


# Enhancing the Regional Entrepreneurship Ratio in West Lampung Regency through the Competitiveness of Coffee Industry MSMEs

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Article Info	ABSTRACT
<p><b>Keywords :</b> Regional Entrepreneurship, Coffee Msmes, Competitiveness, Product Standardization, Public Policy, West Lampung, Gastronomic Tourism, Processing Industry</p>	<p>The entrepreneurship ratio is a crucial indicator in assessing a region's economic capacity and independence. West Lampung Regency currently shows a low entrepreneurship ratio, largely due to the dominance of micro-enterprises and the suboptimal competitiveness of MSMEs in the robusta coffee processing sector—a flagship commodity of the region. This paper aims to formulate policies to enhance the entrepreneurship ratio by improving the competitiveness of coffee-based MSMEs. Using a qualitative descriptive approach through FGDs, literature studies, and policy analysis, the main issue identified was the lack of implementation of processing and marketing standards among most coffee MSMEs. As a result, a policy recommendation has been proposed: the formulation of a Regent Regulation on the Standardization of Robusta Coffee Processing and Marketing, which was deemed the most feasible according to Bardach's four policy criteria (technical, financial, political, and administrative). This policy is expected to improve the quality and market reach of local coffee, encourage business scaling, increase employment, and strengthen the entrepreneurial ecosystem through synergy with gastronomy-based tourism. With the right policies, West Lampung Regency's entrepreneurship ratio has the potential to improve significantly and sustainably.</p>
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## INTRODUCTION

Entrepreneurship is one of the main pillars in a country's economic growth. Theoretically, entrepreneurship refers to an individual's ability to identify business opportunities, manage resources, and take risks in creating and developing new businesses (Fatmala, et all, 2025). The development or otherwise of entrepreneurship is measured by the entrepreneurial ratio figure.

Indicators of the health of a region's economy are determined by the region's entrepreneurship ratio, where the entrepreneurship ratio is a comparison between the number of start-up entrepreneurs plus the number of established entrepreneurs with the number of workers (Presidential Decree No. 2 of 2022). The higher the entrepreneurship ratio, the higher the enthusiasm and capacity of the community in running their own businesses, which will have an impact on increasing the competitiveness of the regional economy and creating new jobs.

Based on data obtained from the Cooperatives, SMEs and Trade Service of West Lampung Regency, the entrepreneurship ratio of West Lampung Regency is relatively low. In 2021, it was recorded that the entrepreneurship ratio of this region was 0.1%. Then it increased to 0.7% in 2022, then in 2023 to 1.6% and in 2024 the entrepreneurship ratio of West Lampung Regency was recorded to have increased to 1.88% (Cooperatives, SMEs and Trade Service; 2024). Although the above figures continue to increase every year, they are still very far from the government's target where the entrepreneurship rate reaches 4% of the total population (Fatmala et al, 2025) The low entrepreneurship ratio in West Lampung Regency is caused by various factors, one of which is the dominance of micro-enterprises. Micro, Small and Medium Enterprises are expected to be able to open up new jobs which are an indicator of the development of entrepreneurship in an area where Micro, Small and Medium Enterprises can raise their Business Class to medium-sized businesses (Presidential Decree 2 of 2022).

Based on sectoral data recorded at the Cooperatives, SMEs and Trade Service of West Lampung Regency in 2024, the number of MSMEs was recorded at 16,232 business units, of which 100% were micro-scale. Furthermore, based on the business sector, the trade business sector is the dominant business sector, namely 7,963 business units or around 47.45%. Meanwhile, the processing industry sector recorded 1,029 Small and Medium Industry business units (Departemen Manpower and Industry West Lampung, 2024).

West Lampung Regency is an area that produces coffee plantation commodities. According to data released by BPS West Lampung, coffee production in West Lampung Regency reaches almost 50% of the total coffee production in Lampung Province. Therefore, coffee processing is one of the industrial sectors that is widely chosen and developed by people in the region. Data on Small and Medium Industry business actors who process coffee recorded 273 business actors or reaching 35% of the total business actors in the processing industry sector of the food industry sub-sector in West Lampung Regency (Department of Manpower and Industry, 2024).

Based on the data presented regarding the performance of Small and Medium Industries (IKM) data in 2024, it can be seen that the ratio of workers absorbed by each coffee IKM is an average of 3 workers, where based on the results of in-depth field studies it was found that the workforce in each IKM includes business owners and members of the core family of the business actors. This strengthens the data that MSMEs in the robusta coffee processing industry sector have not been able to open up new jobs in West Lampung Regency.

