

Study of Strategic Program Evaluation of Satrya Emas in Pasuruan District



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ABSTRACT: This research specifically examines the evaluation of the Satrya Emas strategic program in Pasuruan Regency. The Government of Pasuruan Regency has a strategic role in the effort to succeed in the program to increase opportunities and capabilities in the field of community economic services that are beneficial, this is a business activity that provides broad capabilities in the field of employment and economic services. Besides that, it can also play a role in the process of equitable distribution and increase in people's income and encourage economic growth in Pasuruan Regency. The purpose of this program is to find out the existence of MSMEs (Micro, Small, and Medium Enterprises) which are still constrained by capital, access to marketing networks, and increasing product competitiveness based on the potential of the Pasuruan Regency area which is the target of foreign investment. With this innovation, it is hoped that the Satrya Emas Strategic program can become a strategic center and business development that is integrated, innovative, solution-oriented, and sustainable, quickly, accurately, and cheaply. So that this research can produce findings that explain the impact of the implementation of the Satrya Emas Strategic program and the obstacles and shortcomings in the implementation of the Satrya Emas strategic program.

KEYWORDS: Evaluation, Satrya Emas, Economic Development, Strategic Program.

INTRODUCTION

The implementation of a global free trade system has encouraged economic actors from the centre to the regions to make planned and systematic changes to be able to compete with other economic actors, especially those from abroad. Based on Law Number 23 of 2014, the Regional Government provides space for the Regional Government to regulate and intervene in policies in the development of the regional economy. In addition, local governments have the authority to make regional economic development policies based on the development of leading sectors that have competitive values and are globally oriented in their respective regions. The aim is to improve the quality of life and economic conditions of the local community (Stoken, Deslatte, & Hatch, 2021).

The Satrya Emas Strategic Program is a community service provided by Pasuruan Regency to improve the quality and quantity of human resources to support micro, small and medium enterprises (MSMEs). This program can be enjoyed by all Pasuruan residents who have business problems, wish to improve or develop their business, and need work activities. The target of this program is to find out the existence of MSMEs which are still constrained by capital, access to marketing networks, and increasing product competitiveness based on the potential of the Pasuruan Regency area which is the target of foreign investment.

In the implementation of the Satrya Emas Strategic Program, several regional apparatus organizations according to the sectors they handle include the Office of Cooperatives and Micro Enterprises, the Department of Industry and Trade, the Department of Manpower, the Department of Agriculture, the Department of Fisheries, the Department of Livestock and Food Security, the Department of Investment and Integrated Services, Family Planning and Family Empowerment Office, Education Office, Tourism Office, Health Office and Community and Village Empowerment Service, with the focus of implementation being carried out in six sub-districts namely Grati, Gondangwetan, Kejayan, Purwosari, Bangil and Pandaan sub-districts. This study aims to determine the impact of the implementation of the Satrya Emas strategic program and to find out the obstacles and shortcomings in the implementation of the Satrya Emas strategic program.

THEORETICAL FRAMEWORK

Program evaluation is defined by evaluator experts with various opinions, including those stated by Kufman and Thomas, stating that evaluation is a process used to assess (Archvadze, 2021). The same thing was stated by Mehling, et.al (2018) defined evaluation as a process of assessing something based on the criteria or objective standards being evaluated. Meanwhile, Sanders defines evaluation as a systematic investigative activity about the truth or success of a goal. Another opinion of Suharsimi, program

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evaluation is a series of activities carried out intentionally to see the success of a program. So, it contains some insight into the program itself, including carefully planned plans and activities. Based on this definition, program evaluation is a process that is related to the achievement of explicit goals, while evaluation must discreetly compare what has been achieved through the program with what should be done based on predetermined standards. Evaluation can be used to check the level of program success about the program environment for a decision whether the program is continued, postponed, improved, developed, enhanced, accepted, or rejected.

In the study of public policy analysis, one of the branches of the field of study is policy evaluation. Why political judgment? Because basically, every government policy (public policy) has the potential to fail. Hudson, Hunter, & Peckham (2019) explains that the causes of policy failure can be divided into 2 categories, namely: (1) due to non-implementation or not being implemented according to plan; and (2) due to unsuccessful or unsuccessful implementation. Isaac as quoted by Dessart, et.al (2019) distinguishes program evaluation models based on their orientation, namely: (1) goal-oriented models; (2) decision-oriented models; (3) a model that focuses on the business and the people who run it; and (4) a model with a focus on program effects and impacts.

Van Buuren, et al. (2020) states that public policy is "a policy determined by government agencies and apparatus". Laswell and Peters & Pierre (2006) define public policy as "the distribution of values to the community" because each policy contains a set of values. From these two definitions, we can conclude that public policy also influences the values that exist in society.

