



**REGENT SUKOHARJO  
PROVINCE OF CENTRAL JAVA  
REGIONAL REGULATIONS OF SUKOHARJO DISTRICT  
NUMBER 16 OF 2018**

**ABOUT  
STRENGTHENING REGIONAL LEADING PRODUCTS**

**BY THE GRACE OF GOD ALMIGHTY**

**REGENT SUKOHARJO,**

- Considering:**
- a. that to improve community welfare it is necessary to increase regional competitiveness through strengthening regional superior products in accordance with conditions and regional needs;**
  - b. that Sukoharjo Regency has the potential for regional superior products which need to be supported and strengthened through policies and regulations strengthening regional superior products as a mandate of the Regional Industrial Development Master Plan and the implementation of regional autonomy in order to provide welfare for community members;**
  - c. that based on Law Number 23 of 2014 concerning Regional Government as amended several times, most recently by Law Number 9 of 2015 concerning the Second Amendment to Law Number 23 of 2014 concerning Regional Government, the Regency Government has the authority in government affairs in the field of trade, and cooperatives, small and medium enterprises;**
  - d. that based on the considerations as intended in letters a, b, and c, it is necessary to establish a Regional Regulation concerning Strengthening Regional Superior Products;**

- Bearing in mind:**
- 1. Article 18 paragraph (6) of the 1945 Constitution of the Republic of Indonesia;**
  - 2. Law Number 13 of 1950 concerning the Establishment of Regency Areas within Central Java;**
  - 3. Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (State Gazette of the Republic of Indonesia of 2007 Number 93, Supplement to State Gazette of the Republic of Indonesia Number 4866);**

4. Law Number 12 of 2011 concerning the Formation of Legislation and Regulations (State Gazette of the Republic of Indonesia Number 82, Supplement to the State Gazette of the Republic of Indonesia Number 5234);
5. Law Number 3 of 2014 concerning Industry (State Gazette of the Republic of Indonesia of 2014 Number 4, Supplement to State Gazette of the Republic of Indonesia Number 5492);
6. Law Number 7 of 2014 concerning Trade (State Gazette of the Republic of Indonesia of 2014 Number 45, Supplement to the State Gazette of the Republic of Indonesia Number 5512);
7. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587) as amended several times, most recently by Law Number 9 of 2015 concerning the Second Amendment to the Law. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2015 Number 58, Supplement to State Gazette of the Republic of Indonesia Number 5679);
8. Government Regulation Number 12 of 2017 concerning Guidelines for the Development and Supervision of Regional Government Implementation (State Gazette of the Republic of Indonesia of 2017 Number 73, Supplement to the Republic of Indonesia State Gazette Number 6041);
9. Government Regulation Number 17 of 2013 concerning Implementation of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (State Gazette of the Republic of Indonesia of 2013 Number 40, Supplement to the State Gazette of the Republic of Indonesia Number 5404);
10. Presidential Regulation Number 87 of 2014 concerning Implementing Regulations of Law Number 12 of 2011 concerning the Formation of Legislative Regulations (State Gazette of the Republic of Indonesia of 2014 Number 199);
11. Sukoharjo Regency Regional Regulation Number 14 of 2011 concerning Sukoharjo Regency Regional Spatial Plan for 2011-2031 (2011 Sukoharjo Regency Regional Gazette Number 14, Supplement to Sukoharjo Regency Regional Gazette Number 192) as amended by Sukoharjo Regency Regional Regulation Number 1 of the Year 2018 concerning Amendments to Sukoharjo Regency Regional Regulations Number 14 of 2011 concerning Sukoharjo Regency Regional Spatial Plans for 2011-2031 (2018 Sukoharjo Regency Regional Gazette Number 1, Supplement to Sukoharjo Regency Regional Gazette Number 262);

12. Sukoharjo Regency Regional Regulation Number 9 of 2014 concerning Strengthening Regional Identity (Sukoharjo Regency Regional Gazette of 2014 Number 9, Supplement to Sukoharjo Regency Regional Gazette Number 216);
13. Sukoharjo Regency Regional Regulation Number 2 of 2018 concerning Sukoharjo Regency Industrial Development Plan for 2018-2038 (Sukoharjo Regency Regional Gazette 2018 Number 2, Supplement to Sukoharjo Regency Regional Gazette Number 263);

With Mutual Consent  
REGIONAL REPRESENTATIVE COUNCIL OF SUKOHARJO DISTRICT and

REGENT SUKOHARJO

DECIDE :

