



Implementation of the Small and Medium Industry (SMI) Product Standardization Program

(Study on the Implementation of Policies Based on East Java Governor Regulation Number 60 of 2018 Regarding the Description of Duties and Functions in the Technical Implementation Unit for the Development of Industrial Product Quality and Creative Technology in Malang)

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ABSTRACT

Standardization is the process of adjusting the shape, size, quality, with guidelines set to produce standardization. Standardization is defined as an effort to maintain product quality and business efficiency. This type of research is a qualitative descriptive research with policy implementation model using Marilee s implementation theory. Grindle which focuses on 4 parts, namely socialization, coaching, mentoring, and product assessment. Data collection techniques using interviews, observation and documentation. And data analysis techniques used refer to the opinion of Biklen and Bogdan quoted Moleong (2000: 90)

The results of this study indicate that the implementation of small and medium industrial product standardization program is in accordance with Pergub East Java No. 60 of 2018. Socialization conducted through social media and direct meetings proved effective in providing an understanding to SMI actors about the importance of certification and product quality standards. In addition, the Technical Implementation Unit (UPT) has served as a facilitator who provides relevant technical training, quality management, and the use of creative technology insight into innovation and the use of the latest technology that can improve the competitiveness of SMI products in the market, provide assistance in the submission of standardization and implementation of product quality standards, build capacity and confidence in, and conduct testing of products to ensure that products produced by SMI actors meet the established quality standards, including safety tests and halal certification. However, there are still SMI that have not followed standardization, both for reasons of limited funds and low motivation. Thus, Implementation Of Product Standardization Program Small And Medium Industries (SMI) requires intensive, planned and measured handling and synergy between the government and business actors.

Keywords: Implementation, Industry, Standardization, Product.

1. INTRODUCTION

In the current digital era, the industry is not only required to be efficient but also to be effective, creative and innovative adaptive and must have standardization so that it is more in demand by consumers (Prasetyo, n.d.). Therefore, product strategy development is done by using standardization or adaptation which is an approach taken by Japan while the development of service strategy using modularity in developing services with reference to the approach using the platform (Kartika et al., n.d.). Basically, standardization as an effort to improve the quality of goods and services for the fulfillment of consumer rights. Consumer protection must be carried out through laws that can protect the interests of consumers in an integrative and comprehensive manner and can be effectively applied in society. Therefore, consumer protection through standardization must be an important concern in the production process (Yuanitasari & Muchtar, 2018).

Standardization of small and Medium Industries (SMI) can be done by improving production standards and competitiveness which aims to improve the quality and Value Added Products of small and Medium Industries. Some activities that can be done to develop SMI partnerships and improve production standards are by developing SMI product promotions, compiling market information and partnership potential, assisting production and access to raw materials, improving human resources and competitiveness. Small and medium industries are sub-sectors that manage small or medium-sized industries, such as the home industry. To assist, guide and direct the development of SMEs, the government established the Technical Implementation Unit (UPT) is an organization that carries out technical operational and supporting tasks from a parent agency. The Technical Implementation Unit (UPT) is independent and has a separate seat from the parent organization.

Currently, the total number of SMI in our country reaches 3.9 million units with the ability to provide jobs for 9.14 million people, of the total number of SMI in Indonesia, about 75% are dominated by the people of Java, and the remaining 25% are outside Java. The scope of this study is limited to SMI located in the regional zone based on East Java Governor Regulation Number 60 of 2018 on the description of tasks and functions of the implementation of the small and medium industrial product standardization Program in the Technical Implementation Unit of Industrial Product Quality Development and Creative Technology Malang with 19 working areas in East Java under the supervision of the East Java provincial Department of Industry and Trade (East Java provincial Disperindag).

