

ABSTRACT
**PEOPLE'S ECONOMIC DEVELOPMENT PLANNING IN MICRO, SMALL AND
MEDIUM ENTERPRISES (MSME) DEVELOPMENT PROGRAM IN MAJENE
DISTRICT**

Author : Nur Zhafirah
Supervisors : Sulaeman Fattah

Development planning is the process of reaching a goal with the intention of bringing about positive change. All managerial activities require planning since the organizing, controlling, and directing functions cannot function without it. There are various strategies for economic development in Indonesia that are intended to assist the nation's and state's lives, one of which is preparing for the development of MSME (Micro, Small and Medium Enterprises). MSME are one of the most significant foundations in an Indonesian region's economic development. The growth of MSME in Majene Regency continues to accelerate year after year. In order to improve the people's economy, the government has a plan for the growth of MSME in Majene Regency.

This study applied a descriptive qualitative method. Interviews, document reviews, and observation were used to gather data for this study. The Head of the Economic and Natural Resources Development Division, the Staff in the MSME Development Sector, and the three MSME actors in Majene Regency were among the five people who became informants in this study. This study asks agencies six questions about the MSME Development Program Planning Indicators and MSME actors three questions.

The result of the study showed that the MSME Development Program Planning in Majene Regency is carried out in accordance with the policies and provisions in place in the Main Tasks and Functions. This can be seen in the development program planning, which begins with the setting of program objectives and ends with the MSME Development Program Standards for Achievement, which in Majene Regency is considered good.

Keywords: Development Planning, Development, MSME