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## Effectiveness of Box Container Assistance for Indigenous Papuan MSMEs in Sorong City

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### Abstract

MSME assistance programs generally focus on capital and entrepreneurship training. However, it is still limited to the evaluation of assistance in the form of business facilities. This study aims to evaluate the effectiveness of the box container assistance program in encouraging the increase of small and medium enterprises of indigenous Papuans. Contributing to the development of knowledge in the field of MSME empowerment policies, especially in the context of support for business actors from indigenous Papuans. Using a mixed method approach, between quantitative and qualitative methods used together in a research activity by collecting data through interviews, observations, surveys of 45 indigenous Papuan MSME actors who received box container assistance in Sorong City. The results of the study showed that with the existence of this box container assistance program, it became business capital for indigenous Papuans in starting their businesses, creating jobs for women (housewives), as much as 53.33% increased income and could adjust to the location of sales for the community. However, there are still challenges due to the lack of supervision in the field in the use of this business capital assistance facility. However, this assistance program can be a model/sustainable assistance program for indigenous Papuans in developing their small and medium enterprises by considering several requirements and criteria.

**Keywords:** Effectiveness, box containers, small and medium enterprises

### Abstrak

Program bantuan UMKM secara umum banyak menyoroti tentang permodalan dan pelatihan kewirausahaan. Namun, masih terbatas pada evaluasi bantuan berupa sarana usaha. Penelitian ini bertujuan untuk mengevaluasi efektivitas program bantuan box container dalam mendorong peningkatan usaha kecil menengah masyarakat asli Papua. Memberikan kontribusi terhadap pengembangan pengetahuan dalam bidang kebijakan pemberdayaan UMKM, khususnya dalam konteks dukungan terhadap pelaku usaha dari kalangan masyarakat asli Papua. Menggunakan pendekatan metode campuran, antara metode kuantitatif dan metode kualitatif yang digunakan secara bersama-sama dalam suatu kegiatan penelitian dengan mengumpulkan data melalui wawancara, observasi, survei terhadap 45 orang pelaku UMKM masyarakat asli Papua penerima bantuan box container di Kota Sorong. Hasil penelitian menunjukkan bahwa dengan adanya program bantuan box container ini, menjadi modal usaha bagi masyarakat asli Papua dalam memulai usahanya, menciptakan lapangan kerja bagi perempuan (ibu rumah tangga), sebanyak 53,33% adanya peningkatan pendapatan dan dapat menyesuaikan dengan lokasi berjualan bagi masyarakat. Namun, masih terdapat tantangan karena kurangnya pengawasan dilapangan dalam penggunaan sarana bantuan modal

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*usaha ini. Tetapi, program bantuan ini dapat menjadi model/program bantuan berkelanjutan bagi masyarakat asli Papua dalam mengembangkan usaha kecil menengahnya dengan mempertimbangkan beberapa syarat dan kriteria.*

**Kata Kunci:** Efektivitas, box container, usaha kecil menengah

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## INTRODUCTION

One of the business sectors that has the capacity to develop and be consistent in the national economy is small and medium enterprises (SMEs) or micro, small, and medium enterprises (MSMEs). Small and medium enterprises (MSMEs) are the right place to create profitable jobs. Small and medium enterprises (MSMEs) are an important part of the economy of a country and region, as seen in Indonesia. As defined in Law Number 20 of 2008, small and medium enterprises are independent productive economic business entities carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly of the company. MSMEs are labor-intensive businesses that do not require certain requirements such as education, expertise or worker skills, and relatively small business capital and simple technology (Sudjilah, 2021). MSMEs play an important role in improving the Indonesian economy, both in terms of the number of businesses, job creation, economic growth and supporting community welfare.

In the last ten years, the condition of MSMEs nationally has continued to show an increase in both the number of business units and total assets and business turnover. This shows that the existence of MSMEs has had a positive impact on society, so that more and more people are opening small and medium enterprises (MSMEs). In addition, the existence of MSMEs is now not limited to the scale of the customer market. The digital era has brought MSMEs to a market that can cover more than just their environment. MSME entrepreneurs can conduct digital buying and selling transactions with customers from various cities. The development of community MSMEs cannot be separated from the role and assistance of the Central and Regional Governments to create business opportunities with various assistance programs, one of which is by providing business capital assistance in the form of cash assistance or business facilities/facilities from the government (Hutajulu & Islami, 2024).

In relation to the empowerment of MSMEs in Law Number 20 of 2008, empowerment is defined as an effort made by the government in developing and growing the climate of small and medium businesses to become more resilient and independent. It is hoped that with this small business capital assistance, the community will be more productive and exist in improving the economy and community welfare. So that reviewing the effectiveness of the business capital assistance program for MSMEs is the right and important step to evaluate

the performance of this business capital assistance program on the existence of MSMEs. Several previous studies have also reviewed the effectiveness of the implementation of assistance programs and the development of MSME implementation in several regions in Indonesia. Several previous studies have also reviewed the effectiveness of the implementation of assistance programs and the development of MSME implementation in several regions in Indonesia. For example, research on the effectiveness of signaling for micro entrepreneurs with general effectiveness measurements seen from the aspects of program success, success targets, satisfaction with the program, achievement of program objectives and levels of input and output). The capital business assistance provided by the government through the distribution mechanism is in accordance with the rules, but there are still several problems that must be resolved by the government, such as recipients of assistance who do not have a business or people who should receive assistance but their names are not on the list or do not receive assistance (Kaawoan et al., n.d.). The capital business assistance provided by the government through a distribution mechanism is in accordance with the rules but there are still several problems that must be resolved by the government such as recipients of assistance who do not have a business or people who should receive assistance but their names are not on the list or do not receive assistance.

