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## OPINION LEADER'S COMMUNICATION PATTERNS IN STRENGTHENING A GREEN ECONOMY THROUGH MSMEs IN SERANG CITY, BANTEN INDONESIA

by

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### ABSTRACT

*Micro, Small Medium Enterprise (MSMEs) is a general term that refers to productive economic businesses owned by individuals or business entities in accordance with the criteria stipulated by Law no. 20 of 2008. The pattern of integrated communication between leaders and the community is essential to accommodate the food self-sufficiency program as a green economy. The focus of this study describes how the communication pattern of opinion leaders is appropriate for the empowerment of MSMEs in the success of the green economy. The goal is to build a better communication pattern between leaders and the community of MSME actors in facing the challenges of the green economy. The research uses a case study paradigm with a qualitative approach. The research subjects are opinion leaders, the community, and local stakeholders. The location is MSMEs in Terondol Village, Serang, Banten, Indonesia. The results show that the communication pattern between the leaders and the community of MSMEs actors is with a more focused mentoring communication model from opinion leaders and stakeholders in developing more democratic group communication to its members. Top-down and bottom-up linear communication patterns need improvement and strengthening in order to provide correct understanding in communicating and developing MSMEs.*

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## 1. INTRODUCTION

Integration of development planning in its implementation requires integration between development plan data and evaluation of development data. In addition, the process must also be integrated. data center needed to support the availability, integrity, and integration of development plan data and development evaluation. This is in accordance with the integrated national development planning for the long, medium, and annual development plans carried out by state and community administrators at the Central and Regional levels, which has become the mandate of Law Number 25 of 2004 concerning the National Development Planning System (SPPN).

One of them is through the development of micro, small and medium enterprises (MSMEs) or commonly referred to as entrepreneurship. Entrepreneurship carried out through business units on a limited scale or known as micro, small and medium enterprises (MSMEs) in general is one of the economic drivers that strengthens domestic products and expands employment opportunities. In Indonesia, MSMEs have increased significantly and shown performance and were able to survive in the midst of the economic crisis in the global disruptive era even during the COVID-19 pandemic that has hit since 2020. On the one hand, this is an opportunity for MSMEs to fundamentally revolutionize business concepts and strategies by utilizing technological advances, changing consumer communication patterns, and the potential of digital technology in order to gain a competitive advantage in the midst

of global competition. The presence of opinion leaders is certainly able to provide a comprehensive understanding of MSME concepts and innovations toward digital business transformation, which is very important not only for the achievement of MSME goals but also for the implementation of sustainable business in global competition.

Many rural communities remain poor in part because they do not have the infrastructure to develop their economic situation. Education and knowledge about entrepreneurship itself are very important for the socio-economic development of the community. Entrepreneurship education and knowledge in Indonesia have only started in the last decade, but its implementation is uneven between urban and rural areas. In general, schools in rural areas are not as well resourced as schools in urban areas. As a result, the level of knowledge and education is not evenly distributed. In one of the case studies in Serang City, Banten Province, Indonesia, there are at least 215 MSMEs with various types of products. Of these many MSMEs, there are interesting things to investigate further regarding the role of leaders in communicating patterns to MSME actors so that they can survive during this COVID-19 pandemic. Micro, small and medium enterprises (MSMEs) have contributed to the world economy by 90% (Alsanthi & Emeagwali, 2019). MSMEs are also seen as having contributed 99.99% to the Indonesian economy (Kurniawati, 2020). In Indonesia itself, this strategy for strengthening MSMEs has been stated in the National Medium-Term Development Plan (RPJMN) 2020–2024 which aims to create an independent, advanced, just, and prosperous Indonesian society through accelerating development in various fields by building a solid economic structure based on excellence. Competitive in various regions supported by quality and competitive human resources (Ministry of Cooperatives and MSMEs, 2019).

The pattern of communication carried out by opinion leaders with the community and stakeholders in Terondol Village, Serang District, Serang City, Banten Province is the focus of an interesting study for further research. This research is of course in line with the strategic plan of the Universitas Bhayangkara Jakarta Raya, one of which is to strengthen the green economy through MSMEs as a means of food security and community economic resilience. Entrepreneur networks can be very helpful in reducing some of the challenges, especially in terms of communication.

Communication between opinion leaders and the entrepreneurial community is very important for the progress of MSMEs. For example, it is important for leaders to be able to communicate with business actors about work, production, and entrepreneurial results. So that leaders can unify and facilitate communication in the business development process.

#### **Micro, Small, and Medium Enterprises (MSMEs)**

The concept of development is needed to analyze the managerial understanding of MSMEs. MSMEs managers have an understanding of the concept of development to achieve independence. MSMEs open up opportunities for the community to develop their potential in order to achieve a goal. This understanding in accordance with the concept of development can be an approach that aims to empower communities and organizations (Dwidjowijoto, 2017).