In the context of public policy, evaluation lies at the stage between policy results and policy performance in the policy analysis procedure, as can be observed from the work of Dunn. W. N. (1994), evaluation lies at the stage between policy results and policy performance in policy analysis procedures. The evaluation will produce a policy-relevant dimension of knowledge about the discrepancy between the expected policy performance and what is actually produced.

The small industry is one of the pillars of the Indonesian economy and it is proven that in difficult economic conditions, small and medium industries are more able to survive, because SMEs need to be developed, especially by increasing capital (Atmaja, 2018: 23). In addition to small and medium industries, human capital (HR) is human potential as a non-physical/non-financial asset. HR functions as a driving force for an organization to realize the existence of the organization. HR is capital that has an important position in an organization, not just organizational resources that are needed and employed because they have intellectual competence. (Amboningtyas, 2018: 49). Even though it occupies the foundation of the economic structure and is the driving force of economic development, the capital support received by Micro, Small and Medium Enterprises (MSMEs) is still relatively small, especially from financial institutions. Therefore, for the development and development of Micro, Small and Medium Enterprises (UMKM) institutions, assistance from various parties, especially from financial institutions in the form of financial assistance, technology, and their management is very much needed (Rahmah, 2019:93).

The weaknesses faced by MSME entrepreneurs in entrepreneurship are complex and include many different indicators, some of which are interrelated, others are lack of capital, in terms of quantity and resources, lack of management capacity and limited marketing and operations skills of the organization. In addition to these factors, there is also unfair competition and economic pressures that cause the scope of activities to be narrow and limited. (Suci, 2017). "Performance is a strategic description of management which is contained in the achievement of the level of an activity/program/policy to realize the goals, aims, mission, and organizational vision contained in the strategic planning in an organization." The implementation of public administration will have the impact of triggering turmoil rooted in dissatisfaction, due to increased public awareness. The organizers of the mandate of the people make conditions to encourage improvements to performance measurement (Scipioni 2018).

Measurement of internal and external performance is important in organizations in the public sector, to ensure that the measurements used as performance achievements are in the understanding of the implementers, proving that the performance planning that has been arranged has been implemented, performance improvement with supervision and evaluation in implementation is carried out by comparing the work plan, assessing the implementation by the performance measurement system, namely by giving rewards and punishments. (George, et.al, 2019)

The research method is used to expedite the course of data searching and data processing. This research is evaluative (assessment). Namely, research that evaluates the implementation of policies for the development and empowerment of micro, small and medium enterprises (MSMEs) through the Satrya Emas program in Pasuruan Regency. The Center for Strategy and Economic Services for Maslahat, abbreviated as Satrya Emas, is a service unit for the community to improve the quality and quantity of human resources to support Micro, Small and Medium Enterprises (MSMEs) in Pasuruan Regency. The Pasuruan Regency Government through Regent Regulation Number 52 of 2017 concerning the center of strategy and economic services for the benefit held the Satrya Emas Program which aims to encourage the growth of new entrepreneurs, strengthen Micro, Small and Medium Enterprises (MSMEs), create new jobs, reduce unemployment and poverty, increase community income, regional economic growth and the Human Development Index in Pasuruan Regency.

The results of the evaluation of the performance of the program implementation team and service area (WP) for the Satrya Emas Program services are obtained based on variables and indicators referring to Regent Regulation Number 52 of 2017. The program performance variables starting from planning, implementing, and reporting programs are adjusted to one or the whole types of services that have been provided to SMEs. In researching the evaluation of the Satrya Emas program, researchers carried out a series

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of stages required so that this research could run as expected and obtain evaluation results that could provide input in the form of strategic policies for the improvement and development of the Satrya Emas program. Respondents in this study were sampled from the entire population of MSME actors in Pasuruan Regency who had received the Satrya Emas program services and were at the micro, small and medium business level in each District. According to Levitt (2021) population is an area of generalization consisting of objects and subjects, which have qualities and characteristics that are following research needs which are then determined by researchers to be used and studied and then an analysis process is carried out to produce certain conclusions.

METHOD TIM PENASIHAT VARIABEL KOGNITIF

The type of research used is descriptive research using a qualitative approach. where in this research are: understanding the existence of the Satrya Emas program as a new talent that is predicted to be able to trigger regional competitiveness. Sources of data obtained from Search literature (literature study) became the main means to obtain information and secondary data. Secondary data needs are obtained from the Central Statistics Agency (BPS). Some of the literature and/or documents used include: laws and regulations, and references in the form of journals, textbooks, internet and various articles related to the creative economy.

RESULT AND FINDING

1. Cognitive Variables Advisory Team

From the analysis of cognitive variables advisory team using multiple linear regression analysis method can be find data below.