**Establish: REGIONAL REGULATIONS CONCERNING STRENGTHENING REGIONAL LEADING PRODUCTS.**

**PIG**

**GENERAL REQUIREMENTS**

**article 1**

- In this Regional Regulation what is meant by:
1. Region is Sukoharjo Regency.
  2. Regional Government is the Regent as the organizing element of Regional Government which leads the implementation of government affairs which are the authority of the autonomous region.
  3. The Regent is the Regent of Sukoharjo.
  4. Regional Apparatus is the supporting element of the Regent and the Regional People's Representative Council in the implementation of Government Affairs which fall under regional authority.
  5. Regional Featured Products, hereinafter abbreviated as PUD, are products, both goods and services, produced by cooperatives, small and medium scale businesses that have the potential to be developed by utilizing all the resources owned by the region, including natural resources, human resources and local culture, as well as generating income for the community and government which is expected to become an economic force for the region and local community as a product that has the potential to have competitiveness, selling power, and the driving force towards and being able to enter the global market.
  6. Strengthening regional superior products is an effort carried out by the Regional Government, the business world and society synergistically in the form of developing superior regional products so that they can grow and develop into competitive products.

7. **Micro Business is a productive business owned by an individual and/or individual business entity that meets the criteria for a micro business that has a net worth of a maximum of IDR 50,000,000.00 (fifty million rupiah) excluding land and buildings where the business is located or has annual sales proceeds a maximum of IDR 300,000,000.00 (three hundred million rupiah).**
8. **A cooperative is a business entity consisting of individuals or cooperative legal entities that bases its activities on cooperative principles, as well as acting as a cooperative. people's economic movement based on the principle of kinship.**
9. **Partnership is cooperation in business relationships, both direct and indirect, based on the principles of mutual need, trust, strengthening and benefit involving Micro, Small and Medium Enterprises and Large Enterprises.**

## CHAPTER II

**SCOPE****Section 2**

**The scope of regulation in this Regional Regulation includes:**

- a. principles, aims and objectives;**
- b. authority;**
- c. planning; d. implementation;**
- e. coaching; and f. control and evaluation.**

## CHAPTER III

**PRINCIPLES, AIMS AND OBJECTIVES****Part One****Principle****Article 3**

**Strengthening PUD based on the principles of: a. kinship; b. economic democracy; c. togetherness; d. fair efficiency; e. sustainable; f. environmentally friendly; g. independence; h. balance of progress; i. national economic unity; And j. strengthening regional identity.**

**The second part**  
**Meaning**

**Article 4**

**Strengthening PUD is intended to:**

- a. provide guidelines for strengthening PUD for the Government Regional, private and community;**
- b. provide easy facilitation for Micro Business actors in producing and marketing their products as regional superior products;**
- c. strengthen regional superior products in competition economy; And**
- d. provide a legal basis for superior products area.**

**Part Three**  
**Objective**

**Article 5**

**Strengthening PUD aims to:**

- a. encouraging the growth of community economic businesses based on local resource potential; b. encouraging the creation of jobs and the growth of new entrepreneurs;**
- c. motivating Micro and Small Business actors to increase production capacity and diversify quality and competitive products; And**
- d. improving community welfare through increasing income.**

**CHAPTER IV**  
**AUTHORITY**

**Article 6**

- (1) The Regent has the authority to prepare and determine the PUD.**
- (2) Determination of superior products as referred to in paragraph (1) with the Regent's Decree.**
- (3) In terms of compiling and establishing PUD as intended in paragraph (1) and paragraph (2), the Regent can delegate his authority to regional officials who carry out affairs in the field of trade, and the field of cooperatives, small and medium enterprises.**

CHAPTER V  
**PLANNING**

**Article 7**

- (1) PUD is prepared and determined in accordance with PUD criteria.**
- (2) The Regent, through the Regional Apparatus that carries out affairs in the trade sector, and the cooperative sector, small and medium enterprises, prepares a plan to strengthen the PUD.**
- (3) The PUD strengthening plan as intended in paragraph (2) is stipulated in the Regional Planning Document.**

**Article 8**

- (1) PUD criteria as intended in Article 7 paragraph (1) is:**
  - a. employment;**
  - b. contribution to the economy;**
  - c. regional economic base sectors;**
  - d. renewable;**
  - e. socio-cultural;**
  - f. market availability;**
  - g. raw material;**
  - h. capital;**
  - i. production facilities and infrastructure;**
  - j. technology;**
  - k. networking;**
  - l. partnership;**
  - m. business management; And**
  - n. price.**
- (2) The criteria as intended in paragraph (1) letters a to f must be fulfilled in determining PUD.**
- (3) Provisions regarding PUD criteria as intended in paragraph (1) are regulated in the Regent's Regulation.**

**Article 9**

**Planning to strengthen PUD can be carried out, among other things with models:**

- a. increasing the attractiveness quality of PUD;**
- b. increasing PUD competitiveness;**
- c. improving the quality of infrastructure;**
- d. increasing PUD promotion and investment;**

- e. increased collaboration; f.
- increasing community participation; g.
- increased protection for PUD; h. incubator;
  
- i. cluster;
- j. *one village one product/ OVOP*; And
- k. core competencies.

