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Implementation Of People's Business Credit (KUR) Financing For Empowering Micro-Enterprises At BSI Kcp Bengkulu Panorama

Cik Engga[1], Yosy Arisandy[2], Anwar Junaidi[3]

[1,2,3] Fatmawati Sukarno State Islamic University of Bengkulu
*Corresponding author: cihengga@gmail.com, yosyarisandy@mail.uinfasbengkulu.ac.id, anwarjunaidi@mail.uinfasbengkulu.ac.id

Abstract

Microenterprises are an economic sector that significantly contributes to national economic growth and employment. However, limited access to capital remains a major obstacle to microenterprise development. The Indonesian government, through the People's Business Credit (KUR) program, strives to improve access to financing for microenterprises. This study aims to analyze the implementation of KUR financing in empowering microenterprises at the BSI branch office in Bengkulu Panorama. The study used a qualitative approach with descriptive methods. Data were obtained through observation, interviews, and documentation. The informants included branch managers, financing officers, and KUR recipient customers. The results indicate that KUR implementation at the BSI branch office in Bengkulu Panorama has been running in accordance with government regulations and Islamic banking principles. KUR financing has had a positive impact on increasing business capital, increasing income, expanding businesses, and improving the welfare of microenterprises. However, several obstacles remain, such as low financial literacy among some customers, limited additional collateral in some business sectors, and the risk of non-performing financing. Therefore, increased business mentoring and financial education for customers are needed to optimally achieve the goal of microenterprise empowerment.

Keywords: People's Business Credit, Sharia Financing, Empowerment, Micro Business, BSI

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a sector that plays a crucial role in the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs,

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MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and employ approximately 97% of the Indonesian workforce (Ministry of Cooperatives and SMEs, 2023). This contribution demonstrates that MSMEs are the backbone of the national economy and a crucial instrument in reducing unemployment and poverty.

Despite their strategic role, micro-entrepreneurs still face various obstacles in developing their businesses. One of the main obstacles is limited access to formal financing sources. Many micro-entrepreneurs do not meet banking administrative requirements, thus experiencing difficulties obtaining business capital (Tambunan, 2022).

This challenge in access to financing prompted the government to introduce the People's Business Credit (KUR) program. This program is a strategic government policy aimed at increasing access to financing for viable MSMEs that lack adequate access to formal financial institutions (Suryani & Hendrawan, 2023).

Dalam perkembangannya, program KUR tidak hanya disalurkan melalui bank konvensional tetapi juga melalui bank syariah. Salah satu lembaga perbankan syariah yang dipercaya pemerintah sebagai penyalur KUR adalah Bank Syariah Indonesia (BSI). Sebagai bank syariah terbesar di Indonesia, BSI memiliki peran penting dalam memperluas akses pembiayaan syariah bagi masyarakat, khususnya pelaku usaha mikro (Otoritas Jasa Keuangan, 2024).

BSI KCP Bengkulu Panorama merupakan salah satu kantor cabang pembantu yang aktif menyalurkan pembiayaan KUR kepada pelaku usaha mikro di Kota Bengkulu. Pembiayaan tersebut diharapkan mampu mendorong pertumbuhan usaha, meningkatkan pendapatan masyarakat, serta memperkuat daya saing usaha mikro di tengah persaingan ekonomi yang semakin ketat.

Pemberdayaan usaha mikro tidak hanya berkaitan dengan pemberian modal usaha, tetapi juga mencakup peningkatan kapasitas pelaku usaha, penguatan kelembagaan usaha, dan peningkatan kesejahteraan ekonomi masyarakat (Suharto, 2021). Oleh karena itu, penyelenggaraan KUR perlu dikaji secara mendalam untuk mengetahui sejauh mana pembiayaan yang diberikan mampu memberikan dampak terhadap perkembangan usaha mikro.