Table 1. Cognitive Variables X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	39	45.9	45.9	45.9
	Less satisfied	27	31.8	31.8	77.6
	Satisfied	18	21.2	21.2	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

Based on the table of cognitive variables research results above for X1.1 about the knowledge aspect of the companion to the Satrya Emas Program service program, on the question of companion knowledge about program services, most of the respondents answered 45.9% dissatisfied, 31.8% dissatisfied, and answered satisfied 21.2%. So it can be concluded that the highest response from respondents to the knowledge of the companion team was dissatisfied.

Table 2. Cognitive Variables X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	33	38.8	38.8	38.8
	Less satisfied	29	34.1	34.1	72.9
	Satisfied	22	25.9	25.9	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

Table 2. showing the results of the research variable X1.2 about the knowledge of companions on the business fields managed by MSMEs who answered dissatisfied as much as 38.8%, 34.1% dissatisfied, and those who answered satisfied 25.9%, only 1.2% answered very satisfied or very satisfied. It can be concluded that MSME actors are still not satisfied with the assistance team's services, especially in the aspect of knowledge about businesses managed by MSMEs.

Table 3. Cognitive Variables X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	31	36.5	36.5	36.5
	Less satisfied	37	43.5	43.5	80.0
	Satisfied	16	18.8	18.8	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

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Table 3. showing the results of research on cognitive variables X1.3 regarding the knowledge of the companion team about the problems experienced by business actors, especially in the aspects of the types of services between business legality, management, marketing and product development services. Respondents who answered satisfied were 18.8%, 43% less satisfied and 36.5% dissatisfied, only 1.2% answered very satisfied or very satisfied.

Table 4. Cognitive Variables X1.4

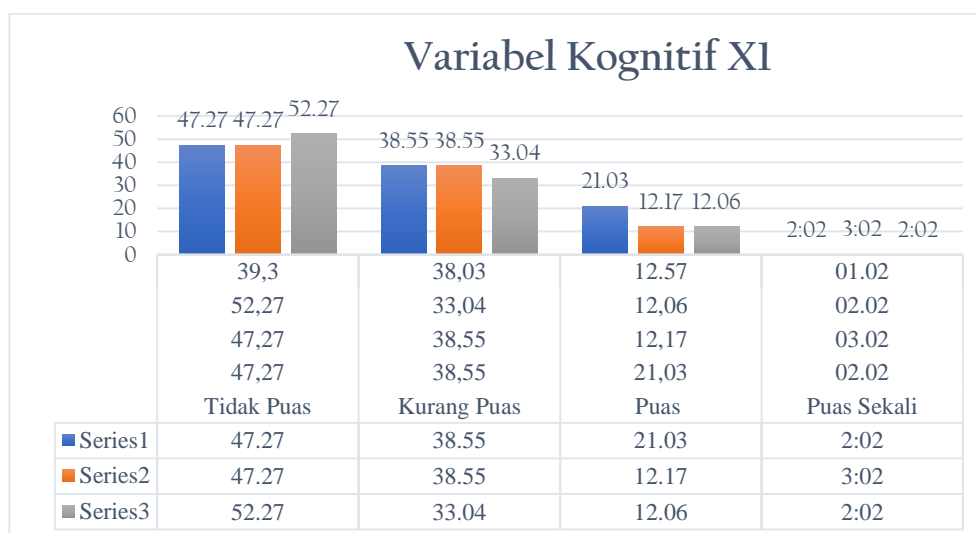
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	34	40.0	40.0	40.0
	Less satisfied	41	48.2	48.2	88.2
	Satisfied	9	10.6	10.6	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

In the table 4. can be seen cognitive variables X1.4 research results show that as many as 41 respondents or 48.2% stated they were not satisfied, then 34 respondents or 40% said they were not satisfied, and as many as 9 respondents or 10.6% said they were satisfied, the rest only 1 respondent. or 1.2% stated that they were very satisfied. So based on these results, it can be seen that for the X1.4 variable, most of the respondents stated that they were not satisfied.

Table 5. Cognitive Variables X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	44	51.8	51.8	51.8
	Less satisfied	31	36.5	36.5	88.2
	Satisfied	8	9.4	9.4	97.6
	Very Satisfied	2	2.4	2.4	100.0
	Total	85	100.0	100.0	

In the table 5. can be seen 44 respondents or 51.8% answered that they were not satisfied, then 31 respondents or 36.5% answered less satisfied, then 8 respondents or 9.4% answered satisfied, and the rest only had 2 respondents or 2.4% answered very satisfied. So based on the results of the respondents above, it can be seen that most of the respondents stated that they were not satisfied with the cognitive variable X1.5.