The development and empowerment of the economy of indigenous Papuans, especially in the micro and small business sector, is an important issue in efforts to alleviate poverty and improve welfare in the Papua region. Various studies have been conducted to identify challenges and solutions in supporting indigenous Papuan businesses, especially as a region that receives special autonomy funds that focus on community welfare. There are factors that influence business development, including capital and market access, business capital is one of the main factors influencing the development of small and medium businesses owned by indigenous Papuans. In addition, limited market access is also a significant obstacle. Education and training in entrepreneurship are very important to improve the skills and knowledge of indigenous Papuans in managing their businesses (Flora Hosio, 2024; Wahyudien et al., 2024). Government support in this case, government policies that support, such as providing business capital assistance, are very necessary to strengthen the businesses of indigenous Papuans in competing with non-Papuan business actors (Syayed Achmad Assagaf, 2023).

The focus of this research is the effectiveness of the business capital assistance program in the form of container boxes for indigenous Papuans who received an allocation of 80% of the total number of container boxes provided by the Sorong City government in developing micro, small and medium enterprises of indigenous Papuans. The allocation of 80% of capital assistance is a recognition and protection of the rights of indigenous peoples by the government for sustainable economic development (Sokoy, 2022). In Sorong City, most of the indigenous Papuan small business actors are selling betel nuts. This can be seen along

the main roads and alleys in Sorong City where there are tents where indigenous Papuans sell their goods. The Sorong City Government hopes that with the help of this container box, small traders can develop their businesses so that they can make a profit and be able to compete with other business actors. The Sorong City Government, in this case the Sorong City Cooperatives and SMEs Service, aids in the form of Container Box facilities to support the UMKM sector, especially for micro entrepreneurs or traders. The total Container Boxes distributed by the Head of the Sorong City Cooperative and SME Service are 86 units of 1x2 meter containers, 72 units of 2x1.5-meter containers and 64 units of 2x1.8-meter containers. The source of funding for this program comes from the Special Autonomy (Otsus) funds of the Sorong City Cooperative and SME Service for the 2022 financial year. In the distribution of this assistance, the allocation of container boxes for indigenous Papuans is 80% and 20% for migrant communities (Monitor Keadilan, 2022).

Booth Container or Box Container is a non-permanent or temporary building that is used as a place to prepare and sell food to the public, usually outdoors or in public spaces (Lubis, 2020.) In Indonesia, the use of container boxes is a sales tool or as a promotional media to be able to promote its products because it can be directly connected to consumers. The design of this box can include aspects such as layout, color choices, and the information needed. But usually, limited box designs sometimes produce simple models (M. Qoyumul Abror, 2023). Box containers or booth containers offer advantages in terms of visual aesthetics. The design allows the addition of aesthetic elements that can be used as promotional media, thereby increasing visual appeal and brand identity. In addition, it allows the division of areas that support seller activities. Provides flexibility in interior and exterior arrangements that can be adjusted to the specific needs of users (Alimin et al., 2021). So, the urgency in this research is that it is necessary to conduct a study to determine the effectiveness of the implementation of this capital facility distribution assistance program for the development of small and medium-sized community businesses, especially for indigenous Papuans in Sorong City.

## **METHOD**

The research approach uses mixed methods that combine quantitative and qualitative methods with a convergent parallel mixed methods design. Convergent parallel mixed methods are used because of their nature which provides flexibility for researchers to collect and combine qualitative and quantitative data in the same period, then combined with information in the overall interpretation of the results. Thus, this method can provide a comprehensive analysis of the research problem. (Creswell, 2019; Putera et al., 2022). The research sample used multistage random sampling, with quota and purposive sampling techniques. (Sugiyono, 2018) with the mechanism according to the following image:

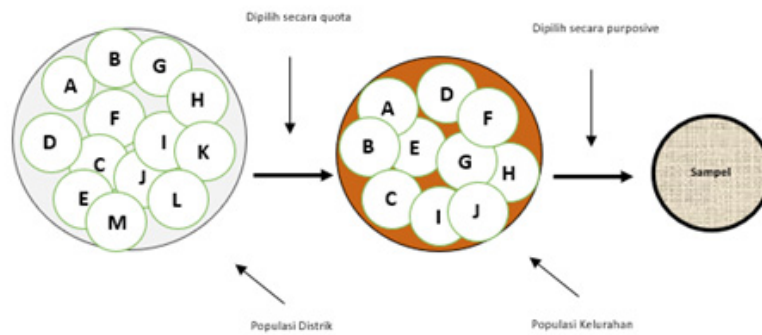


Figure 1. Research sampling scheme

In qualitative research, Sampling was done intentionally with a quota sampling technique totaling 45 women recipients of container box assistance. This method allows researchers to intentionally select participants based on certain characteristics or qualities that are considered relevant to the investigation. The main idea is to include individuals who can provide rich, relevant, and insightful information regarding the research question or objective (Basiru et al., 2020). So, the informant is as follows:

Table 1. Qualitative Research Subjects

No	Informant	Amount
1	Governor/Secretary/Mayor/Regent/Head of Department	1
2	Community, political, religious, cultural figures	2
3	Female/youth figures	2
	<b>Amount</b>	<b>5</b>

