




# The role of local government in Reog Ponorogo MSME empowerment: A regulator, facilitator, and catalyst

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ARTICLE INFO	ABSTRACT
<p><b>Article history</b>            Received: 2023-09-20            Revised: 2023-09-23            Accepted: 2023-10-04            Published: 2023-10-09</p> <p><b>Keywords</b>            Empowerment of MSMEs            Reog Ponorogo MSMEs            Role of local government</p>	<p><i>This research aims to understand the role of the government as a regulator, facilitator, and catalyst in empowering MSMEs in Reog Ponorogo. The qualitative descriptive research method is used with data collection using observation, interviews, and documentation methods. The results of this research show that the role of local government as a regulator, facilitator, and catalyst in empowering MSMEs in Reog Ponorogo still needs to be improved. As a regulator, the local government should be able to create policies or regulations that agencies can implement to develop Ponorogo Reog MSMEs, such as agency uniform regulations that use Reog attributes in August. The government's role as a catalyst is to provide accessible trading permits for new MSMEs and provide stimulus in the form of people's business credit or KUR in collaboration with private parties in developing MSMEs with relatively simple application requirements.</i></p>
<p><b>Kata kunci</b>            Pemberdayaan UMKM            Peran Pemerintah daerah            UMKM Reog Ponorogo,</p>	<p><b>Peran pemerintah daerah sebagai regulator, fasilitator dan katalisator dalam pemberdayaan UMKM Reog Ponorogo.</b> Penelitian ini bertujuan memahami peran pemerintah sebagai regulator, fasilitator, dan katalisator dalam pemberdayaan UMKM reog Ponorogo. Metode yang digunakan yaitu metode penelitian deskriptif kualitatif dengan pengumpulan data menerapkan metode pengamatan, wawancara, serta dokumentasi. Hasil dari penelitian ini didapatkanderdapat masih belum maksimalnya peran pemerintah daerah sebagai regulator, fasilitator, dan katalisator dalam pemberdayaan UMKM reog Ponorogo. Sebagai regulator pemerintah daerah harusnya dapat menciptakan kebijakan atau peraturan yang bisa dilaksanakan oleh instansi dengan tujuan mengembangkan UMKM reog Ponorogo seperti peraturan seragam instansi yang menggunakan atribut reog di bulan Agustus. Peran pemerintah daerah sebagai fasilitator mengadakan pameran reog, mengadakan event tahunan festival nasional reog, dan festival reog mini, serta pembuatan aplikasi marketplace dengan tujuan mendongkrak omset UMKM reog agar bertambah. Peran pemerintah sebagai katalisator yakni dengan memberikan kemudahan perizinan dagang bagi UMKM baru serta memberikan stimulus berupa kredit usaha rakyat atau KUR yang bekerja sama dengan pihak swasta alam pengembangan UMKM dengan syarat pengajuan yang cukup sederhana</p> <p style="text-align: right;">Copyright © 2023, Maulida et al            This is an open access article under the CC–BY-SA license</p> 

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## INTRODUCTION

Empowerment is an essential process in building community strength so that they can identify problems and overcome them by utilizing their potential. The government's role in community empowerment is crucial because it is responsible for providing support and guidance to its citizens. The government is tasked with ensuring that people have access to economic opportunities that can improve their welfare. One of the government's efforts is through local economic development, which creates jobs and increases people's income. By creating employment and business opportunities at the local level, local governments can help reduce unemployment levels and improve community

welfare (Riska, 2020). Prosperity can be realized through development that encourages economic growth and is carried out by local governments. MSMEs support national economic activities, especially in overcoming sector gaps (S. Andayani & Rahmiyati, 2020). Empowering MSMEs is very important to strive for, considering that MSMEs contribute to developing and strengthening the country's economic sector through their contribution to employment opportunities. MSMEs can also fill market gaps that large companies need help to fill. Therefore, it will create significant opportunities for MSME players to increase their productivity (Budiarto, 2018).

MSMEs are organizations with the most significant number and can survive various economic crises (Harfandi & Sonita, 2020). MSMEs are very important in supporting the national economy. The government helps overcome sector gaps by significantly contributing to job creation and economic growth. Empowering MSMEs is the key to maximizing the country's economic potential. Also, MSMEs can also fill market gaps that large companies need help to reach. They can produce products and services that suit local needs and are competitive in local and international markets. Therefore, the government must support MSMEs through various training programs, capital assistance, and marketing facilities (Ondang et al., 2019).

MSMEs have played their role in absorbing labor. However, the local government still needs to realize its role, as seen from the strategy and process of formulating policies that have not been targeted at MSMEs, and this means that MSME players experience obstacles in product marketing and financial obstacles. Another problem with empowering MSMEs is the limited mastery of knowledge and skills of skilled MSME human resources, especially in the current technological era, even though local governments should be able to collaborate with other parties in equipping these MSME human resources. Apart from that, other problems arise, namely, the limited working capital owned by MSMEs and sources of capital that are difficult to access. As quoted by BPS, Dibyo Prabowo stated that 35.10 percent of MSMEs experience capital difficulties, market certainty is 25.9 percent, and raw material difficulties are 15.4 percent (Alifah Fidela et al., 2020).

