

ABSTRAK

Penelitian ini menjelaskan tentang kolaborasi antar *stakeholder* dalam sektor UMKM di Kampung Kreatif eks lokalisasi Kota Surabaya. Dalam sebuah kolaborasi terkadang terdapat perbedaan pendapat maupun kepentingan antar *stakeholder* yang menimbulkan suatu permasalahan. Selain itu peneliti tertarik mengkaji kolaborasi antar *stakeholder* UMKM kota Surabaya bertujuan untuk menjawab rumusan masalah berikut : 1) Bagaimana proses kolaborasi antar *stakeholder* dalam upaya meningkatkan kesejahteraan masyarakat pada sektor UMKM di kampung kreatif eks lokalisasi Dolly Kota Surabaya? Dengan menggunakan metode kualitatif.

Dalam mengkaji kolaborasi antar *stakeholder* dalam sektor kampung kreatif eks lokalisasi, peneliti menemukan komponen untuk menjawab rumusan masalah berikut: 1) Dari komponen pemahaman bersama yang terdiri dari tujuan bersama dan pengambilan keputusan, terdapat kepentingan yang berbeda-beda namun semua *stakeholder* memiliki tujuan yang sama, yakni peningkatan kesejahteraan dan pemberdayaan masyarakat. Selain itu, pengambilan keputusan dilakukan melalui proses diskusi yang dihadiri oleh semua *stakeholder* sebagai pertimbangan pengambil keputusan sesuai dengan asas demokrasi. 2) Dari komponen administrasi yang terdiri dari peran setiap *stakeholder*, terdapat kejelasan peran pada setiap *stakeholder*. Kejelasan peran ini memicu adanya hubungan saling ketergantungan. 3) Dari komponen kepercayaan, terdapat kepercayaan antar *stakeholder*. Hal itu terlihat dari penilaian kinerja *stakeholder* lain secara positif. 4) Dari komponen komitmen, dapat disimpulkan bahwa komitmen antar *stakeholders* baik. Hal tersebut dikarenakan komitmen setiap *stakeholder* merata. 5) Dari komponen mutualitas, terdapat hubungan saling melengkapi. Hal itu dikarenakan semua *stakeholder* mengakui adanya hubungan saling ketergantungan satu sama lain. Hal ini dipicu oleh kejelasan peran dari masing-masing *stakeholder*. 6) Dari komponen komunikasi, dapat disimpulkan bahwa komunikasi yang terjalin dalam kolaborasi antar *stakeholder* di kampung kreatif sangat efektif. Hal itu dikarenakan belum ada wadah online khusus *stakeholder* yang berkolaborasi di kampung kreatif. Selain itu, penyebaran informasi khusus *stakeholder* disebarakan secara berkesinambungan. 7) Dari komponen lingkungan kolaborasi, dapat disimpulkan bahwa lingkungan kolaborasi antar *stakeholder* di kampung kreatif sangat baik. Hal itu disebabkan oleh para *stakeholder* ikut andil dalam setiap kesulitan yang dialami warga.

Kata kunci: kolaborasi, *stakeholder*, Usaha Mikro Kecil Menengah (UMKM), kesejahteraan masyarakat

ABSTRACT

This study explains the collaboration between stakeholder in the UMKM in creative village ex-localization Dolly Kota Surabaya. In a collaboration sometimes there are differences of opinion and interests between stakeholders that cause a problem. In addition, the researcher is interested in studying collaboration among stakeholders in the city of Surabaya. It aims to answer the following problem formulation: 1) What is the process of collaboration between stakeholders in an effort to improve the welfare of the community in the UMKM in creative village eks lokalisasi Dolly Kota Surabaya? By using qualitative methods.

In reviewing collaboration between stakeholder in the ex-localization creative village sector, the researcher found a component to answer the following formulation: 1) From the shared understanding component consisting of shared goals and decision making, there are different interests but all stakeholders have the same goal, namely increasing welfare and community empowerment. In addition, decision making is carried out through a process of discussion attended by all stakeholder as a consideration of decision makers in accordance with the principle of democracy. 2) From the administrative component consisting of the roles of each stakeholder, there is a clear role for each stakeholder. Clarity of this role triggers a relationship of interdependence. 3) From the trust component, there is trust between stakeholders. This can be seen from the positive performance evaluation of other stakeholders. 4) From the commitment component, it can be concluded that the commitment between stakeholders is good. That is because the commitment of each stakeholder is evenly distributed. 5) From the mutuality component, there is a complementary relationship. That is because all stakeholders recognize the interdependence of one another. This is triggered by the clarity of the roles of each stakeholder. 6) From the communication component, it can be concluded that the communication that is established in collaboration between stakeholders in kampung kreatif is very effective. That is because there is no specific online forum for stakeholders who collaborate in kampung kreatif. In addition, the dissemination of stakeholder-specific information on an ongoing basis. 7) From the components of the collaboration environment, it can be concluded that the collaboration environment between stakeholders in creative villages is very good. That is caused by the stakeholders taking part in every difficulty experienced by citizens.

Keywords: collaboration, stakeholders, small and medium micro businesses , public welfare