Cooperatives, SMEs and Trade of the City of Manado processed Empowerment of Creative Field Traders from a human capital perspective includes knowledge, skills, abilities, attitudes and capacities, showing that through education, human capital can be developed. Primary data, by author 2012.

In the perspective of social capital education is needed for society to build trust, norms, networking, values, and communication. Creative Trader Field.

Figure 2
The development of the field creative trader business through the development empowerment program in Manado City in 2006-2012



Source: Office of Cooperatives, 2

Empowerment through coaching is able to create social order and regularity in society due to legal compliance with traders, the development of a clean, healthy and neat culture, as well as increasing the spirituality of the community members.

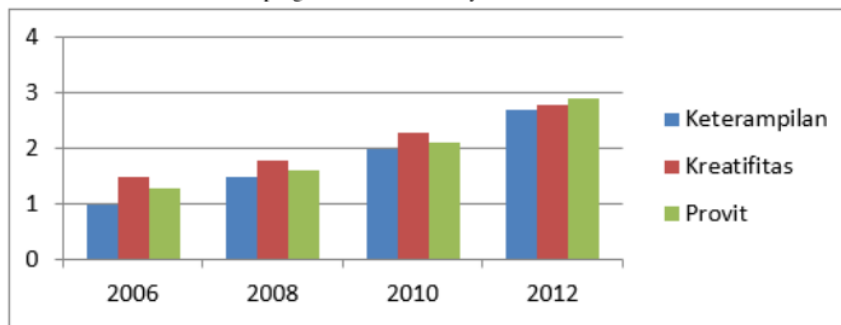
Coaching

Coaching must be seen as important in empowering Field Creative Traders, for the following reasons: 1) reality shows that informal traders tend to behave in a disobedient, disorderly manner, do not pay attention to cleanliness so that it spoils the view of the city, the environment looks chaotic, uncomfortable, and not safe; 2) informal traders mostly lack

knowledge about product quality, technical knowledge in trading, regulations/regulations, such as Regional Regulations and Laws, as well as the sanctions imposed by the government; 3) there is a view in the community that entering the world of trade for creative traders in the field is very easy to use as employment, because it only requires a small amount of capital.

This easy and cheap assumption of the world of commerce has led to an increase in the number of creative field traders who over time have disobeyed government regulations in terms of trading, and caused slums in the city environment.

Figure 3
Matrix. The development of the field creative trader business through the technical guidance empowerment program in Manado City in 2006-2012



Source: Office of Cooperatives, 2012

Empowerment through technical guidance is an effort to increase the creative abilities and skills of traders, in terms of creating new products, developing more innovative old products, developing more creative services, being able to attract more consumers, generating significantly increased profits, having high self-confidence, daring to open up employment opportunities that were developed from previous businesses, thereby being able to compete in an increasingly bustling business environment with increasingly varied and innovative products.

Capital

Capital for Creative Field Traders is a form of assistance that has been programmed by the government and has been realized, providing guarantees for obtaining capital from banks is also a government step so that traders who comply with government regulations can easily get bank assistance, besides that the government also provides capital in the form of locations and facilities trade, as well as cash assistance, forms of capital assistance from the government such as cash do not need to be returned by field creative traders because the capital assistance funds

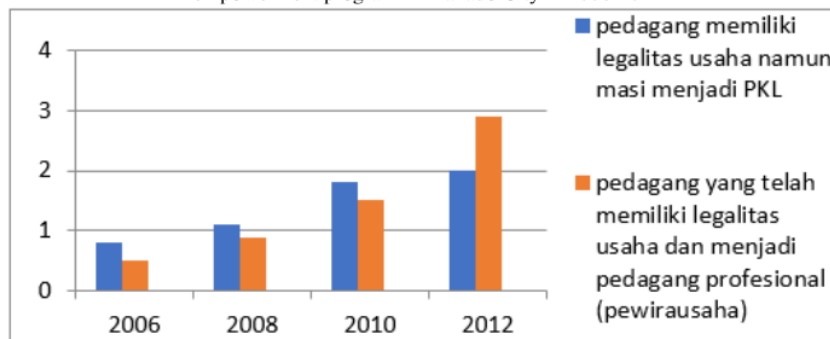
come from an empowerment program for field creative traders, which is called a business strengthening assistance fund, even though not all traders experience empowerment in the form of financial assistance.

Legality/Business Permit

Legality or business permits for Field Creative Traders is an effort to empower by taking legal protection measures by giving Trade Permits (SIB) to traders who have occupied the correct trading location, according to the provisions and regulations of the city government.

Nature defines business legality as the legitimacy of a business to run. According to Herman, business legality is a business license, which is a form of approval or granting of permission from the authorities for the implementation of a business activity by an entrepreneur or a company. For the government, the definition of trading business is a tool or means to foster, direct, supervise, and regulate the business licenses of traders.

Figure 4
Matrix. The development of the business of creative traders in the field through the business legality empowerment program in Manado City in 2006-2012



Source: Office of Cooperatives, 2012

Empowerment through business legality is able to elevate the degree of informal traders to become formal traders in the business environment where traders trade, traders can enjoy rights as legal traders, the convenience of running a business so that they have the capacity to develop a better business, wider cooperation opportunities for business expansion and obtaining venture capital. The legality of traders certainly can make traders successful so that they are more able to carry out economic activities that make their lives prosperous, thereby contributing to the region.