This problem is also experienced by Ponorogo Reog MSMEs in Ponorogo Regency. As we know, Ponorogo Regency is a Reog arts district that represents the Ponorogo community and includes foreign countries (Yurisma & Bahruddin, 2020). Reog art, which is the identity of the city of Ponorogo, cannot be separated from the Reog craft MSMEs spread throughout Ponorogo. Ponorogo's Reog art can act as cultural wealth that must be preserved and introduced to the outside world to stimulate economic and tourism potential in Ponorogo. In its development, Reog Ponorogo MSMEs experienced an increase from 2014 to 2018. However, it is not uncommon for many Ponorogo Reog MSMEs to be unprepared to face market competition and ultimately experience bankruptcy. Reog Ponorogo MSMEs experience many problems, such as low knowledge of science and technology, business capital problems, marketing that is still conventional, human resource capacity still needs to improve, and so on (Alifah Fidela et al., 2020).

The problems they face make it difficult for them to achieve large profits. Appropriate and fast analysis is needed to handle this problem. If we look at the government's role in implementing empowerment, there are still problems (Riska, 2020). The following are three roles local governments use to empower the community: (i) The role of government as a regulator is to create the underlying rules or laws (Ramadhanti et al., 2022). (ii) The government's role as a facilitator provides the means for MSMEs to achieve their goals (Ramadhanti et al., 2022). (iii) The government's role as a catalyst is an organization officially recognized as tasked with building empowerment pathways for MSMEs (Riska, 2020). The success of a program or project depends on the activity supporting infrastructure, funding, and other factors.

The theory of the government's role as regulator, facilitator, and catalyst plays an essential role in empowering MSMEs in Reog Ponorogo. That framework serves as a guide for local governments in supporting and developing the MSME sector in the region. As a regulator, local governments are responsible for creating regulations and policies that support the growth of MSMEs. That includes the preparation of regulations that facilitate MSME licensing and operations. Apart from that, reasonable regulations also protect the rights of small and medium business owners. As a facilitator, the local government must actively overcome the internal and external problems faced by Reog Ponorogo MSMEs. They can organize training, workshops, or educational programs to improve MSME players' skills and capacity. Facilities such as promotion centers or exhibitions can also help MSMEs market their products. As a catalyst, local governments have an essential role in motivating and encouraging the growth of MSMEs. That involves efforts to create a stable and conducive business environment. Local governments can also collaborate with financial institutions to facilitate access to capital for MSMEs.

Empowering Reog Ponorogo MSMEs in its achievements, the local government is expected to be active in overcoming the problems faced by MSME actors, both internal and external. They must also be proactive in developing regulations and policies that support the growth of MSMEs, create a stable business environment, and ensure more accessible access to the resources and capital needed by MSMEs. By implementing the government's influential role as regulator, facilitator, and catalyst, Reog Ponorogo MSMEs will have more significant opportunities to grow and contribute to local economic growth. From the theory, the government's role as regulator, facilitator, and catalyst is a guideline for implementing the empowerment of Reog Ponorogo MSMEs. Local governments are expected to be able to handle these problems both internally and externally so that MSME goals can be achieved. The local government is expected to be active in overcoming the problems of Reog Ponorogo MSMEs and formulating regulations or policies

related to creating a stable business environment to optimize the growth and progress of Ponorogo Reog MSMEs for local economic growth.

Empowering MSMEs is very important in improving the national economy. However, MSMEs face many problems, and many ways are needed so that MSMEs can continue to develop and survive. Several studies that examine this research are more focused on the strategy of the Department of Cooperatives and MSMEs in empowering MSMEs (Wulansari et al., 2021), the role of the government in developing MSMEs (Sari & Komalasari, 2021). The state of the art of this research is the role of government in empowering MSMEs through the perspective of facilitator, regulator, and catalyst. Based on this description, the government's role in empowering reog craft MSMEs needs to be analyzed to determine whether the policies made by the government are running optimally in Ponorogo Regency and can overcome the problems experienced by MSMEs and enable MSMEs to develop well in Ponorogo Regency.

Research on the role of government as a regulator, facilitator, and catalyst in empowering MSMEs in Reog Ponorogo has a significant connection and contribution to achieving the Sustainable Development Goals (SDGs), especially in two main aspects, namely Decent Work and Inclusive Economic Growth (Zaelani et al., 2022). This research has direct relevance to the SDGs goals related to decent work. MSMEs are the primary source of employment in many countries, including Indonesia (Marginingsih, 2021). By understanding the government's role in supporting MSMEs, this research can help create better job opportunities for local communities, especially Reog Ponorogo MSME actors (Maryanto et al., 2022). This research contributes to achieving the SDGs target to create decent and productive work for everyone. This research is also related to the SDGs goals related to inclusive economic growth. In the context of Reog Ponorogo MSMEs, the government's role as a facilitator and catalyst in empowering MSMEs can increase local economic growth (Amanda et al., 2022). That includes increasing MSME access to broader markets, assistance in increasing production and innovation and developing infrastructure that supports economic growth. Thus, this research contributes to efforts to achieve inclusive economic growth, where economic benefits can be enjoyed by various levels of society (Arya, 2020).

This research analyzes the local government's role in advancing MSMEs engaged in the traditional art of Reog in the Ponorogo area. This research is also hoped to help the government create a more effective and sustainable policy framework in the MSME sector. Apart from that, it also describes what activities and policies are carried out by the Ponorogo district government to empower Ponorogo reog craft MSMEs so that they can continue to operate amidst the many problems they are facing.