In business development theory, a theory is known, namely Supply Chain Management (SCM), which is an approach used to integrate suppliers, producers, warehouses and also stores effectively and efficiently (Ikhwana, et al; 2023). Based on this theory, a medium to large scale business will build a network related to the provision of raw materials, marketing, and others.

MSMEs that are able to absorb large workforces are MSMEs that have a medium to large business scale, so that medium and large businesses will stimulate the emergence of new businesses as suppliers of raw materials. Thus, the existence of businesses with a

medium to large business scale will stimulate the growth of micro businesses around them and can create new jobs.

From the above explanation, it is concluded that the causes of the dominance of micro-enterprises in West Lampung Regency include the processing industry sector, especially the industry that processes superior products, namely robusta coffee, which is not yet competitive and has not succeeded in creating jobs. This condition is interesting to study and analyze so that policies can be formulated that can be taken to increase the entrepreneurship ratio by increasing the competitiveness of MSMEs in the coffee processing industry sector.

## METHOD

This paper is written using a qualitative descriptive method by collecting data through a Focus Group Discussion (FGD) mechanism involving relevant stakeholders, data analysis, and literature studies. FGD was carried out with the aim of exploring problems, data from relevant informants, and further discussing things that are considered capable of anticipating existing problems. Meanwhile, literature studies are used to obtain an overview of policies that can be taken in increasing the competitiveness of MSMEs in the coffee processing industry sector to encourage an increase in the Regional Entrepreneurship Ratio in West Lampung.

## RESULTS AND DISCUSSION

### Theories, Definitions, and Supporting Regulations

#### 1. Policy formulation model theory

Public policy formulation is very important in public policy so that the boundaries between one stage and another must be clearly formulated. With clear boundaries, each process carried out has benefits and impacts on society, especially for the actors who make public policy themselves (Septiana, et al; 2023). Policy formulation usually begins with policy analysis. Several parameters are used in analyzing a policy. According to Bardach in Tumanggor and Santoso (2019), the parameters used in assessing policy alternatives are:

Technical feasibility, namely whether the policy alternative can solve the main problem that arises. This technical feasibility includes effectiveness and adequacy. Effectiveness is intended to measure whether the policy taken can achieve the expected goals, while adequacy measures how far the chosen policy alternative is able to solve the problem.

Economic and financial feasibility. This criterion concerns economic efficiency, whether the suggested policy alternatives and the use of existing resources will provide optimal benefits, using minimal costs to obtain maximum benefits.

Political viability. This criterion includes sub-criteria of acceptability, appropriateness, responsiveness, legality and justice. Acceptability includes whether the proposed policy alternative is acceptable to political actors and society. Appropriateness questions whether the policy in question is acceptable to political actors and society. Appropriateness questions whether the policy in question does not conflict with values in society. Responsiveness asks whether the policy in question is in accordance with the needs of society. Legality is whether

the policy in question does not conflict with existing regulations. The justice aspect asks whether the policy can promote equality and justice in society.

Administrative operability. This criterion includes authority, institutional commitment, capacity and organizational support. Authority is related to whether the policy implementing organization has sufficient authority. Institutional commitment concerns the commitment of administrators from the top to the bottom. Capacity concerns the ability of the apparatus, both conceptual and skill capabilities. Organizational support is the absence or absence of support from the implementing organization

## 2. Entrepreneurship development theory

Entrepreneurship is the main capital for economic growth in a country. Entrepreneurship is a strategy to drive the growth of the economy of a region or even a country. Achieving great economic growth without being balanced by the development of entrepreneurship will only be a dream. So entrepreneurship becomes a potential to improve the welfare of a nation. Entrepreneurship programs are also capital in creating the widest possible job opportunities, absorbing more jobs both locally and nationally (Diandra, 2019)

## 3. Production Standardization Theory

Good Manufacturing Practices (GMP) or Good Processed Food Production Methods (CPPOB) is a good and correct way of producing in order to obtain products that meet quality and safety requirements. If GMP has been implemented properly, the company can implement HACCP (Herminingsih et al, 2023). It is further stated that good and correct GMP includes 6 product requirements, namely requirements for raw materials, additional materials and final products, handling requirements that refer to the principles of Quick, careful, and clean, processing requirements, processing must be hygienic and sanitary in accordance with the provisions, Packaging requirements. the final product is packaged carefully, quickly, precisely, and sanitary. Storage requirements and Distribution requirements.

