



# The Role Of People's Business Credit (KUR) For Micro, Small And Medium Enterprises (Msmes) In Grobogan Regency

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## How to Cite :

Ardhiansyah, R., Mustofa, H, R. (2025). The Role Of People's Business Credit (KUR) For Micro, Small And Medium Enterprises (Msmes) In Grobogan Regency. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13 (2). DOI: <https://doi.org/10.37676/ekombis.v13i2>

## ARTICLE HISTORY

*Received [07 February 2025]*

*Revised [10 March 2025]*

*Accepted [08 April 2025]*

## KEYWORDS

MSMEs, People's Business Credit (KUR), Business Capital, Income, Employment Opportunities.

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## ABSTRACT

MSMEs have a significant contribution to the country's economy, but still experience constraints in capital, so KUR is present as a financing solution in developing MSMEs. This research was conducted in December 2024 – January 2025 to analyze the role of KUR in increasing capital, income and profits of MSMEs in Grobogan Regency. This research used a qualitative method with a case study approach. Data was collected through interviews and documentation analysis. Interviewees were selected using the snowball sampling method, namely MSME actors. The data was analyzed using the stages: data reduction, data presentation, and conclusion drawing. The results of the research show that KUR contributes to developing business capital, expanding marketing to modern retailers, and increasing MSME turnover and income. In addition, KUR also encourages the creation of new jobs in the MSME sector/ however, challenges such as manual financial records need attention. Thus, the KUR program has proved to play a significant role in supporting the growth of MSMEs.

## INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a crucial function in the economy of a nation or region, including in Indonesia (Khafifah, Dianta, & Saparuddin, 2022). The development of the MSME sector has a strategic role to encourage economic progress while emphasizing the poverty level of a country. MSMEs also play a role in creating employment in Indonesia (Windusancono, 2021). This opinion is commensurate with the thought (kaswinata), that MSMEs are seen as an important pillar in the economic sector, contributing to the provision of employment opportunities, improving product quality, and empowering communities.

Despite having a large role, MSMEs still experience various obstacles, such as limited access to financing lack of financial understanding, and lack of understanding of good business management (Hariyanto & Nafi'ah, 2022). The function of government agencies and the private sector in providing funds is very important. Generally, this role is realized through the

distribution of loans from financial institutions, such as commercial banks, state-owned banks, and rural banks (Suhartono, 2013). There is a government initiative to expend MSME funding channels to financial institutions through insurance procedures, namely People's Business Credit (KUR) which was introduced in November 2007.

People's Business Credit (KUR) has a major contribution to the progress of Micro, Small and Medium Enterprises (MSMEs) in Indonesia (Makki, 2022). KUR is a government agency initiative designed to provide MSMEs with fast and low-cost loans to improve economic growth, competitiveness, and productivity. The KUR program is a way to address the problem of access to capital and strengthen the contribution of businesses in the national economy (Aristanto, 2019). KUR offers credit at low interest rates and lenient terms for MSMEs, enabling entrepreneurs to obtain capital to start or expand their businesses (Putra & Saskara, 2013).

KUR can encourage a more practical provision of funds, allowing MSMEs to invest in renewal, improving the excellence of production output. This supports MSMEs to advance competitively and potentially make them more profitable (Maslikhah, Zuhroh, & Hadi, 2021). KUR can also facilitate economic development by providing avenues to capital and training for MSMEs that initially face difficulties in obtaining both. Therefore, MSMEs can play an important role in the overall economy (Ulfa & Mulyadi, 2020). The KUR financing scheme is focused on business actors, especially those that are growing and those that have reached a stage of progress (Efrizal, 2024). For MSMEs, KUR provides the funding support needed to improve their businesses. For the government, KUR serves to accelerate the development of the real sector and empower MSMEs as part of efforts to reduce poverty, expand employment, and encourage economic growth (Tritama, 2020).

## LITERATURE REVIEW

According to (Putra & Saskara, 2013) in his research entitled "Effectiveness and Impact of the People's Business Credit Assistance Program (KUR) on Income and Employment Opportunities for Micro, Small and Medium Enterprises (MSMEs)", it is explained that success of the KUR assistance program of PT Bank Rakyat Indonesia (Persero) Tbk. Denpasar Gajah Mada in Denpasar City is classified as successful and effective. The KUR assistance program has an impact on income and employment opportunities before and after Denpasar City MSMEs become KUR debtors.

According to (Khafifah et al., 2022) in this research entitled "The Role of People's Business Credit (KUR) in the Development of Micro, Small and Medium Enterprises (MSMEs)", it is explained that KUR financing channeled by BRI has a good impact on the progress of MSMEs, characterized by an increase in profits both before and after obtaining KUR financing. This study found BRI's KUR fund financing for modern beverage MSMEs in the South Jakarta area, where with KUR the business is growing as seen from the increase in income and expanding the infrastructure needed. This is due to the KUR fund financing not only providing financial assistance, but also monitoring the development of MSME businesses.