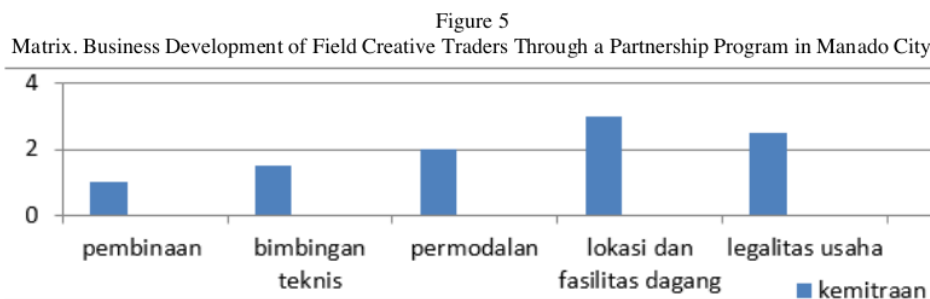
Partnership

Partnership is a government effort in empowering field creative traders. The partnership is carried out by the government not only between traders and stakeholders, but also between the government and stakeholders.

Government partnerships with stakeholders in coaching activities, technical guidance, business capital, trading locations and facilities, business legality. The government needs stakeholders in each of its work programs to support every empowerment activity carried out by the government. In this case, the stakeholder becomes the facilitator.

In a partnership between the government and stakeholders, in educational programs, coaching and technical guidance, stakeholders act as facilitators. In the capital program, location and trading facilities, the stakeholder acts as a provider of assistance funds.

This partnership certainly provides benefits for both parties, so that the partnership process continues to run well in the effort to empower Field Creative Traders in Manado City.



Source: Office of Cooperatives, SMEs and Trade of the City of Manado processed

Empowerment through partnerships is able to encourage small and weak economic activities, so that through business partnerships it is able to increase productivity, efficiency, guarantee quality, quantity and community, reduce the risk of losses, provide high social benefits, and increase economic resilience.

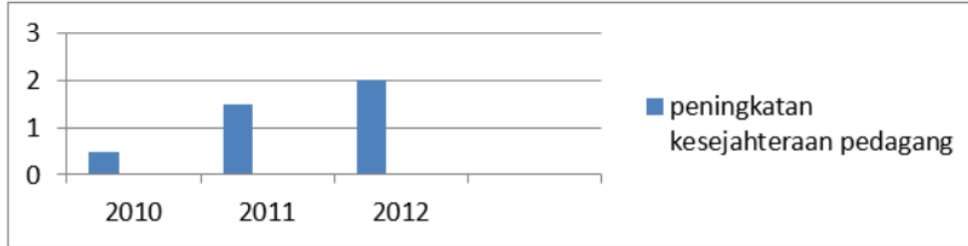
Business Organization

The business organization that oversees the Field Creative Traders is intended so that empowerment efforts can be carried out and properly organized in accordance with the policies implemented by the government and in accordance with the wishes of the Field Creative Traders as well.

The existence of a business organization for Field Creative Traders ³ plays an important role in helping the welfare of its members, in this case traders.

From the perspective of human capital, it shows that business organizations provide a place for individual capacity development. Thus, Field Creative Traders can be accommodated to expand their capacity as traders by obtaining additional business capital.

Figure 6
Matrix. Increasing the welfare of field creative traders through business organization programs in Manado city



Source: Office of Cooperatives, 2012

Empowerment through business organizations, business organizations are a tool for the community to express their will to influence the desired change process. So that the attitude that prioritizes the organization in advancing joint ventures continues to grow together. This results in a business environment that is more independent and growing rapidly. Through business organizations all forms of convenience and facilities that help sustain trading activities can be coordinated and accommodated.

CONCLUSION

Empowerment of creative field traders is the government's effort to empower small-scale economic traders who are still classified as poor people. For this reason, the government has developed an empowerment work program that includes things that are needed by traders to achieve the welfare of traders.

Through the education provision program the government makes a strategy to increase the insight of traders, where phenomena are found in the field, people who become field creative traders are very minimal in knowledge, so the government work program to increase traders' insight by providing non-formal education needs to be supported in its implementation, this is efforts to increase the knowledge of traders in terms of trade management, economics as well as general knowledge in the business world, so that the insights received can be useful to support traders' businesses.

Through education, traders are expected to be able to compete in the ever-growing business world coaching. The coaching program cannot be separated from efforts to empower traders, because through coaching the government makes a form of guidelines which are important rules in trader business activities, strategies carried out by the government in coaching activities so that traders can obey and comply with the rules set in the trading environment. With continuous and consistent guidance in establishing regulations, traders can be aware of the law and run their business properly.

Business organization is a government program so that traders take shelter in an organizational body, through business organizations traders can express their aspirations and internal problems in the trading world can be solved together through existing business organizations. Business organizations become an umbrella for traders so that every step of empowerment programmed by the government is carried out properly, with good coordination between the government and business organizations for field creative traders.

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