

STUDY OF LOCAL BUSINESS DEVELOPMENT BEHAVIOR IN TEMPE-BASED BUSINESS ACTORS

¹Lastrifitria, ²Zulmahendi, ³Cut Era Farida, ⁴Serli Darmawati, ⁵Malinda Afraini, ⁶Siti Magfirah, ⁷Marlina Wati

Faculty of Public Health, Teuku Umar University, Jl. Meulaboh, Ds, Manjeng, Kec. Pante Ceureumen, Kab. West Aceh

Email : ¹lastrifitria2412@gmail.com ²zulmahendi123@gmail.com ³cuterafazira@gmail.com ⁴serlidarmawati09@gmail.com ⁵malindaafraini@gmail.com

Abstract

MSME is a business that is capable and also plays an important role in driving the economy in Indonesia. The number of micro, small and medium enterprises (MSMEs) in Indonesia in 2019 which has been recorded by the Ministry of Cooperatives and MSEs reached 65.47 million business units. From this amount, there was an increase of 1.98% when compared to the previous years, which was 64.19 million business units. Purpose: the purpose of this study was to describe how the business behavior of tempe towards the development of tempe-based SMEs in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency. Methods: The research method used in this study is an observational method with a *One Group Pretest – Posttest Design approach*. Result: The percentage of business actor A before intervention was 33.3% less good as much as 66.7%, business actor B as much as 38.9%, less good as much as 61.1%. Discussion: After the intervention, the percentage of business actors A and B changed to 94.4% in the good category for business actor A and 5.6% in bad category. In business actor B the percentage is 88.9 % and less good is 11.1%.

Keywords: *Behavior, Local Business, Tempe*

1.INTRODUCTION

One side of human life is the business world. The business world is very important for the wheels of human life, running a business must be in accordance with the rules and norms that have been determined. The business world continues to experience rapid development, many business actors continue to open and also develop their businesses both in big cities and in small villages such as Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency. (Dwi Vita Lestari Soehardi, 2021)

Micro, Small and Medium Enterprises or often abbreviated as MSMEs. MSME is a business that is capable and also plays an important role in driving the economy in Indonesia. Most of the business actors in Indonesia are MSMEs, MSMEs in Indonesia have even reached 56 million businesses. MSMEs also play an important role in Indonesia. This is because there is a lot of absorption of labor and also a contributor to Gross Domestic Product (GDP). (Cusson M, 2006),

The number of micro, small and medium enterprises (MSMEs) in Indonesia in 2019 which has been recorded by the Ministry of Cooperatives and MSEs reached 65.47 million business units. From this amount, there was an increase of 1.98% when compared to the previous years, which was 64.19 million business units.

The number recorded by the Ministry of Cooperatives and MSEs above also reached 99.99 % of the total businesses in Indonesia. From the data that has been recorded, there are only 5,637 large-scale business units or equivalent to 0.01 %. Meanwhile, the Micro business units are 64.6 million or equivalent to 98.67% of the total MSMEs throughout Indonesia. Meanwhile, for medium-sized business units, there are only 65,465 units, of which only 0.1% of the total MSMEs in Indonesia are given.(Mahdi, 2022)

In 2014 the Ministry of Cooperative Small and Medium Enterprises of the Republic of Indonesia with the Aceh government took the initiative to establish an Integrated Business Service

STUDY OF LOCAL BUSINESS DEVELOPMENT BEHAVIOR IN TEMPE-BASED BUSINESS ACTORS

Lastri Fitria, Zulmahendi, Cut Era Farida, Serli Darmawati, Malinda Afraini, Siti Magfirah, Marlina Wati

Center for Cooperatives and Micro, Small and Medium Enterprises (PLUT – KUMKM) in Aceh province. It aims to provide comprehensive service facilities for the development of cooperative businesses and MSMEs are part of the Cooperative Agency, Small and Medium Enterprises entity in Aceh.

