



GOVERNMENT SUPERVISION ON LIVE-SELLING BY PRODUCERS IN TIKTOK LIVE TOWARDS THE SURVIVAL OF MSMEs IN ECONOMIC GLOBALIZATION

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ABSTRACT

This special issue looks at how the role of government supervise the action of live-selling using TikTok platform by producers towards the survival of Micro, Small, and Medium Enterprises (MSMEs). Which will be reviewed from the Law of Convenience, Protection and Empowerment of Cooperative and MSMEs and the Law of Business Licensing, Advertising, Guidance and Supervision of Business Actors in Electronic Transaction Systems. This research aims to find the answer to legal regulations regarding the action of live-selling using TikTok platform by producers and the legal protection for MSMEs due to the entry of producers / manufactures into the electronics market. Researchers use the type of normative juridical legal research with a conceptual and statutory approaches. By reviewing and analyzing the role of government, we will be able to answer the problems towards the survival of MSMEs in the economic globalization era. The government has a pivotal roles to support the empowerment of micro, small, and medium enterprises, as well as the electronic system business actors, and to protect consumers also encourage the development of transactions through electronic systems. The government have to pay attention to dynamic technological developments and to prevent all forms of unfair business competition practices or manipulation practices both directly and indirectly that could lead to potential monopoly business in electronic transaction systems.

Keywords: Producers, *TikTok Live*, MSMEs, Electronic Transaction Systems.

INTRODUCTION

In recent years, Indonesia is currently focusing on national development in the digital sector that is about to become digital economy country. Of course, this is a priority aimed to increase the rate of economic development, especially in the field of business. Along with the development of digital disruption, business conventional is slowly changing from offline to online which is very dependent on the internet network. Internet

is a medium that can fulfill the need to interact and transact in cyberspace or virtual space (Asmadi, 2018).

Electronic commerce industry in Indonesia are continues to develop and is expected to support the digital economy era. Along with the proliferation of marketplace users, there is a feeling of worry about the displacement of small business by the marketplace platform on the transactions contained therein, remembering its growth is increasingly massive. Currently, the existence of a marketplace is the main actor of value in online commercial electronic. Due to both micro and business enterprises small, medium and large businesses have migrated into marketplaces (Ding et al., 2017).

As business through e-commerce continues to grow rapidly, social media also sees the opportunities to gain profits by adding sales features to its applications such as Tiktok which offer it users the ability to transact and promote products. This phenomenon is known as social commerce (s-commerce), namely business carried out through social media, where initially social media was only used as a means for communication and interaction between users, shifting into the feature for selling and promoting products, so that it is an evolution and shift from electronic commerce into social commerce (Wu et al., 2023).

The phenomenon of the presence of social commerce has made large producers start to take advantage of this feature to offer and sell their products directly via social commerce, especially the Tiktok Live. TikTok Live offers a unique experience by combining a fun and entertaining content to drive a business revenue and bring merchants (producers), buyers and influencer closer together. TikTok Shop accommodates the need for producers to be able to communicate two-way with buyers directly, a concept that is not common on e-commerce platforms. With the presence of the TikTok Live feature which make it easier for sellers to sell directly to buyers, it creates high competition in the business competition chain between business actors. Business actors are competing to market their products with attractive prices and offers. Large producers as the most influential business actors also open official shops and sell goods directly on social commerce which is TikTok. A lot of producers also use the services of influencers to promote their products. Influencers or artists have a strong influence in influencing people's purchasing power for a product, this will increase sales significantly (Nada et al., 2023).

According to Article 1 Number 6 of Minister of Trade Regulation Number 32 of 2023 (hereinafter referred to as Permendag No. 32/2023), Domestic Business Actors are Indonesian citizens or business entities established and domiciled in the legal territory of the Unitary State of the Republic of Indonesia that carry out business activities in the PMSE sector. Every citizen, whether business entity or individual, can carry out PMSE activities, including large producers who participate in PMSE. TikTok Live is a promotional or marketing tool with a wide reach and sophisticated algorithms that determine the right target consumers. On the one hand, Tiktok as social commerce helps in improving Indonesia's economy, but on the other hand, there are parties who are affected by the existence of TikTok Live. Not all business actors feel the benefits. Business actors who have minimal knowledge about the use of social media and e-commerce will be defeated in this business competition. The entry of large producers to sell directly using TikTok Live into the electronic market accounts for most of the losses for reseller or MSME (Mumtahana et al., 2017).