The Technical Implementation Unit (UPT) of Industrial Product Quality Development & Creative Technology Malang in 2024 carried out product standardization activities in 10 standardization activities (ISO 9001 : 2015 certification, ISO 9001 : 2015 guidance, SNI, Halal Sertifikasi, regular Halal, Nutrition Test, SNI standard product test, Batikmark, Barcode, Product Design). However, only product design is the most widely proposed standardization compared to 9 product standardization activities in UPT PMPI & TK Malang. There are still many SMI actors who have not registered SMI products on product quality aspects. The obstacles faced by SMI actors are difficulties in meeting the required quality requirements, and not all business actors have made the Indonesian national standard (SNI) as a quality requirement for their products. Whereas SNI is a standard applicable in Indonesia for products, processes, and services that aim to maintain product quality or quality.

2. LITERATURE REVIEW

2.1 Public Policy

Thomas R. Dye in Said Zainal Abidin (2012) said that policy is a choice for the government to do or not to do something. Policy as a means to an end and is an activity related to its objectives, values and practices. Andreas Hoogerwerf, quoted in Miriam Budiardjo, says that an object in political science is government policy, the process of its formation, and its consequences. Thus, public policy intends to build society in a directed manner through the use of power. Then Ripley and Franklin cited by Winarno (2016: 134) argue that implementation is what happens after laws are established that provide program Authority, policies, benefits, or some kind of tangible output.

According to Grindle in Winarno (2016: 135), in general, the task of implementation is to form a linkage that makes it easier for policy goals to be realized as the impact of a government. So according to the above definition, implementation can be interpreted as an activity that is carried out after an order from a superior that is formed in a written program and has been approved and poured into an activity and has a specific purpose. Grindle (Nugroho, 2009:221) in his book entitled Public Policy in Developing Countries stated that the success of policy implementation depends on the content of the policy and the context of its implementation which he called the degree of implementation capability.

2.2 Local Government

The Unitary State of the Republic of Indonesia is divided into provincial areas and the provincial area is divided into districts and cities, each province, district, and city has a local government, which is regulated by law. Law of the Republic of Indonesia No. 23 of 2014 on Local Government says that "the Local Government is the head of the region as an element of Local Government organizers who lead the implementation of government affairs under the authority of the autonomous region". Local government is the governor, Regent, or mayor and the regional apparatus as an element of local government organizers. In the regional autonomy decree stated, that decentralization is the

transfer of government authority by the Central Government to the Autonomous Region to regulate and manage government affairs in the Unitary State System Of The Republic of Indonesia.

2.3 Small and medium industries

According to Tohar, several aspects used for the concept of SMI are ownership, number of workers, capital and assets. Therefore, the definition of small and Medium Industries (SMI) is not always the same, depending on which concept is used. Small and medium industry (SMI) is a small and medium-sized business sector that has a strategic role in the Indonesian economy this is because in its ability to provide jobs that make it a source of primary and secondary income for some households.

According to the Central Statistics Agency (BPS), it means that small and medium industries are household businesses that have similarities in business activities to produce products. The difference between the two industries is the number of workers or employees owned and ignores the amount of capital and business turnover because in this case the number of workers is small in simple business activities and produces limited output, while the number of workers is more, has more complex activities and the output produced is also more. So it can be said that the amount of Labor describes how the scale of business activities carried out.

2.4 Product Standardization

According to big Indonesian dictionary (KBBI), standardization is the adjustment of the form with the guidelines set to produce standardization. Standardization is a verb form derived from the word standard. The word standard itself comes from Old French which means a gathering point, then absorbed by the English language as a standard (Pengantar standardization, 2009). Standard is a technical specification or a frozen, including procedures and methods drawn up based on the consensus of all parties with regard to the requirements of safety, security, and the environment. Product standardization is the process of establishing certain standards or guidelines that must be followed in the production, testing, and management of products. Standardization aims to ensure that the products produced have consistent quality, safety, and in accordance with the needs or expectations of consumers.

3. OBJECTIVE OF RESEARCH

This study aims to describe and analyze the implementation of the policy implementation of the small and medium industrial product standardization Program based on East Java Governor Regulation Number 60 of 2018 on the description of tasks and functions in the Technical Implementation Unit of Industrial Product Quality Development and Creative Technology Malang, and find supporting factors and inhibiting factors in the implementation of the policy.