## METHOD

This research aims to describe the role of local government in empowering MSMEs in Reog Ponorogo using a qualitative descriptive approach. This approach is used to understand phenomena that occur accurately and factually through an inductive thinking process. The qualitative approach focuses on an in-depth understanding of phenomena or situations that cannot be compared because they have their context and uniqueness. In this research, researchers try to reveal how the local government supports Reog Ponorogo MSMEs. The information obtained is based on statistical data and involves the views and experiences of informants directly involved in the MSMEs. A qualitative approach allows researchers to understand different perspectives that may not be visible in quantitative data (Adlini et al., 2022). The validity of qualitative descriptive research depends on the viewpoint of the primary data source, the informant. Therefore, this research will ensure that data is collected carefully and in-depth by actively interacting with informants. Thus, the results of this research can provide a better understanding of the role of local government in empowering Reog Ponorogo MSMEs according to their context and uniqueness.

This research collects data and implements observation techniques, interviews, field studies, and documentation with a tape recorder, photos, slides, and so on (Wulansari et al., 2021). from collecting subject data from qualitative research, namely informants. Miles, Huberman, and Saldana (2014) there are four aspects of coverage related to data collection on informants, namely settings, actors, events, and processes of factual phenomena that occur at the research location. Informant in this research The Department of Cooperative Trade and Micro Enterprises of Ponorogo Regency and Reog artisans in Ponorogo Regency. The location used for collecting data and information is the Department of Trade, Cooperatives and Micro Enterprises and is the home of the Reog craft industry. During the interview, questions were asked of the informant by Gede Diva's discussion of the three roles of government as regulator, facilitator, and catalyst. The researchers' data will be collected and processed until conclusions are drawn.

Data analysis in this research refers to the analysis model developed by Miles and Huberman in 1984. This model guides researchers in processing qualitative data systematically. There are four main stages in the data analysis process. (i). The first stage is data collection (Figure 1). Data from interviews, documentation, and observations were collected into one unit. That was done to collect as much relevant information as possible regarding the role of local government in empowering Reog Ponorogo MSMEs. (ii). The second stage is data reduction. At this stage, the data that has been collected is selected and analyzed further. Miles and Huberman (1992) describe this process as selecting or separating information that appears in research notes and then narrowing it down to the core of the problem. It aims to simplify complex data into more focused elements. (iii). The third stage is data presentation. The reduced data is arranged

systematically in narrative form. That allows researchers to present information in a clear and easy-to-understand manner. The presentation of this data helps understand the phenomenon under study and comprehensively reveals the findings. (iv). The final stage is drawing up conclusions. At this stage, researchers formulate conclusions based on the findings that have been analyzed. This conclusion reflects a deeper understanding of the role of local government in empowering MSMEs in Reog Ponorogo. This conclusion is the final result of the research and can be used as a basis for recommendations or further action. By following this analytical model, this research can produce an in-depth understanding of the role of local government in empowering MSMEs in Reog Ponorogo and make a significant contribution to the development of MSMEs and local economic growth.



Figure 1. Data collection (interview)

## RESULTS AND DISCUSSION

### The role of government

Roles have varying meanings in various contexts. In the sociology book by Bruce J. Cohen, the role is defined as the actions that other people expect or want from someone who occupies a specific position. It refers to the hopes or expectations attached to individuals based on their social position or role in society. On the other hand, the general Indonesian dictionary states that a role is a specific threshold expected to be reached by the general public. That reflects the idea that roles can be considered tasks or responsibilities that individuals must carry out in a particular context and that the general public expects how the individual will carry out their role (Cohen, 2009).

The Big Indonesian Dictionary also provides several synonyms or other meanings for role, such as role, showman, or something that resembles a part that offends the authorities in certain situations or events. That shows that the concept of role can have varying meanings depending on the context, including in art and culture, where performers assume the role of certain characters in a story or drama. Overall, the definition of a role has broad dimensions and can change depending on the situation and context. That is an essential concept in sociology and other fields that examine social interactions and societal dynamics (Noviandari et al., 2021).

Fahmi Amrusi said that local government is a sub-system of the national government that can organize and manage all its affairs. Local government authority is the delegation of tasks and authority to complete an authority given to the local government, trust, and authority in considering, taking ideas, and determining one's efforts in completing tasks (Ondang et al., 2019). As the government's household administrator, the government has three prominent roles in a country's economy: stabilization, allocation, and coordination. There are three components, namely capital accumulation, population growth, and technological updates, which together represent the economic conditions of a country (Khamimah, 2021).

In carrying out their governmental duties, local governments are expected to carry out development efforts that can support economic development to create overall community welfare. Local governments play a role in empowering MSMEs. Gede Diva said there are three: facilitator, regulator, and catalyst (Sari & Komalasari, 2021). The role of local government as a regulator is realized by issuing policies or regulations. The support provided by government agencies in empowering MSMEs is carried out by providing facilities according to their role as facilitators (Ramadhanti et al., 2022). As a catalyst, the government is tasked with accelerating the empowerment process of MSMEs themselves.



Local governments in written laws have the power and authority to regulate society (Marwan & Julianthy, 2019). The division of authority and power is focused on the center and the regions. Local governments are given the authority and power to realize the welfare of the people in the region from various aspects of existing sectors. Local governments need to pay attention to the economic sector to maximize the potential and diversity in the area to raise the local community's economic value to be better and more prosperous (Ondang et al., 2019). The government seeks and develops a series of developments to improve the economy and realize community welfare (Riska, 2020). The role of government needs to be able to realize the basics for the development of entrepreneurship in a country (Iqnatia et al., 2021).