CHAPTER VI  
IMPLEMENTATION

Article 10

- (1) The implementation of PUD strengthening is carried out by the Regional Government, educational institutions, the community and the business world.
- (2) In the event that the strengthening of PUD is carried out by the Regional Government, operationally it is carried out by regional apparatus that carries out affairs in the trade sector, and the cooperative sector, small and medium enterprises.
- (3) Regional apparatus that carries out affairs in the field of trade, and the field of cooperatives, small and medium enterprises as intended in paragraph (1) carries out strengthening of PUD by referring to PUD planning as intended in Article 7.

Article 11

- (1) Increasing the quality of PUD attractiveness as intended in Article 9 letter a is based on:
  - a. PUD type attractiveness; And
  - b. the attractiveness of the uniqueness or uniqueness of PUD.
- (2) In improving the quality of PUD attractiveness, pay attention to the principles:
  - a. culture value;
  - b. social value;
  - c. environmental sustainability; And
  - d. sustainability of regional resources.
- (3) Apart from paying attention to the principles as intended in paragraph (2), improving the quality of PUD attractiveness can be implemented by:
  - a. improving the investment climate;
  - b. creation of a conducive business climate;
  - c. product innovation;
  - d. increasing PUD production capacity;

- e. development of diversity of PUD types; f. improvement and transfer of technology; g. improving the quality of human resources involved in PUD development; And
- h. revitalization of structures, elements and activities that drive PUD strengthening activities.

#### Article 12

- (1) Increasing the competitiveness of PUD as intended in Article 9 letter b is carried out in a synergistic and sustainable manner.
- (2) Increasing the competitiveness of PUD as intended in paragraph (1) is implemented through:
  - a. technical facilitation and guidance;
  - b. product standardization;
  - and c. development of business potential based on information technology.

#### Article 13

- Improving the quality of infrastructure as intended in Article 9 letter c is implemented through:
- a. transportation infrastructure;
  - b. public infrastructure;
  - c. production infrastructure; and
  - D. marketing infrastructure.

#### Article 14

- (1) Increased PUD promotion and investment as intended in Article 9 letter d is carried out in an integrated and systemic manner.
- (2) Increased promotion as intended in paragraph (1) is carried out, among other things, through:
  - a. PUD publications;
  - b. business information center
  - c. PUD exhibition;
  - and D. partnerships between economic actors.
- (3) Increase in PUD investment as referred to in paragraph (1) is implemented, among other things, through:
  - a. clarity of procedures;
  - b. speed in the licensing or registration process for investing in PUD; And
  - c. providing incentives and convenience to invest in PUD in accordance with statutory provisions.



**Article 15**

**(1) Increased cooperation in strengthening PUD as intended in Article 9 letter e is carried out by:**

- a. Central government and regional government; b. between regional governments;**
- c. between local government and the private sector.**

**(2) Cooperation in strengthening PUD as intended in paragraph (1) is carried out to:**

- a. improving the quality of similar PUDs; and**
- b. maintain PUD price stability at regional and national levels.**

**Article 16**

**Increasing community participation as intended in Article 9 letter f is implemented through:**

- a. ease of business licensing; b. increasing community participation in strengthening PUD;**
- c. increasing the potential and capacity of local resources through strengthening productive businesses in the PUD sector;**
- d. preparing regulations and providing incentives to encourage the development of small and medium enterprises as well as PUD businesses developed by local communities; e. expanding market access to products produced by cooperatives, micro, small and medium enterprises as well as PUD businesses developed by local communities; and f. improving the quality of human resources in the field PUD.**

**Article 17**

**Increasing protection for PUD as intended in Article 9 letter g is carried out by, among others:**

- a. protection and advocacy; b. facilitation of Intellectual Property Rights;**
- c. facilitation of certification;**
- d. facilitation of financing and capital; and e. maintain the stability of certain PUD prices.**

**Article 18**

**Further provisions regarding the implementation of PUD strengthening as intended in Article 10 are regulated in the Regent's Regulation.**

CHAPTER VII  
COACHING

Article 19

- (1) The Regent carries out guidance on the implementation of PUD strengthening in the Region.**
- (2) The Regent delegates the authority to guide the strengthening of PUD as intended in paragraph (1) to regional officials who carry out regional affairs in the field of trade, and in the field of cooperatives, small and medium enterprises.**
- (3) Guidance as intended in paragraph (1) includes:**
  - a. providing guidelines for planning, controlling and evaluating PUD strengthening in the Region;**
  - b. providing assistant staff in strengthening PUD in the Region;**
  - c. providing guidance, supervision, consultation on the preparation, control and evaluation of strengthening PUD in the Region;  
And**
  - d. education and training for business actors related to strengthening PUD in the Region.**
- (4) Further provisions regarding Guidance as referred to in paragraph (1) are regulated in the Regent's Regulations.**

