ABSTRACT

Aini Zulfa Alawiyah. 2024. **THE ROLE OF SMALL AND MEDIUM MICRO ENTERPRISES (MSMEs) IN LABOR ABSORPTION (CASE STUDY AT INDOGREEN HOUSING, GUNUNG SARI VILLAGE, CITEUREUP DISTRICT, BOGOR**). *Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

Difficulty getting a job is one of the problems faced by society, the government is still looking for ways to open up large employment opportunities, the average education index is only SMA/SMK/STM level, on average large companies or institutions receive a minimum of Bachelor's degree education. So Micro, Small and Medium Enterprises are used as an effort to absorb labor. This research aims to determine the role of micro, small and medium enterprises in absorbing labor at Indogreen Housing, Gunung Sari Village, Citeureup District. This research uses a qualitative approach. Data collection techniques use observation, interviews and documentation. The research results show that the role of micro, small and medium enterprises in absorbing labor at Indogreen Housing, Gunung Sari Village, Citeureup District can be seen from the workforce employed in the productive age range of 18-35 years, who do not have specific criteria for work. Business actors employ workers with a sense of responsibility and enthusiastic work ethic. Opportunities for workers to gain new experience and be able to channel their skills or potential in the right forum. It can be concluded that the role of MSMEs is 1) their position as the main players in economic activities, 2) MSMEs as the largest providers of employment opportunities, 3) important players in local economic development and community empowerment, 4) creators of new markets and sources of innovation and 5) their contribution in maintaining balance of payments through export activities. Apart from that, MSMEs can empower people who do not have a platform to develop their potential and build community welfare.

Keywords: Micro, Small and Medium Enterprises, Community employment, Employment