## 4. Product Marketing Theory

Marketing is a process of identifying, creating, and communicating value, and maintaining satisfying customer relationships to maximize the Company's profits (Lusinta, et al, 2019). The purpose of marketing is to maximize profits, maximize market share, maximize sales, improve brand image, improve customer satisfaction, and provide value and product price stability.

## 5. Marketing Strategy Theory

Optimizing a business's profit requires a strategy in its marketing. A good marketing strategy must be built on the basis of a strong understanding of the business, market needs and determining the right segmentation (Lusinta, et al, 2019). The development of MSME businesses cannot be separated from how to build market segmentation, target markets, and market positions

## 6. Theory of tourism potential development

Traveling from one place to another that is not fixed, usually done to relax and gather with family, is called tourism (Khoirunnisa and Karmilah, 2021). Furthermore, Khoirunnisa and Karmilah (2021) stated that tourism is one of the important factors in the Indonesian economy. Through Law Number 10 of 2009 concerning Tourism, it is explained that tourism

development is needed to drive equal opportunities to work and gain benefits and be able to overcome the challenges of changes in life both locally, nationally, and globally (Khoirunnisa and Karmilah, 2021)

Furthermore, in tourism development, experts formulate tourism development components, including the opinion put forward by Khoirunnisa and Karmilah (2021) which states that tourism development components include Attractions, Amenities, Ancillary (Additional Services), Accessibility, Activity, and Available Packages.

#### 7. Gastronomic tourism theory

Gastronomy is another way to enjoy tourist attractions while also preserving culture through preservation in the field of food and beverages or commonly called culinary tourism. The scope of gastronomy does not only describe food and beverages simply to fulfill needs, but more deeply examines the perspective of regional culinary as a cultural aspect and an asset for the region in developing the tourism industry to improve the local economy. The intricacies of the process of making food and beverage products with their suitability to local cultural values must be able to be packaged into a tourism product that provides an authentic experience for tourists (Hendrayana, 2022)

#### 8. Theory of empowerment of tourist village communities

Villages have unique resources, traditions and cultures, so that local communities play an important role in the development of tourism-based villages or what is known as tourist villages. However, the development of a tourist village depends on how well the local community is accepted and supports tourist attractions as part of an interconnected ecological system (Gautama, et all, 2020).

Furthermore, Gautama, et all (2020) stated that support from the community around the tourist village is an effort to provide development opportunities to distribute benefits that do not exist in all communities, the benefits in question include economic returns by empowering groups in developing a sustainable tourism industry.

#### 9. Supporting regulations

- a. Based on Government Regulation of the Republic of Indonesia Number 7 of 2021 concerning Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises, it mandates the Regional Government to provide promotion centers in public infrastructure provided by the government, as well as empowerment of micro, small, and medium enterprises.
- b. According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations, it is stated that sustainable tourism is tourism that takes into account current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and local communities and can be applied to all forms of tourism activities in all types of tourist destinations, including mass tourism and various other types of tourism activities. Meanwhile, the tourism ecosystem is the engineering of the complexity of tourism phenomena to produce linkages, value chains, and interconnectedness of systems, subsystems, sectors, dimensions, disciplines, components that are integrated into products and services, drivers of the tourism sector and drivers of

the tourism system through optimizing the role of Business, Government, Community, Academic, and Media (BGCAM) to create orchestration and ensure the quality of activities, facilities, services, and to create tourism experiences and benefits in order to provide benefits and benefits to society and the environment.

**Overview of the development of UMKM in the coffee industry**

The results of the evaluation of the strengthening of entrepreneurship and MSMEs in 2024 by the Financial and Development Supervisory Agency of the Lampung Province Representative Office stated that MSMEs in the coffee industry have not been able to obtain maximum added value from the total coffee production in West Lampung Regency. This is due, among other things, to the fact that MSMEs in the coffee industry have not implemented national and international coffee industry standards. As a result, the quality of the products produced does not have access to a wider industrial network.

**Overview of market access for coffee industry MSMEs**

**Table 1** Average data on investment value, total production and sales of UMKM Coffee Industry in West Lampung Regency

No.	Uraian	2022	2023	2024
1.	Investment value (million rupiah)	25.047,44	-	-
2.	Production capacity (kg/year)	1.703.86	1.703.86	1.703.86
3.	Sales value (million rupiah/year)	60.405	61.205	78.581

Source: Processed data; 2024

The data above shows the average investment value of coffee industry MSMEs in running their businesses. Based on the data above, the average investment value of this sector is 25,047.44 million rupiah. This is the total wealth invested by coffee industry MSMEs to start their businesses. With this amount of investment, the average production of coffee industry MSMEs in West Lampung Regency is 1,703.86 kg/year. The sales value of coffee industry MSMEs is on average 65 million rupiah per year.