Another study from (Mauliyanti, 2024) in his research entitled "The Role of People's Business Credit (KUR) Bank Sumsel Babel in the Development of Micro, Small and Medium Enterprises in Martapura City", explained that KUR is able to increase the income of customers where they can increase their business to be more developed and improve their economic level.

Based on these findings, this study was conducted to analyze the role of the People's Business Credit (KUR) in increasing the capital, income, and profits of MSMEs in Grobogan. Grobogan district was chosen because it has great potential for MSMEs, but still faces various obstacles, such as limited access to capital. Therefore, this research can provide a specific picture of the role of KUR in overcoming these problems in the Grobogan region.

## METHODS

This research uses a qualitative method with a case study approach. The object of research is MSMEs in Grobogan Regency. This location was chosen because it has quite a lot of MSMEs and some MSMEs access People's Business Credit (KUR). The data collection techniques used were interviews and documentation. Interviews were conducted with owners or managers of MSMEs that accessed People's Business Credit (KUR).

**Table 1 Research Informant Data**

Informant	Name of MSMEs	Product Type	Loan installment period
i.1	Putri Mandiri	Krupuk Tempe Gethuk Crispy Kacang Bangkok Akar Kelapa	4 years
i. 2	Cevy	Krupuk Rambak	2 years
i.3	Jaya Cemal Cemil	Sale Pisang Tempe Sagu	2 years
i.4	Sumber Laris	Peyek Sandall	3 years
i.5	Toko Kasbin	Warung Klontong	3 years

Documentation is done by collecting financial statement documents and product marketing photos. Data collection was carried out in December 2024 – January 2025. In this study, the technique of determining informants used the snowball sampling method. This technique is done by selecting initial informants who have knowledge or experience relevant to the research topic. After collecting data from the first informants, they were asked to recommend other informants who had similar or additional important information. Triangulation of sources as well as techniques was used to test the validity of the data. Source triangulation was done by comparing information from various informants. Meanwhile, technical triangulation was done by comparing data from interviews and documentation. Data analysis used the following stages: data reduction, data presentation, and conclusion drawing.

## RESULTS

Based on the results of interview conducted with MSME managers, the main challenges they face when running a business are limited capital, difficulty expanding marketing networks, and lack of business assistance to improve business strategies. As said by i.3 that: "capital is an obstacle for us to purchase raw materials in large quantities and meet the increasing market demand. In addition, we also experience obstacles in the marketing process."

Due to limited capital, which causes the development of MSMEs to be hampered, the government introduced the People's Business Credit (KUR) program. MSME managers make KUR loans to increase their business capital so that the businesses they run become more developed. The business capital of KUR customer MSMEs increased after obtaining KUR loans. This shows that KUR funds play a very important role in the development of MSME capital, seen from the increase in initial capital with KUR loans and the development of capital after obtaining KUR loans has increased. As said by one of the i.4 that: "I have been using KUR for about three years, my capital has increased after getting KUR from the bank. I used the capital to buy business equipment, buy raw materials, and add types of products. With the increase in capital, my business production has increased compared to before."

Before gaining access to KUR, product sales could only be done by entrusting them to small stalls, angkringan, food stalls, and selling them at home. The choice of places was limited and the market reach was relatively narrow, so the income earned was not very large. In addition, product promotion was less than optimal because it only depended on customers who were willing to shop there. However, after obtaining the KUR program, the opportunity to develop the business is now wide open. Product sales can now enter modern markets such as indomaret, self-service partners, and souvenir centers that have a wider market reach. Thus, the products can be recognized by many people, including tourists and people from various circles. As said by i.1 that: "Initially, my product were only deposited in stalls, angkringan, food stalls, and selling at home. The income was not much because only the customers of the stalls bought them. After receiving KUR, I expanded my business so that I could market more widely. My product have reached indomaret, supermarket partner, and souvenir center."

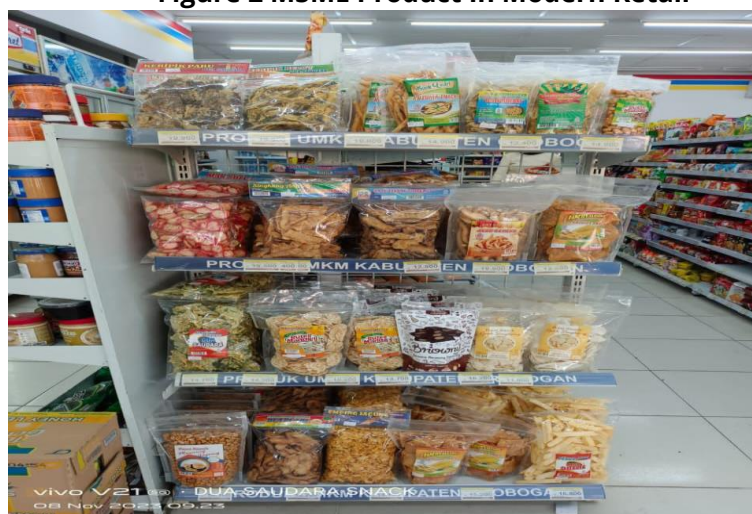
The presence of product in strategic places such as Indomaret and souvenir centers can improve the business image. This gives customers more confidence that the product sold meet certain standards. In addition, the increased sales volume also supports overall growth. The following is a picture of the marketing before and after obtaining KUR:

