

Aisle Business Program in the Framework of Sustainable Development in Eradicating Poverty In Makassar

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Abstract—This research business program in the framework of sustainable development in eradicating poverty case study of aisle business entities in the city of makassar. The makassar city government has issued a program which is called the aisle business entity intended to increase economic growth in the city of makassar. This research is qualitative with a case study approach by looking at all problems clearly and measurably. Growth in favor of the poor, perfecting and expanding the scope of community-based development programs, increasing access of the poor to basic services, building and perfecting social protection systems for the poor. And success in reducing poverty even though this aisle business entity is still cooperative.

Keywords—Makassar city government, poverty alleviation, business aisle

I. INTRODUCTION

The government program claimed by the Makassar city government in order to break the poverty chain or commonly known as the poverty alleviation program by establishing an innovation in poverty alleviation through the Makassar city government program that is the Aisle Business Entity (BULO) The Makassar City Government still makes the Aisle Business Entity (Bulo) as one of the mainstay programs to boost economic growth. The Alley Business Entity Program itself is presented to change the stigma of underdevelopment that is commonly alleged or posted for the aisle community.

As stated by the Assistant II of the Makassar City Government for Economic Affairs, Andi Irwan Bangsawan said, it is not uncommon for the existence of the hallway to be synonymous with violence, crime, low health status, and a place of outbreak of various social ills. Therefore, with the existence of the Aisle Business Entity (BULO), it can raise the standard of living of the people in the aisle, while also becoming a better economic fostering. Agriculture experts from Hasanuddin University Prof. Laode Asrul rate, the aisle community is one component that can play an active role in driving the city's economy. For example, the formation of the Aisle Farmer Group. The presence of this farmer group is able to optimize the use of the yard well, then it can automatically bring many benefits.

This Makassar mayor program is one of the mainstay programs for the eradication of urban poverty that is so complex, in Makassar itself the poverty rate is relatively high, this is a serious concern for the Makassar city government so that it makes the Aisle Business Entity (BULO) program. The

Hallway Business Entity (BULO) movement was massively carried out simultaneously in all the hallways of Makassar City, beginning with the planting of chili vertically on the side of the aisle wall with organic systems whose fertilizer is derived from compost which is processed from organic waste so that chili produced is ensured to be free of pesticides free of pesticides and has good health value and high commercial value.

Aisle Business Entity (BULO) will provide a sizable business prospect and will provide a very good income for the aisle community, especially the underprivileged community as well as to strengthen the people's economy in Makassar City and narrow the current gini ratio. The initial stage of community empowerment in the aisle starts with environmental improvement measures, road infrastructure improvements, drainage channels in order to be able to stimulate the creativity of citizens' productivity funds in accordance with their potential.

II. MATERIALS AND METHODS

A. Materials

1) Innovation

Innovation is introducing new ideas, new goods, new services and new ways that are more useful. Amabile et al. (1996) defines innovation that has to do with creativity: Innovation comes from the word to innovate which means to make a change or introduce something new. Innovation is sometimes also interpreted as an invention, but the meaning is different from the discovery in the sense of discovery or invention. Discovery means the discovery of something that actually existed before, but is not yet known. While the invention is a completely new discovery as a result of human activity. Prof. Dr. Anna Poejiadi (2001) provides an explanation: Literally to discover means to open the lid. This means that before opening the lid, something inside was unknown to anyone. For example, changes in views from geocentrism to heliocentrism in astronomy. Nicolaus Copernicus took years to make observations and calculations to state that the earth rotates on its axis, that the moon revolves around the sun and earth, that other planets also revolve around the sun. The big mistake he made was that he was sure all the planets (including the earth and moon) surrounded the sun in a circle. This discovery moved Tycho Brahe to make a closer look at planetary movements. Observation data then made Johannes Kepler finally able to

formulate the right laws of planetary motion. The discovery of these three figures is a "discovery". Meanwhile, inventions in the dictionary are defined as creating something new that has never existed before. Examples of inventions are the invention of Thomas Alva Edison (1847-1931), namely the invention of an electronic voice recorder, refinement of a telegram machine that automatically prints machine letters, phonograph machines, and the development of incandescent light bulbs.

According to Stephen Robbins, it is stated that innovation is a new idea that is applied to initiate or improve a product or process and service.

a) *Types of Innovation*

If seen from the speed of change in the innovation process there are two kinds of innovation, namely:

- Radical innovation is done on a large scale by experts in their fields and is usually managed by a research and development department. This radical innovation is often done in a field of manufacturing and financial services institutions.
- Incremental innovation is a process of adjusting and implementing small-scale improvements.