4. RESEARCH METHODOLOGY

4.1 Research Approach

Research entitled Implementation of Small and Medium Industrial Product Standardization Program using descriptive research methods with a qualitative approach. According to Moleong (2004: 6) qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other means of quantification. Qualitative research has a number of characteristics that distinguish it from other types of research. One of these characteristics according to Lincoln and Guba in (Moleong, 2004: 9) is to use qualitative methods of observation, interview, or review of documents. The focus of this study is: first, the implementation of product standardization programs related to socialization, coaching, mentoring, and product assessment; then analyze the supporting and inhibiting factors in the implementation of the SMI Standardization program .

4.2 Research Location

The location of the study is the object of research where research activities are carried out, namely the Technical Implementation Unit (UPT) of Industrial Product Quality Development and Creative Technology Malang, located on Jalan Sunandar Priyo Sudarmo, No. 22, Purwanto, District. Blimbing, Malang, East Java. Based on East Java Governor Regulation Number 60 of 2018 on the description of tasks and functions of the implementation of the small and medium industrial product standardization Program, the Technical Implementation Unit for the development of industrial product quality and Creative Technology Malang has

19 working areas in East Java under the supervision of the East Java provincial Department of Industry and trade.

4.3 Data Collection and Data Analysis Techniques

Researchers collect data through interviews, observation and review of related documents, then organize the data into categories, describe into units, synthesize, arrange into patterns, choose what is important and what will be learned, and make conclusions so that it is easy for themselves and others to understand that activities in analyzing qualitative data are interactive and take place continuously until complete. The data analysis process consists of several stages, namely : data collection , Data reduction ,preparation of Data in units , categories of Data,, conclusion (Moleong, 2007:320).

5. RESULT AND DISCUSSION

Technical Implementation Unit of Industrial Product Quality Development and Creative Technology Malang (UPT PMPI & TK Malang) is one of 2 UPT in East Java which is located at Jalan Sunandar Priyo Sudarmo No. 22, Purwantoro, Blimbing District, Malang City, East Java. UPT development of industrial product quality and Creative Technology Malang as a substitute for standardization and Industrial Product Design (SDPI).

Office of UPT development of industrial product quality and Creative Technology Malang (UPT PMPI and TK Malang) as one of the organizational units of local government that has an important role in the empowerment of small and medium industries.

The implementation of the Standardization program of small and medium industrial products at the UPT for the quality development of small and medium industrial products is an effort to ensure that the products produced by SMI meet certain quality standards set by authorized institutions. This Program aims to increase the competitiveness of SMI products, both in the domestic and international markets, by ensuring the quality and safety of the products produced, expanding market access, and increasing consumer confidence in the products they produce. The Program also supports the government's efforts in developing small and medium industries.

The working area of UPT for the development of industrial product quality and Creative Technology Malang covers 19 regions (regencies and cities) in East Java province , including : Malang City, Malang regency, Batu City, Lamongan regency, Bojonegoro Regency, Jombang Regency, Blitar City, Blitar Regency, Trenggalek Regency, Tulungagung Regency, Probolinggo City, Probolinggo Regency, Nganjuk Regency, Ngawi Regency, Magetan Regency, Madiun City, Madiun Regency, Ponogoro Regency, Pacitan Regency. This UPT works to support the development of various types of industries, especially those related to the creative and technological sectors, as well as improving the competitiveness of local products.

Implementation of policy implementation of small and medium industrial (SMI) product standardization Program in UPT PMPI & TK Malang.

