

APPLICATION OF THE TRIPLE HELIX CONCEPT FOR SME NETWORK DEVELOPMENT AS AN EFFORT TO BUILD COMMUNITY ECONOMIC INDEPENDENCE

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Abstract

SMEs or small and medium enterprises are a type of business on a small scale that does not have branches. SMEs are a type of business that is resilient to the storm of economic downturn. This can be seen from the decline in economic growth some time ago until now this type of business has the most stable growth. With the large number of SMEs at the village, sub-district, district, city and even provincial levels, it is very significant to help the sluggish economy. If likened to a network, the network members are in the form of sub-systems whose units are small in number and very productive. However, if SMEs are not assisted by regulations from the government and universities as centers of thought in various fields, especially regarding business management, these small and medium enterprises will be difficult to develop. Study-based research on the application of the triple helix concept for the development of small and medium-sized enterprises (SMEs) networks as an effort to build community economic independence is based on the Triple helix theory which is an interaction between academia, industry or business and government which was developed in the 1990s by Etzkowitz and Leydesdorff This concept has become a general strategy used by the government in developing policy innovations. The purpose of this study-based research is to describe the development of a network of SMEs to build economic independence. With data sources obtained from various documents related to the application of the triple helix, it is found that the Triple Helix needs to be applied as an effort to develop SMEs which can ultimately help economic independence in the community.

Keyword: small and medium enterprises, entrepreneur education, life along education

1 INTRODUCTION

The current product of higher education is students who can compete in the era of the Industrial revolution 4.0 where competition in finding jobs is replaced by companies that need employees who have multi-functional competencies so that the jobs that are now in demand are jobs that require multi-disciplinary education graduates who synergize with the field of industry, practice and the government part when combined can realize development construction in the national scope which the next stage can explore the potential - the potential of natural resources, human resources that can ultimately compete in the global market

Today's global development where social media as one of the elements in an effort to attract buyers has been dominated by a marketing system that is easily accessible to many people, especially

advertising designs that display popularity – luxury. Meanwhile, products from SMEs from self-employed businesses and home handicraft products have become backward due to conventional marketing activities. For example, home handicraft products are only sold in markets – traditional markets, basar activities in a regional scope. Another element in increasing product buyers is product design, for SMEs product design can be estimated not a priority in their sales, even though with an attractive, unique product design is a way to increase sales. This product design can involve universities as thinkers because universities are institutions that have a vision of developing various kinds of sciences. For this reason, there is a need for a role from the University that can nurture entrepreneurs and the handicraft industry and home industry to be able to develop because we know that the development of handicrafts and home industry is in great demand by foreign people. The university as a service university that focuses and is oriented towards community service and the application of science and technology and art is expected to bridge to solve community problems and advance the welfare of the nation, through community programs (community service, engage, empowerment, etc.). Cooperation or Collaborasi is something that is done by one organization with another in building or improving the state of its organization to achieve certain benefits and goals for both parties.

The beginning of the formation of the Triple Helix model was because the university experienced two revolutions. The first revolution occurred when universities, which had only acted as educational or teaching institutions (teaching universities), changed by taking on a new role of conducting research (research university). Research conducted by universities consists of developing knowledge as well as research ordered by for-profit organizations. In subsequent developments the university served research that was useful for the welfare of society.

2 METODOLOGI

Library Research: Literature studies are related to theoretical studies and other references related to values, cultures, and norms that develop in the social situation under study. Library Research is carried out by reading, studying and recording materials from various literature, such as books, journals, laws.