The data above shows that the growth of the coffee industry MSME business is not optimal, due to limited market access. The results of observations in the field and coordination carried out with the Manpower and Industry Service as the main supervisor of MSME coffee processing industry players found that market access for the coffee industry is still dominated by the local market or within the province. Several MSMEs have started to penetrate markets outside the province, but the number of sales is not yet significant. As for export sales, only one MSME coffee industry player has succeeded in penetrating the export market in 2024.

**Overview of the implementation of the entrepreneurship program**

The general evaluation report on strengthening entrepreneurship and MSMEs in 2024 at the West Lampung Regency Government by the Financial and Development Supervisory Agency of the Lampung Province Representative Office Number PE.09.03/LHP-83/PW08/2/2024 dated May 31, 2024 presents data including:

- a. Policies related to strengthening entrepreneurship and MSMEs are not yet adequate, as indicated by the implementation of the MSME development program in West Lampung Regency which is not yet focused and integrated. The absence of a clear roadmap or

long-term strategy causes the program to run partially and reactively. This has an impact on the low effectiveness of training, financing, business incubation, and market access for MSME actors

- b. Cross-sectoral institutional coordination in West Lampung Regency in strengthening entrepreneurship and MSMEs has not been effective. The lack of integration of regional apparatuses such as the Cooperatives and MSMEs Service, Trade Service, Manpower Service, and financial institutions causes the programs implemented to overlap or be unsynchronized
- c. Convergence of strengthening entrepreneurship and MSMEs between regional and vertical devices is not yet optimal. The suboptimal integration between the Regency Government and vertical agencies such as the Ministry of Cooperatives and SMEs or state financial institutions (such as KUR) has resulted in the suboptimal implementation of entrepreneurship programs in West Lampung Regency

The impact on the regional entrepreneurship ratio includes the slowing growth of new entrepreneurs due to the absence of integrated policies, so that people are less motivated to start new businesses. In addition, weak mentoring is also an impact of the lack of integration of existing policies. The scale of business that does not grow is also a negative impact that arises due to the lack of synchronization in the implementation of entrepreneurship development in the West Lampung Regency area

In addition, other negative impacts that arise are low financial literacy, technology and marketing access. In macro terms, the impact of this non-integrated policy not only makes the development of business actors stuck but also has the potential to make regions dependent on the primary sector alone. The above conditions will hinder the achievement of national targets related to entrepreneurship, namely reaching 3.9-4% nationally

**Overview of tourist visits and tourism awareness groups in West Lampung Regency**

**Table 2** Tourist Visit Data for West Lampung Regency

No	Uraian	Tahun				
		2019	2020	2021	2022	2023
1	Indonesian tourists	878.149	205.154	688.790	1.798.010	1.180.783
2.	Foreign Tourists	1.195	0	0	156	122
	AMOUNT	879.334	205.154	688.790	1.798.166	1.180.905
	Percentage		-77%	236%	161%	
	Increase/Decrease					
	GRAND TOTAL					4.752.359

Source: West Lampung Youth, Sports and Tourism Service; 2024

Based on the data in table 2 above, it can be seen that the tourist visit data in West Lampung Regency has fluctuated. It had decreased by 77% in 2020 as an impact of the Covid-19 pandemic, but again experienced a very significant increase in the following years. West Lampung Regency has quite a lot of diverse tourism potential and destinations. Based on data from the Youth, Sports and Tourism Office, several types of tourist destinations were recorded, namely:

1. 7 nature reserve tourism destinations spread across 8 sub-districts
2. 29 nature tourism destinations spread across 9 sub-districts
3. 5 lake tourism destinations spread across 4 sub-districts
4. 4 artificial tourism destinations spread across 3 sub-districts
5. 5 agricultural tourism destinations spread across 5 sub-districts
6. 16 religious tourism destinations spread across 7 sub-districts
7. 18 historical tourism destinations spread across 5 sub-districts

The tourist destinations and number of tourist visits above show that the potential of the West Lampung Regency area is quite promising. Optimizing the tourism sector in increasing the productivity and competitiveness of coffee industry MSMEs has great potential. One strategy that can be developed is the development of gastronomic tourism, namely a tour that offers local wisdom in the form of food and drinks. Liwa Robusta coffee which has been branded by the West Lampung Regency Government can be an alternative gastronomic tourism to support increasing the productivity and competitiveness of coffee industry MSMEs.