### **Empowerment of MSMEs**

**Empowerment** is a translation of empowerment. Empowerment is the single most crucial task that the government must carry out to empower society with the tools necessary to unleash its potential and use local economic growth to create certain types of jobs for society, as well as to encourage people to innovate to meet society's needs economically (Ondang et al., 2019). In developing countries, waves of empowerment emerge due to social tensions, economic instability, environmental degradation, and population alienation by various producer factors (Kusuma et al., 2022). Empowerment is essential to improve people's quality of life, sense of security, and general economic growth. Poverty can increase when there is a concentration of food insecurity, especially among the population (Iryana, 2018).

**Community empowerment** is a concept that refers to the ability of individuals or groups in society to actively participate in development and increase their capacity to overcome social, economic, and political challenges. In this definition, empowerment includes collaboration between individuals or groups to achieve new preferences in community development. Empowerment does not only focus on individuals or groups who may need more power or access. That can also apply to those who already have potential and resources but may still need help to achieve the desired level of independence. In the context of empowerment, it is essential to identify the potential and resources possessed by individuals or groups and then develop them so that they can contribute positively to the development of society (Kusuma et al., 2022).

Community empowerment is an essential approach to sustainable development because it helps communities to be more involved in decision-making processes that affect their own lives. It also helps improve the quality of life and enhances society's ability to cope with social, economic, and environmental changes. Community empowerment is essential for achieving sustainable development and creating a more robust, independent, and empowered society (Endah, 2020).

In developing countries like Indonesia, a wave of empowerment emerged due to social tension, economic instability, environmental degradation, and alienation of the population by various producer factors (Kusuma et al., 2022). The digital marketing model offers MSME users the knowledge and skills necessary to develop their businesses and their capacity for marketing products through online markets (I. Andayani et al., 2021).

Community empowerment needs to be carried out sustainably so that each community can develop the potential and diversity of each region to the maximum (M. Purba 2018). That will be followed by other positive impacts from community empowerment, starting with new job opportunities and more creative and innovative innovations from the community independently. In order to develop community empowerment optimally, the government's role in making this happen is needed. The economic improvement process in Indonesia will continue to improve and increase if local governments can maximize their role in community empowerment (Rabiah et al., 2022). In developing the Indonesian economy through community empowerment, great responsibility and the ability and strength of the community are required to maximize existing local potential (Endah, 2020). According to Firmansyah and Ratih Nur Pratiwi (2004), community empowerment requires social values within the community or the environment. Empowerment creates a just, civilized, and practical life in various fields.

MSMEs in Law No. 20 of 2008 are businesses controlled by individuals not descendants of large companies (Alifah Fidela et al., 2020). Thanks to the strong government support during the training for MSME employees, the growth of MSMEs in Indonesia continues to increase in quality (Mutrofin & Muhammad, 2021). The MSME sectors in Indonesia are responsible for maintaining the Indonesian economy's stability during the ongoing turmoil because these sectors can survive the economic crisis. It can be said that MSMEs are the foundation of a robust economy (Herispon, 2021). That is because the global economic crisis in 1998 and 2008 did not provide a significant boost for MSMEs regarding the number of workers (Hariyoko, 2018). Indonesia's economic stagnation is likely to cause other countries to recognize and support Indonesia's ability to maintain economic stability during an economic crisis.

MSMEs have different characteristics from large industries in Indonesia. Professor Djisman Simandjuntak, an economic expert, stated the characteristics of MSMEs relevant to this country's economic development. Several characteristics of MSMEs explained by Djisman Simandjuntak and which can be used as a reference are as follows (i). Small and Flexible Markets where MSMEs tend to operate in smaller and more flexible markets. They can adapt their production and services according to changing local market needs. The ability to adapt quickly is an advantage for

MSMEs. (ii). Strong Management Structure Despite their small size, successful MSMEs have an efficient and robust management structure. It involves good planning, managing resources, and making the right decisions. (iii). Ability to Manage Labor: Many MSMEs have a limited number of employees. Therefore, MSME business owners need to have the ability to manage their workforce efficiently and maximize productivity (Hariyoko, 2018).

MSMEs have an essential role in the Indonesian economy. More than 90 percent of companies in Indonesia are MSMEs, and they make a significant contribution to employment and the local economy. They also have the potential to market local products internationally, an essential aspect of increasing national economic competitiveness. However, MSMEs face several challenges, both within and outside (Suyadi & Syahdanur, 2018). Protection, assistance, development, and guidance from the government are necessary steps to support the growth of MSMEs. The government needs to implement special laws and programs to help MSMEs overcome their problems (Herispon, 2021). Empowering MSMEs is an essential initiative in overcoming the problem of poverty and supporting socio-economic development in Indonesia. With the proper support, MSMEs can become the backbone of this country's economy and help improve people's welfare (Eriyanti, 2019).

### **The government's role as regulator, facilitator and catalyst**

The government is a central entity in a country's government structure that is primarily responsible for controlling actions and decisions to achieve government goals. The government is the holder of power and authority in the state, responsible for various aspects of society's life. A critical aspect of government is the administration of local government. Local governments have a crucial role in organizing government at the local or local level. The main goal of local government is to create welfare for the people in the region. It includes a variety of policies and programs designed to meet the needs of local communities (Hayati et al., 2022).

