

Evidence-Based Policy in The Development of Aloe Vera MSMEs in Pontianak City

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Abstract

Aloe vera is an effective and efficient plant that grows in Pontianak City because of its suitable geographical conditions. Aloe vera is an agricultural plant or biopharmaceutical plant that has various benefits. However, the use of aloe vera is still limited, and not many business actors have developed aloe vera into various processed products with economic value, even though the potential and benefits of aloe vera are very diverse, and even aloe vera is a creative economic product that can be developed by MSMEs. This prompted the city government to issue Pontianak City Regional Regulation Number 5 of 2015 to support the development of aloe vera products. Therefore, this study intends to find out how to overcome problems in developing Pontianak City's flagship product, namely aloe vera; a comprehensive analysis is needed through evidence-based policy concepts. By conducting a study through the concept of the Pew-MacArthur with five research focuses, namely program assessment, budget development, implementation supervision, results monitoring, and targeted evaluation. The purpose of this study is to find out the implementation and evidence-based policies to encourage one of the leading commodities of the city of Pontianak, namely aloe vera, can be used by MSMEs in various creative and value-selling products to support economic growth, create jobs, increase the income of the surrounding community, and support exports with a wider reach. Qualitative descriptive research is a method used with data collection techniques through interviews, observations, literature studies, and documentation. The results of the study show that to improve the welfare of the community, local governments, especially the Trade Micro Business Cooperative Office and the Pontianak City Agriculture and Fisheries Office, have succeeded in organizing, directing, and developing aloe vera as a regional superior product. This development is carried out through an MSME program that focuses on the creative economy, which includes innovations in the planning, production, and marketing of aloe vera.

Keywords: Evidence-Based Policy; creative economy; MSMEs; Aloe Vera; superior products.

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1. Introduction

Indonesia has various natural resources, including biological and animal resources. This wealth is widely found in various regions in Indonesia. Indonesia excels in the agricultural sector, which has various types of crops and is a supporting sector in building Indonesia's economy because of the large agricultural land that makes Indonesia quite superior in the agricultural industry. Agriculture is one of the sectors of the economy supported by superior varieties in various regions in Indonesia. One of the natural resources in the agricultural sector in Indonesia is the aloe vera variety, which can be used in various products of economic value. Aloe vera is already well-known as a medicinal plant used in the health sector. The total harvested area of aloe vera plants in 2021, based on fixed horticultural figures in 2021, according to the Directorate General of Horticulture, Ministry of Agriculture, reached 1,049,615 m² (Hendrawati et al., n.d.).

In West Kalimantan, especially the city of Pontianak, the most commonly cultivated Aloe Vera plant is a type of Aloe vera chinensis. The characteristics of this Aloe Vera Chinensis plant are green fronds, orange flower petals, and white spots on the fronds. According to the Aloe Vera Center of Pontianak City, the breeding of Aloe Vera began in 1980, precisely in the Siantan Hulu area of North Pontianak. At that time, aloe vera plants were still being planted in pots and even placed in the same place as other plants until finally, in 1990, the planting of aloe vera plants began to be cultivated specifically and began to be introduced to the wider community. The geographical condition of Pontianak City, which is located at an equatorial latitude with peat soil characteristics, makes aloe vera easier to grow and cultivate in Pontianak City. In addition, Pontianak City also has a large Aloe Vera agricultural land, becoming the center of the national aloe vera production sector.

Based on the results of research obtained from the Pontianak City Agriculture and Fisheries Office, it is known that the area of aloe vera plants in 2022 will be 1,057,468 m² (Junaidi, 2022). The potential of Aloe Vera based on a reference to the Regional Regulation of Pontianak City Number 5 of 2015 concerning Pontianak City's superior products in the field of agriculture and fisheries, states that Aloe Vera is one of the leading products in the agricultural sector in the Pontianak City area. The Aloe Vera plant will even become an icon of the city of Pontianak. This makes Aloe Vera one of the agricultural crops that must be developed based on the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 9 of 2014 concerning the Development of Regional Superior Products. Innovation in the use of Aloe Vera is one of the agendas of the Agriculture, Fisheries, and Forestry Service to encourage various types of processed Aloe Vera products through the community and MSMEs (Micro, Small, and Medium Enterprises). (Saad Lundingham, 2014).