Picture 1. Cognitive Variable Items

Based on the picture above, it can be seen from the cognitive variable question items from questions X1.1 to X1.5 about the knowledge of the companion team towards the Satrya Emas service program, most of the respondents answered dissatisfied and dissatisfied, respectively 39.3% and 38.03 % of these data indicate that there is consistent linearity between variables that answer

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dissatisfied and dissatisfied. So it can be concluded that the cognitive variables of the respondents stated that they were not satisfied with the knowledge of the companion team.

2. Affective Variables of the Assistance Team

The second variable of this research is affective variable. Affective variable took from answered question of Assistance team in Pasuruan Regency Government. The data about affective variable can be seen in table below.

Table 6. Affective Variables X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	42	49.4	49.4	49.4
	Less satisfied	26	30.6	30.6	80.0
	Satisfied	17	20.0	20.0	100.0
	Total	85	100.0	100.0	

The table 6. above contains the results of respondents' answers about the attitudes or affective aspect of the mentoring team towards the Satrya Emas Program service for questions about the companion's discipline attitude in providing the services of the Satrya Emas Program, found that 49.4% of respondents were dissatisfied, 30.6 respondents answered less satisfied, and 20% of respondents answered satisfied. From this question, it can be concluded that most respondents are not satisfied with the discipline of the companion in providing program services to MSME actors.

Table 7. Affective Variables X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	38	44.7	44.7	44.7
	Less satisfied	15	17.6	17.6	62.4
	Satisfied	31	36.5	36.5	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

Furthermore, for the affective variable X2.2 about the attitude of politeness or friendliness of the companion team in providing services, 44.7% of respondents answered dissatisfied, 36.5% of respondents answered satisfied, and 17.6% of respondents answered less satisfied, only 1.2 % of respondents answered very satisfied. So based on the results above, it can be concluded that most of the respondents were satisfied with the polite and friendly attitude of the companion team, meaning that the companion team provided services to the respondents in a polite and friendly manner.

Table 8. Affective Variables X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	32	37.6	37.6	37.6
	Less satisfied	39	45.9	45.9	83.5
	Satisfied	14	16.5	16.5	100.0
	Total	85	100.0	100.0	

The table 8. of affective variables X2.3 is a question about the activity of the companion team in providing services for the Satrya Emas Program. The responses from the respondents' answers were 45.9 percent less satisfied, 37.6% dissatisfied, and 16.5% satisfied. Most of the respondents answered that they were not satisfied with the activity of the mentoring team, especially in following up on information and consultations accessed by MSME actors.

Table 9. Affective Variables X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	35	41.2	41.2	41.2
	Less satisfied	42	49.4	49.4	90.6
	Satisfied	8	9.4	9.4	100.0
	Total	85	100.0	100.0	

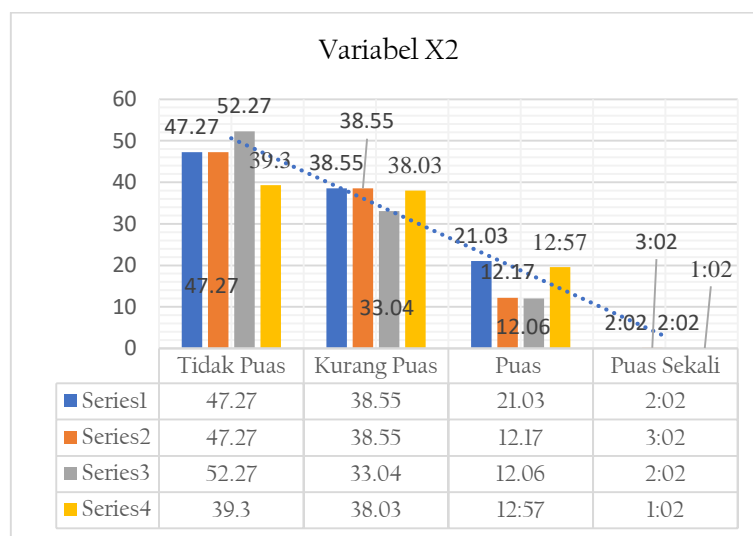
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Table 9. of affective variables X2.4 about the speed of the companion team in providing program services, especially aspects of the speed of responding to problems/problems response, from respondents who answered 49.4% less satisfied, 41.2% dissatisfied, and 9.4% satisfied. So it can be concluded that most of the respondents are not satisfied with the way the companion team responds to existing problems.

Table 10. Affective Variables X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	50	58.8	58.8	58.8
	Less satisfied	27	31.8	31.8	90.6
	Satisfied	8	9.4	9.4	100.0
	Total	85	100.0	100.0	

The fifth is the table of affective variables X2.5, which is about the solution to the needs of MSMEs or the speed in providing solutions, as many as 58.8% are not satisfied, 31.8% are not satisfied, and only 4.1% are satisfied. So it can be concluded that the companion team is still not responsive in providing solutions to the needs of MSMEs because most of the respondents answered that they were not satisfied.