The role of local government is reflected in three main scopes (i). The role of community norms is to understand and respond to the norms and values of local communities. They must ensure that their policies and actions are according to the culture and norms prevailing in the community. (ii). Role in interacting with individuals and organizations: Local governments must also manage relationships between individuals, organizations, and other parties. That includes facilitating cooperation, resolving conflict, and managing resources efficiently. (iii). Individual behavior in society: local government is responsible for shaping individual behavior in society. That may include improving education, awareness, and social ethics to create a healthy social environment (Nartin & Musin, 2022). It can be understood from the description above that if it is related to the actions of local governments, it can be stated that this includes the role of their position in local government.

The role of local governments in these three scopes can be concluded that the actions taken by local governments are an integral part of their role in local government. Alignment with societal norms, management of individual and organizational interactions, and influence on individual behavior are elements that form an essential foundation of effective local government administration. In this context, local governments are responsible for implementing central government policies, adapting to local conditions, and ensuring community welfare at a deeper level.

Empowerment is a task by local governments to develop community potential, especially MSMEs. Local governments have a vital role in realizing independent economic prosperity for the community, especially MSMEs. In this context, the role of local government includes a series of concrete steps aimed at providing real impetus for the development of local economic potential. One of the government's primary roles in empowerment is formulating public policies that support the development of MSMEs. Fair and favorable policies create a conducive environment for the growth of small and medium businesses. Local governments must ensure that the regulations and policies favor large parties and provide fair opportunities for MSMEs (Ondang et al., 2019). The role of local government is to support and encourage the community to develop empowerment.

Apart from that, local governments must also serve as training and education providers for MSMEs. That may include training in business management, marketing, and product development. By providing the necessary knowledge and skills, the government can help MSMEs increase their competitiveness in the market. Furthermore, the role of local government includes providing access to MSME actors to obtain affordable financing. That can be done through loans or financial assistance programs to help MSMEs expand their operations or start new businesses.

With a decisive role of local government in empowerment, the community will feel the support and encouragement needed to develop their economic potential independently. That, in turn, will help create more economically prosperous communities and increase local economic growth. Therefore, empowerment by local governments is not only a responsibility but also an investment in a sustainable economic future. The results of research related to the role of local government as regulator, facilitator, and catalyst in Reog Ponorogo MSMEs according to the Ponorogo Regency Cooperative Trade and MSME Service are presented in Table 1.

**Table 1.** Role of regional government according to the Ponorogo Regency Cooperative Trade and MSME service

No	Indicator	Interview result
1.	Regulator	<ol style="list-style-type: none"> <li>1. The local government facilitates access for Reog Ponorogo MSMEs to financial institutions or affordable loan programs such as People's Business Credit or People's Business Credit for Reog Ponorogo MSMEs</li> <li>2. Local governments provide facilities and infrastructure that support the production and marketing of MSME products, such as exhibition venues or production centers.</li> </ol>
2.	Facilitator	<ol style="list-style-type: none"> <li>1. The local government facilitates access for Reog Ponorogo MSMEs to financial institutions or affordable loan programs such as People's Business Credit or People's Business Credit for Reog Ponorogo MSMEs</li> <li>2. Local governments provide facilities and infrastructure that support the production and marketing of MSME products, such as exhibition venues or production centers</li> </ol>
3.	Catalyst	<ol style="list-style-type: none"> <li>1. The local government fully supports the organization of exhibitions, festivals, or cultural events to promote Reog Ponorogo products and art more widely.</li> <li>2. The local government has formed a forum or community that allows Ponorogo Reog MSME actors to share knowledge, experience, and opportunities for collaboration.</li> </ol>

Based on the research data above in Table 1, it can be analyzed and concluded as follows:

### **Regulator**

Local governments have a crucial role as regulators in implementing development. A critical aspect of this role is the preparation and setting of goals to achieve balance in the implementation of development, including the preparation and publication of policies to maintain administrative order. As a regulator, local governments are responsible for formulating policies that support the development of MSMEs. Good policies will create a conducive environment for MSMEs to develop and improve their businesses. Local governments must ensure that the regulations and policies implemented do not hinder the growth of MSMEs but, on the contrary, make it easier for them to run their businesses (Firdaus, 2020).

Local governments also act as policy implementers apart from being policymakers. They must implement the policies to ensure that economic and business conditions remain conducive and dynamic. That involves various aspects, including supervision and monitoring of the implementation of established policies. The regulatory function carried out by local governments has a significant impact on various parties, both local governments as compilers of regulations and business actors as objects of licensing. Regulations are designed to protect society and specific organizations and regulate economic activities so that they run in an orderly and fair manner. There is a division of authority between the central and local governments in regulatory functions. These two entities have their respective authorities in supervising and regulating their communities. That allows for implementing regulations appropriate to local and national conditions, creating a better environment for all parties involved (M.Purba, 2018). The primary function of regulations is to protect society or specific organizations, and the benefits can be identified on two sides, namely the local government side, which is the author of the regulations, and the business actor side, which is the object of licensing (Hayati et al., 2022). In the regulatory function, there is a grouping of authorities, namely the central and local governments, which have their respective authorities supervising their communities. Thus, the role of local government as a regulator includes policy formulation, implementation, and supervision to maintain order, protect the community, and encourage healthy economic growth. That is a complex and vital task in ensuring sustainable development at the local level.