Types of innovation based on function, there are two namely:

- Technological innovation can be in the form of a product, service or production process and administrative innovation can have organizational and structural characteristics.
- Social innovation

b) *The Characteristics of Innovation*

- has a special / specific means that an innovation has characteristics that are unique in the sense of ideas, programs, arrangements, systems, including the possibility of the expected results.
- has a feature or element of novelty, in the sense of an innovation must have a characteristic as a work and thought that has a degree of Originality and novelty.
- The innovation program is carried out through a planned program, in the sense that an innovation is carried out through a process that is not rushed, but that innovation is prepared carefully with a clear and planned program in advance.
- innovation that is rolled out has a goal, the innovation program carried out must have the direction to be achieved, including the direction and strategy for achieving that goal.

c) *The Purpose of Innovation*

Innovation arises because there are certain ideas and goals that humans want to achieve. The goals of innovation are as follows;

1. Improve Quality

In general, the goal of innovation in various fields is to improve the quality and value of things that already exist, both products and services. With the latest innovations, it is hoped that these products will have advantages and benefits that are more valuable than before.

2. Reducing Costs

Innovation aims to help reduce costs, especially labor costs. For example, today many invent machines or equipment that can replace human labor in a production process.

With these machines and equipment, labor costs for production will decrease. In addition, the use of machinery and equipment in the process of producing certain goods / services will produce better performance.

3. Creating a New Market

With a more high-value product as a result of the innovations that have been released, this will create a new market in the community.

4. Expanding Product Range

Nowadays there are many e-commerce players. Entrepreneurs are expanding their product range by utilizing the internet which can be accessed by more potential customers.

5. Change Products / Services

Innovation also aims to replace products or services that are considered less effective / efficient. One of them can be seen innovations that occur in motorcycle engines that are now more fuel efficient.

6. Reducing Energy Consumption

Humans always want to save energy use, because there are so many innovations that humans do. One of them is the existence of the latest energy sources that utilize nature, such as solar, wind and water, as a source of electrical energy.

2) *Welfare*

Welfare is one aspect that is quite important to maintain and foster social and economic stability. These conditions are also needed to minimize the occurrence of social jealousy in society. Furthermore, accelerating economic growth in society requires economic policies or the role of the government in regulating the economy in an effort to maintain economic stability.

a) *Theory of social and economic well-being*

The Italian economy, Vilfredo Pareto, has specified a condition or condition for the creation of an efficient or optimal allocation of resources, which is then known as the Pareto Condition. The condition of a Pareto is an allocation of goods in such a way that when compared to other allocations, the allocation will not harm any party and one of the parties will definitely benefit. Pareto conditions can also be defined as a situation where some or all of the individual parties may no longer benefit from voluntary exchange. Based on this Pareto condition, social welfare (social welfare) is defined as a continuation of thinking that is more important than the concepts of prosperity (Welfare economics), (Swasono, 2005: 2). Boulding in Swasono said that "an approach that reinforces the conception that has been known as social optimum is optimum Pareto (Pareto and Edgeworth optimality), where economic efficiency reaches social optimum when no one can be more fortunate. Teori

kesejahteraan secara umum dapat diklasifikasi menjadi tiga macam, yaitu classical utilitarian, neoclassical welfare theory dan new contractarian approach (Albert dan Hahnel dalam Darussalam 2005:77).

The classical utilitarian approach emphasizes that pleasure or satisfaction can be measured and increased. Based on some of the views above it can be concluded that the level of welfare of a person can be related to the level of satisfaction (utility) and pleasure (pleasure) that can be achieved in his life in order to achieve the desired level of welfare. So we need a behavior that can maximize the level of satisfaction in accordance with available resources.

The welfare of a person's life in reality has many indicators of success that can be measured. In this case Thomas et al. (2005: 15) said that the welfare of the middle to lower classes can be represented from the level of community life marked by poverty alleviation, better health, higher educational attainment, and increased community productivity. All of this is a reflection of an increase in the income level of middle to lower class people. Todaro more specifically stated that the welfare function W (welfare) with the following equation: $W = W(Y, I, P)$ Dimna Y is income per I is inequality, and P is absolute poverty. These three variables have significant significance, and should be considered thoroughly to assess welfare in developing countries.

3) *Koperasi*

The definition of cooperative implies the meaning of "cooperation", there also means "helping each other". So cooperatives are business entities whose members are legal entities or cooperatives by basing their activities based on cooperative principles as well as people's economic movements based on the principle of kinship. Cooperative deals with functions: social function, economic function, political function, ethical function.

The Principle of Herman Schulze

- Self-help
- Unlimited work area.
- Remaining operating results for reserves and for distribution to members.
- Member responsibilities are limited.
- Administrators work in return.
- Unlimited business is not only for members.

