ABSTRACT

UMKM has an important and strategic role in the development of the national economy. UMKM has contributed as much as 57.60% to the Gross Domestic Product (GDP) and has a rate absorption labor around 97% of the entire national workforce. However, the weaknesses faced by UMKM in improving their business capabilities are very complex and include various interrelated indicators; such as lack of capital in terms both of its quantity and source, limited skilled human resources, lack of managerial ability and operating skills in organizing a business, limited marketing, and so on. Researchers decided to conduct a research by focusing on the UMKM Batik Tulis Lasem, which in its development happens fluctuations in the number of entrepreneurs, especially in the midst of the COVID-19 pandemic. In order to make the development of UMKM run sustainably in the needed right strategy. Therefore, the main objective of this research is formulating and determining priority strategies in making policy strategies in the development of UMKM Batik Tulis Lasem, Rembang Regency. The analytical method used in this research is the Analytical Network Process (ANP). The results show the priority strategies used to develop UMKM Batik Tulis Lasem sequentially is the marketing aspect with a priority weight of 0.4462, the human resources aspect with a weight of 0.3952, the Operational/Production aspect with a weight of 0.0989, and the Capital /Finance aspect with a weight of 0.0597.

Keywords: development strategy, UMKM, stakeholders, analytical network process