In the implementation of policy implementation based on East Java Governor Regulation Number 60 of 2018 concerning job descriptions and functions in the Technical Implementation Unit of Industrial Product Quality Development and Creative Technology Malang, there are four (4) factors that affect the implementation of policies in the implementation of the SMI product standardization program, namely socialization, coaching, mentoring and product assessment. This discussion will examine policy implementation through Marilee s theoretical framework. Grindle in terms of observing challenges as well as relevant solutions.

a. Socialization

Based on the results of research in the interview, it was explained that UPT PMPI & TK Malang in the implementation of the small and medium industry product standardization Program, socialization is the first step to ensure that the small and medium industry product standardization policy can be understood and accepted by SMI actors. Socialization is not only the delivery of information, but also an interactive process that involves dialogue between the government and SMIactors. This process includes the preparation of documents and certifications such

as ISO 9001 and SNI certification. Therefore, socialization through social media and direct meetings proved effective in providing a deeper understanding to SMI actors about the importance of certification and product quality standards.

Social Media, as one of the most used communication channels today, allows the rapid and widespread dissemination of information. Through platforms such as Instagram and information about standardization policies can be conveyed in an interesting and easy to understand manner. In addition, social media also provides space for SMI actors to ask questions and discuss, so they can better understand the benefits of certification and product quality standards.

Direct meetings provide an opportunity for SMI actors to interact directly with the authorities. SMI actors can ask questions, raise concerns, and get a more detailed explanation of the existing regulations. This meeting can also be a place to share experiences and best practices among SMI actors, so that they can learn from each other and be motivated to apply the established standards. Dissemination activities in the SMI product standardization program are very important to ensure that information about standards can be accessed and understood by SMI actors. With the right approach, dissemination can encourage the implementation of better standards, improve product quality, and increase the competitiveness of SMI in the market.

Grindle's theory emphasizes that successful socialization is highly dependent on clarity of communication, accessibility of information, and responsiveness of policy objectives. In the context of the socialization of the SMI product standardization policy, it is important to ensure that the information conveyed is clear and easy to understand. The use of simple language, concrete examples, and relevant illustrations can help improve the understanding of SMI actors. Awareness of SMI actors towards policy regulation understanding the importance of certification and product quality standards as well as the implementation of standardization programs there are more intensive efforts to increase this awareness, for example through broader education, and assistance for SMI actors.

b. Construction

Based on the results of research in the interview, it was explained that UPT PMPI & TK Malang in the implementation of the Standardization Program of small and medium industrial products has conducted coaching to SMI actors. Guidance to small and Medium Industries is one of the important components in the implementation of product standardization policies. The main purpose of this guidance is to improve the understanding and technical capabilities of SMI actors in implementing product quality standards that have been set. In this context, the Technical Implementation Unit (UPT) of the Center for management and Industrial Development (PMPI) & Creative Technology (TK) Malang acts as a facilitator that provides relevant technical training, such as the introduction of Indonesian National Standards (SNI), quality management, and the use of Creative Technologies.

Coaching organized by UPT PMPI & TK Malang based on commodity proposals and SMI demand itself not only provides theoretical knowledge, but also the coaching process applied by SMI actors. For example, in the SNI introductory training, participants are taught about the importance of certification and how to meet the established requirements. The positive impact of coaching in quality management, SMI actors are taught to develop a management system that can improve product quality. In addition, coaching on the use of creative technology provides insight into innovation and utilization of the latest technology that can improve the competitiveness of SMI products in the market.

Grindle theory states that effective coaching requires the support of adequate human resources, competent experts, as well as relevant and up to date training materials. Therefore, it is important for UPT PMPI & TK Malang to continue to collaborate with various parties, including BPOM, MUI and other government agencies, to ensure that the guidance provided is in accordance with the needs of SMI actors so that the guidance implemented in the implementation of standardization can be sustainable. Because it was found that there were limited resources available to organize coaching.

In addition, the active participation of SMI actors is also a key factor in the success of coaching. Many SMI actors may feel hesitant or do not have time to attend training, thus missing the opportunity to improve the ability and knowledge of SMI actors. Therefore, a more innovative strategy is needed to attract SMI actors to participate in

coaching. Innovative strategies by utilizing various media provide positive impact and flexibility for SMI actors that have limited time. In addition, the provision of incentives such as certificates or official recognition for SMI actors that successfully complete can increase motivation to participate so that coaching in the implementation of standardization can be sustainable.

c. Mentoring

Assistance to small and medium industry actors is a mapping of SMI needs in the process of filing standardization and implementation of product quality standards. In this context, the Technical Implementation Unit (UPT) acts as a support that provides direct guidance to SMI actors to meet various quality requirements, such as checking SMI covering various aspects such as production capacity, type of production produced. This assistance is not only aimed at facilitating the certification process, but also to build the capacity and confidence of SMI actors in implementing the necessary standards.