Picture 2. Affective Variable Items

Based on the picture above of the affective variables on the question items X2.1 to X2.5 about the attitude of the companion towards the service of the Satrya Emas Program, most of the respondents answered dissatisfied and dissatisfied, respectively 47.27% and 38.04%. The linearity between cognitive, psychomotor or skill variables with attitude variables is consistent with the answers of respondents who stated that they were not satisfied and not satisfied with the services of the companion team in the service area.

3. Psychomotor Variables Advisory Team

The third aspect of this research are describe and analyse the psychomotor variable. Psychomotor aspect took from the question which spread to advisory team of Satya Emas Program. Result of psychomotor variable can be seen in table below.

Table 11. Psychomotor Variables X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	31	36.5	36.5	36.5
	Less satisfied	38	44.7	44.7	81.2
	Satisfied	16	18.8	18.8	100.0
	Total	85	100.0	100.0	

Based on the X3 variable regarding the psychomotor aspects of assistants to the Satrya Emas Program service on the question of assistant skills about the ability to provide program services. so that for the X3.1 variable on the ability and skill questions in general, respondents who answered were less satisfied as much as 44.7%, dissatisfied as much as 36.5%, and answered satisfied as much as 18.8%. It can be concluded that most of the respondents are not satisfied with the abilities and skills possessed by the companion team of the Satrya Emas Program.

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Table 12. Psychomotor Variables X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	43	50.6	50.6	50.6
	Less satisfied	28	32.9	32.9	83.5
	Satisfied	14	16.5	16.5	100.0
	Total	85	100.0	100.0	

The following is a table of psychomotor variables X3.2 about the skills of the companion team in providing information, 50.6% of respondents answered dissatisfied, 32.9% less satisfied, and 16.5% satisfied. Based on these results, it can be concluded that most of the respondents were dissatisfied with the skills of the mentoring team in providing information.

Table 13. Psychomotor Variables X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	49	57.6	57.6	57.6
	Less satisfied	26	30.6	30.6	88.2
	Satisfied	10	11.8	11.8	100.0
	Total	85	100.0	100.0	

The table 13. of psychomotor variables X3.3 contains the ability of assistants in providing procedural services for the type of program service, respondents who answered dissatisfied 57.6%, answered less satisfied 30.6%, and answered satisfied as much as 11.8%. For the variable the ability or skill of the companion team in finding and providing solutions to problems faced by MSME actors, especially those concerning the types of program services.

Table 14. Psychomotor Variables X3.4

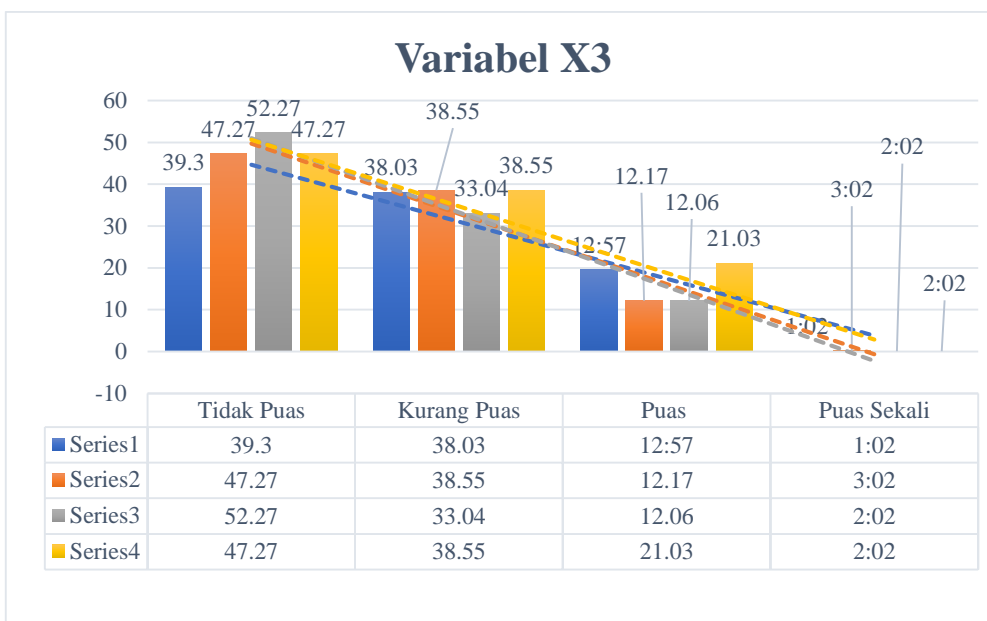
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	46	54.1	54.1	54.1
	Less satisfied	32	37.6	37.6	91.8
	Satisfied	7	8.2	8.2	100.0
	Total	85	100.0	100.0	

The psychomotor variable X3.4 regarding the ability or skills of the companion in finding problems faced by MSME actors was found that 54.1% of respondents answered dissatisfied, 37.6% less satisfied, and 8.2% answered satisfied. It can be concluded that most of the respondents are not satisfied with the abilities and skills of the assistants in finding problems that have been faced by MSME actors.