MSMEs are productive businesses owned by individuals and individual business entities and meet the criteria of micro-businesses that have been regulated by laws and regulations. Many business actors continue to innovate in the creative economy that applies in Indonesia (Law Number 20 of 2008, which regulates MSMEs). Based on a press release from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, it is stated that MSMEs contribute 61.07%, or the equivalent of 8,573.89 trillion rupiah; this is obtained based on the results of a summary from the Ministry of Cooperatives and SMEs. The challenge to realize the development of MSMEs also requires cooperation from various agencies and the private sector; MSMEs must also be able to create business products and

services that make consumers interested, and still be able to maintain the uniqueness of the products or services produced by these MSMEs. The creative economy is a strategy for the development of MSMEs in Pontianak City.

Recorded in data from the Pontianak City Micro Business Cooperative and Trade Office, the total number of MSMEs registered and located in Pontianak City is 29,975, and spread across six sub-districts in Pontianak City. In terms of the number of MSMEs spread across six sub-districts, it can be seen that MSMEs are an important sector in employment and the economy, both at the state and regional levels. MSMEs contribute to the absorption of labor up to 96.6% of the national total. With the presence of many MSMEs that can operate, it will indirectly absorb a lot of labor with the aim of reducing the number of unemployed in Pontianak City. However, along with the development of MSMEs in Pontianak City, efforts are needed to keep these MSMEs growing and experiencing business progress, especially being able to play a major role in the growth of the Economy and being able to open jobs for the community. In realizing the development of MSMEs, cooperation from various agencies and the private sector is needed; MSMEs must also be able to create business products and services that make consumers interested and still be able to maintain the uniqueness of the products or services produced by the MSMEs. Creative economy is a strategy for the development of MSMEs in Pontianak City. (Limanseto, 2021)

The MSMEs and the creative economy are now interconnected, with business actors in the creative economy providing various innovations and creativity in their business units to ensure global competitiveness. The creative process begins with planning and extends to product marketing. In this endeavor, both business actors and the government play vital roles in developing and advancing the aloe vera MSME sector, aiming to establish it as the flagship sector of Pontianak City (Limanseto, 2022). The people of Pontianak City have developed knowledge about the benefits of cultivating aloe vera plants and turning them into profitable products. Pontianak City is a national production center for aloe vera, which should be further developed to improve the community's welfare by creating job opportunities. Processed aloe vera products from Pontianak City can be introduced to the global market, expanding the economy through product innovations.

The aloe vera business has the potential to become a valuable product, contributing to the economic growth of Pontianak City. The government plays a crucial role in improving the agricultural sector and supporting this opportunity. Previous research, such as "Aloe Vera Processing Business Performance and Factors Influencing it in Pontianak City," conducted by BPS Prov West Kalimantan in 2020, has examined the factors affecting the aloe vera processing industry and its contribution to the provincial economy. Another study, "Processed Marketing Mix: Aloe Vera's Influence on MSME E-Commerce Purchases," focuses on analyzing the impact of processed aloe vera marketing mix on MSME e-commerce purchases.

Meanwhile, this research focuses more on assessing the budget allocation to each MSME that is just a pioneer or still small-scale and focuses on the creativity of MSME actors in processing, modifying and innovating processed aloe vera into creative economic products and superior products in the Pontianak city area. This research was also conducted to analyze evidence-based policies in efforts to develop Aloe Vera MSMEs in Pontianak City with the aim of finding out how the role of this policy in encouraging one of the leading commodities in Pontianak City.