Article 1 Number 17 Minister of Trade Regulation Number 31 of 2023 declared that Social Commerce is a social media organizer that provides certain features, menus and/or facilities that enable Merchants to place offers for Goods and/or Services. Even though the TikTok Shop feature has officially closed on October 4 2023, TikTok has other certain features or menus or facilities namely TikTok Live, which facilitates the sellers to promote their goods. TikTok Live are used to promote a product. Sellers have the option to divert the payments to other e-commerce. So the closure of the TikTok Shop have no significant impact on the survival of the sellers (Yanto & Sukanta, 2020).

Large producers as domestic business actors can also sell directly via the TikTok Live platform. Article 13 paragraph 3 of Minister of Trade Regulation No.32/2023 regulates that in carrying out PMSE activities, PPMSE must play an active role in providing equal business opportunities for merchants; and maintain prices of goods and/or services free from price manipulation practices, either directly or indirectly. However, the same freedom to do business for traders has other impacts of its own. Large producers can participate in marketing products directly, whereas generally in the offline market, the distribution chain that generally applies is that large producers sell their products to wholesaler and distributors as intermediaries between large producers and consumers. These reseller and distributors will benefit from the sales results (Jain et al., 2021).

The freedom for domestic business actors to enter PMSE threatens small enterprises who have little knowledge of the use of technology. Limitations in using the available features mean that small enterprises who have just entered the TikTok are left far behind. The entry of large producers into the electronics market chain and participating in direct marketing will certainly be detrimental to small sellers. Influencing factors include differences in capital owned, influence owned, knowledge related to social media and marketing which are the main causes of the elimination of small sellers. Large producers have large capital to produce their own products, and the presence of TikTok Live reduces the marketing/distribution costs they have to incur. Large producers only need to pay for the services of influencers or artists to expand market share with the influence that the artist has. Large producers also open official shops or official accounts belonging to the producers themselves, which of course means that consumers will prefer to shop directly from the official shop rather than shopping through resellers/distributors. Assuming that buying directly from producers who produce goods is more reliable and of course has a guarantee at prices that are not much different from retailers / small traders. The strong influence of large producers is slowly eliminating small sellers little by little (Oliva et al., 2003).

There is a potential for unhealthy business competition in the field of social commerce. Basically it is very possible for it to happen. It can be illustrated such as a large company scale will have power market so as to control the market and user (lock-in) even create barriers for other providers to enter the market. In addition, large companies scales also tend to have positions higher bargaining position compared to retailers or small seller so the partnership potentially creating a relationship which is not comparable. Minister of Trade regulations regulate guidance and supervision regarding the protection of MSMEs and to prevent price manipulation. However, how effective are these regulations in reducing gaps in social commerce? This regulation does not strictly regulate who can enter into transactions via the electronic system, because if it is not limited, then price manipulation regulations cannot regulate effectively, because if large producers or manufacturers still promote via TikTok live, then small sellers or MSME even small ones will still lose out in terms of purchasing influence (Xiao, 2022).

Apart from that, the influence of large producers is very strong where consumers believe in buying directly from producers. The product guarantees provided and

guarantees for the quality of goods make consumers prefer to shop directly at the official shops of large producers. Examples can be seen in domestic skincare products, smartphone products, and fashion products which are currently starting to open their respective official shops to sell directly without involving reseller/wholeseller.

Based on the background above, the main issues that will be discussed in this article are:

1. What is the Government's role in supervising direct sales by large producers on the survival ability of MSMEs in the era of globalization?
2. What is the legal protection for MSMEs regarding the entry of large producers into the business via electronic systems?

RESEARCH METHOD

The type of legal research used is normative legal research with conducting research that is still related to written legal regulations or positive law that exists in the territory of Indonesia regarding government supervision of the implementation of trade via electronic systems carried out by producers via TikTok Live. The aim of this study is to find legal regulations related to protection for MSMEs. By using legal principles and legal doctrines related to. This research journal is to answer the legal issues written about. This research uses the approach method consisting of the statutory approach (statute approach), conceptual (conceptual approach) and case approach. Conceptual approach is a research using existing legal regulations or referring to applicable regulations by referring to, understanding and identifying concepts from legal principles and the legal doctrine that applies to transactions via electronic systems. This research used an approach method namely the legislative approach in which the process is implemented using the methods of analyzing the related legal norms with a discussion of the legal issues raised.