MSMEs have different definitions in each literature according to several agencies or institutions and even laws. In accordance with Law number 20 of 2008 concerning Micro, Small, and Medium Enterprises it is defined as follows:

1. Micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro-enterprises as regulated in this Law.
2. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business criteria. Small as referred to in this Law.
3. Medium Enterprises are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales proceeds as regulated in this Law (Law number 20 of 2008 concerning Micro Enterprises, Law number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs))

There are at least four characteristics of MSMEs that explain the strategic position of MSMEs in Indonesia. 1) MSMEs do not require as significant capital as large companies so the formation of this business is not as difficult as large businesses. 2) The required workforce does not require certain formal education. 3) Mostly located

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in rural areas and do not require infrastructure like large companies. 4) MSMEs are proven to have strong resilience when Indonesia is hit by an economic crisis (Sudati, Hanung, & Dian, 2019)

#### **Communication Pattern**

Communication patterns have different strengths and weaknesses. These weaknesses depend on the demographic and geographic context. Various kinds of strengthening of communication models that have been carried out, both in the pre-reformation period (tends to be centralized and top-down) as well as in the early days of reform, have become less relevant, and in subsequent developments during the reformation period entering the era of regional autonomy, it is more bottom-up (Budhirianto, 2015).

The pattern of communication is a set of communication behaviors that are carried out by all members of the organization from the highest leadership to the lowest employees. Formal communication patterns can refer to the following models: 1) internal communication is communication within the organization itself, such as communication from subordinates to superiors, communication from superiors to subordinates, and equal communication with fellow employees. 2) External communication is communication made by the organization to its external environments, such as communication in product sales, advertising, and relations with the general public. So a communication process that occurs in the organization is divided into 4 (four) aspects, namely: downward communication, upward communication, horizontal communication, and cross-channel communication (Ani & Dadan, 2017).

#### **Green Economy**

Opportunities to introduce the latest technologies and develop a “green economy” are getting bigger every year. Developed countries with high per capita incomes often make environmental conservation programs, while developing countries and countries with low living standards tend to wait for outsiders to introduce new technologies. One of the problems in developing countries is the reluctance of countries and companies to change technology and invest in environmental conservation, while development is carried out using ecosystems (extensive methods), designed for environmental degradation and the absence of strategic planning, not taking into account negative impacts and effects. cumulatively, thereby reducing the welfare of society.

No country has yet been able to turn the economy into “green”. However, developed countries have a higher rate of introduction of environmentally friendly technologies and constant monitoring of compliance with established standards. There are quite a number of public policy instruments to increase the pace of green economy implementation, some of which are not purely economic (Mikhno, 2021). In a market economy, where income is the main indicator of profitability, it is the state that must regulate the main sectors to promote sustainable development, one of which is through business, micro, small and medium enterprises (MSME) programs.

One of the main tools to stimulate a “green economy” and equalize the competitive environment includes improving management systems and communication between all business entities, creating interactive maps in all areas of “green economy” development, and creating MSME groups (Dabyltayeva, 2019).

The global environmental forum in Nusa Dua recognized UNEP's leading role in promoting the concept of a green economy that leads to improved human well-being and social equity, while significantly reducing environmental risks and drawbacks, at the same time being low-carbon, resource-efficient, and economically inclusive. Social. Therefore, growth in accordance with the green economy concept should lead to sustainable development (Kasztelan, 2017). But it is also necessary to undertake certain tasks for the development of global models and scenarios to assess national “green economy” strategies and “green” growth through MSMEs.

#### **Communication Development**

The presence of a new paradigm of development communication is marked by the awareness that the development communication process must be guided by the community's ability to plan, implement, and evaluate development. This means that society is not an object, but a subject of development, therefore community participation is an important factor. Communication is carried out convergently, communication interactions are carried out in a more democratic and participatory manner (Setyowati, 2019). The communication process is not just giving and receiving messages. More precisely, communication is dialogue. So far, community involvement is only seen in a narrow context, the community is only seen as the recipient of development innovations without being involved in planning, decision making and not developing creative power from within. The community must accept the decisions that have been taken. This results in dependence on the community, not independence, and not confidence.

The novelty value of this research is to try to understand and describe how the efforts of opinion leaders in Terondol Village, Serang City, Banten, use communication patterns to strengthen the green economy through MSMEs. Practically, this research offers a new study in which MSMEs are used as one of the themes of the green

economy study. In accordance with the mandate of Law No. 20 of 2008 and the 2020-2024 RPJMN. So it is hoped that MSMEs will become pillars of food security and community economic resilience.

## 2. RESEARCH METHOD

The type of research that will be used by the researcher is qualitative. This type of qualitative research is usually not intended to provide explanations, control communication symptoms, or makes predictions but is intended to provide an overview and understanding of how and why a communication reality occurs. This research uses case study research and a qualitative approach. In general, case studies are the preferred strategy when “how” or why questions are asked, when the investigator has little control over events and when the focus is on contemporary phenomena in some real-life context. This research was conducted from March to December 2022.

This research method also uses the document study method on the results of previous studies, which are traced through journals on several electronic media such as digital libraries, websites, and library journal connections. Journal searches are carried out via Google Browser and Google Scholar. Journal searches were conducted using keywords: MSMEs, National Economic Development, National Economic Pillars, Communication Patterns, Green Economy, and Development Communications. From each research result obtained, it is analyzed further, which is then used as a supporting journal to strengthen that MSMEs are the pillars of green economic development.