2. Research Methods

This study utilizes qualitative research methods to objectively measure or describe a situation. Data collection techniques include observation, interviews, documentation, and literature studies. The collected data is then studied, recorded, and processed to achieve the research objectives. Researchers gather field data in locations where participants are experiencing issues to be studied, such as the development of MSMEs in Pontianak, which is the focus of this study. The agencies involved in the development of MSMEs in Pontianak include the Micro Business and Trade Cooperative Office of Pontianak City, UPTD Agribusiness Aloe Vera Center Pontianak City, and the Pontianak City Agriculture, Fisheries, and Forestry Service. This study utilized observation techniques, particularly in the Siantan Hulu area of Pontianak City, and conducted interviews with aloe vera sellers in the Siantan Hulu area, as well as with the Head of the Sub-Division of Administration of UPT Aloe Vera Center, the Head of MSME Division of the Micro Business and Trade Office of Pontianak City, and the Head of Functional Division of Agricultural Infrastructure and Facilities Analyst of the Food Office, Agriculture, and Fisheries Pontianak City.

3. Results And Discussion

The following is the evidence-based policy in the development of MSME aloe vera. Referring to the research results it can be described as follows:

3.1 Creative Economy

After the outbreak of Covid-19, Indonesia's economy suffered a decline. This has prompted all sectors, including the MSME (micro, small, and medium enterprises) sector, which is crucial to the regional economy, to strive for recovery. Business owners are seeking innovation in the development of MSMEs to ensure continued operation and stability. The creative economy plays a vital role in this development by introducing new innovations for the production and marketing of superior regional products, with careful attention to planning. This activity is supported by Government Regulation (PP) Number 24 of 2019 concerning the Creative Economy (Undang-undang Nomor 24 Tahun 2019 Tentang Ekonomi Kreatif, n.d.). Aloe vera MSME business actors also received financial assistance from the Pontianak City Agriculture and Fisheries Office; the assistance was allocated to business actors whose businesses are still small and not too well seen. However, this assistance is not routine or sustainably given; some aloe vera MSMEs can still exist to trade food, beverage, and/or cosmetic products to consumers.

The UPT Aloe Vera Center, under the auspices of the Pontianak City Agriculture and Fisheries Office, provides support to business owners who wish to expand their operations. This support comes in the form of training, including sessions on how to make aloe vera juice. While the UPT Aloe Vera Center also produces aloe vera juice, it is not available for sale. As a result, several micro, small, and medium-sized enterprise (MSME) owners have started their own businesses making juice from aloe vera plants. This undoubtedly encourages the development of various innovative products using aloe vera. Aloe vera juice has been marketed, although its scale is still quite small. This drink is claimed to reduce diabetes, as evidenced by consumer testimonials. UPT Aloe Vera Center also supports business owners by showcasing their processed products at the center's storefront and introducing them to culinary events and MSME activities organized by the Pontianak City

Government. This initiative aims to help aloe vera business owners maintain the visibility of their products and continue to promote the numerous benefits of this herbal plant. (Rahmawati et al., 2021).

3.2 MSMEs

Micro, small, and medium enterprises (MSMEs) play a crucial role in Indonesia's economic system. They are more numerous than large-scale industrial businesses and contribute to the acceleration of development by creating job opportunities and promoting economic equity. MSMEs are essential to the economy of Pontianak City. According to data from the Pontianak City Micro Business and Trade Cooperative Office, there are a total of 29,975 MSMEs spread across various sub-districts in Pontianak City. In terms of the number of MSMEs spread across six sub-districts, it can be seen that MSMEs are an important sector in employment and the economy, both at the state and regional levels. This activity is supported by the Ministerial Regulation (PERMEN) of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number 3 of 2021 concerning the Implementation of Government Regulation Number 7 of 2021 concerning the Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises. The presence of this regulation indicates that people who want to become MSME actors can easily contribute to building Indonesia's economy and improving their standard of living. (Rahmawati et al., 2021).