RESULTS

Humans carry out production activities to meet needs, seek profits, and produce goods that have selling value. Production is defined as an activity that provides value to certain objects or creates new objects for consumer needs. All activities carried out in production require humans as initiators and controllers, although they still require the help of tools. Producers or manufacturers play an important role in economic activities where producers are tasked with producing and providing goods needed by the market. If interpreted linguistically, a producer is a body or person who produces goods and services for use by the market (Hapsari et al., 2023).

Every producer wants to increase sales and income. If producers want the sale of their products to be successful, producers must actively participate in the distribution process until the product reaches consumers. Distribution is a channel through which goods flow from producers to intermediaries and finally to users. This activity requires the help of a dealer who is usually referred to as a distributor. Distributors are referred to as distributors, which means parties in the form of people or entities who buy products from producers to distribute to consumers or retailers. Distributors not only distribute trade products to final consumers but also to lower retailers for further distribution.

Sales of goods by producers are generally sold through distributors, this is intended to reduce logistics costs for a wide market that cannot be reached by producers or manufacturer. In distributing goods, there are five types of channels that can be used:

1. Producer to Consumer

The shortest and simplest form of distribution channel is a distribution channel from producers to consumers, without using intermediaries. Producers can sell the goods they produce by post or directly to consumers' homes (from house to house). Therefore this channel is called a direct distribution channel.

2. Manufacturer - Retailer - Consumer

As with the first type of channel (Producer - Consumer), this channel is also referred to as a direct distribution channel. Here, large retailers directly make purchases from manufacturers. There are also several manufacturers who have set up retail stores so they can directly serve consumers. However, this final alternative is not commonly used.

3. Manufacturers - Wholesalers - Retailers - Consumers

This kind of distribution channel is widely used by producers, and is called traditional distribution channels. Here, producers only serve sales in large quantities, to wholesalers only, and do not sell to retailers. Purchases by retailers are served by wholesalers, and purchases by consumers are served by retailers only.

4. Producer - Agent - Retailer - Consumer

Here, the producer chooses an agent as the distributor. He carries out large trading activities, within existing distribution channels. The sales target is mainly aimed at large retailers.

5. Producer - Agent - Wholesaler - Retailer - Consumer

In distribution channels, agents are often used as intermediaries to distribute goods to large traders who then sell them to small shops. The agents seen in this distribution channel are mainly sales agents.

A partnership between producers and micro, small and medium enterprises are regulated in the Republic Indonesia's Government Regulation Number 7 of 2021 regarding The Convenience, Protection and Empowerment for Cooperatives and Micro, Small And Medium Business (hereinafter referred to as PP Nomor 7 Tahun 2021). With the supply chain pattern, cooperation between micro, small, medium and large businesses are dependent on the flow of goods and services, which converts raw materials into products in an efficient and economical effort covering various processes from production, product and service development, information systems, as well as product packaging or service delivery to consumers.

The definition of MSMEs according to Article 1 of Law number 20 of 2008, Micro Business is a productive business owned by an individual and/or individual business entity that meets the criteria for Micro Business as regulated in this Law. Meanwhile, a small business is a productive economic business that stands alone, carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or is part, either directly or indirectly, of a medium or large business that meets the criteria. Small Business as intended in this Law. Medium Enterprises are productive economic enterprises that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales proceeds as regulated in this Law.