Source: Processed Researcher Data, 2024

The research location is in Sorong City, West Papua Province with a research period in August - November 2023. Data collection was carried out through observation, in-depth interviews, questionnaires, and literature studies. Observation is an observation of human behavior to explore phenomena while in-depth interviews are the process of obtaining information through face-to-face dialogue between the interviewer and the informant (Sugiyono, 2018). A questionnaire is a series of questions that provide alternative answers. Alternative answers use a Likert scale as in the following table:

Table 2. Alternative Answers and Value Weights

Alternative answers	value weights
Sangat tidak setuju	1
Tidak setuju	2
Cukup setuju	3
Setuju	4
Sangat setuju	5

Source: Sugiyono, 2020

In addition, literature studies are used as considerations or comparisons with previous research results, both those conducted by researchers and other researchers. Before data analysis is carried out, data quality testing is required so that the research results can be accounted for (Moleong, 2022). In quantitative research, data quality testing is carried out with validity and reliability tests. Validity tests are used to measure what should be measured (Sugiyono, 2018). The questionnaire is valid if  $r \text{ count} > r \text{ table}$  then the instrument is considered invalid, while if  $r \text{ count} < r \text{ table}$ , the instrument is considered valid (Ghozali, 2019). Then the reliability test is used to determine the degree of consistency of an instrument so that it can measure the object. The reliability test is carried out after valid questions with a standard Cronbach's alpha value of 0.60 (Sugiyono, 2018) with the following provisions: if Cronbach's alpha  $< 0.60$  then the instrument is considered unreliable, while if Cronbach's alpha  $> 0.60$  then the instrument is considered reliable.

Braun and Clarke Method (Baratedi et al., 2024) used to evaluate the quality of qualitative data, which includes six stages of analysis. In the first stage, reviewing the transcripts repeatedly to familiarize yourself with the data and gain a better understanding. In the second stage, creating initial codes for each interview and comparing them with each other to identify recurring codes. After coding all relevant data items, the researcher moves from understanding each data item to understanding the meaning and meaningfulness of the entire data set. After that, a recursive review of themes related to the entire data set and coded data items is conducted. Finally, each theme is given a name that relates to the data set and the research question.

The data analysis used is a combination analysis of the convergent parallel mixed method type, namely collecting quantitative and qualitative data simultaneously, analyzing them separately and then comparing the results to determine whether the findings complement each other or not (Sugiyono, 2018). The analysis model used with side-by-side comparison by analyzing data separately, where quantitative data uses descriptive statistical analysis. Descriptive statistics are activities to group data and provide an overview of objects with central tendencies, frequency tables, graphs and diagrams (Sugiyono, 2018).

## **RESULTS AND DISCUSSION**

The local government through the Cooperatives and SMEs Office of Sorong City is holding a business capital assistance program in the form of box containers for UMKM business actors, especially for indigenous Papuans. Box containers or Booth containers are temporary buildings used to store and sell products or goods, food, drinks, and others to the community which can usually be found in locations where groups of people gather to spend their free time such as parks, cities, town squares, and others. The Sorong City Government hopes that with the assistance of these container boxes, small traders can develop their businesses so that they can generate profits and be able to compete with other business actors. The

urgency in this study is that a study needs to be conducted to determine the level of effectiveness of the implementation of this business facility distribution assistance program on the development of small and medium community businesses, especially for indigenous Papuans in Sorong City.

## Data Quality Test

### 1. Validity Test

Validity testing aims to ensure that research instruments, such as questionnaires or tests, measure what they are intended to measure. Validity testing helps ensure that data collected from research instruments is relevant and in accordance with the objectives of the research (Ghozali, 2019). Based on the results of measuring the questionnaire and comparing  $r$  count and  $r$  table, it was found that all question items in the study were valid because  $r$  count >  $r$  table.

**Table 3. Validity Test**

No	Variabel	Item	R hitung	R tabel (df-n = 43, r = 0,05)	Ket
1		X1.1	0.455		Valid
2		X1.2	0.569		Valid
3		X1.3	0.517		Valid
4		X1.4	0.728		Valid
5	Impact of container box assistance (X1)	X1.5	0.632	0.2483	Valid
6		X1.6	0.470		Valid
7		X1.7	0.993		Valid
8		X1.8	0.456		Valid
9		X1.9	0.303		Valid
10		X1.10	0.610		Valid
11		X2.1	0.372		Valid
12		X2.2	0.479		Valid
13		X2.3	0.499		Valid
14		X2.4	0.260		Valid
15	Sustainability of the program (X2)	X2.5	0.633	0.2483	Valid
16		X2.6	0.295		Valid
17		X2.7	0.273		Valid
18		X2.8	0.350		Valid
19		X2.9	0.650		Valid
20		X2.10	0.669		Valid

Source: SPSS Processing, 2024

Based on the table, it can be concluded that all items in the Impact of Container Box Assistance variable (X1) are valid because  $r_t$  count >  $r$  table, where the highest validity value is in the 7th item with 0.993 and the 4th item with 0.728. While the lowest validity value is in

the 9th item with 0.303. Furthermore, the Sustainability of the program variable (X2) is valid because  $r_t \text{ count} > r_{\text{table}}$ , where the highest validity value is in the 10th item with 0.669 while the lowest validity value is in the 4th item with 0.269. Based on these data, all items really measure what is measured and the data collected from the research instrument is relevant and in accordance with the research objectives.