Table 1. Data of Aloe Vera Business Actors in Pontianak City

No.	Name of MSME	Trademarks	Production Type
1.	Juliana	My Bread Lives	Drinks, Jelly, Dodol Tea, Raw Crackers, Roasted Crackers
2.	Anna Federika	Fresh Taste	Drink
3.	Sarono	Mavera	Glass drinks, Sachets
4.	CV. Panacea	Agree	Cosmetics
5.	Sunni	Isunvera	Beverage, Stick, Chocolate, Tea, Sweets, Dodol, Crackers, Jelly, Jam
6.	Syriac	Marfa	Sweets, Syrups, Drinks, Amplang, Drinks

Source: Pontianak City Small and Medium Enterprises Cooperative Office

Aloe vera MSMEs are one of the sectors that help the community in creating jobs in Pontianak City. According to data from the Pontianak City Micro Business and Trade

Cooperative Office in 2015, Aloe Vera MSMEs absorbed a large workforce, namely 293 workers who are in Aloe Vera processed MSMEs in the city of Pontianak. This shows that the business scale of each MSME can be seen based on the number of workers in each MSME. The increase in the number of workers is necessary to meet the market demand for MSMEs, allowing businesses to run effectively. Sun Vera is one of the MSMEs that has adopted digital sales to remain productive and sustain their business during the COVID-19 pandemic. Up to now, these MSMEs have retained their workers and are hiring new ones to employ a total of 20 workers, which helps reduce the number of unemployed individuals in Pontianak City. According to data from the Central Statistics Agency of West Kalimantan, the unemployment rate in Pontianak City in 2022 decreased to 9.92% compared to the previous year. This decrease is attributed to the presence of productive MSMEs that have been able to operate even after COVID-19, enabling people to meet their economic needs again. (Perda No. 5 Tahun 2015 tentang Produk Unggulan Kota, n.d.).

From the table, it is clear that each MSME sells different products, indicating that the Regulation of the Creative Economy has led to an increase in creative ideas. This has further resulted in the establishment of Aloe Vera MSMEs. The products are being marketed online and are reaching customers outside of Kalimantan Island.

3.3 Featured Products

As per Regulation No. 9 of 2014 by the Minister of Home Affairs of the Republic of Indonesia regarding the "Guidelines for the Development of Regional Superior Products," Aloe vera is currently recognized as a superior product highly endorsed by the city government. The promotion of superior products plays a significant role in enhancing the regional economy. Rasing on Article 5 of Pontianak City Regional Regulation Number 5 concerning 2015 Pontianak City Superior Products in the Agriculture and Fisheries Sector, attached types of superior products in the agricultural sector, namely Aloe Vera and Pontianak papaya. The regulation is the basis for the management of Aloe Vera as a regional superior product of Pontianak City. (Yufit et al., 2017).

Until now, Pontianak City is still an ideal city for planting Aloe vera plants because of its supporting soil characteristics. The characteristics of peatland in the Pontianak City area encourage Aloe Vera to develop into one of the superior products. Planting Aloe vera is also effective and efficient; at the age of 6-8 months, according to a statement from the Head of the Administrative Subdivision of UPT Aloe Vera Center, Aloe vera can be harvested and can be made into a product that is then marketed to buyers. Encouraging regional competitiveness involves promoting superior regional products. In Pontianak City, Aloe Vera is one of these superior products. It's important to focus on directing and developing the production of Aloe Vera for the community's welfare (Yufit et al., 2017).

Improving the economic sector and promoting community welfare can be achieved through the development of Aloe Vera using indicators of the creative economy, focusing on the development of micro, small, and medium enterprises (MSMEs). Aloe Vera, a prominent product in Pontianak City, serves as a key driver of national economic growth by harnessing the potential of Aloe Vera. This will benefit farmers and MSMEs and create numerous job opportunities in the Aloe Vera sector. Efforts have been made to develop the potential of Aloe Vera, supported by relevant agencies in Pontianak City (Hanrahan, 2007).

3.4 Evidence-Based Policy

The discussion of the results of this research is an interpretation found in the field and an analysis of the existing evidence to test data by applying concepts and theories from various experts and explaining the results or facts in the research data in the field; this concept also connects the results obtained in the research with the indicators that have been set, in this case the Pew MacArthur concept (Solesbury, 2001). After conducting various scientific and systematic reviews, an evidence-based policy was developed for Aloe Vera MSMEs in Pontianak City, resulting in the following findings (Vanlandingham et al., 2014):

a. Program Assessment

The Assessment Program is an evaluation of a program to determine if it has achieved its expected goals. The assessment aims to measure the impact of the program, particularly regarding the potential of Aloe Vera in Pontianak City. Through Pontianak City Regional Regulation Number 5 of 2015 concerning Pontianak City Superior Products, the local government is working to develop regional superior products. The findings of the study indicate that the policy implementation has shown progress in terms of creating more job opportunities and empowering the local workforce. In the development of Aloe Vera, innovation aligns closely with the principles of the Creative Economy policy.