The results of interviews with the Ponorogo Regency Cooperative Trade and MSME Service indicate that they have made excellent efforts as regulators in empowering MSMEs in the area. One of the striking achievements is the formulation of very transparent and supportive policies, which have helped facilitate the licensing process for MSMEs just starting a business. Clarity in these policies is essential in creating a conducive business environment in Ponorogo, enabling MSMEs to understand licensing requirements better and minimizing bureaucracy hindering business growth. That is an essential step towards establishing a more dynamic business climate. Apart from that, the Ponorogo local government has also demonstrated its commitment to protecting the intellectual property rights of MSMEs. That is important in providing legal protection for innovation and creations produced by MSMEs. By securing intellectual property rights, MSMEs in Ponorogo can be more confident in developing their products and services without fear of copyright or intellectual property violations.

Overall, the actions and efforts undertaken by the Ponorogo Regency Cooperative Trade and MSME Service reflect a very positive role as a regulator in empowering MSMEs in the region. With clear policies and intellectual property rights protection provided, they have created an environment that supports the growth of MSMEs and their contribution to the local economy. That is a positive step that other regions should emulate to support the MSME sector, which is essential for the national economy.

### **Facilitator**

Local governments have a vital role as facilitators in empowering communities and developing local potential, especially in MSMEs. The role of the facilitator is a tangible manifestation of the local government's commitment to improving community welfare and supporting economic growth at the local level. One concrete form of this role is through discussion forums with the community. In this forum, local governments can listen to the aspirations and input of MSME players and understand the obstacles they face. That allows local governments to design more effective policies that align with community needs. Apart from that, local governments must also facilitate MSMEs in achieving their business improvement targets. If MSMEs experience problems, local governments must provide the necessary facilities and support. That can include ease in administering permits, providing suitable business premises, and assisting in collaborating with external parties, such as investors or potential business partners (Nartin & Musin, 2022).

The facilitator of local government is responsible for creating a conducive environment for the growth of MSMEs. That includes creating a stable and supportive atmosphere for business people by ensuring legal certainty and reducing complicated bureaucracy. Thus, MSMEs can focus more on developing their business. Apart from that, the role of local government as a facilitator also includes directing the community to organize themselves in a more structured manner. That helps society better face future challenges. With the help of local governments, communities can utilize their potential more efficiently, build independence, and contribute to maximum local development (Sari & Komalasari, 2021). Overall, the role of local government as a facilitator is an integral part of efforts to empower MSMEs and local development. That is an essential step in ensuring sustainable economic growth and improving community welfare at the local level. With a practical approach as a facilitator, local governments can become the main drivers for economic and social progress in their region (Riska, 2020).

The results of interviews with the Ponorogo Regency Cooperative Trade and MSME Service indicated that they had succeeded in playing a very effective facilitator role in empowering MSMEs in the Reog Ponorogo area. One of their striking achievements is their ability to facilitate MSME access to financial institutions and affordable loan programs. The Ponorogo local government has ensured that MSMEs in this region have easy and affordable access to various sources of financing, such as the People's Business Credit program. That is a positive step, as MSMEs often need financial support to develop their businesses. By facilitating access to programs like this, the local government is helping Reog Ponorogo MSMEs increase their capacity and develop their businesses better. Apart from that, the role of local government facilitators also includes efforts to make it easier for MSMEs to interact with financial institutions and other related parties. In this way, MSME players can run their businesses more efficiently and effectively.

The Ponorogo Regency Cooperative Trade and MSME Service has taken steps that are a positive example of how local government can act as a facilitator to support the growth and empowerment of local MSMEs. Reog Ponorogo MSMEs can develop more rapidly and contribute to the local economy through access to financial resources and other support. That also reflects the local government's commitment to improving community welfare and optimizing local potential in sustainable economic development.

### **Catalyst**

Local government plays an essential role as a catalyst in community empowerment and developing local potential. As a catalyst, local governments are responsible for accelerating the empowerment process with practical actions. Catalysts, in this context, are instruments that regulate and facilitate the implementation of various forms of empowerment and activities. They create a conducive environment for people to develop their potential. This catalyst role often also includes providing facilities, infrastructure support, intellectual property rights, and capital to help MSMEs achieve more significant growth and success (Nartin & Musin, 2022).

Local government, as a catalyst, can drive initiatives in society. They encourage other individuals and groups to develop their potential proactively. An example is by providing training and technical support to MSMEs, which can help them improve their skills and capacity in running a business. Local governments can also create community empowerment initiatives, such as training and business development programs. They can also provide access to necessary infrastructure, such as markets or affordable production facilities (Nartin & Musin, 2022).

The catalytic role of local government is the primary driver in developing MSMEs. They help create positive change in local communities by encouraging individuals and groups to develop themselves and achieve economic independence proactively. Thus, the role of local government as a catalyst in community empowerment and developing local potential is critical in creating an environment that supports sustainable economic growth. Through their actions, support, and initiatives, local governments contribute significantly to local economic development and improve community welfare (Hayati et al., 2022).



The results of interviews with the Ponorogo Regency Cooperative Trade and MSME Service revealed that they had succeeded in carrying out a very effective catalyst role in empowering MSMEs in the Reog Ponorogo area. One clear proof of this catalytic role is the efforts made by the local government to promote Reog Ponorogo products and art more widely through holding exhibitions, festivals, and cultural events. The Ponorogo local government has realized the importance of expanding market reach and increasing the visibility of Reog Ponorogo MSME products. Organizing exhibitions, festivals, and cultural events provides an invaluable platform for MSMEs to promote their products to a broader audience. These events also become a forum for Reog Ponorogo art, which is a valuable cultural heritage, to be known by the wider community. That supports the economic development of MSMEs and preserves rich and valuable local culture.