PLUT - KUMKM totaling 51 units under the provincial and district/city governments throughout Indonesia which has the aim of comprehensive services for the business development of KUMKM actors to accelerate the increase of foreign power, value added productivity and quality of work of KUMKM which still does not provide satisfactory performance. The number of cooperative memberships reaches more than 30.8 million people and the number of KUMKM is 55.2 million units with a workforce of more than 101.7 million people. (Aceh, 2014)

One type of business in Indonesia is the tempe business. Tempe is one of the typical Indonesian foods made from soybeans that have been fragmented. Tempe has good nutrition, this is because tempeh contains a lot of protein, carbohydrates, fats, vitamins and minerals that are needed by the human body. (Firda Asti Oktaviani, 2021)

A successful tempe entrepreneur in Japan, Rustono, said that "The simple taste of tempeh makes people around the world fall in love. So now the audience continues to increase. Tempe lovers abroad even dub it as " *Magic Food*" aka magic food". Tempe is one of the traditional foods that are in demand and liked by many people. Besides the delicious taste, the price is low and the nutritional value is also quite high. (Rustono, 2018)

Tempe is one of the local foods and products from Indonesia that has been worldwide. Tempe is a food made from soybeans that have been processed. The United States of America is a producer of soybeans and is also the largest exporter of soybeans in the world. Indonesia is also the largest soybean producer in ASEAN. In 2021 Indonesia's soybean imports will reach 1.96 million tons of soybeans, and most of the soybeans are also imported from America, Argentina, Brazil, and Canada. (Atris, 2017)

Soybeans used for making tempeh must have good quality and quality. In Purwodadi village, Kuala Pesisir sub-district, Nagan Raya district is the center of tempe production. This is because Purwodadi Village has the highest number of tempe craftsmen in Nagan Raya district.

This research is also in line with the research of Tita Nursiah and friends in 2015 in their journal entitled "Entrepreneurial Behavior in Tempe Micro Small Enterprises (UMK) in Bogor, West Java", Tita Nursia and friends stated that: The existence of entrepreneurial characteristics in perpetrators small micro-enterprises, and the larger the scale of production, the stronger the entrepreneurial characteristics. And the characteristics of entrepreneurship and business climate have a positive and significant effect on entrepreneurial behavior. This shows that increased innovation, courage to take risks, leadership, entrepreneurial motivation, cohesiveness, and government policies can increase entrepreneurial behavior. Tita Nursiah and friends also state that entrepreneurial behavior has a positive and significant effect on business performance. These results indicate that an increase in entrepreneurial behavior will improve the business performance of tempe craftsmen. (Tita Nursiah, 2015)

From the above background, the purpose of this study is to describe how the business behavior of tempe towards the development of tempe-based SMEs in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency.

2. RESEARCH METHODS

The research method used in this study is an observational method with a *One Group Pretest – Posttest Design approach*. According to Widoyoko in 2014 the Observation method is a systematic observation and recording of the elements that appear in a symptom in the object of research. The data collection technique in this study was an interview technique using a questionnaire. This research was conducted in the village of Purwodadi, Kuala Pesisir District, Nagan Raya Regency. Respondents taken from this study were entrepreneurs or SMEs tempe in Purwodadi Village.

3. RESULTS AND DISCUSSION

3.1. Results

tempe entrepreneurs in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency are dominated by men compared to women. The age of the majority of \geq tempe entrepreneurs is in the range of 50 years. The tempe businessman in Purwodadi Village has been running his business for \geq 25 years.

The education level of tempe entrepreneurs in Purwodadi Village, Kuala Pesisir Subdistrict, Nagan Raya Regency, the most are elementary school graduates, and the least are high school graduates. Of all the tempe business actors, all of them have experienced the education bench. The duration of the Tempe Business or Tempe Home *Industry* in the village of Purwodadi which has been run by business actors is approximately 24-25 years with a hereditary system from the family.

