

## **ABSTRACT**

**AMOS. 2023. DEVELOPMENT EFFORTS MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) THROUGH RUMAH BUMN BRI TASIKMALAYA. Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University.**

*Micro, Small and Medium Enterprise (MSME) or in Bahasa Usaha Mikro Kecil Menengah UMKM) are the business units with the largest number in Indonesia. One of the government's efforts to increase MSME is by forming the Rumah BUMN BRI Tasikmalaya as a forum to improve quality and capability through the programs it organizes. The purpose of this study was to determine the development of MSME through BRI Tasikmalaya state-owned houses. This study use a descriptive qualitative research method with data collection carried out through three methods, namely observation, interviews, and documentation. The data analysis technique used is data reduction, presentation and conclusion. The research results obtained that the Development efforts of MSME through the Rumah BUMN BRI Tasikmalaya, through efforts in developing MSME including: organized programs. The second effort is fund assistance, Rumah BUMN BRI Tasikmalaya helps MSME in obtaining capital assistance through Kredit Usaha Rakyat (KUR) from BRI. The third effort is business protection, Rumah BUMN BRI Tasikmalaya helps and guides MSME to obtain legality such as a Nomor Induk Berusaha (NIB) and a sertifikat Izin Pangan Indsutri Rumah Tangga (PIRT). The fourth effort to develop partnerships, Rumah BUMN BRI Tasikmalaya has two partners namely BRI and MSME who work together through programs such as training, preneur brilliant, bazaar, and others. The fifth effort is training, Rumah BUMN BRI Tasikmalaya organizes training such as packaging, branding, management and etc. The sixth effort, namely Rumah BUMN is a special institution formed by the Ministry of BUMN in solving problems in MSME.*

**Keywords: MSME Development, Rumah BUMN, BRI.**