Penelitian ini menjadi penting karena keberhasilan program KUR tidak hanya diukur dari jumlah pembiayaan yang disalurkan, tetapi juga dari dampak yang dihasilkan terhadap peningkatan kapasitas dan kemandirian usaha mikro. Dengan demikian, penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan kebijakan pembiayaan UMKM pada sektor perbankan syariah.

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THEORETICAL STUDY

A. Empowerment Theory

Empowerment is the process of increasing the ability of individuals or groups to independently manage their resources to improve their quality of life (Suharto, 2021). In an economic context, micro-enterprise empowerment aims to increase business capacity so that they can develop sustainably.

According to Mardikanto and Soebiato (2021), empowerment encompasses three main aspects: empowering, empowering, and protecting. "Enable" means creating a climate that allows for community development, empowering means strengthening community potential, and protecting means providing protection to economically disadvantaged groups.

B. People's Business Credit (KUR)

People's Business Credit is a government-subsidized financing program to help MSMEs gain access to business capital at relatively low interest rates or margins (Coordinating Ministry for Economic Affairs, 2024).

The main objectives of KUR are:

1. Increasing access to financing for MSMEs.
2. Increasing business productivity.
3. Reducing poverty levels.
4. Expanding employment opportunities.
5. Encourage regional economic growth.

According to Coordinating Minister for Economic Affairs Regulation Number 1 of 2023, KUR recipients are eligible productive business owners who do not yet have adequate access to financing.

C. Sharia Financing

Sharia financing is the provision of funds based on Sharia principles that avoid elements of usury, gharar, and maysir (Ascarya, 2022). In practice, KUR financing at BSI uses Sharia-compliant contracts, such as murabahah and ijarah. According to Antonio (2021), Sharia financing is characterized by fairness, transparency, and partnership, aimed at creating sustainable economic prosperity for the community.

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D. Micro Enterprises

Based on Law Number 20 of 2008 concerning MSMEs, a micro enterprise is a productive business owned by an individual with a certain business scale that meets the criteria for net assets and annual sales revenue established by the government.

Micro enterprises play an important role in:

1. Providing employment.
2. Alleviating poverty.
3. Increasing community income.
4. Regional economic development.

RESEARCH METHODOLOGY

This study used a qualitative approach with descriptive methods. The qualitative approach was chosen because it provides an in-depth overview of the implementation of People's Business Credit (KUR) financing in empowering micro-enterprises at the BSI Bengkulu Panorama branch office.

The research location was the BSI Bengkulu Panorama branch office. The location was chosen based on the consideration that this branch office is one of the active KUR financing distributors in Bengkulu City.

Data sources consisted of primary and secondary data. Primary data were obtained through in-depth interviews with branch managers, KUR financing officers, and KUR recipient customers. Secondary data were obtained from BSI reports, government regulations, scientific journals, and documents related to the KUR program.

Data collection techniques included observation, interviews, and documentation. Data analysis used the Miles, Huberman, and Saldaña (2020) model, which includes data reduction, data presentation, and conclusion drawing.

RESEARCH RESULTS AND DISCUSSION

Overview of BSI KCP Bengkulu Panorama

Bank Syariah Indonesia is the result of the merger of three state-owned Islamic banks: Bank Syariah Mandiri, BNI Syariah, and BRI Syariah in 2021. BSI's presence aims to strengthen the national Islamic banking industry and increase Islamic financial inclusion in Indonesia. BSI KCP Bengkulu Panorama is a sub-branch office operating in Bengkulu City and focuses on financing services for the MSME sector. One of its flagship financing products is the Sharia People's Business Credit (KUR) for micro and small businesses.

The KUR Sharia program at BSI KCP Bengkulu Panorama is intended to assist business owners experiencing limited working capital or business investment. Financing is

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provided based on Sharia principles that prioritize fairness, transparency, and customer benefit.

