

ABSTRAK

Penelitian ini dilatarbelakangi oleh stagnasi Usaha Mikro, Kecil, dan Menengah (UMKM) peci di Kecamatan Syamtalira Aron, Kabupaten Aceh Utara yang ditandai dengan minimnya inovasi, kendala produksi dan pemasaran. Penelitian ini berfokus pada (1) Pengembangan UMKM Peci di Kecamatan Syamtalira Aron Kabupaten Aceh Utara, dan (2) Kendala yang di alami dalam proses pengembangan UMKM Peci Di Kecamatan Syamtalira Aron. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif, serta teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Informan penelitian meliputi perwakilan dari Disperindagkop Kabupaten Aceh Utara, Kecamatan Syamtalira Aron, pelaku UMKM peci, dan juga dari unsur masyarakat. Hasil penelitian menunjukkan bahwa dari sisi *dynamic governance* belum optimal. Dalam hal *thinking ahead*, Disperindagkop telah mendorong inovasi produk, walau riset pasar belum menyeluruh. Dari sisi *thinking again*, evaluasi berkala telah dilakukan, namun pelibatan semua unsur dan elemen masyarakat, dalam hal ini pelaku UMKM masih belum optimal. Adapun dari aspek *thinking across* masih lemah dengan minimnya inisiasi program yang dijalankan oleh pemerintah dalam upaya melakukan studi banding membuat program-program kolaborasi serta inisiasi untuk menyelenggarakan program kreatif kurang dioptimalkan oleh pemerintah. Kendala yang dihadapi masih berkutat seputar permodalan, sumber daya manusia, inovasi produk, pemasaran, koordinasi antar lembaga, serta pola pikir atau mindset dari pelaku UMKM dalam hal mengembangkan usaha untuk bersaing dengan kompetitor perlu didorong untuk mencapai hasil yang optimal. Dalam implementasinya, dukungan dari banyak pihak juga penting seperti pelibatan dari akademisi dan juga komunitas dapat meningkatkan *value* dari program. Disarankan, untuk memperkuat ekosistem inovasi yang berpusat pada pelaku UMKM dengan juga melakukan penguatan strategi pemasaran dan branding, serta meningkatkan optimalisasi peran setiap pemangku kepentingan. Diperlukan dukungan dari pemerintah melalui peningkatan akses permodalan agar semakin mudah dan juga terjangkau serta memperkuat koordinasi antar pemangku kepentingan melalui forum multipihak untuk menciptakan program yang tepat sasaran, terarah, efektif dan berkelanjutan.

Kata kunci: Dynamic Governance, Pengembangan UMKM, Peci, Syamtalira Aron.

ABSTRACT

This research is motivated by the stagnation of the Micro, Small, and Medium Enterprises (MSMEs) of the peci (traditional cap) industry in Syamtalira Aron Sub-district, North Aceh Regency, indicated by a lack of innovation, production, and marketing constraints. This study focuses on (1) the implementation of dynamic governance in the development of peci MSMEs and (2) the challenges encountered. Employing a descriptive qualitative approach, data were collected through observation, interviews, and documentation. Research informants included representatives from the North Aceh Regency's Department of Industry, Trade, Cooperatives, and MSMEs (Disperindagkop), Syamtalira Aron Sub-district, peci MSMEs actors, and community members. The results show that the implementation of dynamic governance has not been optimal. Regarding thinking ahead, Disperindagkop has encouraged product innovation, although market research has not been comprehensive. In terms of thinking again, regular evaluations have been carried out, but the involvement of all elements of society, especially the MSME actors, is not optimal yet. The thinking across aspect remains weak, with minimal initiation of programs implemented by the government to conduct comparative studies, establish collaborative programs, and initiate creative programs, which are not optimized by the government. The constraints faced are still revolving around capital, human resources, product innovation, marketing, inter-agency coordination, and the mindset of MSME actors in terms of developing their businesses to compete with competitors. To achieve optimal results, this needs to be encouraged, supported by strong evidence from interviews. In its implementation, support from multiple parties is also crucial, as the involvement of academics and the community can enhance the value of the program. It is recommended to strengthen the innovation ecosystem centered on MSME actors, improve marketing and branding strategies, and optimize the role of each stakeholder. Support from the government is needed, through increasing access to capital that is more accessible and affordable, as well as strengthening coordination among stakeholders through multi-stakeholder forums to create targeted, directed, effective, and sustainable programs to improve the people's welfare and enhance the economy in general, supported by strategic planning, target setting, and including measurable timelines for achievement.

Keywords: *Dynamic Governance, SME Development, Peci, Syamtalira Aron.*