Furthermore, related to the utilization of the above tourist destinations and to obtain a domino effect and economic impact of the development of gastronomic tourism to the areas around the tourist area, it is necessary to formulate a strategy and policy, including empowering the community around the tourist area. The following presents data on tourism awareness groups in West Lampung Regency.

**Table 3** Data on Tourism Awareness Groups in West Lampung Regency

No	Subdistrict	Number of Pokdarwis	Number of Members
1	Sukau	1 group	30
2	Way Tenong	1 group	25
3	Sumber Jaya	4 group	96
4	Suoh	1 group	14
5	Belalau	3 group	58
6	Balik Bukit	2 group	59
7	Bandar Negeri Suoh	1 group	34
8	Batu Brak	3 group	61
9	Air Hitam	2 group	30
10	Kebun Tebu	2 group	42
11	Sekincau	1 group	37

Source: Processed data; 2024

In table 3 above, it can be seen that tourism awareness groups in West Lampung Regency have been formed in 11 sub-districts with a fairly varied number of groups and communities involved. Tourism awareness groups are an effort to empower the community's economy in the tourism sector.

Based on the results of the analysis with a qualitative descriptive approach to the supporting data presented, the author then conducted an analysis related to policy opportunities that might be taken in order to increase the regional entrepreneurship ratio in West Lampung Regency by increasing the competitiveness of coffee industry MSMEs so that they are able to absorb labor and stimulate the growth of MSMEs.

As explained in the previous chapter, the cause of the low competitiveness of coffee industry UMKM is the non-implementation of production standardization in the majority of coffee industry UMKM actors in West Lampung Regency. Product standardization has been set nationally and even internationally, government efforts in facilitating licensing and certification have also been carried out. However, it turns out that this is not sufficient to increase the competitiveness of coffee industry UMKM in West Lampung Regency. Therefore, it is necessary to establish a policy that is binding and forces coffee industry UMKM actors and all stakeholders related to the standardization of processed coffee products and their derivatives. This policy should be made comprehensive starting from the selection of raw materials, production processes, packaging, to marketing branding.

In addition to establishing a policy for standardizing coffee industry UMKM production, a policy that must also be a concern is how to increase market access for UMKM coffee industry players. Market access is the most crucial thing after product standardization. Increasingly competitive business competition requires the formulation of a policy that is able to encourage and open up market access. These policies include partnerships with large companies through licensing and investment policies for companies in West Lampung Regency and digitalization of marketing through a planned business incubation process.

Efforts to increase the entrepreneurship ratio by increasing the competitiveness of coffee industry MSMEs are not easy, considering that these efforts require a precise and systematic policy design so that they can achieve the set targets. Increasing competitiveness is impossible to implement if it is only done sporadically and sectorally. Therefore, a planned, measurable, massive action is needed that takes into account all existing opportunities and challenges

Entrepreneurship can have an impact on the community economy when existing business actors succeed in having competitiveness in the business world as evidenced by an increase in turnover and business scale, the creation of new jobs, and also paying attention to environmental sustainability aspects in their business. In addition, the growing business scale also has the opportunity to grow other micro and small businesses that will play a role as supporters of medium and large businesses in developing their businesses. This support can be in the form of providing raw materials for businesses with a larger business scale or other partnerships

The development of regional entrepreneurship through increasing the competitiveness of coffee industry MSMEs as an effort to increase the ratio of regional entrepreneurship certainly requires a comprehensive design, not only talking about optimizing regional potential and increasing the competitiveness of MSMEs, but also how to provide a conducive and easy business and investment climate, provision of adequate access to capital, facilitation of processed product security to efforts to increase entrepreneurial literacy are also inseparable parts of these efforts. Therefore, a policy is needed that encourages increasing the competitiveness of coffee industry MSMEs and entrepreneurship in general that involves the synergy of all related stakeholders, so that the implementation of entrepreneurship policies is no longer sectoral

The next potential that has the potential to increase the competitiveness of coffee industry MSMEs to support the increase in the regional entrepreneurship ratio of West Lampung Regency is the optimization of the development of tourist destinations with the principle of community empowerment in the tourism sector through the development of gastronomic tourism, by involving community groups that are aware of tourism.