## 2. Reliability Test

Reliability testing serves to ensure the consistency and stability of the measurement results of research instruments. Reliability testing helps ensure that research instruments can be relied on to provide consistent and accurate results (Creswell, 2019). Based on the research results, it was found that the reliability of the variables had been met because the Cronbach Alpha value was  $> 0.600$  according to the following table:

**Table 4 Reliability Test**

No	Variabel	Nilai Cronbach Alpha	Standar	Ket
1	X1	0,672	0.600	Relebiel
2	X2	0,689	0.600	Relebiel

**Source: SPSS processing, 2024**

Based on the table above, all research variables have a Cronbach's Alpha value  $> 0.600$ . The Impact variable of Container Box assistance (X1) shows a Cronbach's Alpha value of 0.672, followed by the Sustainability variable of the program (X2) with a value of 0.689. Based on these values, all research variables have met the reliability criteria, so that the research can be continued to the next stage.

## Descriptive Statistical Analysis

Descriptive statistical analysis is a method for analyzing data quantitatively with the aim of providing an overview or description of the characteristics of the data that has been collected. Descriptive statistical analysis is used to simplify the complexity of data into more easily understood information (Bungin, 2018). In this study, descriptive statistical analysis will describe the data with frequency and percentage tabulations, the average of each item and the average of the research variables.

### 1. Impact Variable Data of Container Box Assistance (X1)

The results of the descriptive analysis of respondents' answers to each indicator of the Impact of Container Box Assistance Variable (X1) are presented in a table that provides a comprehensive overview of respondents' perceptions regarding the Impact of Container Box Assistance according to the following table:

**Table 5. Impact Variable Data of Container Box Assistance (X1)**

Item	Mean	Median	Mode	Std. Deviation
X1.1	3.98	4.00	4.00	0.62
X1.2	3.80	4.00	4.00	0.84
X1.3	3.71	4.00	3.00	0.73
X1.4	3.62	3.00	3.00	0.72
X1.5	3.93	4.00	4.00	0.78
X1.6	3.96	4.00	4.00	0.82
X1.7	3.69	4.00	4.00	0.70
X1.8	3.64	4.00	4.00	0.87
X1.9	3.78	4.00	4.00	0.74
X1.10	3.82	4.00	4.00	0.83
<b>Mean Variabel</b>	<b>3.79</b>	<b>3.90</b>	<b>3.80</b>	<b>0.76</b>

Source: SPSS processing, 2024

Based on the table above, it can be concluded that most respondents strongly agree with all the indicators measured. Overall, the average (mean) of the Impact variable of Container Box assistance obtained from 45 respondents is 3.79. This value indicates that the Impact of Container Box assistance in Sorong City is considered positive by the respondents.

## 2. Program Sustainability variable data (X2)

The results of the descriptive analysis of respondents' answers to the Program Sustainability variable (X2) are presented in the form of frequency distribution, average value (mean), and percentage of respondents' level of agreement according to the table below:

**Table 6. Program Sustainability Variable Data (X2)**

Item	Mean	Median	Mode	Std. Deviation
X2.1	3.98	4.00	4.00	0.75
X2.2	4.04	4.00	4.00	0.64
X2.3	3.44	3.00	3.00	0.76
X2.4	3.73	4.00	4.00	0.69
X2.5	3.82	4.00	3.00	0.81
X2.6	3.69	4.00	4.00	0.73
X2.7	3.93	4.00	4.00	0.65
X2.8	3.44	4.00	4.00	0.76
X2.9	2.51	2.00	2.00	1.08
X2.10	2.38	2.00	3.00	1.09
<b>Mean Variabel</b>	<b>3.50</b>	<b>3.50</b>	<b>3.50</b>	<b>0.80</b>

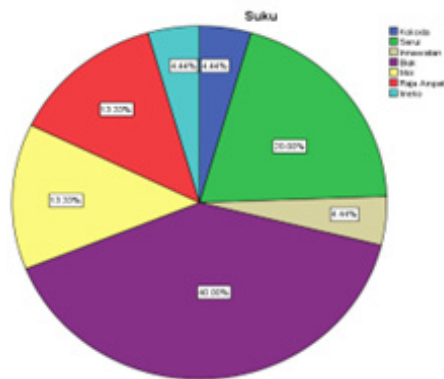
Source: SPSS processing, 2024

Based on the table above, it can be concluded that most respondents strongly agree with all indicators measured. Overall, the average (mean) of the Sustainability variable of the program obtained from 45 respondents is 3.50. This value indicates that the Sustainability of the Container Box assistance program in Sorong City is considered positive by the respondents.

### **Impact of the Box Container Assistance Program Business Capital/New Business**

Micro, small and medium enterprises (MSMEs) have a strategic role in driving local economic growth and poverty reduction, especially in areas with limited economic access such as Papua. MSMEs are an important pillar in Indonesia's economic structure because they can absorb labor and create significant added value at the local level (Tambunan, 2019). In this study, community empowerment through the provision of business capital assistance facilities is the main strategy in empowerment, namely the process of providing power to communities through increasing capacity, access, and control over the resources they need to live independently (Suharto, 2005). One form of empowerment is the provision of business facilities such as container boxes. However, the effectiveness of programs such as capital assistance needs to be studied comprehensively. In program evaluation theory, effectiveness is measured by the extent to which program objectives are achieved (Rossi, 2004). Evaluation of program effectiveness must measure three aspects, namely, the relevance of the program to the needs of the target, success in achieving objectives, and long-term impacts on beneficiaries.