3 FINDINGS AND DISCUSSION

3.1 Triple Helix Concept

Triple Helix is a concept where institutions as new scientific institutions become locomotives to help developing countries with direct assistance by business people or entrepreneurs with the government where there is synergy between Government, Universities and Industry. With this

Triple position the Government as a policy maker, the University as a center for research development and industry as a provider of community service needs to achieve common goals. By producing educated and qualified human resources to act directly in the field with an adequate level of professional expertise. The triple helix strategy is to be able to prepare goals and planning that can build collaboration between organizations and the government as well as strategic alliances with multi-organizational networks. For academics, they can produce academic research products from adaptive learning products that are conceptual and pragmatic that can be disseminated and implemented for people's lives. Academic products from the results of this research can be in the form of financial formulations, product designs, marketing systems that are easy to do and their impact on product sales is high. Through the development of information technology, various SME businesses can be transformed more modern, in terms of material processing, better product design, a simple but optimally functioning financial system, to marketing that can be done online that is able to reach buyers not only locally but also abroad.

3.2 Government Contribution

From the government side, the bureaucratic system, permits that have a long line and require a long time with the aim of prospering the community can be simplified. With the realization of one-stop bureaucratic services, this effort will make it easier for the community to develop business startups that have been carried out. With the registration of a home industry business legally in the local government, the coaching process carried out by the local government on SMEs will be easier and more targeted, because SMEs have been organized. With the collaboration of small and medium-sized enterprises, the government and universities will be able to realize modern SMEs with professional governance. Thethree of them are getting more and more fused. So between the government, universities and industry there can be collaboration in the fields of:

1. Resource Collaboration, Collegiality, and Cohesive Participation
2. Innovation and continues improvement
3. Sustainability and inclusive learning
4. Trigger academicians in research and community services excellences
5. High Impact on Open and Distance Education
6. Good university governance in service stake holders

With this collaboration, it is hoped that cooperation between the government which can be a University stake holder as well as an industry that can also become a *stake holder* from the

University will join forces to realize the existence of a *culture crativity* by making something that *makes it different*.

3.3 The University Contribution

The University as an educational institution whose vision is as an institution for the development of various types of science, plays a role in improving the welfare of society. The university conducts a lot of research based on the development of a science, orders from various industries such as pharmaceuticals for drug research, product design for interior design, transportation, and other developments related to industrial goals. Along with the changes that occur, universities play a role in improving the welfare of the community. With reference to universities having the obligation of TriDharma Perguruan Tinggi, the role of universities serving the community must be realized in real terms, namely helping SMEs from various sides, for example the financial management system, marketing, product design, acceleration to get business licenses to fee grants.

The Tridharma of Higher Education, hereinafter referred to as Tridharma, is the obligation of universities to organize education, research, and community service. The functions of higher education according to Law Number 12 of 2012 concerning Higher Education are:

develop the ability and shape the character and civilization of a dignified nation in order to educate the nation's life;

develop an innovative, responsive, creative, skilled, competitive, and cooperative Academic Community through the implementation of the Tridharma; and

develop Science and Technology by paying attention to and applying the value of the Humanities.

The objectives of higher education according to Law Number 12 of 2012 concerning Higher Education are:

the development of students' potential to become human beings who have faith and piety in God Almighty and have a noble, healthy, knowledgeable, capable, creative, independent, skilled, competent, and cultured character for the benefit of the nation;

the production of graduates who master the branches of Science and / or Technology to meet national interests and increase the nation's competitiveness;