Respondent Knowledge

The results obtained from the initial measurement of the knowledge of tempe entrepreneurs in Purwodadi village (before intervention was given from the activities of the PPK ORMAWA BEM FKM Team, Teuku Umar University) distributed in Kuala Pesisir District, Nagan Raya Regency which can be seen in table 1.

Table 1. Distribution of Respondents Based on Knowledge of Tempe Business Actors in Purwodadi Village Before Intervention Through the Activities of the PPK ORMAWA Team BEM FKM Teuku Umar University

Knowledge	Frequency (f)	Percentage (%)
Tempe A. Business Actors		
Well	6	33.3%
Not good	12	66.7%
Tempe B. Business Actors		
Well	7	38.9%
Not good	11	61.1%

From the table above, it can be concluded that the level of knowledge of tempe business actors in Purwodadi Village, Kuala Coastal District, Nagan Raya Regency, is still very lacking so that further intervention is needed.

Table 2. Distribution of Respondents Based on Knowledge of Tempe Business Actors in Purwodadi Village After Intervention Through Activities of the PPK ORMAWA Team BEM FKM Teuku Umar University

Knowledge	Frequency (f)	Percentage (%)
Tempe A. Business Actors		
Well	17	94.4%
Not good	1	5.6
Tempe B. Business Actors		
Well	16	88.9%
Not good	2	11.1%

Respondent Action

The results obtained from the initial measurement of the actions of tempe entrepreneurs in managing/making tempeh in Purwodadi village (before intervention was given from the activities of the PPK ORMAWA BEM FKM Team, Teuku Umar University) distributed in Kuala Pesisir District, Nagan Raya Regency which can be seen in table 3.

STUDY OF LOCAL BUSINESS DEVELOPMENT BEHAVIOR IN TEMPE-BASED BUSINESS ACTORS

Lastri Fitria, Zulmahendi, Cut Era Farida, Serli Darmawati, Malinda Afraini, Siti Magfirah, Marlina Wati

Table 3. Distribution of Respondents Based on the Actions of Tempe Business Actors in Purwodadi Village Before Intervention Through the PPK ORMAWA Team BEM FKM Teuku Umar University

Tempe Business Actors' Actions	Frequency (f)	Percentage (%)
Tempe A. Business Actors		
Well	4	40%
Not good	6	60%
Tempe B. Business Actors		
Well	3	30%
Not good	7	70%

From the table above, it can be concluded that the actions of tempe business actors on the management or in producing processed tempe products are still lacking, so that further intervention is needed.

Table 4. Distribution of Respondents Based on the Actions of Tempe Business Actors in Purwodadi Village After Intervention Through the PPK ORMAWA Team BEM FKM Teuku Umar University

Tempe Business Actors' Actions	Frequency (f)	Percentage (%)
Tempe A. Business Actors		
Well	8	80%
Not good	2	20%
Tempe B. Business Actors		
Well	10	100%
Not good	0	0%

Role of Gampong and Cross-Sectoral Apparatus

The results obtained from the initial measurement of the role of gampong and cross-sectoral apparatus on the involvement of Pentahelix in the development of local tempe-based businesses in Purwodadi village (before intervention was given from the activities of the PPK ORMAWA BEM FKM Team, Teuku Umar University) distributed in Kuala Pesisir District, Nagan Raya Regency which can be seen in table 5.

Table 5. Distribution of Respondents Based on the Role of Gampong and Cross-Sectoral Apparatuses to Tempe Business Actors in Purwodadi Village Before Intervention Through the Ppk Ormawa Bem Fkm Team, Teuku Umar University

Role of Gampong and Cross-Sectoral Apparatus	Frequency (f)	Percentage (%)
Tempe A. Business Actors		
Well	4	40%
Not good	6	60%
Tempe B. Business Actors		
Well	3	30%
Not good	7	70%

From the table above, it can be seen that the level of involvement or role of village and cross-sectoral apparatus is still very low. So that intervention is still very much needed to raise awareness for government stakeholders.