The provision of infrastructure assistance for container businesses for indigenous Papuans certainly has an impact on the economy of the community, especially in small and medium enterprises. Based on the results of the study, as many as 40% of indigenous Papuans from the Biak tribe received assistance in the form of box containers from the Sorong City government. Then Papuans from Serui as many as 20%, Moi people and from Raja Ampat each amounted to 13.33%, the rest from the Kokoda, Innawatan and Imeko tribes each 4.44%. According to Soeharsimi Arikunto, effectiveness is the level of achievement of predetermined goals. The Sorong City Regional Government through the 2022 Budget Special Autonomy Fund provides business capital assistance in the form of business facilities to the people of Sorong City, especially indigenous Papuans to develop their small and medium enterprises. What has been planned or determined by the local government can be said to be effective because it is in accordance with the concept that to measure the effectiveness or absence of an activity when achieving a goal. The distribution of this business capital assistance is in accordance with the planning that 80% of the recipients of this assistance are indigenous Papuans while 20% are part of the non-Papuan community.



**Figure 2. Percentage of Indigenous Papuans who Receive Assistance**

Based on the diagram above, the provision of box container assistance for indigenous Papuans is right on target according to plan, where the allocation of business infrastructure assistance distribution of 80% is allocated for indigenous Papuans. This is related to the special autonomy funds allocated for indigenous Papuans. Special autonomy funds (special autonomy) are funds provided by the central government to certain regions to support community development and empowerment. Specifically for indigenous Papuans, special autonomy funds are expected to help and support small and medium enterprises (SMEs) with the aim of improving the economy and community welfare. Based on Law Number 2 of 2021 concerning the second amendment to Law Number 21 of 2001 concerning Special Autonomy of Papua Province, the economy in Papua Province that utilizes natural resources is carried out by respecting the rights of indigenous peoples, providing legal certainty for entrepreneurs, and the principles of environmental preservation and sustainable development which are regulated by special regional regulations. In making these efforts, it is important to prioritize local human resources, namely indigenous Papuans.

Small business capital assistance plays an important role in improving the performance and welfare of small and micro businesses (Kiki Fitriyani, 2020). The Sorong City government's policy of providing business capital assistance in the form of container boxes for the community to develop small and medium enterprises (SMEs) is certainly very helpful for people who are going to start a new business or small business. SMEs are an alternative in answering the problem of high unemployment in Sorong City. During the Covid-19 pandemic, SMEs are a sector that can survive with little profit amidst many job losses. To enable small and medium enterprises to become independent, this box assistance program must be carried out in stages. Providing the resources, opportunities, knowledge, and skills needed by business actors to increase their capacity in determining their future., and skills needed to increase their capacity in determining their future.

Based on the results of research on people who received container box assistance, as many as 62.22% of people agreed that this infrastructure assistance could become new business capital that helps SMEs for the community. The people who received capital assistance for this box container business were new SMEs and those who initially had businesses which were then supported by the government by providing capital assistance for SME infrastructure. In the structure of the Indonesian economy, SMEs are productive economic activities of the people, whose presence dominates the structure of the national and local economy. Several types of businesses run by the community include selling areca nut, vegetables and fruit, processing drinks (pop ice) and various kinds of snacks and drinks.

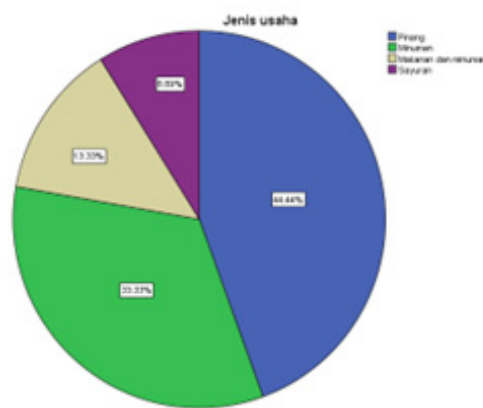


Figure 3. Type of Business of Indigenous Papuan People

The diagram above shows the types of community businesses that use container box assistance from the Sorong City government. The most common type of business is selling betel nuts and drinks (pop ice) using 2 x 1 meter container boxes. In distributing the container box assistance program, the Sorong City Cooperative and SME Service distributed 2 x 1 meter container boxes, 2 x 1.5 meters, and 2 x 1.8 meters. This is in line with the contents of Law no. 20 of 2008, that micro, small and medium enterprises are types of businesses that can create many production vacancies and have benefits in the economic sector for the community. These small, micro, and medium enterprises play a role in achieving equality and increasing the level of results for the community, influencing support for economic growth, and maintaining national stability. It is important for the government to provide priority, support, protection and broad development opportunities for MSMEs (Izriani Maliek et al., 2024). The effectiveness of small business capital assistance can be evaluated through the input, process and output (IPO) approach. In this approach, it allows for a comprehensive assessment, starting from the resources allocated (input), how the implementation of the assistance program takes place (process), to the real results produced (output). Input includes the amount and form of business capital assistance provided or given by the Sorong City Government to MSME business actors, as well as technical support or mentoring. The process

refers to the distribution mechanism, business mentoring, and participation of beneficiaries. While output is measured through indicators such as increased income, growth of business assets, and the ability to sustain activities (Sedarmayanti, 2017).

Chapter VI Article 20 of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises stipulates that local governments must support business growth by providing incentives to Micro, Small, and Medium Enterprises in terms of technology development, environmental sustainability, and development. With available units and sections and effective and experienced staff in their fields, the implementation of the program is getting closer to its goal. This container box assistance program has been implemented by the Cooperative and SME Service of Sorong City as conveyed by Mr. Thamrin Tajauddin, ST, MM (Assistant for Economic Administration and Development of Sorong City, SETDA) that staff at the Sorong City SME service conducted observations or visited the address where the business proposal was submitted by the community to obtain business capital facilities. There are some people from the community who submit proposals as a basis for receiving assistance. But it does not happen immediately that the proposal comes and is immediately given. This business facility assistance is not directly distributed to the community, the Sorong City UKM Service will check the community-owned businesses that submit business assistance proposals or who register to receive the container box assistance program. According to the informant above, people who can receive this assistance are people who already have businesses such as betel nut sellers, processed drinks, daily necessities and so on.