Data collection in this study used two kinds of data collection methods. Primary data is information obtained from direct sources. The primary data that the researcher will use is in the form of an observation text. One of the interviews was used to find out the response of MSME actors and opinion leaders about the communication patterns used in communication so far. Another method is observation. Observation is used to see firsthand how the communication patterns of SMEs in the research location. The data from this observation is a form of data that will be used as triangulation data which will later complement the data from the interviews.

Secondary data is additional data that helps strengthen information in a study. The secondary data used are literature studies and pictures attached to the comments column. The data analysis process uses triangulation which consists of three stages, data presentation, data reduction, and drawing conclusions.

## 3. RESULTS AND ANALYSIS

This opinion leader in MSMEs has a spirit of innovation and great responsibility in supporting the progress of MSMEs in Serang City, Banten Province, Indonesia. Leaders must be able to seek all means to be able to advance the organization they lead. Leaders are also motivators for their members, especially when members are lazy to work. Members need to get constructive motivation to be even more active at work. Clear directions can also make the work process of members more leveraged. The communication pattern of opinion leaders on MSMEs in Serang City, Banten Province, Indonesia, in supporting the performance of members using medium group communication (a lot) communication in the medium group is easier because it can be well organized and directed.

The communication that leaders do with members in establishing a good relationship is interpersonal communication or better known as Interpersonal communication which occurs between communicators and communicants directly face to face or not. This kind of communication is more effective because both parties are communicating with each other and with feedback, they both carry out their respective functions. Basically, a leader must certainly provide time to talk or share views with members, in order to establish familiarity in the work program for the development of SMEs. For this reason, when faced with obstacles in an organization, they can be re-communicated with MSME members, so that they can be resolved properly. This also inevitably raises various ideas or input from MSME members. The development of MSMEs in Serang City, Banten Province cannot only stop at the production and local marketing stage but marketing outside Serang City is needed. For this reason, cross-channel communication patterns are needed in expanding the market share of MSME products to truly be able to realize economic independence with a green economy.

Opinion leaders must also accept every input from MSME members, and in the end, the leader is able to make good decisions for the advancement of MSMEs in Serang City, Banten Province, Indonesia. The effectiveness of the leader's role can be seen from each performance and achievement of the MSMEs by looking at the results of production and sales/profits for each MSME member. The leader and member of MSMEs in Serang City, Banten Province, Indonesia, has a target for developing MSMEs that are more independent and become one of the pillars of the green economy in accordance with the 2020-2024 RPJMN. At the production level, MSMEs in Serang City,

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Banten Province, Indonesia, produce typical Banten snacks such as Emping, Gipang, Sate Bandeng, Keceprek, and Rengginang.

Based on the results of interviews with resource persons, the pattern of communication between opinion leaders and members of MSMEs is very well established, with small group communication and interpersonal communication that has aspects of communication patterns from the bottom up, from top to bottom, internally between members, and cross-communication. Channel, but of course it cannot be separated from the obstacles that occur. There are times when passive behavior is found in both opinion leaders and MSME members. Of course, the expectations and reality that exist in SMEs in Serang City, Banten Province are very different, because of the obstacles that occur. Good and wise leaders alone are not enough to make MSMEs in Serang City, Banten Province, Indonesia develop. However, opinion leaders need to pay more attention to communication patterns and innovations in developing MSMEs that are led are important.

Regarding the constraints in communication patterns on MSMEs in Serang City, Banten Province, Indonesia, this is also related to how to communicate and innovate with opinion leaders. This is inseparable because opinion leaders act as directors and protectors for MSMEs in determining the direction of development and business progress in realizing a green economy.

Based on the above discussion regarding the communication pattern of opinion leaders in strengthening the green economy in MSMEs in Serang City, Banten Province, Indonesia, it is not just intelligence and communication skills, but it is necessary to have innovative thinking skills for opinion leaders in developing and increasing the work motivation of MSME members. There is a communication pattern that is used to increase the work motivation of members in the MSME. Thus it can be concluded from the results of this study that the theory shows that there is an opinion leader's communication pattern that requires innovation.

#### 4. CONCLUSION

Opinion leaders on MSMEs in Serang City, Banten Province, Indonesia provide understanding to MSME members so that they can understand how to produce to marketing, as well as provide motivation that can make MSME members work harder. MSME members also try to understand and be motivated to work well. Communication that is carried out in increasing the work motivation of members is to use medium group communication, namely communication in the medium group is easier because it can be well organized and directed.

Opinion leaders create good relations with MSME members and vice versa. Communication between leaders and members of MSMEs in creating good relationships uses interpersonal communication, namely communication that occurs between communicators and communicants directly face to face or not in order to directly get feedback, both of them carry out their respective functions.

Opinion leaders are able to provide motivation for members of MSMEs in Serang City, Banten Province, Indonesia through marketing innovations to expand market share, not only locally in Banten Province. Opinion leaders in this case use cross-channel communication patterns. This means that each member of the MSME is also expected to be the spearhead in the marketing innovation of MSME products.

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