**Figure 1 MSME Product Sold At Home**



Source: personal document

**Figure 2 MSME Product In Modern Retail**



Source: personal document

As marketing becomes more advanced, demand for MSME product increases, which in turn has a positive impact on their income. Thus, the KUR program plays a role in encouraging an increase in sales turnover. Based on the result of interviews with MSME managers, it shows that sales turnover increased after obtaining KUR loans. As stated by i.1 that: "Yes, after i received additional capital from the KUR loan, my product production continued to increase, so my sales turn over also continued to increase every month, previously, my monthly turnover was only around around 4 million, after getting the KUR loan it became 8 million to 10."

In line with i.2's opinion that: "After getting the KUR loan, my sales turnover has increased, but turnover is also influenced by factors such as customers and seasons. The increase in turnover is mainly on big days such as Ramadhan and Eid. However during the rainy season there are obstacles in production because making making crackers requires a drying process. During the summer, the drying process takes 1-2 days to dry, while during the rainy season it takes 5-6 days to dry." The increase in sales turnover of MSMEs is relatively stable over time but depends on the demand for product from consumers. The interview result show that KUR loans can contribute to an increase in turnover such as the business sector, costumers, season, and other factors that affect sales turnover. The bookkeeping/financial statements that record sales and expenses before and after receiving KUR loans are as follows:

**Figure 3 Bookkeeping/financial reports**

Tanggal	Pembelian	Kategori	Rupiah	Saldo
JANUARI 2024				
4/1-24	Sukun 30 kg	180.000		40.395.500
	Sukun 20 kg	158.000		
	Minyak Sunco 5	33.000		
	Tenaga	290.000		
	Gas 3	80.000		
	Cham panti	17.000		
	Sahan	17.000		
	Gas 3	25.000		
	Pak Bris	66.000		
	Pak Bris	35.000		
	Pak Bris	100.000		
	Pak Bris	240.000		
	Pak Bris	25.000		
	Pak Bris	50.000		
	Pak Bris	360.000		
	Pak Bris	101.000		
	Pak Bris	200.000		
	Pak Bris	15.000		
	Pak Bris	6000		
	Pak Bris	20.000		
	Pak Bris	6.000		
6/1-24	Minyak Sunco 20	335.000		
	Kacang tanah	425.000		
	Tenaga	310.000		
	Mb. Ika	900.000		
	Pak Ruri	400.000		
	Sukun mb. Ika	104.000		
8/1-24	Sukun plastik	70.000		
	Mb. Sari	272.000		
	Mb. Sari	660.000		
9/1-24	Mb. Sari	600.000		
	Mb. Sari	50.000		
	Tenaga	55.000		
	Tenaga	55.000		

Source: personal document

Figure 3. shows the bookkeeping of financial statements after receiving KUR financing. After obtaining KUR financing, the financial statements reflected an increase in business capital that enabled the MSMEs to increase stock, expand their marketing reach, and increase production. Business income also increased along with the increase in sales. Although marketing has entered the modern market, the financial recording of Putri Mandiri MSMe is still done manually using a notebook. This method is less structured, so financial data is not neatly documented and is prone to recording errors. As a result, business owners have difficulty tracking cash flow, calculating profits accurately, and recording expenses is not optimal.

Based on the result of the interviews, in addition to increasing capital and income, MSMEs can also create jobs. KUR loans have proven to have a positive impact on MSME managers. With



additional business. So that MSME managers can recruit new workers to support the production process, distribution, and product marketing. As said by i.v that: "After obtaining KUR financing, my business has grown and i can also add businesses such as selling ice (iced tea and fruit juice). So i need additional labor to help serve costumers." KUR loans not only act as a supports for business growth, but also as a driver in creating new jobs that contribute to reducing the unemployment rate.

## DISCUSISION

The main obstacles faced by MSME manager are limited capital, difficulties in expanding marketing, and lack of bussines assitance. This is line with research conducted by (Adawiyah, 2013), which show that limited access to financing is one of the main obstacles to the development of MSMEs. Limited capital is often a factor inhibiting the growth of MSMEs, so MSME managers need access to credit that can develop their business. This is line with research (Rahmadani & Subroto, 2022), that the provision of business credit by the government will greatly assist MSME managers in ,aintaining and developing their businesses.