Table 6. Distribution of Respondents Based on the Role of Gampong and Cross-Sectoral Apparatuses to Tempe Business Actors in Purwodadi Village After Intervention Through the Ppk Ormawa Bem Fkm Team, Teuku Umar University

Role of Gampong and Cross-Sectoral Apparatus	Frequency (f)	Percentage (%)
Tempe A. Business Actors		
Well	9	90%
Not good	1	10%
Tempe B. Business Actors		
Well	9	90%
Not good	1	10%

3.2. DISCUSSION

Knowledge

Many of the tempe business actors in Purwodadi Village, Kuala Coastal District, Nagan Raya Regency, are elementary school graduates as many as 40%, junior high schools 40%, and high schools as many as 20%. None of the tempe entrepreneurs graduated from S1.

The level of knowledge can be influenced by several factors, one of the factors that can affect the level of knowledge is education. This is reinforced by the opinion of Notoadmojo (2003), Notoadmojo said that education can affect the level of knowledge. If education is planned, it will be better when compared to education that is not planned. Along with the high level of education it will affect the level of information obtained. (Notoatmojo, 2003). Nutritional intake in tempeh has a high nutritional value and this will be an added value as an effort to prevent infectious diseases, especially in children under five (Yarmaliza, 2018).

This research is in line with the research of Jenita Adinda and her colleague Agung Budiarmo in 2018 in their journal entitled *The Effect of Entrepreneurial Characteristics and Knowledge Management on Business Development*. Jenita and Adiyatmo said that the characteristics of entrepreneurship and *Knowledge Management* have a close relationship with business development, with a percentage of 33.5 %. The contribution given by the *Knowledge Management* variable to local business development is 28.9 %.(Budiarmo, 2018)

Respondent Action

tempe business actors in Purwodadi village are still not paying attention to the actions or behavior towards hygiene and sanitation of tempe processing.

According to Notoadmodjo, behavior is an activity or human activity, both which can be observed directly, or which cannot be observed by outsiders. (Notoadmodjo, 2012)From several studies it is proven that the process of forming behavior is based on knowledge. Sanitation is a disease prevention effort that is focused on human environmental health activities. Sanitation is a health effort carried out by maintaining personal hygiene. While Hygiene proposed by Brownell is a way how a person maintains and also protects his health. Another meaning of hygiene is a science that teaches a person's ways to maintain his health, both physical health, spiritual health, and social in order to achieve much better welfare. (Wahyunanto, 2018)

Before the existence of the PPK ORMAWA BEM FKM team at Teuku Umar University, the level of action or attitude of tempe business actors towards Hygiene and Sanitation of incoming products was very lacking. This can be seen from table 3 with the good percentage of business actor A as much as 40% while the less good percentage is 60%. For business actors, the percentage results are as much as 40%, and 70% are less good.

Role of Gampong and Cross-Sectoral Apparatus

STUDY OF LOCAL BUSINESS DEVELOPMENT BEHAVIOR IN TEMPE-BASED BUSINESS ACTORS

Lastri Fitria, Zulmahendi, Cut Era Farida, Serli Darmawati, Malinda Afraini, Siti Magfirah, Marlina Wati

The role of the government is very important to support the development of SMEs in Indonesia. The gampong apparatus is one of the closest decision makers to the village. In the village of Purwodadi, Kuala Pesisir sub-district, Nagan Raya Regency, one of the most numerous MSMEs is Tempe-based MSMEs. The role of the gampong apparatus is also very influential on the percentage of development of tempe -based SMEs in the Purwodadi village.

Prior to the activities of the PPK ORMAWA BEM FKM team, Teuku Umar University, the level of concern and sensitivity to the development of tempe-based SMEs in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency was still lacking. This can be seen from the results of table 5. In table 5 it can be seen that the role of village and cross-sectoral apparatus in business actor A with a good category the percentage is 40% and the unfavorable category reaches a percentage of 60%. Meanwhile, for business actor B, the percentage is good as much as 30% and less good as much as 70%.