The concept of the creative economy has been present in Indonesia since 2006, and it was reaffirmed in Government Regulation (PP) Number 24 of 2019. The local government is increasingly supporting the community in innovating and developing superior regional products together with MSMEs. Pontianak City, known for its peatland characteristics, is very suitable for cultivating Aloe Vera plants. According to data from the Pontianak City Agriculture and Fisheries Office, the total area of Aloe Vera plant land is 1,057,468 square meters. MSMEs, with the support of local governments, implement policies for the development of superior regional products and a creative economy. In Pontianak City, there are 22 registered MSMEs involved in processing Aloe Vera plants, which sell a variety of Aloe Vera products, including food, beverages, and cosmetics (Perda No. 5 Tahun 2015 tentang Produk Unggulan Kota, n.d.).

This serves as evidence that the government's policies are aimed at supporting and developing existing potential, particularly in the MSME sector, with the goal of empowering local human resources and creating more job opportunities. Sun Vera, an MSME in Pontianak City established in 2004, has been processing Aloe vera into various creative products. The increasing cultivation of Aloe Vera has encouraged many MSMEs in Pontianak City to engage in its processing. In Pontianak City, there is an Agribusiness UPT called Aloe Vera Center that focuses on developing and innovating the processing of Aloe Vera into various products, including aloe vera juice. This aloe vera juice product is not marketed for sale but is used for education and community outreach to demonstrate the potential for Aloe Vera to be used in innovative and diverse products. Additionally, the Aloe Vera Center offers internship and research programs for students and academics interested in further research on the use of Aloe Vera.

The Micro Business Cooperative Office has included a program plan in the 2023 Work Plan to support the development of MSMEs, particularly those focused on aloe vera. The program aims to empower micro, small, and medium businesses through activities such as data collection, establishing licensing partnerships, strengthening

institutions, and coordinating with relevant stakeholders. These efforts are intended to gather information on the potential of micro-businesses, facilitate their development through partnerships, streamline the licensing process, and strengthen their institutional support. Ultimately, the goal is to ensure that the empowerment of microbusinesses is effectively coordinated and synchronized with the involvement of relevant stakeholders. Performance indicators are based on the percentage of micro-businesses that have received business licenses. In addition, the program prepared by the Pontianak City Micro Business and Trade Cooperative Office is an MSME empowerment program whose performance indicator is the percentage of micro businesses that develop their businesses. The activities carried out are the development of micro-businesses oriented towards increasing the scale of businesses into small businesses, with the hope that the proportion of micro-businesses that receive market opportunity support will increase. The target of the application is micro-business owners. (Nur, n.d.).

The presence of the Program Plan for the development of superior regional products, as included in the Work Plan of the Pontianak City Micro Business Cooperative Office, demonstrates strong government support for the development of micro, small, and medium enterprises (MSMEs) through data collection, empowerment via micro business partnerships, and improvements in obtaining business licenses. It is anticipated that the Program Plan, as discussed by the relevant agency, will enhance innovation and productivity within MSMEs, particularly in the aloe vera industry in Pontianak City. In this venture, business entities are trained to manage aloe vera plants and process them into globally competitive products. This endeavor requires support from various stakeholders, including providing assistance and training to those in need. It is hoped that this implementation process will run smoothly and have a positive impact on the economic sector, especially in Pontianak City (Ramadanti & Pembangunan, n.d.).

b. Budget Development

According to the Pew-Mac concept, Arthur explained that successful policymaking in government, particularly in budget development, can be achieved by incorporating evidence of program effectiveness. This approach helps in aligning the budget preparation process and the formulation of policies. Adjustments to the budget, based on real-world evidence, are necessary to ensure effective and efficient program implementation, ultimately helping to achieve the set goals.