B. *Research methods*

This study aims to determine the Makassar city government program that is a corridor business entity (BULO). This program is one of the mainstays of the city of Makassar in order to alleviate urban poverty. The author this time uses a qualitative method through a case study approach. Data were analyzed using several steps in accordance with Miles, Huberman and Saldana (2014) theory, namely analyzing data in three steps: condensation data (condensation data), presenting data (data display), and drawing conclusions or verification (drawing conclusions and verifications). Condensation data refers to the process of selecting, focusing, simplifying, abstracting and transforming data. In more detail, steps according to the theory of Miles, Huberman and Saldana (2014).

III. RESULTS AND DISCUSSION

A. *Innovation and Aisle Business Entity*

Makassar city government with its Aisle business program program is proven to be able to elevate the community level in the Makassar city hall area, as said by the Makassar City Government Assistant II for Economic Affairs, Andi Irwan Bangsawan, said that it is not uncommon for a tunnel to be synonymous with violence, crime, low health status, and places outbreaks of various social ills.

The BULO Movement Hall of Business Entity was massively carried out simultaneously in all the hallways of Makassar City, beginning with the planting of chilli vertically on the side of the aisle wall with organic systems whose fertilizers come from compost which is processed from organic waste so that chillies produced are ensured to be free of pesticides and have good health value and high commercial value.

The harvest from Lombok will be accommodated and bought by companies with a cooperative scheme formed by the City Government whose proceeds will be divided 30% for the education of children in the aisle, 30% to help venture capital for the industry, 20% for the cooperative capital and 20% for each the head of the family of BULO members in the alley (<https://makassarkota.go.id/bulo-badan-usaha-lorong/>). the program aims to encourage the development of around 7,520 corridors to be productive as a continuation of the master plan for restoration of aisles in Makassar. In addition, Bulo is also expected to be able to reduce the inflation rate in the household consumption sector. For example, if food availability is reduced, it is the duty of the Department of Food Security to take part in maintaining food balance. The presence of Bulo is considered capable of being a pillar to maintain that balance.

B. *Hallway Business Entity and Community Welfare*

Aisle Business Entity or commonly called BULO is one of the programs of the Mayor of Makassar, Mohammad Ramdhan Pomanto as, which is the current spotlight both in the Country and Abroad, even recognized by the President of the Republic of Indonesia Joko Widodo. This Aisle Business Entity Program, Makassar City Communities can feel the pleasure and beauty as well as the impact of the economic opinion of the Lorong community.

One of the efforts of the Makassar City Government in growing the economic sector is to launch a populist economic program that is closely related to cooperatives. The mainstay program is called Aisle Business Entity, with its main commodity being Chili. This program is spread in various aisles that are located in all sub-districts in Makassar City. Makassar Mayor Mohammad Ramdhan Pomanto claims around 700 business entity points in the aisles are scattered in various places in Makassar City. Even after the chilli harvest is done, the results can contribute to reducing domestic inflation.

The Aisle Business Entity can increase the income of residents around the aisle and this program is recognized by the mayor of Makassar that the poverty rate in Makassar City has decreased dramatically. This indicates that the success of the Makassar City government together with the community

in the Makassar City alleys by planting various types of plants such as vegetables, chilli, and other types of plants. The harvest from Lombok will be accommodated and bought by companies with a cooperative scheme formed by the City Government whose proceeds will be divided 30% for the education of children in the aisle, 30% to help venture capital for the industry, 20% for the cooperative capital and 20% for each the head of the family of BULO members in the alley.

The most important thing is that this program is able to reduce poverty to 0, 4 percent of Makassar's poor population, which reached 286,513 people in 2016. In addition, the presence of this aisle business entity, especially chili peppers, can succeed the achievement of Makassar City economic growth in number 7, 9 percent. Therefore, making Makassar as the region with the highest national economic growth.

It is hoped that this Bulo will become a driving force, all business results produced by the residents of the corridor will be accommodated by this business entity so that the empowerment step is more optimal. citizen productivity in accordance with potential. BULO which is planned to adopt a cooperative operational system will get an initial capital participation from Makassar City Government starting next year, which is expected to stimulate the movement of people's economy in the city.

C. Aisle Cooperative and Business Entity

The aisle business entity through its management is based on cooperatives so that the initial capital participation will be given to the cooperative cooperatives that are recorded in the Makassar city government. (tp://bappeda.makassar.go.id/2016/11/08/bappeda-

makassar-gelar-workshop- economic-development-and-bulo /). The point is that the management is cooperative, as stated by the Acting head of Makassar Bappeda, Hadijah Iriani Ridwan.

IV. CONCLUSION

The aisle business entity is intended to alleviate urban poverty, the Makassar city government with its innovation has succeeded in raising the dirty hallway stigma into a productive Hallway Business Entity, the program's innovation has been felt even though the success of the government program has not been evenly distributed. Empowerment of the underprivileged people in Makassar which is concentrated in dense settlements and narrow alleys is planned to be implemented through the establishment of business entities with cooperative schemes.

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