The mentoring process carried out by UPT covers various aspects, ranging from understanding standardization requirements to implementation in quality management. UPT can provide consultations designed to help SMI understand the steps that must be taken to meet established standards. For example, in the context of the food sector by providing assistance related to hygienic food safety standards and product labels in accordance with regulations can help SMI in conducting internal audits, and prepare for external audits. Halal certification, UPT can provide guidance on the process and requirements that must be met to obtain such certification.

Based on Grindle theory, the success rate of mentoring is strongly influenced by the strength of the implementation actors and the strategies used. In this case, UPT plays the role of a facilitator who has knowledge and experience in the certification process. The quality of the assistance provided, including the ability of experts and the relevance of the material delivered, will largely determine the effectiveness of this program. Therefore, it is important for UPTs to continuously improve their human resource capacity and update knowledge about applicable standards and regulations.

UPT takes a more proactive approach in reaching out to SMI actors, including socializing about the benefits of certification and assistance offered. Increase the motivation and interest of SMI actors to follow the mentoring program. In addition, UPT may consider providing incentives, such as subsidies for certification costs or awards for SMI actors that successfully obtain certification, as a form of encouragement to participate in the implementation of standardization.

d. Product Rating

Product assessment includes evaluation of the conformity of SMI products with established quality standards. UPT conducts product testing and halal certification, to ensure product quality and safety before being marketed. This is in line with Grindle's theory which emphasizes the importance of supervision and evaluation in policy implementation. In this context, product assessment is an indicator of policy success in improving the competitiveness of SMI products. Product assessment ensures that products produced by small and Medium Industries meet the established quality standards. The Technical Implementation Unit (UPT) plays an active role in evaluating product suitability through various test methods, such as safety tests, and halal certification. This process aims to ensure that the products to be marketed are not only of good quality, but also safe for consumers.

Product testing conducted by UPT in curation cottage includes analysis of various aspects, including nutritional content, raw materials used, as well as compliance with applicable regulations. For example, in the nutrition test, UPT can perform laboratory analysis to determine the nutritional value of the product, so that SMI actors can provide accurate information to consumers. In addition, halal certification is important for products intended for markets that prioritize halal aspects, so that UPT also evaluates to ensure that products meet the requirements set and can open their marketing to be grouped traditionally and exported so as to improve overall product quality.

Grindle theory emphasizes that with effective supervision, it is expected that SMI actors can be better prepared in meeting the established standards, which in turn will improve the quality of their products and competitiveness in the market. Continuous supervision also contributes to the strengthening of the SMI sector as a whole, which is very important for local and national economic growth aims to ensure that SMI products meet the established quality

standards, both in terms of safety, hygiene, and packaging. Product Safety and evaluation are part of effective policy implementation.

In the context of product assessment, this is an indicator of policy success in improving the competitiveness of SMI products. With an objective and transparent assessment, SMI actors can get constructive feedback on the quality of SMI products to encourage improvement and innovation. Good product appraisal can increase consumer confidence in SMI products, which is very important in building reputation and market share understanding of the long-term benefits of certification, such as increased competitiveness, access to a wider market, and higher consumer confidence.

To maintain the sustainability and participation of SMI related to the standardization of this product, UPT made more intensive socialization efforts regarding the importance of product certification and assessment. Thorough education about the certification process, the benefits obtained, and successful examples of SMI actors that have successfully obtained certification can help increase awareness and motivation of SMI actors to participate.