### **Job Opportunities for Women**

The benefits of business capital distributed by the Cooperatives and SMEs Service to business actors are very significant. This business capital is not only a supporter but also a driver of growth and sustainability of SMEs that receive assistance. One of the most striking results is the opening of job opportunities for women or housewives (Izriani Maliek et al., 2024). Business capital assistance can improve welfare and empower recipients, especially in the context of developing women's entrepreneurship and poverty alleviation (Rusandry Rusandry, 2023). Most of the small business actors who use container boxes are women or housewives. In addition to their daily lives as housewives, they also open small businesses using container boxes which are usually placed in front of their houses. In developing the local economy, empowering women is one aspect that needs to be done. According to (Canzanelli, 2001) local economic development is a participatory process that encourages and provides a way for local stakeholders to increase local competitiveness with the aim of opening decent jobs and creating sustainable economic activities. Local economic development is a concrete step taken as an effort to create jobs and encourage economic activities at the local level with the aim of improving people's standard of living. (Huda, 2020). This is in accordance with the concept of effectiveness, where a program is measured by how far the target can be achieved, so that is what is called effective. So, if we look at the

research results, this business capital facility assistance can be said to be effective because it creates jobs for indigenous Papuan women.



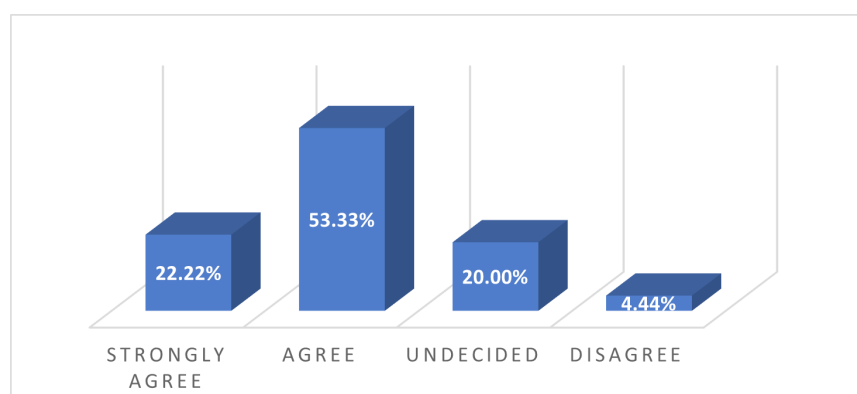
**Figure 4. Mama Papua as Trader**

The Sorong City Government through the Sorong City Cooperative and SME Services has helped provide business capital infrastructure, namely box containers, for the community, especially the Papuan indigenous community, with the aim of improving the standard of living and economy of the community. Women's participation in small and medium enterprises is a reality in the economic life of several Papuan indigenous communities. Women have the potential to carry out various productive activities that can benefit and increase the family economy. The role of women in the SME sector is related to the trade and processing industry such as stalls, food and beverage processing, because this business can be run at home so as not to leave household chores as a housewife (Shifyamal Ulya et al., 2022)). When viewed from the aspect of benefits, the impact of this box container assistance program on Papuan indigenous women is in line with Steers' statement that defines effectiveness as an effort to achieve profitable benefits in an organization. He emphasized that the greater the benefits obtained by an organization, the more effective the organization is. Thus, an activity is said to be effective if the activity provides benefits to the organization and the community according to their needs. (Punu et al., 2021).

According to Nugroho (2014), The effectiveness of a policy can be seen from several factors. First, the right policy is assessed to what extent the policy contains things that can solve the problem (Rares & Plangiten, 2022). The program created by the Sorong City Government seeks to provide business capital for the community to improve people's standard of living, create jobs and reduce unemployment. Second, the policy implementers are not only the government. The container box assistance program created by the Sorong City government certainly invites the private sector, in this case entrepreneurs who make container boxes or container stands in Sorong City. Third, it is right on target in distributing the assistance program to the community. This assistance is intended for the community

with a division of 80% for indigenous Papuans and 20% for immigrant communities. The informants or subjects in this study were indigenous Papuans who received business assistance. On average, these container boxes are used to sell vegetables, betel nuts, packaged drinks (pop ice), mixed goods and so on.

Business capital assistance programs such as container boxes for women MSMEs can be an important instrument in strengthening economic independence and improving overall welfare. The effectiveness of business capital assistance can be measured based on the effectiveness of input-process-output (IPO). The outcome of business capital assistance is not only limited to employment opportunities for women or housewives, but also has a real impact on increasing the income of beneficiaries, especially women and housewives. This allows women to be more economically active, both from home and through independent business units. The survey results in Figure 4 below show that as many as 53.33% of people who received this business capital assistance felt an increase in income.