Table 15. Psychomotor Variables X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	34	40.0	40.0	40.0
	Less satisfied	44	51.8	51.8	91.8
	Satisfied	7	8.2	8.2	100.0
	Total	85	100.0	100.0	

For the last question about the skills of the mentoring team in providing solutions to problems faced by MSME actors, 51.8% of respondents answered less satisfied, 40% dissatisfied, and 8.2% answered satisfied. Just like the previous variables, most of the respondents answered that they were not satisfied with the skills of the mentoring team in providing solutions to problems faced by MSME actors.



Picture 3. Psychomotor Variable Items

Based on the picture above of the psychomotor variables or skills in the question items X3.1 to X3.5 about the skills of assistants in providing services for the Satrya Emas Program, most of the respondents answered dissatisfied and dissatisfied, respectively 39.3% and 38.03% of the data. This shows that variables are linear consistently with the answers of respondents who stated that they were not satisfied and not satisfied with the services of the service area assistance team.

4. Program Conative Variables

The fourth aspect is conative variables. The result of conative variable aspect can be seen in table below

Table 16. Conative Variables Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	29	34.1	34.1	34.1
	Less satisfied	44	51.8	51.8	85.9
	Satisfied	11	12.9	12.9	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

Based on the question on the conative variable, namely the response and impact on MSME actors from the Satrya Emas Program after the mentoring process was carried out. For questions about the clarity of information provided by the mentoring team to MSME actors in the Y1.1 conative variable table above, the resulting respondents who answered were 51.8% dissatisfied, 34.1% dissatisfied, 29.9% satisfied, and only 1,2% answer very satisfied. It can be concluded that the conative variable regarding the clarity of information provided by the mentoring team to MSME actors does not provide satisfaction for the respondents, because most of the respondents stated that they were not satisfied.

Table 17. Conative Variables Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	49	57.6	57.6	57.6
	Less satisfied	29	34.1	34.1	91.8
	Satisfied	6	7.1	7.1	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

Questions about the clarity of procedures in accessing program services in the Y1.2 conative variable table above get 57.6% dissatisfied responses, 34.1% dissatisfied, 7.1% satisfied and only 1.2% answer very satisfied. This shows that the procedures carried out in accessing program services do not have clarity so that most respondents give dissatisfying answers.

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Table 18. Conative Variables Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	44	51.8	51.8	51.8
	Less satisfied	24	28.2	28.2	80.0
	Satisfied	16	18.8	18.8	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

The table 18. of conative variables Y1.3 is the result of respondents' answers to questions about business development motivation, so it was found that respondents who answered were not satisfied as much as 51.8%, answered less satisfied 28.2%, and satisfied 18.8% while those who answered were less than 1.2% very satisfied. The results of the respondents' answers indicate that there is no motivation for business development provided by the mentoring team, this makes most of the respondents answer dissatisfied with the question variable.

Table 19. Conative Variables Y1.4

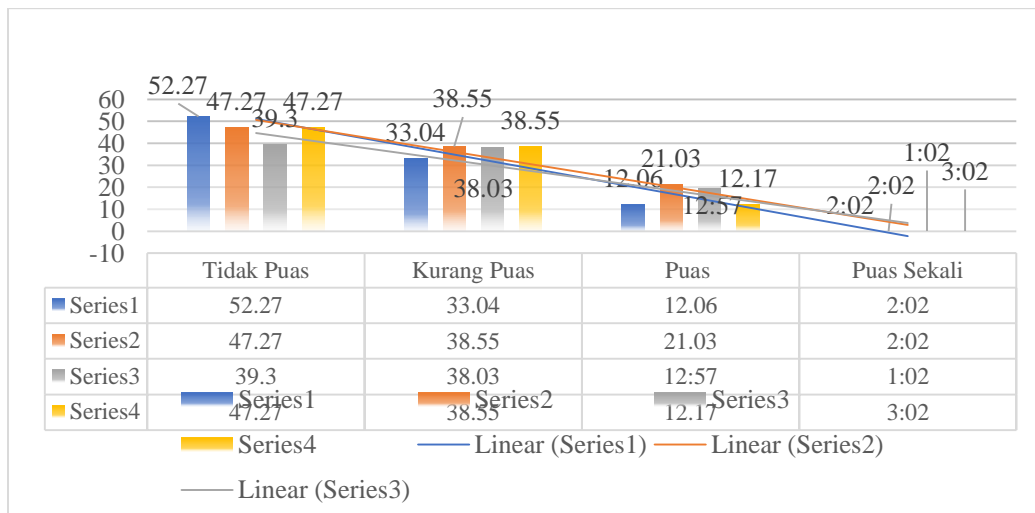
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	51	60.0	60.0	60.0
	Less satisfied	23	27.1	27.1	87.1
	Satisfied	10	11.8	11.8	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