Supporting factors and inhibiting factors

The implementation of the small and medium industrial (SMI) product standardization Program has several supporting factors that contribute to the successful implementation of the program. As for some supporting factors including, as follows :

- 1) Government: the Government sets up regulations that provide the legal basis of policy for the implementation of product standardization, such as the Indonesian national standard (SNI), and other regulations relating to product quality. With this regulation, SMI actors get clear guidance on standards that must be met. Capacity building Program, the government provides educational facilitation to SMI actors regarding the importance of standardization and meeting standards to improve skills and knowledge for SMI actors.
- 2) SMI support: demonstrated by following the product standardization program shows their commitment to quality improvement. SMI that realize the importance of quality standards in producing products that can compete in domestic and international markets tend to actively participate in standardization programs. This encourages SMI to improve production processes and meet various technical requirements. SMI that support standardization programs will be more open to training and development of human resources capabilities. SMI actors realize that in order to meet the established standards, the workforce must have the appropriate knowledge and skills. Therefore, many SMI participate in training programs organized by the government or related institutions, which increase the capacity of the workforce in the SMI sector.

In addition to the supporting factors, the implementation of the small and medium industrial (SMI) product standardization Program faces several inhibiting factors that can affect the implementation of the program. Some of these inhibiting factors are, as follows :

- 1) Budget: the process of product certification and testing to ensure that SMI products meet certain standards (for example, the Indonesian national standard/SNI) often requires significant costs. For many SMI, especially small-scale ones, these costs can be a considerable burden. Without adequate budget support, SMI may find it difficult to pay for such certification and testing costs. Without a sufficient budget for various aspects of the program, ranging from certification costs to development, SMI will find it difficult to meet established standards and compete in domestic and international markets.
- 2) Low awareness of SMI actors: many SMI actors do not fully understand the benefits of product standardization. They may see standardization as a complicated, expensive, and indirect process that provides clear advantages. In fact, standardization can open up greater market opportunities, improve product quality, and strengthen competitiveness in domestic and international markets. Without this understanding, SMI actors are less motivated to implement standardization programs because they have a workforce that is skilled enough or trained to follow the standardization process, both in terms of understanding product quality and production techniques in accordance with established standards.

6. CONCLUSION

Implementation of policy implementation of the small and medium industrial product standardization Program requires intensive, planned and measured handling and synergy between the government and business actors. Therefore, socialization through social media and direct meetings proved effective in providing a deeper understanding to SMI actors about the importance of certification and product quality standards. This is the first step in ensuring that the policy of standardization of small and medium industrial products can be accepted and adhered to by SMI actors. In addition, the Technical Implementation Unit (UPT) of the Center for management and Industrial Development (PMPI) & Creative Technology (TK) Malang has served as a facilitator who provides relevant technical training, quality management, and the use of creative technology insight into innovation and utilization of the latest technology that can improve the competitiveness of SMI products in the market.

The Technical Implementation Unit (UPT) of the Center for Industrial Management and development (PMPI) & Creative Technology (TK) Malang not only provides technical guidance to small and medium industry (SMI) actors but also provides assistance in the submission of standardization and implementation of product quality standards.; not only to facilitate the certification process, but also to build the capacity and confidence of SMI actors in implementing the necessary standards. Then the Technical Implementation Unit (UPT) plays an important role in testing the product, ensuring that the products produced by SMI actors meet the established quality standards. The evaluation process is carried out through various testing methods, such as safety tests and halal certification, to ensure that the products are not only of good quality, but also safe for consumers. This test includes analysis of various aspects, including nutritional content, raw materials used, and compliance with applicable regulations.

However, the obstacles in the implementation of the Standardization Program of small and medium industrial products is the limited budget so that many SMI find it difficult to pay the cost of product certification and testing. This condition is also triggered by the low awareness of SMI actors regarding the benefits of product standardization that can open greater market opportunities, improve product quality, and increase competitiveness in domestic and international markets. Therefore, researchers suggest to increase the intensity of education and socialization of the benefits of standardization, simplification of processes and subsidies for certification costs, training for SMI actors, ongoing assistance, and monitoring and evaluation to obtain program feedback.

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