In other countries, there are various different definitions regarding MSMEs which are appropriate according to the characteristics of each country. This criteria for MSMEs in foreign countries are based on aspects including the number of workers, income and number of assets. The following are the criteria for MSMEs in foreign countries or institutions:

1. The World Bank divides MSMEs into 3 types, namely:
 - a. Medium Enterprise, with criteria:
 - 1) Maximum number of employees is 300 people
 - 2) Annual revenue up to \$15 million

- 3) Total assets up to \$15 million
 - b. Small Enterprise, with criteria:
 - 1) The number of employees is less than 30 people
 - 2) Annual revenue does not exceed \$3 million
 - 3) Total assets do not exceed \$3 million
 - c. Micro Enterprise, with criteria:
 - 1) The number of employees is less than 10 people
 - 2) Annual income does not exceed \$ 100 thousand
 - 3) Total assets do not exceed \$100 thousand
2. Singapore defines MSMEs as businesses that have a minimum of 30% local shareholders and fixed productive assets under SG\$ 15 million (comparable to US\$ 8.7 million). For service companies, the minimum number of employees is 200 people.
3. Malaysia defines MSMEs as businesses that have less than 75 full time workers or have shareholder capital of less than M\$ 2.5 million. This definition is divided into two, namely:
- a. Small Industry (SI), with the criteria for a number of employees of 5–50 people or a share capital of up to M\$ 500 thousand
 - b. Medium Industry (MI), with the criteria for a number of employees of 50–75 people or a share capital of up to M\$ 500 thousand – M\$ 2.5 million.
4. Japan, divides MSMEs as follows:
- a. Mining and manufacturing, with criteria for a maximum number of employees of 300 people or share capital of up to US\$ 2.5 million.
 - b. Wholesale, with the criteria for a maximum number of employees of 100 people or share capital of up to US\$ 840 thousand
 - c. Retail, with the criteria for a maximum number of employees of 54 people or share capital of up to US\$ 820 thousand
 - d. Service, with the criteria for a maximum number of employees of 100 people or share capital of up to US\$ 420 thousand
5. South Korea defines MSMEs as businesses with under 300 people and total assets of less than US\$ 60 million.
6. European Commission, divides MSMEs into 3 types, namely:

- a. Medium-sized Enterprise, with criteria:
 - 1) The number of employees is less than 250 people
 - 2) Annual revenue does not exceed \$50 million
 - 3) Total assets do not exceed \$50 million
- b. Small-sized Enterprise, with criteria:
 - 1) The number of employees is less than 50 people
 - 2) Annual revenue does not exceed \$10 million
 - 3) Total assets do not exceed \$13 million
- c. Micro-sized Enterprise, with criteria:
 - 1) The number of employees is less than 10 people
 - 2) Annual revenue does not exceed \$2 million
 - 3) Total assets do not exceed \$2 million

The increasingly advanced development of the internet makes it easier for society in various aspects, for example social, educational and economic. This use of the internet through technology continues to develop rapidly and it able to make life more practical, because people could easily access everything through social media. Among business world, social media is increasingly familiar, they use social media as an internal platform to promote their products and services to customers. The growing use of social media has made it easy for business actors to establish a mutual relationships with customers by online. The pandemic conditions several years earlier were able to influence deeply into various aspects. To be precise, in 2020, Indonesia and various other countries experienced difficult times when the *Covid-19* virus began to spread and resulting in very serious economic downturn and various businesses collapsing due to the pandemic. This also causes business actors to search for innovation in the use of social media to maximize its use so that the business activities can run. In Indonesia, TikTok is one of the mobile online shopping applications that is currently very popular (Syarief, 2021).

Data obtained from the Databooks survey shows *TikTok* users throughout the world increased 18.8% compared to the previous year. By country, user Most TikToks come from the United States. There are 113.25 million TikTok users from Uncle Sam's country in early 2023. Indonesia is in second place with the highest number of TikTok users in the world, reaching 109.9 million users. In 2023, TikTok released its newest

feature namely TikTok Live. This feature is useful as a bridge for prospective businessmen and potential consumers. Product purchases currently carried out through social commerce is mostly through Tiktok Live, nearly 45 percent enjoy shopping at TikTok, which is a social feature TikTok commerce. Based on the current phenomenon, business people are required to utilize TikTok technology to open new business fields or develop existing businesses through TikTok (Zhou, 2022).

The shift from traditional retail to online shopping portals, makes consumers are increasingly dynamic and complex. TikTok is successful in attracting marketing strategist. This is considered to be one of the most recent phenomena for industries and companies in increasing sales volume and production increase. Consumers are directly influenced to buying a product can be caused by a strategic promotion. One of the factors that motivates consumers to do is an interacting promotion. This sales promotion activity went succesfull an added value in increasing sales volume. Strategic of promotion are very diverse, including promoting with live stream shopping (LSS), celebrity endorsement (CE), and flash sale (FS). Apart from that, there are suspected factors other things that can strengthen the impulsive buying decisions of TikTok consumers namely perceived enjoyment (PE).

