

## **ABSTRACT**

### **ANALYSIS OF THE ROLE OF THE COOPERATIVES AND SMALL MEDIUM ENTERPRISES IN COACHING AND TRAINING FOR MICRO SMALL AND MEDIUM ENTERPRISES IN**

#### **PRINGSEWU REGENCY**

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The role of institutional reGENCY Pringsewu in the autonomous region new is really needed in the sustainability economic development in the area especially at an institute of cooperative and msme who handles direct efforts micro small that one of the empowerment of micro business small and medium that was found in plan strategy department of cooperatives, businesses. The purpose of this research is to see how the role of institutional government in enforcement pemberdayaan increase msme in thousand Pringsewu. The location of this research is in thousand Pringsewu with a focal point around institutional department of cooperatives, msme and msme joined in training and building. Type of this research is a descriptive Quantitative approach. The focus of this issue is a matter of financial and nonfinancial faced by Principals of SMALL MEDIUM ENTERPRISES and the impact of the implementation of the training and empowerment, the results of this research are (1) the role carried out by the Department of cooperatives and SMALL MEDIUM ENTERPRISES have not maximal because still the limited data they had so that only the SMALL MEDIUM ENTERPRISES already incorporated are getting more attention, (2) the role carried out by the Department of cooperatives and SMALL MEDIUM ENTERPRISES have a positive value in increasing income and employment of SMALL MEDIUM ENTERPRISES in Pringsewu Regency is evident from the processed data that results with the training of HUMAN RESOURCES and the construction of offender can increase revenue, SMALL MEDIUM ENTERPRISES as well as the amount of labor that will increase the supply of production. Test results by using two average that  $t_{\text{Count}} > t_{\text{table}}$ .

**Keywords:** Government, Institutional empowerment of Micro small and medium enterprises.