

## **THE SMALL BUSINESS DEVELOPMENT IN SUITCASE INDUSTRY CENTER IN KEDENDARI VILLAGE, SIDOARJO REGENCY**

### **Abstract**

Objective of this research, performed in Kedensari village, Tanggulangin subdistrict, Sidoarjo regency, is to describe a form and result of development undertaken by outside party to the small industry in village that is known as suitcase industry center. Secondary data concerning the research question, namely lists of the small businessmen receiving capital assistance, lists of training and exhibition activity, lists of Cooperative Intako members, lists of trademark owners, leaflet of the small industry Kedensari and monograph of Kedensari are collected from the Industry Agency Office Sidoarjo Regency, Dekranasda, District Administration Sidoarjo, Cooperative Intako, and Village Office Kedensari. The primary data are collected through observation and interview to respondents selected in purposive sampling.

The results show that the development takes many forms of capital assistance, training and illumination, promotion, and establishment of accessory plant. Distribution of capital assistance in centralized manner with Cooperative Intako as its center has resulted in monopolization process by few small businessmen having great access to the capital assistance. This, in turn, leads to a gap between the businessmen who can utilize the capital assistance and those who cannot utilize it. Participation of the small businessmen in training and exhibition activity is still low, since in their opinion the training and exhibition provide little economical benefits in direct way. Although promotional assistance is indirect in nature, especially promotion in a form of official guest visit that is scheduled by District Administration Sidoarjo to the Small Industry Center Kedensari gives significant contribution to collective image, in that the Small Industry Center Kedensari deserves to be visited, since such promotion is published broadly in newspapers, radio, and television. Assistance in establishment of accessory plant does not provide significant benefits since until now the plant has been not operated that becomes a burden for management of Cooperative Intako as result of maintenance costs expended in every month.

Key word: The small industry development