According to data obtained from interviews, it has been found that in the wake of COVID-19, Pontianak City has witnessed a decline in raw materials, demand, and budgets, making it difficult for several micro, small, and medium enterprises (MSMEs) to survive. Many Aloe Vera MSMEs specifically struggled due to factors such as not having private agricultural land for Aloe Vera cultivation and having to purchase from farmers. Additionally, the majority of MSMEs experienced decreased sales as a result of the pandemic. The local government is still working on reviving the development of micro, small, and medium enterprises (MSMEs) that use Aloe Vera. They are making efforts to promote Aloe Vera cultivation in various conditions. As we enter the post-COVID-19 period, there is a focus on providing maximum care and cultivation to ensure high-quality harvests. The government is distributing assistance to farmer groups in the form of agricultural necessities such as fertilizers.

In the development of MSMEs, the Head of SMEs and Cooperatives of the Pontianak City Micro Business and Trade Cooperative Office gave an answer regarding the budgeting of MSME costs based on the PK2UMK Non-Physical Special Allocation Fund derived from the APBD, which is used for the development of MSMEs, which is a regional affair. The DAK budget is used as a fund to increase the capacity of cooperatives and MSMEs with an amount of IDR 410,170 for Pontianak City based on the details of non-physical DAK in 2023. In addition to the support from DAK, MSMEs also receive assistance from the provincial and city governments. The funding budget for the MSME empowerment program is IDR 12,700,000.00, and for the MSME development program is IDR 1,445,924,194. These figures are based on the work plan of the Pontianak City Micro Business and Trade Cooperatives Office for 2023.

c. Implementation Oversight

The Implementation Oversight study is based on the concept presented by Pew-MacArthur. It focuses on ensuring the smooth delivery of the program in line with the formulation outlined in the planning document. The study emphasizes strict supervision to ensure the structured and successful implementation of every program. This supervision involves participation from the public, which includes the government, private sector, community, and related stakeholders, in order to achieve the intended goals of the development program.

The Pontianak City Agriculture and Fisheries Office oversees the implementation and enforcement of policies related to Aloe Vera cultivation. Additionally, the Aloe Vera Center provides training to the local community on the preparation of Aloe Vera Juice. This juice is often further customized by individual MSMEs who wish to sell the product, giving each variation its unique characteristics. The Aloe Vera Center Agribusiness Unit, under the auspices of the Pontianak City Agriculture and Fisheries Office, offers counseling to the community on processing Aloe Vera plants. The supervision process includes collecting data on crop yields produced on private land owned by Aloe Vera farmers. Additionally, there is monitoring of micro, small, and medium enterprises (MSMEs) actively selling Aloe Vera processed products.

"We do not set strict quality standards for the harvest of aloe vera itself, but we offer guidance on product development and support for MSMEs for aloe vera farmers. Additionally, we provide free training at the UPT Agribusiness Aloe Vera Center, fostering innovation for the community, whether they are starting a new business or expanding their existing MSMEs." - Interview with the Head of the Administrative Subdivision of UPT Aloe Vera Center. According to the regulations set forth by the Mayor of Pontianak in 2015, in Article 7, paragraph 3, it is stated that government, non-governmental, and/or private institutions can actively collaborate with the regional government in developing superior agricultural and fisheries products within a specified framework. The implementation of the aloe vera development program will adhere to the formulated plan, which outlines the organization of this agricultural endeavor by farmers based on their technological knowledge, the availability of natural resources, and their readiness in terms of costs and market conditions (Junaidi, 2022).

The UPT Aloe Vera Center provides counseling programs to the community in order to train and socialize them about the products they want to produce and sell as MSME products. They also assist MSMEs in introducing their products by displaying

them on the UPT Aloe Vera Center storefront. The center is committed to helping people start and grow their businesses, providing various insights and accommodations for business actors, especially in processing aloe vera.