The tourism awareness group can develop its economic activities not only by managing tourist destinations to attract visitors to tourist locations, but also encouraged to partner with UMKM coffee industry players to develop gastronomic tourism businesses. This needs to be encouraged by regional policies through an integrative and multi-sector community-based tourism development approach. By encouraging tourism awareness groups (Pokdarwis) to not only focus on managing destinations, but also establishing partnerships with UMKM coffee industry players, there is significant potential to create a stronger local economic value chain.

The implications of this policy include:

1. For Pokdarwis, this policy can be a source of income diversification for Pokdarwis. Pokdarwis no longer only relies on income from tourist tickets, but provides opportunities for additional income through collaboration with coffee industry MSMEs with a choice of coffee sales businesses, organizing gastronomic tours, and educational activities.
2. For SMEs in the coffee industry, this synergy will increase productivity and product sales.
3. Gastronomy-based tourism, especially coffee, can be a thematic attraction that differentiates a destination from other places. This can lead to the creation of a destination branding based on a strong and sustainable local culinary identity

Based on the analysis above, several alternative policies that can be taken in order to increase the entrepreneurship ratio of West Lampung Regency are as follows:

1. Policy suggestions to the Manpower and Industry Office of West Lampung Regency to draft the West Lampung Regent Regulation on Standardization of Processing and Marketing of West Lampung Robusta Coffee
2. Policy suggestions to the Head of the Cooperatives, SMEs and Trade Office of West Lampung Regency to draft the Decree of the Head of the Cooperatives, SMEs and Trade Office on the policy of expanding the market for cooperative and UMKM products.
3. Policy suggestions for drafting Regional Regulations on Regional Entrepreneurship Action Plans that include entrepreneurship development strategies involving all related sectors, including the Cooperative and UMKM development and development sector, the employment sector, the industrial sector, the tourism sector, the women's empowerment sector, the licensing and investment sector, the agriculture, plantation, livestock, and fisheries sector, the business empowerment sector for recipients of social assistance, to the education sector related to the development of entrepreneurial literacy at the education unit level.

4. Policy suggestions to the Youth, Sports and Tourism Office to Draft the Regent Regulation related to the development of gastronomic tourism based on processed coffee products

## CONCLUSION

Based on the analysis of the Bardach method above with the criteria of Technical facility, Economics and financial facility, Political viability, and administrative operability, the most optimal policy recommendation to be chosen by the West Lampung Regency Government is to prepare and stipulate the Regent Regulation on Standardization of Processing and Marketing of Robusta Coffee in West Lampung Regency with a total value of 18 points, with the following analysis: a. Technically, the policy is feasible to be taken and implemented. The preparation of the Regent's Regulation on the standardization of processing and marketing of robusta coffee in West Lampung Regency is considered appropriate to increase the competitiveness of MSMEs in the coffee industry. With serious policies and policy implementation, it is hoped that the entire coffee production process starting from the selection of raw materials, production process, packaging and branding can be carried out effectively by all MSMEs in the coffee industry in West Lampung. b. Economic and financial feasibility criteria. This policy can use the budget allocation that has been implemented by the relevant Regional Apparatus because its nature is to shift the focus of the program with the allocation of funds available according to the region's capabilities. In addition, the opportunity to utilize central government programs and partnerships with the private sector is also an opportunity to finance the implementation of this policy. c. Political viability criteria: This program will be well received by political actors and community leaders, because this policy will encourage an increase in the community's economy. In addition, the process of preparing the Regent's Regulation does not involve a political process such as the preparation of regional regulations that must go through the DPRD discussion and approval process so that the implementation of the policy cannot be implemented immediately considering that the political process takes quite a long time. d. Administrative operability criteria: Administratively, this policy is the authority of the regional head and does not exceed the authority given to the Regional Government. Policy making, namely compiling and establishing the Preparation of the Regent's Regulation on the standardization of robusta coffee processing and marketing is relevant to the main problem, namely the low ratio of regional entrepreneurship caused by the dominance of micro businesses in West Lampung Regency, which is caused by the low competitiveness of coffee industry MSMEs so that they have not been able to absorb labor. With this policy, it is hoped that efforts to encourage improving the quality of local coffee products to be competitive in the national and global markets, encourage the transformation of micro businesses into competitive small/medium businesses, and increase local labor absorption through the development of the coffee industry value chain can be optimized, so that in the medium to long term there can be growth in the regional entrepreneurship ratio.

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