From the description above, it can be seen that the role of gampong and cross-sectoral apparatus is still very, very lacking. However, after several activities from the PPK ORMAWA BEM FKM Team, Teuku Umar University such as FGD (*Focus Group Discussion*) with the theme Pentahelix Strategy in Tempe-Based Local Business Development as a Leading Village Product in the Era of the Covid 19 Pandemic, Nagan Raya Regency in collaboration with the Empowerment Service Gampong Community (DPMG), Department of Industry and Trade (DISPERINDAG), Department of Health (DINKES), as well as Gampong Apparatus as well as Technical Guidance activities for Tempe-Based Food Product Processing so that there is an increase in awareness and sensitivity of gampong apparatus and other cross-sectors towards the development of MSMEs based tempeh in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency.

4. CONCLUSION

From the results of the study, it can be concluded that in the knowledge of respondents before being intervened by the PPK ORMAWA BEM FKM Team, Teuku Umar University, the percentage of good business actors A was 33.3%, the percentage was not good as much as 66.7%. In business actor B the percentage is good as much as 38.9% and not good as much as 61.1%. However, after intervention by the PPK ORMAWA BEM FKM Team, Teuku Umar University, there was an increase, namely in business actor A the percentage was good as much as 94.4 % and less good was reduced to 5.6%. Meanwhile, for business actor B, the percentage is good as much as 88.9 % and not good as much as 11.1%.

In the respondent's action, the percentage of good business actor A is 40%, 60% is not good. Meanwhile, for business actor B, the percentage is good as much as 30% while the bad percentage is 70 %. However, after intervention by the PPK ORMAWA BEM FKM Team, Teuku Umar University, there was an increase, namely in business actor A , which was 80% and less good, it decreased to 20%. Meanwhile, for business actor B, the percentage of good ones is 100% and the percentage of bad ones decreases to 0%.

In the role of gampong and cross-sectoral apparatus, the good percentage of business actor A is 40% and 60% is less good. In business actor B the percentage is good as much as 30% and less good as much as 70%. However, after the existence of the PPK ORMAWA BEM FKM Team, Teuku Umar University, there was an increase in the awareness and sensitivity of the gampong and cross-sectoral apparatus with the percentage of both business actors A and business actors B being 90% and less well dropping to 10%.

REFERENCES

- Aceh, P. (2014). *Aceh Small and Medium Enterprise Cooperative Service* . Retrieved from Diskop Aceh: <https://diskop.acehprov.go.id/page/about-plut>
- Atris, S. (2017). *Amount of Soybean Consumption* . Retrieved from Kompasiana: <https://www.kompasiana.com/atris/58acf7aab27e61fb.0ce6f85c/besar-konsumsi-kedelai-di-indonesia>