A. Implementation of KUR Financing at BSI KCP Bengkulu Panorama

The implementation of KUR financing at BSI KCP Bengkulu Panorama is carried out through several stages, namely:

1. Financing Application Stage

Customers submit a financing application by completing the administrative requirements determined by the bank. These requirements include:

a. Identity Card (KTP)
b. Family Card
c. Business Identification Number (NIB) or business certificate
d. Other supporting business documents

This stage aims to ensure that prospective recipients are business actors who meet the KUR recipient criteria as stipulated by government regulations.

2. Feasibility Analysis Stage

Financing officers conduct a field survey to assess the prospective customer's business condition. The analysis includes:

a. Customer characteristics
b. Business capacity
c. Business financial condition
d. Business prospects

3. Financing Repayment Capacity

This stage is crucial to minimize the risk of problematic financing and ensure that the disbursed funds are truly productive.

4. Financing Approval Stage

After the analysis process is complete, the bank conducts a final assessment and issues a financing decision. The financing amount is adjusted to the customer's business needs and capabilities.

5. Fund Disbursement Stage

Approved financing funds are disbursed to the customer's account. The customer then uses the funds for business needs according to the purpose of the financing application.

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6. **Monitoring and Evaluation Stage**
   BSI KCP Bengkulu Panorama regularly monitors the development of the customer's business. Monitoring is carried out through field visits and direct communication with the customer. According to Suharto (2021), post-financing assistance is a crucial factor in the success of community empowerment programs. Therefore, monitoring is a crucial part of KUR implementation.

B. Characteristics of KUR Recipients

Based on research results, the majority of KUR recipients come from the trade, culinary, agriculture, service, and home industry sectors.

Table 1. Characteristics of KUR Recipient Informants

No	Business Owner's Name	Type Of Business	Length of Business	Use of Funds
1	Darmayanti	Palm Oil Business	5 Year	Purchase of Operational Vehicles (Pick Up)
2	Feldi Sefrianto	Welding Workshop	3 Year	Purchasing Welding Equipment
3	Mulah Husred	Ship Engine Service	7 Year	Additional Workshop Equipment
4	Yefi	Grocery Store	4 Year	Business Premises Renovation
5	Rahmat Syafar	Buy And Sell Used Motorcycles	6 Year	Business Premises Renovation
6	Bela Rosita	Beauty Salon	2 Year	Addition of Salon Equipment

Data shows that the majority of KUR recipients are business actors who have been running their businesses for more than two years and therefore have relatively good business experience.

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The Impact of KUR Financing on Micro-Business Empowerment

1. **Increased Business Capital**

Research findings show that KUR financing can increase the business capital capacity of customers.

Before obtaining financing, most business owners relied solely on limited personal capital. After obtaining KUR, they were able to increase inventory, purchase production equipment, and increase business capacity.

This finding aligns with research by Suryani and Hendrawan (2023), which states that access to formal financing has a positive impact on micro-business growth.

2. **Increased Income**

Interview results indicate an increase in income after obtaining KUR financing.

Table 2. Comparison of Customer Income

Informan	Before KUR	After KUR
Darmayanti	Transportation of palm oil products is still limited so that business activities are less efficient.	Transportation of palm oil products is smoother, business mobility increases, and business operations become more efficient.
Feldi Sefrianto	Work equipment is still limited so that work capacity is not yet optimal.	Work equipment increases, work is completed more quickly, and service capacity increases.
Mulah Husred	The workshop equipment is not yet complete so business services are still limited.	More complete workshop equipment, more optimal business services, and better customer needs are met.
Yefi	The business premises are still simple and the storage capacity for goods is limited.	More suitable business premises, increased storage capacity, and increased customer comfort
Rahmat Syafar	The number of motorbike units available is still limited so that business turnover is not yet optimal.	Motorbike units increase, transaction opportunities increase, and capital turnover becomes smoother

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Bela Rosita	Business services are still limited because the tools owned are not yet complete	Salon services are more diverse, the number of customers is increasing, and the business is developing better.

The increase in revenue occurred due to increased production capacity and increased sales volume.

