ABSTRACT
INCREASING WELFARE OF MICRO AND SMALL BUSINESS OWNER IN MAMUJU REGENCY WEST SULAWESI PROVINCE

Author : Reza Hafikar Suardi
Supervisor : Najmi Kamariah Muttaqin

The fourth wave of the economy, known as the creative economy, is already starting to take hold in the world. The pursuit of sustainable development through creativity is reflected in the creation of the creative economy. It should be assumed that the presence of SMEs will contribute to the welfare of the community, particularly in attempts to address issues that are frequently encountered like the high level of poverty. West Sulawesi Province, Mamuju.

This study applied both quantitative and qualitative method. The data collected through interviews and questionnaires. While descriptive statistical analysis is the method of data analysis employed in this study.

The result of the study showed that the involvement of micro and small businesses in Mamuju Regency not only generates new employment opportunities but also enhances community welfare as measured by three indicators: income, health, and investment. Micro and small business actors have achieved the three indications; prior to the development of micro and small businesses, the community had trouble locating employment that matched their skills. Having a job increases revenue, which may be used to satisfy everyday requirements as well as to develop and restore homes. By helping the community with medical costs and by hiring new employees who work for SMEs to help send their children to higher education, SMEs can meet the needs of the people who work in micro and small enterprises on both a health and educational level.

Keywords: Welfare, Micro and Small Enterprises

UNIT BAHASA
POLITEKNIK STIA LAN MAKASSAR