The conative variable Y1.4 about improving MSME business management got answers from respondents who were not satisfied as much as 60%, less satisfied 27.1%, satisfied, 11.8% and only 1.2% answered very satisfied. Most of the respondents were dissatisfied with the MSME business management improvement activities carried out by the companion team.

Table 20. Conative Variables Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	51	60.0	60.0	60.0
	Less satisfied	22	25.9	25.9	85.9
	Satisfied	11	12.9	12.9	98.8
	Very Satisfied	1	1.2	1.2	100.0
	Total	85	100.0	100.0	

The Y1.5 conative variable table contains the results of respondents to questions about increasing MSME turnover and business results, which are variables that touch on the impact received by MSMEs after receiving the Satrya Emas Program service. respondents answered dissatisfied as much as 60%, less satisfied as much as 25.9%, and answered satisfied 12.9%, while the smallest percentage of only 1.2% answered very satisfied. So it can be concluded that the question of increasing business turnover most of the respondents answered dissatisfied.



Picture 4. Conative Variables Items

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Based on the picture above of the conative variables in the question items Y1.1 to Y1.5 regarding the impact on motivation for business development by MSME actors after receiving the Satrya Emas Program services, most of the respondents answered dissatisfied and dissatisfied, respectively 52.27% and 47,27% of this data shows that variables are linear consistently with the answers of respondents who stated that they were not satisfied and not satisfied with the services of the service area assistance team. From all respondents' answers on the variables X1, X2, X3, and Y1 the evaluation results obtained from the respondents' answers which were converted on average on the Likert scale based on the 21.26 range score scale as shown in the Likert scale table below:

Table 21. Likert Scale Scor

Score Range	Description
63,79-85,04	Satisfied
42,53-63,78	Satisfied
21,26-42,52	Less satisfied
0-21,26	Not satisfied

Of the 24 service areas, there are 18 service areas for the escort team who answered unsatisfied and dissatisfied, including the assistant team for the service areas of the Districts of Puspo, Lekok, Lumbang, Rejoso, Nguling, Grati, Kraton, Kejayan, Bangil, Beji, Tukur, Winongan, Pohjentrek , Pandaan, Rembang, and there are 3 service areas for the service companion team who are dissatisfied with the service from the mentoring team, including the escort team for the Prigen, Gempol, Sukorejo service areas, as shown in the following table:

Table 22. Assistance Team Data in Service Areas

No.	Program Support Team	Score	Definition
1	Pasrepan District	50,3	Satisfied
2	Tosari District	50	Satisfied
3	Purwosari District	45,3	Satisfied
4	Purwodadi Kecamatan District	45,3	Satisfied
5	Gondang Wetan District	43,3	Satisfied
6	Wonorejo District	42,7	Satisfied
7	Puspo District	40	Less satisfied
8	Lekok District	40	Less satisfied
9	Lumbang District	38,8	Less satisfied
10	Rejoso . District	38,3	Less satisfied
11	Nguling	35,7	Less satisfied
12	Grati District	33	Less satisfied
13	Kraton District	32,8	Less satisfied
14	Kejayan District	30,3	Less satisfied
15	Bangil District	30	Less satisfied
16	Beji District	30	Less satisfied
17	Tukur District	29,8	Less satisfied
18	Winongan District	28,7	Less satisfied
19	Pohjentrek . District	28	Less satisfied
20	Pandaan District	25,2	Less satisfied
21	Rembang District	25	Less satisfied
22	Prigen District	23,3	Not satisfied
23	Gempol District	20	Not satisfied
24	Sukorejo District	20	Not satisfied

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5. Program Recommendation Variables

Based on the answers and recommendations through closed-ended questions to respondents and the results of field interview notes, most of the respondents answered that the Satrya Emas program is important to advance the business of MSME actors in Pasuruan Regency.

Table 23. Recommendations for Increasing Facilitator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	70.6	70.6	70.6
	No	25	29.4	29.4	100.0
	Total	85	100.0	100.0	

Based on the table above, recommendations for increasing the professionalism of the mentoring team, the answers to the question "does this program need an increase in the professionalism and skills of mentors?", respondents who answered agreed (Yes) were 71.8% and those who answered (No) were 28.2%. Most of the respondents' answers stated that they agreed that there was an increase in the skills and professionalism of the mentoring team.