According to Tambunan (2022), adequate business capital enables MSMEs to increase productivity and expand their market, thus increasing revenue.

1. **Expansion of Business Scale**

   KUR financing also impacts business development.

   Several forms of business development identified in the study include:

   a. Adding product types.
   b. Adding a workforce.
   c. Purchasing new equipment.
   d. Opening small business branches.
   e. Expanding marketing networks.

   These results indicate that KUR not only helps meet short-term capital needs but also encourages sustainable business growth.

2. **Improving the Welfare of Business Actors**

   Increased business income has an impact on improving the welfare of families receiving financing.

   Welfare indicators found include:

   a. Increased ability to meet household needs.
   b. Increased ability to finance children's education.
   c. Increased family savings.
   d. Improved housing quality.

   These findings support the empowerment theory proposed by Mardikanto and Soebiato (2021), which states that economic empowerment aims to improve the overall quality of life of the community.

3. **Supporting Factors for KUR Implementation**

   Based on the research results, several factors support the successful implementation of KUR at BSI KCP Bengkulu Panorama.

   a. Government Policy Support

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The KUR program receives full support from the government through margin subsidies and financing guarantees, thus facilitating access to financing for micro-entrepreneurs.

b. BSI's Commitment to MSME Development
BSI actively conducts outreach and education to the public regarding the benefits of Sharia financing and the People's Business Credit (KUR) program.

c. High Need for Business Capital
The high need for capital encourages businesses to utilize KUR facilities as a relatively easy and affordable source of financing.

4. Factors Inhibiting KUR Implementation

a. Low Financial Literacy
Some customers still lack a good understanding of business financial management, resulting in suboptimal use of financing funds. According to the Financial Services Authority (2024), financial literacy is one of the main challenges in developing the MSME sector in Indonesia.

b. Risk of Problematic Financing
Some businesses experience a decline in turnover due to economic conditions and business competition, which impacts their ability to repay installments.

c. Limited Business Administration
Some businesses lack adequate financial records, complicating the financing feasibility analysis process.

DISCUSSION

The research results indicate that the implementation of the People's Business Credit (KUR) financing at BSI KCP Bengkulu Panorama has been carried out in accordance with the principles of community empowerment. The KUR program not only provides access to business capital but also creates opportunities for entrepreneurs to increase productivity and competitiveness.

From the perspective of empowerment theory, KUR implementation has met the enabling, empowering, and protecting aspects as proposed by Mardikanto and Soebiato (2021). The enabling aspect is evident in the opening of financing access for micro-enterprises. The empowering aspect is seen in increased business capacity and income. Meanwhile, the protecting aspect is realized through government subsidies and a financing system that provides protection to entrepreneurs.

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The research findings also indicate that Sharia financing plays a strategic role in encouraging the growth of MSMEs. The Sharia principles applied in KUR financing provide customers with a sense of security and trust in running their businesses.

Overall, the implementation of KUR at BSI KCP Bengkulu Panorama has had a positive impact on micro-enterprise empowerment, although increased business mentoring and financial education are still needed to maximize the benefits of the financing.

CONCLUSION

The implementation of the People's Business Credit (KUR) financing program at BSI KCP Bengkulu Panorama has been carried out in accordance with government regulations and Islamic banking principles. The implementation process includes application, feasibility analysis, approval, disbursement, and financing monitoring. KUR financing has had a positive impact on micro-enterprise empowerment, demonstrated by increased business capital, increased revenue, expanded business scale, and improved business welfare. Furthermore, the KUR program has helped expand financial access for communities that previously faced limited access to formal financing.

Supporting factors for KUR implementation include government policy support, BSI's commitment to MSME development, and the high need for business capital. However, inhibiting factors include low financial literacy, the risk of problematic financing, and limited business administration. Therefore, increased business mentoring, financial literacy education, and strengthened post-financing monitoring are needed to ensure the KUR program has a more optimal impact on micro-enterprise empowerment.

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