The form of supervision is also carried out through the Online Single Submission (OSS-RBA) system, which is a licensing system given to business actors to be able to run their businesses by assessing the level of risk of the business. In the city of Pontianak itself, based on the latest data, it has reached as many as 2,825 business actors who have been recapitulated in the system (OSS); with the presence of the system, it is hoped that business actors can obtain business licenses quickly, and anywhere and anytime, then (OSS) can also minimize the possibility of the practice of bribery, pungli, and gratuities because in the process of managing the creation of business licenses, the frequency of face-to-face contact has been very minimal.

d. Outcome Monitoring

Outcome monitoring involves monitoring the implementation of a program to determine how well it has been implemented and the problems that have arisen. Therefore, the government should pay attention to and monitor the MSME empowerment program, especially for aloe vera MSMEs. The Pontianak City Micro Business and Trade Cooperative Office monitors MSMEs involved in aloe vera processing by collecting data on their income. Monitoring of MSMEs in accordance with local regulations must involve the local government, including in terms of marketing, which is considered important for the welfare of the community. Businesses also receive support from the government in terms of business registration assistance and access to capital. According to a report from the Pontianak City Micro Business and Trade Cooperative Office, Sun Vera earns around Rp 1,800,000,000 per year with a total of 20 employees. New MSMEs in the Aloe Vera product business can earn around IDR 500,000.00 per week. Each MSME hires labor according to its production capacity. This aligns with Sadhana's findings in 2013, which state that higher sales volume leads to increased demand for labor. This indicates that higher income reflects an increase in production, creating more job opportunities in the MSME sector.

Based on the findings from observations and interviews, the main issue in supporting Aloe Vera MSMEs is the lack of government assistance for Aloe vera business owners, which hasn't been a budget priority after the pandemic. The government is trying to address this by promoting and facilitating business investment and providing people's business credit (KUR). The local government has visited the field multiple times to monitor the challenges faced by aloe vera MSMEs and has also organized exhibitions for MSME products through regional events. Moreover, DEKRANASDA has sent representatives to promote the region's high-quality products to neighboring countries, aiming to expand the market reach. Some businesses that have not received financial assistance attribute it to a lack of registered business activities, resulting in a lack of awareness about government programs supporting the development of micro, small, and medium enterprises (MSMEs), especially regional high-quality products. The government is making ongoing efforts to promote support for aloe vera MSMEs. According to Article 21 of the Pontianak City Regional Regulation No. 5 of 2015 regarding high-quality products, the mayor is responsible for overseeing the governance of high-quality products in the agricultural and fisheries sectors, as well as coordinating

collaborations. Local governments and regional institutions are continuously monitoring the development of Pontianak's high-quality product, namely Aloe Vera.

The Small and Medium Enterprises Cooperative Office (Diskop-UKM) of West Kalimantan Province monitored the effectiveness of the MSME program in the region. They provided solutions to various problems, particularly in the field of MSMEs. One of their main focuses was to develop strategic programs and projects for the future, including the development of aloe vera in Pontianak City. They offered assistance in overcoming obstacles in production and marketing, aiming to optimize the MSME sector, especially in aloe vera products. Regency, city, and provincial governments conduct monitoring to have a positive impact and serve as a foundation for future reference in running subsequent programs. These programs have received various improvements to ensure effective implementation. The aim is for these programs to bridge communication between MSME coaches, business actors, and related stakeholders so that common goals can be achieved to improve MSMEs in the future. It is hoped that the launched programs can be implemented optimally.

e. Targeted Evaluation

Targeted evaluation is necessary to assess the implementation of a program in order to ensure its sustainability. An important aspect of evaluating the empowerment of aloe vera MSMEs is the need for comprehensive data collection to reach the appropriate targets. The Agriculture Department evaluates aloe vera farmers and various sectors involved in aloe vera cultivation. The Agriculture Office continuously updates data related to land area, crop numbers, and the total number of farmers and businesses actively involved in developing aloe vera. The Pontianak City Cooperative Office conducted an evaluation to identify the challenges faced by MSMEs. They aim to adjust supporting programs to better assist these MSMEs. The Agriculture Office and the Cooperative Office need to delve deeper into the aloe vera cultivation businesses. These businesses have great potential to influence policies and are a target for developing Pontianak City's top products. This is important for sustainability and future planning. Evaluation of aloe vera development is the most important thing to realize the goal of optimizing the potential of aloe vera that has existed for a long time in Pontianak City with efforts based on the objectives of Regional Regulation Number 5 of 2015, article 3, paragraph (1). Regulation of superior products in the agricultural and fisheries sectors aims to (Perda no 5 tahun 2015, n.d.):