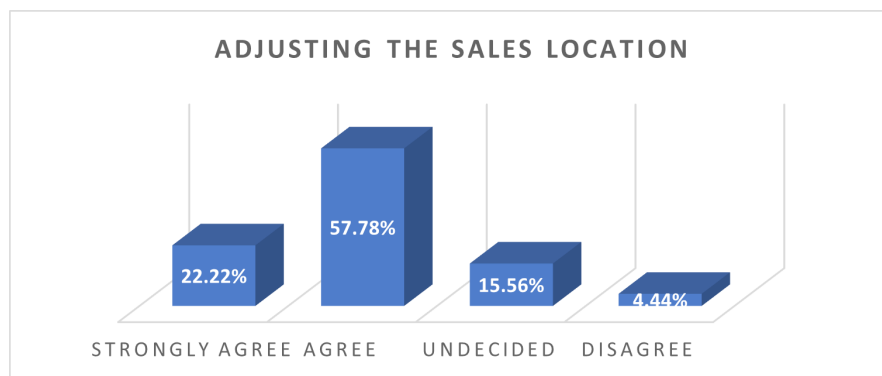
**Figure 5. Increased Income**

Women's access to business capital can create a dual effect in the form of increasing family welfare and strengthening women's bargaining position in the household (Linda Mayoux, 2002). In this study, as many as 71.77% of the average business actors who received this business capital assistance were people who had just started their business for around 0-1 year and 28.89% of their business age was around 2-3 years. In several studies on indigenous Papuan women or "Mama Papua" many have studied the dual role of Papuan women. Papuan women or "Mama Papua" as mothers and breadwinners, and their businesses can be improved through business capital and banking assistance as well as stakeholder support. They are often the backbone of the family economy and sell local agricultural products in traditional markets. This income is used to meet the family's basic needs such as food, children's education, and business capital (L. Ningsih, 2022; Umrah & Yudiawan, 2020). In the social entrepreneurship model developed by Peredo and Chrisman (2006), it is explained that marginalized communities can become effective entrepreneurs if they have access to

adequate physical, social, and institutional resources. In addition to the packaged beverage business, the use of container boxes is also a place for mothers to sell local agricultural and plantation products such as betel nuts, cassava, sweet potatoes, vegetables and so on (Ana María Peredo and JJ. Chrisman, 2006).

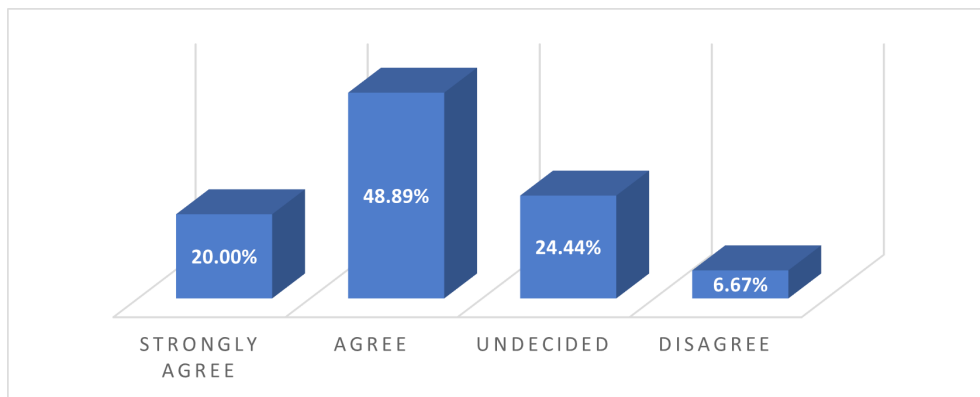
### Business Visibility

The use of container boxes as a place of business by businessmen or traders has become a popular trend in recent years. In addition to having an impact on traders, container boxes also affect the city's spatial planning in their placement. The Sorong City Government hopes that with this assistance, native Papuan SMEs will get a decent sales location. In addition, the purchase and rental prices of permanent buildings are increasing every year while the population continues to grow. Not only is the demand for housing increasing, but also the demand for stalls or shophouses is increasing. This creates opportunities for the emergence of semi-permanent buildings such as container boxes. Containers can replace permanent buildings according to needs, container boxes as semi-permanent buildings for business premises can be a good solution.



**Figure 6. Adjusting the Sales Location**

Based on the diagram above, as many as 57.78% agree that the use of container boxes can adjust the sales location for SMEs, especially women, or increase business visibility in strategic locations. As previously discussed, most SMEs that use these container boxes are housewives, so the placement of the boxes can be placed in front of people's houses or yards and can be placed according to the sales location. With the help of business capital (container boxes), this can answer the real challenges faced by SME actors, such as limited business premises, minimal access to markets and the need for better business visibility.



**Figure 7. Improving Social Welfare**

In Figure 6 above, 48.89% agree that the provision of this container box assistance has an impact on increasing income which also affects the improvement of the economic welfare of business actors. This provides direct access to a decent and strategic business space, which was previously difficult to reach due to limited infrastructure and high rental costs. Access to business facilities allows MSME actors from the Papuan community to develop their businesses independently, increase household income, and create family economic stability. Socially, this program also encourages the economic participation of vulnerable groups such as women and housewives and strengthens their social position in the community (Merina et al., 2023). Thus, this physical infrastructure-based capital contributes not only to strengthening individual capacities, but also to the creation of a more inclusive and sustainable community-based economic system.

Based on the diagram above, the use of container boxes can adjust the selling location for SMEs, especially women. As previously discussed, most SMEs who use these container boxes are housewives, so the placement of these boxes can be placed in front of people's houses or yards and can be placed according to the selling location. The existence of sales places that are not properly regulated can disrupt the city's spatial planning and damage the visual beauty. With this container box, you can optimize the use of limited space, it can be moved to adjust the location according to specific needs and events. Apart from aiding with micro business actors, the regional government's aim is also to provide knowledge to businesspeople to sell in accordance with today's times, where the use of container boxes has become a trend in community SMEs and their use makes city layouts neatly organized.