- Budiatmo, JA (2018). The Influence of Entrepreneurial Characteristics and Knowledge Management on Business Development. *Diponegoro Journal Of Social And Politic* , 1 - 6.
- Bustani, B., Khaddafi, M., & Nur Ilham, R. (2022). REGIONAL FINANCIAL MANAGEMENT SYSTEM OF REGENCY/CITY REGIONAL ORIGINAL INCOME IN ACEH PROVINCE PERIOD YEAR 2016-2020. *International Journal of Educational Review, Law and Social Sciences (IJERLAS)*, 2(3), 459–468. <https://doi.org/10.54443/ijerlas.v2i3.277>
- Cusson M, YB (2006). *The Oxford Handbook Of Entrepreneurship*. New York: Oxford University Press Inc.
- Dwi Vita Lestari Soehardi, SN (2021). ANALYSIS OF TEMPE BUSINESS IN TANJUNG PINANG CITY, RIAU ISLAND PROVINCE. *e-Journal of Economic Appreciation* , Volume 9, Number 1.
- Falahuddin, F., Fuadi, F., Munandar, M., Juanda, R., & Nur Ilham, R. (2022). INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON DISTRICT, UTARA ACEH REGENCY. *IRPITAGE JOURNAL*, 2(2), 65–68. <https://doi.org/10.54443/irpitage.v2i2.313>
- Firda Asti Oktaviani, BD (2021). COST BEHAVIOR ANALYSIS IN THE TEMPE HOUSEHOLD INDUSTRY DUE TO SOYBEAN PRICE FLUCTUATION. *ETHNIC: Journal of Economics - Engineering* , volume 1 Issue 2, Pages 73 .
- Geovani, I., Nurkhotijah, S., Kurniawan, H., Milanie, F., & Nur Ilham, R. (2021). JURIDICAL ANALYSIS OF VICTIMS OF THE ECONOMIC EXPLOITATION OF CHILDREN UNDER THE AGE TO REALIZE LEGAL PROTECTION FROM HUMAN RIGHTS ASPECTS: RESEARCH STUDY AT THE OFFICE OF SOCIAL AND COMMUNITY EMPOWERMENT IN BATAM CITY. *International Journal of Educational Review, Law and Social Sciences (IJERLAS)*, 1(1), 45–52. <https://doi.org/10.54443/ijerlas.v1i1.10>
- Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. *International Journal of Suplly Management*. Volume 8 No.6 December 2019.
- Ilham, Rico Nur. *et all* (2019).. Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. *International Journal of Suplly Management*. Volume 8 No.5 August 2019.
- Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). THE EFFECT OF POSITION PROMOTION ON EMPLOYEE SATISFACTION WITH COMPENSATION AS INTERVENING VARIABLES: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(1), 11–20. <https://doi.org/10.54443/ijset.v1i1.2>
- likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). EFFECT OF ORGANIZATIONAL COMMITMENT, WORK MOTIVATION AND LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE OF PT. ACEH DISTRIBUS INDO RAYA. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(8), 377–382. <https://doi.org/10.54443/ijset.v1i8.41>
- Majied Sumatrani Saragih, M., Hikmah Saragih, U., & Nur Ilham, R. (2021). RELATIONSHIP BETWEEN MOTIVATION AND EXTRINSIC MOTIVATION TO ICREASING ENTREPRENEURSHIP IMPLEMENTATION FROM SPP AL-FALAH GROUP AT BLOK 10 VILLAGE DOLOK MASIHUL. *MORFAI JOURNAL*, 1(1), 1–12. <https://doi.org/10.54443/morfai.v1i1.11>
- Mahdi, MI (2022, January 18). *How many MSMEs are there in Indonesia?* Retrieved from Sector, Industry and Trade: <https://dataindonesia.id/sektor-riil/detail/berapa-sum-umkm-di-indonesia>

STUDY OF LOCAL BUSINESS DEVELOPMENT BEHAVIOR IN TEMPE-BASED BUSINESS ACTORS

Lastri Fitria, Zulmahendi, Cut Era Farida, Serli Darmawati, Malinda Afraini, Siti Magfirah, Marlina Wati