1. Creating new jobs
2. Contributing to the increase in regional revenue
3. Playing a role in meeting the needs of raw materials for the processed industry
4. Improve the quality of performance, productivity, and income from farmers, fish farmers, and traders.
5. Achieving a superior level to be able to compete in the domestic market as well as the global market
6. Improve product quality and safety.
7. Align relationships between producers, traders, and consumers to create a prospective market.

Based on the previous discussion, focusing on developing high-quality regional products can contribute to job creation. In the case of Indonesia, micro, small, and

medium enterprises (MSMEs) play a critical role in the country's economic growth, particularly in Pontianak City, where they can expand employment opportunities. This can help empower the local workforce. To achieve this empowerment, the government needs to collaborate and take various measures to support the development of MSMEs, with a specific focus on Aloe Vera production in Pontianak City. Each MSME creates jobs based on its production capacity. As income increases, it indicates a rise in demand, leading to more job opportunities in the MSME sector. The government must maintain and update a database containing information about which MSMEs require financial assistance. It also needs to oversee the distribution of the aid to ensure that it reaches the intended beneficiaries and is used appropriately. The data collection process should also include tracking the employment generated by Aloe Vera MSMEs in Pontianak City. Furthermore, the evaluation revealed several issues, such as some Aloe Vera MSMEs selling their products in border areas and allowing the resale of their products under different branding. These challenges must be addressed to fully harness the potential of MSMEs.

4. Conclusion and Recommendation

The Trade Micro Business Cooperative Office and the Pontianak City Agriculture and Fisheries Office have been working together to develop aloe vera as a regional specialty product. They are running a program that focuses on the creative economy and aims to promote innovation in the planning, production, and marketing of aloe vera. The goal of this program is to improve the welfare of the community by strengthening the micro, small, and medium-sized enterprise (MSME) sector. An evidence-based analysis using the concept of The-Pew Mac Arthur has identified five main indicators for the development of aloe vera MSMEs in Pontianak City. First, the government supports the development of MSMEs through data collection, business partnerships, and ease of licensing. The Department of Agriculture and Fisheries also established the Aloe Vera Center as a development and research center. Second, MSME development is funded by the state budget and regional budget. Third, the implementation of the program is supervised by the relevant agencies and the Online Single Submission (OSS-RBA) system for business licensing. Fourth monitoring indicates that the program has generated jobs and assisted MSME actors. However, there is a need for specific data collection regarding aloe vera business actors. Additionally, the evaluation emphasizes the necessity for more comprehensive data collection to reach the intended targets. Through the aloe vera MSME development program, it is expected that effective communication will be established between business actors and stakeholders to work towards common goals and maximize program implementation.

However, there are several important things that need to be considered, as well as strategies that must be implemented to improve the development of MSMEs, especially those related to the superior product of aloe vera in Pontianak City. The government must improve the MSME data collection system, especially for aloe vera products, to be more accurate and comprehensive. It is necessary to ensure that the budget given to MSME actors is used effectively and in accordance with the purpose. It's vital to collaborate with the export agency to market Aloe Vera products internationally. The Pontianak city government should focus on business registration and copyright of aloe vera products to ease access to aid and capital, as well as safeguard intellectual property. Monitoring and developing the potential

of MSMEs according to creative economy principles is essential for the program's success. It is important to raise awareness among MSME (micro, small, and medium enterprises) stakeholders about the significance of patents and the opportunity to market products globally in order to broaden the scope of high-quality products. By implementing these strategies, MSMEs can play a vital role in the regional economy, generate employment, and promote superior aloe vera products at the national and international levels.

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