DISCUSSION

Government's role in supervising direct sales by large producers on the survival ability of MSMEs in the era of globalization.

Businesses with digital platforms or E-commerce and social commerce are regulated under Indonesian Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE). Article 1 number 2 of the Law Number 11 of 2008 defines electronics transactions or e-commerce as legal acts carried out using computers, computer networks, and/or other electronic media. Based on the classification of e-commerce business models from the Ministry of Finance, the following are the business models run by e-commerce businesses in Indonesia :

1. Online Marketplace

Sites provided by internet service providers to sellers to be able to sell their wares through cyberspace

2. Classified Ads

Activities that provide a place and/or time to display product content and/or services for advertisers to place advertisements aimed at advertising users through sites provided by classified ads organizers

3. Daily Deals

Activities that provide a place for business activities in the form of a daily deals site as seller's place. This site sells goods and/or services to buyers by use vouchers as a means of payment

4. Online Retail

Activities that selling goods and/or services carried out by the operator online retail to buyers on online retail sites

Along with the increasing development digital-based industry, this will open up opportunities for unhealthy business competition. This matter can happen between business actors with digital platforms, and conventional business actors. The emergence of business models with new transaction methods will give rise to business competition a new model that will complexly bring together digital-based industry with conventional industry. Competition between business actors should have an impact and good benefits for economic growth and a choice for consumers to choose the product they want. However, if growing competition has a significant impact inhibiting the existence of different business models will certainly make competition uncontrolled well. This is also due to the absence of regulations regarding business competition in business digital (Soliman & Youssef, 2003).

MSMEs are expected to be more productive and competitive. One way to improve competitiveness, was through the adoption of ICT (information, communication and technology) including social commerce adoption. This is necessary to keep up with the increasing number foreign investors entering the realm of social commerce and competition with MSMEs. The Indonesian government as one of the stakeholders in e-commerce or social commerce adoption, especially for MSMEs must understand the real conditions in the field. The low penetration of social commerce for MSMEs in Indonesia must be addressed appropriately. The government and MSME business actors as the main stakeholders must receive input valid regarding existing conditions and development potential as well as supporting factors and barriers to social commerce for MSMEs in Indonesia (Fathimah, 2019).

The use of e-commerce is beneficial for MSME in increasing turnover sales, increasing the number of customers, expanding business reach, promotional tools, opportunities to open new businesses, ease of relationships and customers satisfaction. Therefore, e-commerce is often mentioned as one of the drivers economic growth in Indonesia (Sofiah et al., 2021). This is not without reason. With a rapidly growing population and internet penetration, Indonesia is one of the potential e-commerce markets. MSME's readiness is important to obtain enterprise level attributes that estimate overall readiness for diffusion innovation (Pangesti & Adyaksana, 2021). Technological infrastructure that suits the system and technical capabilities in businesses will be able to support e-commerce adoption. The perceived benefits are at the level of profit receipt that will be obtained for the company. The better the understanding of the management concerned relative advantage of e-commerce adoption will make MSME allocate several resources, such as managerial, financial and technology. An innovation will be easy to accept organization if it is in accordance with the values that apply in the organization and can understand needs and fit with organizational culture.

The government must know precisely the obstacles that cause low e-commerce penetration for MSMEs. More Furthermore, MSME entrepreneurs/prospective entrepreneurs are expected to know what products are most demanded in market as well as the media used by online consumers in making purchases online (potential and opportunities). Factors that hinder consumers when making online purchases, the government and business actors must also be aware of this so that creative solutions and strategies can be found to overcome them (Cueto et al., 2022).