Table 24. Program Sustainability Recommendation Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	71.8	71.8	71.8
	No	24	28.2	28.2	100.0
	Total	85	100.0	100.0	

Based on the table above, the recommendations for the sustainability of the program, respondents' answers to the question "Is this program important to continue with the improvement of the support staff completeness system and improvement of the assistance team's services?", respondents who answered agreed (Yes) were 71.8% and those who answered (No) as much as 28.2%. Most of the respondents' answers agreed that there was an increase in the skills and professionalism of the mentoring team.

Table 25. Recommendations for MSME Business Management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	82.4	82.4	82.4
	No	15	17.6	17.6	100.0
	Total	85	100.0	100.0	

Based on the table above, the recommendations for program sustainability, respondents' answers to the question "Is this program important for the progress of MSME business management?", respondents who answered agreed (Yes) were 82.4% and those who answered (No) were 17.6%. Respondents agreed that this program is important for the advancement of management and business development of MSME actors.

DISCUSSION

The Satrya Emas Program is an innovation activity organized by the Pasuruan Regency Government to support the development of MSMEs to improve the economy of the Pasuruan Regency community. The evaluation study of the Satrya Emas Program was carried out to determine the extent to which the effectiveness and sustainability of this program were running following the desired objectives based on the vision, mission, goals and flagship programs of the Pasuruan district government. According to Hernandez, stating that evaluation can be used to check the level of program success about the program environment for a judgment whether the program is continued, postponed, repaired, developed, improved, accepted, or rejected (Cui, 2019). As for the MSME assistance program, the most important thing is to continue with improvements to the parts that are lacking, developed and improved.

The results of the performance evaluation study of the Satrya Emas Program refer to the variables and indicators of the performance of regional apparatus organizations in general and then integrate them with regulations or technical guidelines for the Satrya Emas Program. Evaluation of the performance of the Satrya Emas Program, measured from the performance variables: (1) program preparation variables with performance indicators of planning, program socialization, supporting infrastructure; (2) variables of program organization and implementation: indicators of business information, consulting, and business development;

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(3) evaluation, monitoring and reporting variables (develop). As stated by Issam (2021) in principle in the planning-programming program planning system and supervision of development implementation, four main elements become the main foundation of this process, namely planning or programming execution, implementation-reporting and evaluation of its implementation.

The task of the companion team for the Satrya Emas Program is an important component in supporting the success of the program. Based on respondent data and the results of field analysis notes on the role of assistants in the Service Area (WP), the performance of the companion team is not able to help the progress of MSME actors, especially in solving problems faced by MSME actors to the maximum. This is because the task of the assistant so far has only been limited to data collection and has not carried out the task of mentoring optimally.

The level of competence and knowledge of assistants in service areas are not the same as an impact on not achieving the maximum target of the Satrya Emas Program in Pasuruan Regency. Not all MSME assistants help prepare marketing access services for MSME actors whom they mentor provide business development consultation for MSME actors who have problems running their business. MSME assistants have not been able to provide advocacy services for MSME actors, this is due to the lack of knowledge of MSME actors about advocacy services. Special training for MSME actors is not carried out optimally. The results of the evaluation study of the Satrya Emas program are oriented towards benefits as well as contributions to economic growth in the Pasuruan Regency area which have an impact on decreasing unemployment, poverty rates, and increasing community welfare.

CONCLUSIONS

The results of the evaluation study of the Satrya Emas program indicate that the program benefits have not been fulfilled in reducing the percentage of poverty, the program benefits have not been fulfilled in reducing the open unemployment rate in Pasuruan Regency, the program benefits have not been fulfilled for increasing job opportunities for the community in all potential sectors, and the program benefits have been fulfilled for increasing employment opportunities. the competitiveness of MSMEs and the human resources of the people of Pasuruan Regency, the program benefits have not been fulfilled to achieve the integration and sustainability of MSME empowerment programs and activities in regional device organizations, the program benefits have not been fulfilled for the realization of strong networking for the fulfillment of raw materials and expansion of the MSME market network, the benefits have not been fulfilled. program towards the creation of increasing the acceptability of MSMEs to financing and capital institutions, and the unfulfilled benefits of the program for the sustainability of MSME empowerment programs and activities in the regional organization.

ACKNOWLEDGMENT

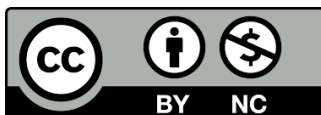
Special thanks grand to the Pasuruan district government and Department of industry and trade for the support during this research until this research has been done. Special grand also for the postgraduate program on Brawijaya University for the which has given research permission to the author for done this research about Evaluation of Satrya Emas Strategic Program in Pasuruan City.

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