### **Sustainable Model**

The box container assistance program provided to business actors, especially indigenous Papuans, represents a form of government policy intervention that is sustainable and based on local needs. This assistance is not only temporary but is designed to build the

foundation of economic independence for the Papuan people through the provision of feasible, strategic, and long-term business facilities. As a form of empowerment and sustainable development program, the existence of box containers allows business actors to consistently carry out economic activities, expand customer networks, and increase income gradually (UNDP, 2016).

The procurement of container boxes for small and medium enterprises (SMEs) in Sorong City has been carried out by the Department of Cooperatives and SMEs of Sorong City, where this procurement is budgeted from the special autonomy fund for the 2022 budget year. This form of business capital facility assistance can be provided again with some suggestions or input from the community who have used it. The community hopes that if the business capital facility assistance program is held again, comfort and safety in its use will be prioritized. For example, the size of this type of container box depends on the type of business to be managed. Based on the results of the study, businesspeople, especially women, want a place to sell that is considered comfortable and safe to trade. The sustainable business model is an important focus in the development of small businesses that are not only economically profitable, but also pay attention to environmental and social aspects.

The use of container boxes is considered uncomfortable and unsafe when selling for several reasons. For example, when the government helps with 2 x 1 meter container boxes for beverage processing businesses (for example, popice) or betel nuts. So that in the future, when the local government re-budgets business capital facilities, it is expected to be able to adjust to the types of businesses that exist in the community. In this context, sustainable business capital facility assistance is an interesting model to explore and review, especially in relation to innovation and intellectual capital management. In addition, there needs to be a visual appeal to business capital facilities. The community considers the maintenance costs for these container boxes easy and cheap. According to one business actor, since this business started, there has not been much damage to these container boxes if they maintain their facilities. The sustainable small business model emphasizes direct stakeholder participation, the use of clean energy, and material efficiency. This model also prioritizes repair and maintenance over disposal and utilizes natural and renewable processes. (Alia Akhmad et al., 2024; Izriani Maliek et al., 2024). In addition to low maintenance costs, businesspeople also feel that this assistance program makes it easier for them to start a business. According to one businessperson (RK, 25 years old) he started selling after this business facility was available. They placed this container box on the side of the main road provided as a sales location so that they could sell betel nuts to more consumers than if this container box was placed in front of the house, where the house is in an alley. Having this container box reduces the business capital that must be spent.

If the information provided by the informant is examined based on the aspect of effectiveness benefits, then if an activity is beneficial or provides benefits to the community, it can be said that the program is effective. Business capital assistance in the form of business facilities also eases the burden of operational costs for MSMEs. Business actors will focus more on improving the quality of products and services. In addition, business capital from the cooperative and MSME office also provides opportunities for MSMEs that previously did not have carts or container booths/container boxes to start their businesses. With capital, they can have a more permanent place of business, providing better stability and sustainability. Thus, the success of business capital from the Sorong city government is not only reflected in numbers, but also in the real impact felt by MSME actors, opening new opportunities and increasing competitiveness in the local market (Izriani Maliek et al., 2024).

Therefore, in planning the APBD budget, it is necessary to reallocate the government activity budget to assist business actors in providing business capital, especially the Papuan indigenous community. If this assistance program will be held again or the budget is allocated for the procurement of container boxes, there needs to be a selection in providing business capital assistance to business actors. Determine clear criteria for selecting recipients of business capital assistance. Because based on the results of monitoring in the field, many container boxes are not opened or people do not sell. In addition, capital assistance must be accompanied by mentoring and supervision so that the funds or assistance facilities provided are used according to their intended purpose. Without supervision, there is a risk of misuse of funds or other assistance for non-business purposes, which can hinder the effectiveness of the assistance (Dama et al., 2020). The effectiveness of venture capital assistance depends heavily on proper mentoring, monitoring and targeting. Successful programs not only provide capital but also empower recipients and improve their welfare. In addition, considering factors such as business experience and religiosity can increase the success of the program. Venture capital assistance that is integrated with sustainable development goals can have a broader and more sustainable impact (Said et al., 2014).

## **CONCLUSION**

Effective policies when issues are raised, then formulated and implemented according to the expected results. In the small and medium business assistance program for the community in Sorong City, the local government provides business assistance in the form of container boxes. This assistance is a government program mandated in the special autonomy law for indigenous Papuans. 80% of the distribution of this program is given to indigenous Papuans, which can provide job opportunities for women, especially housewives, who can increase the family economy. This semi-permanent assistance is easy to use because it can be adjusted to the sales location (easy to move) and is cheap in terms of maintenance. This business assistance is used to sell betel nuts, packaged drinks (pop

ice), vegetables and to run small kiosks. Because it is effective in its implementation, this assistance program can be used as a sustainable model for small and medium businesses for the community by considering several inputs from the community regarding the shape and size that can be a promotion for community businesses.

Furthermore, the policy recommendation of the Sorong City government through the cooperative and SME office is expected to form a program monitoring and evaluation team to find out in detail regarding the implementation of the box container business capital assistance program. So that it can be known how far the progress of a program and the benefits received by the recipient community. The need for synergy in efforts to improve the quality of the community's economy must be emphasized more by the City government through a pattern of ultra-micro funding collaboration with financial and banking institutions and non-bank financial institutions (LKBB). Ultra-micro financing is a program that is a continuation of the social assistance program to become business independence that targets micro businesses at the lowest level, which have not been able to be facilitated by banks through the people's business credit program. As well as repositioning and refocusing the budget in the APBD posture should be done by increasing the allocation of budget assistance for UMKM business actors. Reallocating local government activity resources to respond to changing needs of business actors.

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