Mandated in the Minister of Trade Regulation 31/2023 in order to support the empowerment of micro, small, and medium enterprises, as well as business actors, transactions through domestic electronic systems, protect consumers, promote development transactions via electronic systems, as well paying attention to dynamic technological developments, need to re-arrange the provisions regarding licensing business, advertising, coaching, and supervision business actors in trading through the system electronic. The aim is to provide easy, protection and empowerment but in fact not yet able to accommodate, supervise, and give optimal law enforcement when confronted with the digital economic phenomenon, especially towards marketplace consumers. In fact, in the use of technology, the basis Jurisdiction must be firm by providing certainty

law as stated in Article 4 of the Law I.T.E that the utilization of Information Technology and Electronic Transactions carried out with the aim to:

- A. To educate the nation's life as part of world information society;
- B. Develop business and the national economy in order to improve community welfare;
- C. Increasing the effectiveness and efficiency of public services;
- D. Opens up the widest opportunities to everyone to advance thinking and abilities in the field optimal use and utilization of Information Technology possible and responsible; And
- E. To provide a sense of security, justice and legal certainty for users and providers of Information Technology.

Legal protection for MSMEs regarding the entry of large producers into the business via electronic systems

The government finally promulgated Minister of Trade Regulation no. 31 of 2023, which also regulates business competition in Trading Through Electronic Systems (PMSE), namely Electronic System Trading Organizers (PPMSE). The development of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is regardless of supervision and guidance carried out by the government. Article 42 Minister of Trade Regulation 31/2023 states that the Minister has the authority to carry out guidance and supervision towards trading via electronic systems. The Minister carries out guidance as intended in Article 42 by:

- a. increasing human resource competency Domestic Business Actors;
- b. increase the competitiveness of Business Actors in country in PMSE;
- c. facilitate increased product competitiveness in country in PMSE;
- d. Facilitate promotion of domestic products for domestic and export markets;
- e. promote and encourage the use of PMSE;
- f. increasing community financial inclusion with PMSE;
- g. providing a database of Business Actors and local product; And
- h. endeavor to provide other appropriate facilitation with the provisions of statutory regulations.

Obligation to strive for supervision, prevention and control of all forms of unfair business competition and/or price manipulation practices. Furthermore PPMSE's

obligation to coordinate with business competition supervisory institutions on suspicion or indication of unfair business competition between business actors and/or price manipulation. The results of the researcher's analysis are based on provisions in the law and theory regarding the practice of selling at a loss, the probability of business actors in TikTok possibilities.

The practice of Live-selling by producers in TikTok Live is small because the market is wide and free in TikTok compared to conventional trading. Live-selling by producers via live streaming on TikTok actually sell far more goods cheaper than reasonable price. That TikTok platform does not supply goods for sale, but the TikTok Live platform aims to be a promotional forum for business actors and it is necessary to prove that the producers in carrying out the practice of selling at a loss the TikTok platform. Furthermore, the regulations prohibits the practice selling at a loss in a market. Weakness what the researches found was that TikTok platform as a means of promotion was not has special regulations on business actors who are limited in their operations.

CONCLUSIONS

Strategy to protect the micro, small and medium enterprises (MSMEs) in Indonesia cannot be separated from government support in restrictions on incoming imported goods and monitoring prices. Government regulations regulate goods at prices below the minimum goods price as intended in article 2 Permendag 31/2023 which is permitted to directly enter the e-commerce, this is to prevent market domination by imported products. The government also provides the same business opportunities for traders while maintaining the price of goods and/or services free from the practice of price manipulation either directly or indirectly. In this way, MSMEs will be protected from the entry of producers or large companies into electronic commerce and the survival of MSME businesses. Apart from that, strengthening MSME can be done through ease of access and increased capacity in the form of training that support the provision of MSMEs.

Strategy to anticipate increasingly open and competitive market mechanisms especially in the Asean region is market control, which is a prerequisite to increase the competitiveness of MSMEs. In order to dominate the market, MSMEs need to get information easily and quickly, both information about production markets and production factor markets to expand the network marketing of products produced by MSMEs. Information technology applications on Micro, small and medium enterprises will make

it easier for MSMEs to expand markets both domestically and overseas markets efficiently. Formation The IT-based MSME Development Center is considered capable of encouraging growth and development of micro, small and medium enterprises in the technological era current information. To increase competitiveness, synergy is needed between the roles of government as policy makers and accompanying institution. Apart from that, the culture of loving domestic production also needs to be fostered so that MSMEs develop and the national economy becomes stronger. Micro, small and medium enterprises need to actively collaborate and coordinate with the Government and Regional Government to continue carry out coaching and training through increasing capacity building and implementation of information technology (IT) applications, including making the web more effective. The current regional governments are not optimal as a basis for MSME communication in Indonesia area.

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