

## ***ABSTRACT***

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in national economic development, because in addition to a role in economic growth and employment also play a role in the distribution of results - the outcome of development. In the economic crisis that occurred in our state since some time ago, where many large-scale effort that has stagnated and even stops its activity, sector of Micro, Small and Medium Enterprises (MSMEs) proved more resilient to the crisis. But there are also disadvantages of SMEs in accessing information that is thought to be related directly to the condition of the internal factors are overshadowed by the limitations of SMEs to provide information to consumers. As a result of MSME products that actually has a considerable market share internationally in the world, many consumers are known.

Based on BPS data Semarang City (2009), economic conditions improved in Central Java which can be demonstrated by positive economic growth, economies of Central Java in 2008 measured by the GDP grew by 5.46% and in 2009 experienced a slow increase in the amount of 4.71 %. In line with the economic development of Central Java is improving, the economic performance of Semarang tahun2009 an increase of 5.34%.

The purpose of this study was to determine differences in the development of Batik Semarang before and after the marketing assistance of the City of Semarang in terms of venture capital, cost of production, labor, the number of buyers, the total sales, and profits.

Based on the results of Wilcoxon sign rank test statistics, obtained venture capital in the variable p-value of 0.000 (0.000 <0.05). This means there is a significant increase in venture capital variable that is equal to 58%. In the variable cost of production obtained p-value of 0.000 (0.000 <0.05). This means there is a significant increase in variable production costs that is equal to 49%. In the labor variable obtained p-value of 0.000 (0.000 <0.05). This means there is a significant improvement on the labor variable that is equal to 47%. In a variable number of buyers obtained a p-value of 0.000 (0.000 <0.05). This means there is increasing significantly in the variable number of buyers in the amount of 53%. On total sales acquired variable-p value of 0.000 (0.000 <0.05). This means there is a significant increase in total sales variable that is equal to 55%. In the variable profit obtained p-value of 0.000 (0.000 <0.05). This means there is increasing significantly in the variable that is equal to 56% profit.

Keywords: Batik Semarang, Business Capital, Cost of Production, Labor, Number of Buyers, Total Sales, Profit.