In this catalyst role, the Ponorogo local government has succeeded in motivating and encouraging MSMEs to take the initiative in developing their businesses. They provide support and opportunities for MSMEs to appear on various public platforms, helping them grow more significantly. Overall, the steps taken by the Ponorogo Regency Cooperative and MSME Trade Service as a catalyst in promoting Reog Ponorogo products and art are a positive example of how local governments can support the empowerment of MSMEs in innovative ways. Through these efforts, they help increase the income and welfare of local communities and strengthen local cultural identity.

Local governments play a crucial role in empowering MSMEs in Reog Ponorogo, as seen from the artisans's perspective in Table 2.

Table 2. Role of Local Government According to Ponorogo Reog Craftsmen

No	Indicator	Interview Result
1.	Regulator	<ol style="list-style-type: none"> <li>1. The local government still needs to appeal to new or start-up MSME owners to immediately register their businesses in the Ponorogo Trade and Law Regulation so they can join other business groups.</li> <li>2. The local government still needs to be more optimal in providing tax incentives or other facilities to encourage the growth of Reog Ponorogo MSMEs.</li> </ol>
2.	Facilitator	<ol style="list-style-type: none"> <li>1. Local governments still need to be optimal in providing training and workshops to improve the skills of artisans, dancers, and MSMEs related to Ponorogo Reog in production, management, marketing, and innovation.</li> <li>2. The problem of limited business capital among the community, especially MSMEs, is that the credit loan program requirements still need to be improved for artisans to access.</li> </ol>
3.	Catalyst	<ol style="list-style-type: none"> <li>1. Lack of direct intervention by the local government in helping identify potential domestic, national, and international markets for Reog Ponorogo MSME products.</li> <li>2. In bringing about changes in empowering MSMEs in Reog Ponorogo, the local government still lacks collaboration with the private sector.</li> </ol>

### **Regulator**

Local governments have the responsibility to regulate policies and regulations related to MSMEs. That includes licensing, taxes, and other regulations that affect MSME operations. The government must also ensure a legal framework that protects the rights and interests of MSME artisans. That includes property rights, brand rights, and consumer protection.

However, the results of interviews with Reog Ponorogo artisans revealed that the role of local government in its capacity as a regulator still needs to be improved. One indication that emerges is the need for more extensive efforts from local governments to encourage new MSME owners to register their businesses with the Ponorogo Cooperative and MSME Trade Service to join existing business groups.

Registration and regulation of MSME businesses are essential in creating a more structured and orderly framework. That helps MSME owners get better support, such as access to affordable financing, training, and technical assistance. However, if local governments do not actively encourage new MSME owners to register, many business actors may lose the benefits of this regulation. Therefore, the Ponorogo local government needs to improve its role as a regulator by increasing communication and education to new MSME owners. That could include more active outreach and information campaigns and efforts to ease business registration and regulation processes. In this way, local governments can be more effective in supporting the growth and success of local MSMEs, which will support more significant local economic development.

### **Facilitator**

Local governments can facilitate MSMEs' access to funding sources, such as microloans or business capital assistance, to help artisans develop their businesses. The government also organizes training and education programs to improve artisans' business management, marketing, and product development skills. In terms of infrastructure, local governments play a role in ensuring the availability of infrastructure that supports MSMEs, such as production facilities, transportation access, and communication facilities (Tui et al., 2023).

However, the results of interviews with Reog Ponorogo artisans show that the role of local government in its capacity as a facilitator still needs to reach optimal levels. One of the problems that has emerged is the need for more training and workshops to improve the skills of MSME artisans in Ponorogo, especially in production and innovation. Training and workshops are essential for MSME artisans to develop their skills, understand more efficient production techniques, and apply innovation in their products. However, the need for more initiative from local governments in organizing this kind of activity means that MSMEs are limited in developing their skills.

The Ponorogo local government needs to increase their efforts as facilitators by actively holding relevant training, workshops, or educational programs for MSME artisans. That will help increase their competitiveness in the market and encourage innovation in product production. In addition, this will also support the overall growth of MSMEs, which can have a positive impact on the local economy. Therefore, the Ponorogo local government needs to focus more on its role as a facilitator by organizing educational and training programs beneficial for MSME artisans. By doing this, they will help create a more conducive environment for the growth and development of MSMEs in the Ponorogo area.

### **Catalyst**

The local government can be a catalyst in promoting Reog Ponorogo MSME products and activities. They can organize exhibitions, festivals, or other promotional events to increase the visibility of local products. Local governments can facilitate collaboration between MSMEs and other parties, such as large companies or educational institutions, to expand business opportunities and growth of MSMEs. They can work with various stakeholders to develop a healthy MSME ecosystem, including industry associations, cooperatives, and other supporting institutions.

However, the results of interviews with Reog Ponorogo artisans revealed that the role of local government as a catalyst still needs to reach optimal levels. One of the problems that have emerged is the need for more active participation of local governments in helping identify potential markets for Reog Ponorogo MSME products, both at the domestic, national, and international levels. Identifying potential markets is critical in promoting MSME products and helping artisans expand their market reach. However, the lack of local government support and involvement means artisans are limited in seeking new market opportunities. In the era of globalization, expansion into international markets is also essential for developing business.