MSME managers utilize KUR credit as a strategy to grow their businesses. Throught acces to KUR loans, they can raise the capital needed to expand production capacity, improve product quality, and expand marketing reach. This credit provides flexibility for MSME actors in managing their working capital needs and long-term investment. This opinion is in line with the findings of (Alfira et al., 2023), which states that capital obtained throught KUR financing has a positive impact in encouraging the growth of MSMEs. This shows that KUR credit is not only a financing solution, but also contributes to overall economic growth. This shows that KUR credit is no only a financing solution, but also strategic tool to encourage the long-term sustainability an competitivenes of MSMEs. KUR plays and important role in encouraging the growth and development of MSMEs. With acces to this financing, MSME players can incrase production capacity, improve product quality, and expand marketing reach. One of the big opportunities that can be utilized is the marketing of product in modern retail network such as Indomaret, Mitra Swalayan, and Luwes. The presence of MSME product in modern retail provides benefit in terms of increased visibility, wider market access, and the potential for a significant increase in turnover. By marketing in large retail network, MSMEs not only rely on local sales, but also have the opportunity to reach more diverse consumers.

In addition, with the entry of product into modern retail, MSMEs are required to have better and more systematic financial records. However, there are still some MSMEs that still use manual financial record with notebooks. Manual recording is prone to input errors, loss of data, and difficulty in preparing systematic financial report. This in line with the opinion of (Sambodo, Pratama, Jaya, Maisyarah, & Amelia, 2023), that the importance of recording MSME financial reports with simple digital-based bookkeeping to increase effectiveness and efficiency in business management. With digital bookkeeping, cash flow is better controlled, reports are more accurate, and business decisions can be made more quickly and accurately.

In addition to increasing capital and expanding the KUR marketing network, it can also increase sales turnover. This in line with research conducted by (Khafifah et al., 2022), which shows that MSME participation in the KUR program has positive effect on increasing turnover. This increase reflects the ability of MSMEs to utilize additional capital to optimize marketing strategies and meet wider market demand. In addition, the development of MSMEs can be evaluated throught indicators such as an in crease in saales turnover, the number of workers recruited, and the number of costumers who have increased. Research (Alfira et al., 2023), confirm that a business can be said to be growing if its sales turn over continues to increase, because this indicates a growing customer base.

The increase in turnover is accompanied by an increase in production capacity and the need for additional labor, which in turn has positive impact on the local economy thourgh the

creation of new jobs and increased purchasing power. KUR financing thus serves not only as an instrument for business capital, but also as a key driver in creating a more dynamic and sustainable business ecosystem for MSMEs. This support enables MSMEs to be more competitive in the market, increase their income, and expand their contribution to overall economic growth. In addition to contributing to increased sales turnover, the People's Business Credit (KUR) program also plays an important role in increasing the income of MSME actors. According to (Fitriyah & Rahman, 2023), KUR has a significant positive impact on business performance and income, this income is one of the main indicators in measuring the development of MSMEs, because it reflects the ability of business managers to optimize their resources and meet market needs. Increased revenues also provide additional motivation for MSME managers to innovate and develop their businesses. With increased capital and financing support, they can expand the scale of their business, introduce new products, and increase revenue, encouraging MSME managers to continue to strive for greater growth.

The KUR program not only helps raise capital but also contributes to job creation. With additional capital, MSMEs can expand their business reach and add new workers. This is in line with findings from (Ilmi, 2021), which show that the growth of MSMEs can contribute to reducing the unemployment rate in the community. Research by (Yolanda, 2024), also notes that MSMEs after gaining access to financing tend to have greater social impact including job creation.

## CONCLUSIONS AND SUGGESTIONS

KUR is a government program that aims to facilitate MSME players in gaining access to capital. This program has proven to be an effective solution in overcoming financial constraints by providing financing that supports capital improvements, production capacity, and the expansion of marketing network. After obtaining KUR, MSMEs experienced an increase in turnover, expanded their marketing reach to modern retailers such as Indomaret and Mitra Swalayan, and improved the competitiveness of their products. In addition, the increase in production capacity supported by KUR also opened up opportunities for the creation of new jobs. Nevertheless, there are still challenges in recording financial records, where most MSMEs still use manual methods that are less systematic. The implementation of bookkeeping can improve the effectiveness and efficiency of financial management, allowing MSMEs to be more structured in controlling cash flow and preparing financial reports.

Overall, KUR has a significant positive impact on the growth of MSMEs, both in terms of increasing turnover, creating jobs, and strengthening business competitiveness. With better financial management and the right marketing strategy, MSMEs can grow more rapidly and contribute more to the national economy.

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