

ABSTRAK

BUNGA AGUSTIN. 2023. PENGARUH FAKTOR FISIK DAN SOSIAL EKONOMI TERHADAP PERKEMBANGAN USAHA MIKRO KECIL MENENGAH DI KELURAHAN NAGARASARI KECAMATAN CIPEDES KOTA TASIKMALAYA. Jurusan Pendidikan Geografi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Latar belakang dalam penelitian ini yaitu adanya ketidaksesuaian antara kondisi Kelurahan Nagarasari yang kurang sesuai dijadikan tempat Usaha Mikro Kecil Menengah atau sering disingkat UMKM dengan kenyataan adanya perkembangan UMKM di kelurahan tersebut. Perkembangan UMKM di kelurahan ini dihitung sejak 5 tahun terakhir. Pada tahun-tahun pra COVID-19, yakni 2019 ke bawah, perkembangan UMKM mulai meningkat dengan baik. Namun, ketika pandemi terjadi, UMKM mulai stagnan dan tidak menunjukkan perkembangan apapun. Perkembangan UMKM dapat terlihat kembali memuncak setelah pandemi COVID-19 berakhir. Pada masa pasca COVID-19, yakni tahun 2022 seterusnya, perkembangan UMKM di Kelurahan Nagarasari meningkat secara pesat, bahkan hampir setengahnya. Tujuan penelitian ini yakni mengetahui dan menganalisis pengaruh faktor fisik dan sosial ekonomi terhadap perkembangan UMKM di Kelurahan Nagarasari. Adapun aspek fisik yang dimaksud adalah lokasi dan jarak, sedangkan aspek sosial ekonomi yang dimaksud adalah kualitas sumber daya manusia dan kegiatan ekonomi. Penelitian ini dilakukan di Kelurahan Nagarasari Kecamatan Cipedes Kota Tasikmalaya. Metode yang digunakan adalah metode kuantitatif. Populasi dalam penelitian ini adalah pelaku UMKM yang berada di Kelurahan Nagarasari dengan sampelnya diambil secara *proportional sampling* sebesar 50% untuk usaha kecil dan menengah serta secara random sampling sebesar 1% untuk usaha mikro. Teknik pengumpulan data yang digunakan yaitu teknik kuesioner, observasi, wawancara, studi literatur dan dokumentasi. Sedangkan, teknik analisis datanya adalah pendekatan SWOT. Perkembangan UMKM di Kelurahan Nagarasari disebabkan oleh faktor fisik dan sosial ekonomi serta memberi dampak berupa peningkatan produksi, penjualan dan pendapatan. Perkembangan UMKM terbesar didapatkan oleh UMKM bidang *fashion* dan kuliner.

Kata Kunci: Fisik, Geografi, Pengaruh, Sosial Ekonomi, UMKM

ABSTRACT

BUNGA AGUSTIN. 2023. *THE EFFECT OF PHYSICAL AND SOCIO-ECONOMIC FACTORS ON THE GROWTH OF MICRO SMALL MEDIUM ENTERPRISES IN NAGARASARI URBAN VILLAGE CIPEDES DISTRICT, TASIKMALAYA CITY.* Department of Geography Education, Faculty of Education and Science, Siliwangi University.

The background in this study is that there is a discrepancy between the conditions of the Nagarasari Village which is not suitable to be used as a place for Micro, Small and Medium Enterprises or often abbreviated as UMKM and the fact that there is development of UMKM in the village. The development of MSMEs in this village has been calculated since the last 5 years. In the pre-COVID-19 years, namely 2019 and below, the development of MSMEs began to increase well. However, when the pandemic occurred, MSMEs began to stagnate and did not show any progress. The development of MSMEs can be seen peaking again after the COVID-19 pandemic ended. In the post-COVID-19 period, namely in 2022 onwards, the development of MSMEs in Nagarasari Village has increased rapidly, even almost halving. The purpose of this study is to know and analyze the influence of physical and socio-economic factors on the development of MSMEs in Nagarasari Village. The physical aspects in question are location and distance, while the socio-economic aspects in question are the quality of human resources and economic activity. This research was conducted in Nagarasari Village, Cipedes District, Tasikmalaya City. The method used is a quantitative method. The population in this study were MSME actors in the Nagarasari sub-district, with a sample taken by proportional sampling of 50% for small and medium enterprises and by random sampling of 1% for micro-enterprises. Data collection techniques used are questionnaire techniques, observation, interviews, literature studies and documentation. Meanwhile, the data analysis technique is the SWOT approach. The development of MSMEs in Nagarasari Village is caused by physical and socio-economic factors and has an impact in the form of increased production, sales and income. The biggest development of MSMEs was obtained by MSMEs in the fashion and culinary fields.

Keywords: *Influence, geography, MSMEs, physical, social*