The Ponorogo local government needs to increase its role as a catalyst by actively supporting artisans in identifying potential market opportunities. That can be done through training programs, workshops, or collaboration with parties who have broader market knowledge. Reog Ponorogo MSMEs can direct their efforts to meet appropriate market demand by identifying potential markets. That will help increase their income and support local economic growth. Therefore, the Ponorogo local government needs to increase its role in helping artisans identify market opportunities and ensure that the potential of Reog Ponorogo MSMEs can be adequately maximized.

The results of research data show that the role of the Ponorogo Regency local government in empowering Reog Ponorogo MSMEs has two sides that need to be considered. On the one hand, the Ponorogo Regency Cooperative and MSME Trade Service have played a good role as a regulator, facilitators, and catalysts. They have developed clear policies, made licensing easier for new MSMEs, and provided support such as exhibitions and community forums for Reog Ponorogo MSMEs. This effort should contribute positively to the growth of MSMEs and community welfare. However, on the other hand, the results of interviews with Reog Ponorogo artisans revealed several obstacles that are still being faced. One of them is the limitations of the younger generation in running a Reog business. The older generation dominates artisans, and the need for more young successors could be a problem in the long term. Local governments need further efforts to inspire the younger generation to be interested and involved in cultural heritage, such as Reog. Apart from that, facilities and platforms to introduce Reog Ponorogo MSMEs to the broader community still need to be included. Artisans need further support in this regard, such as effective marketing and promotion training, so that more people can know and access Reog Ponorogo products and art.

The Ponorogo local government needs to continue to improve coordination and collaboration with MSMEs and the younger generation to overcome these obstacles. By taking concrete steps to support the younger generation and providing more facilities and training, they can be more effective as regulators, facilitators, and catalysts in empowering Reog Ponorogo MSMEs. In this way, the potential of local MSMEs can be maximized, and community welfare can be significantly improved. Based on the research data obtained, the role of the Ponorogo Regency local government as a regulator, facilitator, and catalyst in empowering MSMEs according to interview data from the Ponorogo Regency Cooperative and MSME Trade Service, has made excellent efforts and roles in empowering Reog Ponorogo MSMEs. It can be shown that the local government has developed clear policies and made it easier to license new MSMEs and secure intellectual property rights, provided facilities such as exhibitions, and formed a community forum for Reog

Ponorogo MSMEs. However, this contrasts with the results of interviews conducted with Ponorogo Reog artisans. The local government needs to be more optimal in implementing its role as regulator, facilitator, and catalyst. That is shown by the limited number of successors to Ponorogo Reog craftsmen, especially the younger generation. As the Ponorogo Reog artisans state, most artisans are dominated by older adults. So, this will become an obstacle to developing the empowerment of Reog Ponorogo MSMEs. Facilities are lacking, and platforms are still insufficient to introduce Ponorogo Reog MSMEs to a broader scope so that they can further improve the welfare of the community, especially MSME players.

## CONCLUSION

The role of local government in empowering Reog MSMEs in Ponorogo Regency as a regulator, facilitator, and catalyst still has several obstacles that need to be improved. One of the main problems is the lack of policies that benefit Reog Ponorogo MSMEs. Local government efforts in formulating policies must still pay more attention to the interests of MSMEs and create more profitable opportunities for them. Apart from that, the problem of the younger generation needing to be expanded in inheriting the art of Reog Ponorogo is also a serious obstacle. Local governments must take concrete steps to inspire the younger generation to be interested in and involved in this traditional art. That includes providing the necessary training and support so the younger generation can become strong successors in preserving cultural heritage.

More facilities and platforms to promote Reog Ponorogo MSMEs to a broader market are also problems that must be addressed. Artisans and MSMEs need further support in marketing, promotion, and access to larger markets. Demanding access to capital applications to lending agencies is also an obstacle. Local governments need to facilitate access to financing that can help MSMEs develop better. By overcoming these obstacles and playing a more active role as a regulator, facilitator, and catalyst, the Ponorogo local government can significantly contribute to empowering Reog Ponorogo MSMEs. In this way, the potential of local MSMEs can be maximized, and the welfare of the community, especially MSME actors, can be improved.

Empowering Reog Ponorogo MSMEs requires commitment and attention from the local government. Where the local government consistently carries out its policies and roles and is expressed through sustainable empowerment, the local government, as a regulator, facilitator, and catalyst, must maximally emphasize its role in developing Ponorogo's Reog MSMEs. So that MSMEs, especially Ponorogo Reog artisans, can survive in the future with adequate facilities, regulations, and catalysts so that community welfare can be achieved and followed by improving local culture to a broader scope. Researchers also hope that the government will continue to promote outreach regarding empowerment programs to all Ponorogo Reog artisans so that they can keep up with the increasingly fierce market competition.

This research has limitations in comprehensively analyzing the development of Reog Ponorogo MSMEs because the scope of the study is still limited to one area. Recommendations for further research are to develop this research in other areas in Ponorogo Regency and outside. Thus, the more numbers that are researched, the better the recommended proposal will be. Apart from that, further research must also carry out comparative studies with other regions with similar MSMEs in traditional arts or local culture. By considering these recommendations, further research can provide a more comprehensive understanding of the government's role in empowering Reog Ponorogo MSMEs and the potential for developing Reog traditional art.

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