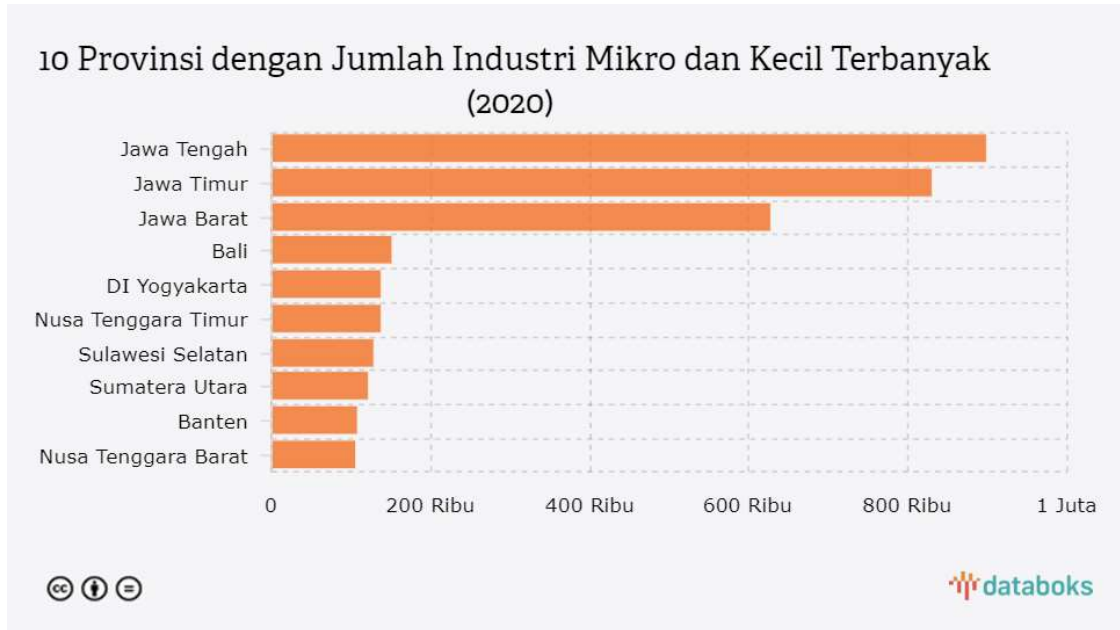
the production of Science and Technology through research that pays attention to and applies the value of the Humanities to benefit the progress of the nation, as well as the progress of civilization and the welfare of mankind; and

the realization of reasoning-based Community Service and research work that is useful in advancing general welfare and educating the nation's life.

With the basis of the higher education law, especially the purpose of higher education at the end that community service has the intention of promoting general welfare is an obligation of universities, the participation of universities can improve community welfare according to the characteristics of the college.

3.4 Entrepreneurs and Small and Medium Enterprises Network

Universities are developing not only in their ability to generate scientific knowledge, but also in the direction of other forms of assistance that have strategic relevance for industry and entrepreneurship. Government and Universities come to play different roles, but complement each other. On the other hand, industry, and entrepreneurship also develop, requires support from the regulatory side, namely the government and universities as research institutions needed by industry, SMEs, as well as by the government. Why are entrepreneurs needed?, the role of entrepreneurs is needed because with this entrepreneur, there will be job vacancies that are evenly distributed from urban areas to villages. Start -Up is a business that is mostly located in urban areas, because this type of business uses technology in its business operations. What about small and medium-sized enterprises (SMEs)?, this type of business grows like mushrooms in the rainy season, many standing everywhere, in urban areas to villages. And the advantages that this SME business has can create job vacancies for the surrounding population. The following is the distribution of micro-enterprises in Indonesia



<https://databoks.katadata.co.id/datapublish/2022/03/23/ada-421-juta-industri-mikro-kecil-di-indonesia-di-wilayah-mana-terbanyak>

With this data, micro-businesses need to be further improved in terms of the quality of their management. And universities by doing clusters of these micro-entrepreneurs can take a role, what areas can be helped. Because with a large number of micro-businesses it consists of culinary, textile, handicraft, computer, automotive, optical and other businesses.

With the current network of small and medium-sized businesses, it is easier for universities to take a role in improving the welfare of the community.

4 CONCLUSION

The college is developing not only in its ability to generate scientific knowledge, but also in the direction of delivery of goods, services and other forms of assistance that can have strategic relevance for industry and entrepreneurship. Governments and universities come with different roles in the same goal. With the collaboration of the three small and medium entrepreneurs, the government and universities, it is hoped that they will be able to improve the welfare of their communities.

With the number of universities that exist and reach thousands, as well as small and medium-sized enterprises whose numbers are also large, the synergy realized is expected to encourage significant economic growth. Because it is proven that at a time when the world economy is experiencing

problems in the small business sector and this is the most resistant to the decline of the world economy.

However, to maintain this sector, it needs regulatory support from the government in the form of access to aid funds, technical guidance related to these small and medium-sized enterprises.

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