- Nur Ilham, R., Arliansyah, A., Juanda, R., Multazam, M., & Saifanur, A. (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 1(1), 87–92. <https://doi.org/10.54443/ijevas.v1i1.27>
- Nur Ilham, R., Arliansyah, A., Juanda, R., Multazam, M., & Saifanur, A.. (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 1(1), 87–92. <https://doi.org/10.54443/ijevas.v1i1.27>
- Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I.. (2022). COMMUNITY SERVICE ACTIVITIES “SOCIALIZATION AVOID STUDY INVESTMENT” TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, 2(2), 61–64. <https://doi.org/10.54443/irpitage.v2i2.312>
- Notoadmodjo, S. (2012). *Health Promotion and Health Behavior*. Jakarta: Rineka Cipta.
- Notoatmojo, S. (2003). *Health Education and Behavior*. Jakarta: Rineka Cipta.
- Prathama, MD (2022). The Role of Local Governments in the Development of MSMEs The Role of Local Governments In The Development of MSMEs. *Journal of Public Policy* , Volume 3 Number 2.
- Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. , & Anwar, K. . (2022). THE INFLUENCE OF ENTREPRENEURSHIP ASPECTS ON THE SUCCESS OF THE CHIPS INDUSTRY IN MATANG GLUMPANG DUA AND PANTON PUMP. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(7), 337–348. <https://doi.org/10.54443/ijset.v1i7.36>
- RI, D. (2020). *Food Hygiene Sanitation Requirements and Foodborne Diseases*. Jakarta.
- Rustono. (2018). *Tempe Has Added To The International Market* . Retrieved from News indonesia ministry of tourism: <https://www.idntimes.com/news/indonesia/kementrian-pariwisata/tempe-untuk-dunia-csc-1/full>
- Sandi, H., Afni Yunita, N., Heikal, M., Nur Ilham, R., & Sinta, I. (2021). RELATIONSHIP BETWEEN BUDGET PARTICIPATION, JOB CHARACTERISTICS, EMOTIONAL INTELLIGENCE AND WORK MOTIVATION AS MEDIATOR VARIABLES TO STRENGTHENING USER POWER PERFORMANCE: AN EMPERICAL EVIDENCE FROM INDONESIA GOVERNMENT. *MORFAI JOURNAL*, 1(1), 36–48. <https://doi.org/10.54443/morfai.v1i1.14>
- Sinta, I., Nur Ilham, R., Kumala Sari, D., M, M., Khaidir, K., & Ekamaida, E. (2021). Training The Processing of Tomato Sauce for A Home-Based Business The Scale Of SMES. *IRPITAGE JOURNAL*, 1(1), 26–28. <https://doi.org/10.54443/irpitage.v1i1.24>
- Sinurat, M., Heikal, M., Simanjuntak, A., Siahaan, R., & Nur Ilham, R. . (2021). PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *MORFAI JOURNAL*, 1(1), 13–21. <https://doi.org/10.54443/morfai.v1i1.12>
- Syafnidawaty. (2020, November 10). *Observation* . Retrieved from Raharja University: <https://raharja.ac.id/2020/11/10/observasi/>
- Tita Nursiah, NK (2015). ENTREPRENEURSHIP BEHAVIOR IN TEMPE SMALL MICRO BUSINESS (UMK) IN BOGOR, WEST JAVA. *Indonesian Journal of Agribusiness* , Volume 3 Number 2 .

- UKM, KK (2014, August 8). *Number of MSME Business Units* . Retrieved from depkop: www.depkop.go.id
- Wahyunanto, TS (2018). Implementation of Hygiene and Sanitation in an Effort to Improve the Quality of Food and Beverage (Study on Konang Beach, Ngelebeng Village, Panggul District, Trenggalek Regency). *Journal of Business Administration (Jab)* , Volume 58 Number 2.
- Yarmaliza, (2018). [The effects of improper household waste management by mothers on the genesis of diarrhea in toddlers.](#) *Journal of International Dental and Medical Research*. Volume 11, Number 3. 1053-1057
- Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). THE EFFECT OF CAREER DEVELOPMENT AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE WITH WORK MOTIVATION AS INTERVENING VARIABLE AT THE OFFICE OF AGRICULTURE AND LIVESTOCK IN ACEH. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBA)*, 2(2), 227–236. <https://doi.org/10.54443/ijevas.v2i2.191>

STUDY OF LOCAL BUSINESS DEVELOPMENT BEHAVIOR IN TEMPE-BASED BUSINESS ACTORS

Lastri Fitria, Zulmahendi, Cut Era Farida, Serli Darmawati, Malinda Afraini, Siti Magfirah, Marlina Wati
