



Uplifting Culture and Local Wisdom in the Conservation System of Micro Small and Medium Enterprises

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ABSTRACT

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Environmental conditions greatly influence the quality of life of humans and other living creatures, so it is necessary to pay attention to strong and consistent environmental protection and management conditions by all stakeholders. Various principles are used in environmental protection and management. One of these principles is culture and local wisdom. Local wisdom is noble values that apply in community life to, among other things, protect and manage the environment sustainably. Protection and management of the environment must also pay attention to the noble values that apply in the community's life system. One of the government's efforts to improve the community's economy is through strengthening cooperatives and increasing the competency of micro, small and medium enterprises (MSMEs). Therefore, cooperatives as the mainstay of the Indonesian economy should be encouraged to continue to modernize so that they can have a maximum positive impact on people's lives.

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INTRODUCTION

Preserving the quality of the environment is an effort to realize and enhance the well-being and quality of life of living beings naturally and sustainably. Environmental management for individuals or a group of communities nationally adheres to jointly agreed regulations. These regulations are formulated in various ways, one of which is through Micro, Small, and Medium Enterprises (MSMEs).

The Indonesian government has established regulations regarding environmental protection and management in the form of national laws and government regulations. At the regional level, these regulations are detailed in regional regulations. Specific issues are addressed in Ministerial Decrees or Ministerial Regulations that specialize in the respective sectors.

Local wisdom is one of the aspects that must be considered in environmental protection and management activities, as stipulated in Law No. 32 of 2009. The protection and management of the environment include planning, utilization, control, maintenance, supervision, and law enforcement, where all activities related to environmental protection and management must take into account several aspects, including: (1) ecological character and diversity; (2) population distribution; (3) distribution of potential natural resources; (4) local wisdom; (5) community aspirations; and (6) climate change.

According to the records of the Langkat Regency Government in 2023, there are 666 cooperative institutions, but less than half of them are classified as healthy and active. "This certainly becomes a challenge for the Langkat Regency Government to continuously provide motivation and build strength so that cooperatives can continue to exist and provide benefits to the community."

In connection with this, despite limited budgets, the Langkat Regency Government remains committed to providing convenience and assistance to cooperatives and MSMEs in Langkat Regency to move towards modern cooperatives and MSMEs. This is achieved through programs that promote cooperative understanding, empower micro-business partnerships, and develop production, marketing facilities, and human resources. Living a simple life and taking pride in using domestic products indirectly helps millions of people whose livelihoods depend on domestic enterprises, especially in Langkat Regency.

RESEARCH METHOD

The method used in this research is qualitative descriptive method. Qualitative descriptive method is employed to describe and interpret written data in the form of narrative units manifested in monologues or dialogues of characters, all of which are present in the data source, so this research is not in the form of numerical figures but rather language descriptions. This study employs a qualitative method, which involves data analysis that does not use statistical calculations but relies on words (Endraswara, 2013:51).

Qualitative research methods, in general, utilize interpretative approaches presented in descriptive forms. Therefore, the researcher uses a qualitative descriptive method to describe the forms of local wisdom and cultural values of the community in Langkat Regency on Jalan Letnan R. Soeprapto, Kwala Bingai, Langkat. The data source and research data are the subjects of the study from which the data is obtained. The data source for this research is the MSMEs in Langkat Regency.

RESULTS AND DISCUSSION

Langkat Regency is a fertile region with attractive natural tourism potential that can be enjoyed by domestic and international tourists, and it can be further developed to contribute to Langkat's development. The development of the tourism sector is one of the current focuses of the government. Therefore, Langkat Regency is expected to synergize with the community's economy.

Cultural art festivals and Micro, Small, and Medium Enterprises (MSMEs) Bazaar festivals, held at Setabat Square, are expected to boost the economy in the future and become the most effective promotional media for expanding the market for unique MSME products from Binjai City. This initiative aims to create new tourist destinations, enhance opportunities for MSME players, and preserve Javanese and other ethnic arts and cultures in the 33 districts/cities of North Sumatra. This way, cultural and art traditions will continue to be inherited and not eroded by time.

Therefore, for the elements of society, communities, or anyone else, it is essential to continue collaborating to preserve the culture and local wisdom of our beloved city.



Figure 1.

Langkat 24.com. In commemoration of the 273rd anniversary of Langkat Regency, with the theme "Langkat Culturally Tourism, UMKM Rising Forward," hundreds of Micro, Small, and Medium Enterprises (UMKM) stands from Langkat Regency participated in celebrating Langkat's anniversary. The event took place at Alun-Alun Tengku Amir Hamzah, Kwala Bingei, Stabat District, Langkat Regency, North Sumatra Province.

CONCLUSION

Management within the cultural and local wisdom system, including the conservation of Micro, Small, and Medium Enterprises (UMKM), empowers communities with the right and opportunity to play an active role in uplifting culture and local wisdom. Various practices of local wisdom and culture that are still preserved by the Indonesian community can be seen as a strategy within UMKM. The preservation of values related to local wisdom that is associated with UMKM.

The commemoration of the 273rd anniversary of Langkat Regency, themed "Langkat Culturally Tourism, UMKM Rising Forward," serves as an opportunity to introduce innovations and flagship products from UMKM to the public. Various activities such as exhibitions, bazaars, seminars, and workshops are organized to promote and showcase UMKM products to potential consumers and expand business networks within the community.

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