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An Insight to **Contextual Development Aid Programs** for
Micro Small to Medium Enterprises (UMKM) via
Ethnographic Study and Crowd Understanding

INNOVATION IDEA will be presented at IDF Forum, **July 11th 2018**

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Issues

In recent years, UMKMs have been commonly **seen as 'OBJECTS'** that are deserving of Development Aid Programs provided by Donors, as they are assumed to be 'very attractive' and have **'marketable value'**

For the Donors, providing aid to UMKMs to help fund their businesses and activities has been considered as one of their 'key success factors' in Organisational Branding

For the Recipients, be it the UMKMs themselves or any other party seeking for aid, UMKMs are frequently used as a vessel to **entice Donors to grant their proposals.**



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Issues

A commonly overlooked mistake made by the [Organisers of UMKM Development Aid Programs](#) is in clustering the target of their programs based on generic and superficial aspects.

The success of the program cannot be measured accurately because of this very reason

The Programs were [completed](#) but ultimately were [not effective nor efficient](#)



ETHNOGRAPHIC RESEARCH: Identify ROOT CAUSE of problems

ACTION: To cluster UMKM into **Homogeneous specific problem**

Development Aid Program should **target specific Cluster** and solve the Specific Problem

More Effective and Efficient, evaluation using **the contextual Key Performance Indicator (KPI)**

Generic problems – Superficial Solutions

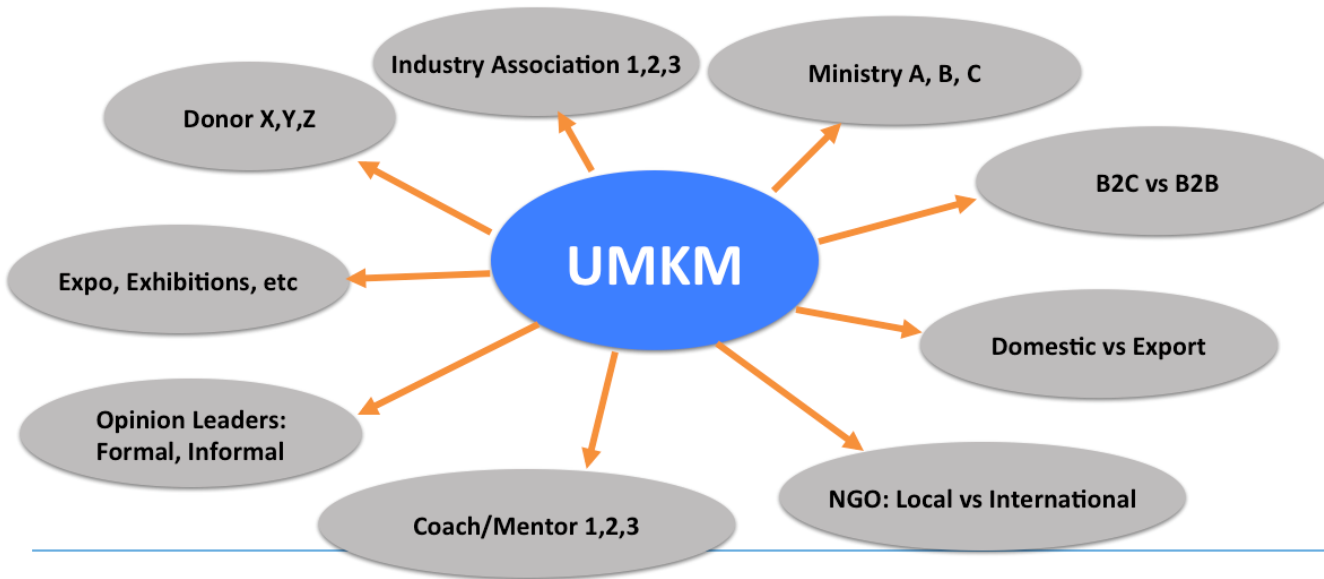
- Financing: Capital Money
- Legality
- Tax Reduction
- Latest Technology
- Certification

Specific Problems – Sharper Solutions

- Customer Knowledge acquisition
- Managerial Skills
- Access to Resources
- Network issues
- Customer Loyalty problem
- Marketing Communication Skills



UMKM Stakeholders and Contexts



1. Preliminary Customer Understanding
 2. Understanding **Specific Problems**
 3. Cluster of Customer based on Problems
 4. **Deeper Understanding** of each Segment
 5. Contextual UMKM **Program Design**
 6. Program Implementation
1. KPI: Evaluation – Effectiveness & Efficiency