CHAPTER VIII  
CONTROL AND EVALUATION

Article 20

- (1) The Regent carries out control and evaluation of the strengthening of PUD.**
- (2) The Regent delegates the authority to control and evaluate the strengthening of PUD as intended in paragraph (1) to regional officials who carry out affairs in the field of trade, and the field of cooperatives, small and medium enterprises.**
- (3) Control and evaluation as intended in paragraph (1) includes:**
  - a. control and evaluation of policies  
PUD strengthening planning;**
  - b. control and evaluation of the implementation of PUD  
strengthening; And**
  - c. evaluation of the results of the PUD strengthening plan.**
- (4) Further provisions regarding control and evaluation as referred to in paragraph (1) are regulated in the Regent's Regulation.**

CHAPTER IX  
**CLOSING**

**Article 21**

**This local regulation are applied at the date stated.**

**So that everyone is aware, this Regional Regulation is ordered to be promulgated by placing it in the Sukoharjo Regency Regional Gazette.**

**Stipulated in Sukoharjo on  
December 31 2018**

**REGENT SUKOHARJO,**

signed

**WARDOYO WIJAYA**

**Promulgated in Sukoharjo  
on December 31, 2018**

**REGIONAL SECRETARY  
SUKOHARJO DISTRICT,**

signed

**AGUS SANTOSA  
SUKOHARJO DISTRICT REGIONAL GAZETTE  
YEAR 2018 NUMBER 16**

**The copy corresponds to the original  
HEAD OF LEGAL SECTION,**

**BUDI SUSETYO, SH, MH  
NIP**

**Trustee. 19730705 199203 1 004**

**NOREG REGIONAL REGULATIONS OF SUKOHARJO DISTRICT, PROVINCE  
CENTRAL JAVA : (16/2018)**

**EXPLANATION  
ON  
REGIONAL REGULATIONS OF SUKOHARJO DISTRICT  
NUMBER 16 OF 2018  
ABOUT  
STRENGTHENING REGIONAL LEADING PRODUCTS**

**I. GENERAL**

The implementation of Regional Autonomy forces the Regional Government of Sukoharjo Regency to organize superior regional products so that they have competitiveness and ultimately increase PUD and realizing the welfare of the people of Sukoharjo. Thus, improving product quality and competitiveness is a necessity accompanied by market development, distribution and promotion at national and international levels. Apart from that, the application of production technology, intensive guidance to business actors, strengthening institutions, increasing the role of community self-help groups, cooperatives and strengthening capital must also be carried out on an ongoing basis.

Judging from the potential, the potential for regional superior products in Sukoharjo Regency is very prospective. Sukoharjo Regency has superior products referring to the Regency Industrial Development Plan.

The Regional Regulation on Strengthening Regional Superior Products of Sukoharjo Regency is a guideline and provides a legal basis for the development and governance of superior regional products of Sukoharjo Regency, in order to support the implementation of regional development and improve community welfare.

**II. ARTICLE BY ARTICLE**

**article 1**

Quite clear.

**Section 2**

Quite clear.

**Article 3**

**Letter a**

What is meant by "principle of kinship" is the principle that underlies efforts to empower PUD as part of the national economy which is organized based on economic democracy with the principles of togetherness, fair efficiency, sustainability, environmental insight, independence, balanced progress, and national economic unity for the welfare of all Indonesian people.

**Letter b**

What is meant by "principles of economic democracy" is that PUD empowerment is carried out as an integral part of national economic development to realize people's prosperity.

**Letter c**

**What is meant by "principle of togetherness" is the principle that encourages the role of all PUDs together in activities to realize people's welfare.**

**Letter d**

**What is meant by "principle of just efficiency" is the principle that underlies the implementation of PUD empowerment by prioritizing fair efficiency in efforts to create a fair, conducive and competitive business climate.**

**Letter e**

**What is meant by "sustainable principle" is the principle that in a planned manner seeks to carry out the development process through PUD empowerment which is carried out on an ongoing basis so that a strong and independent economy is formed.**

**Letter f**

**What is meant by "environmentally sound principles" is the principle of PUD empowerment which is carried out while still paying attention to and prioritizing the protection and maintenance of the environment.**

**Letter g**

**What is meant by "principle of independence" is the principle of empowering PUD which is carried out while maintaining and prioritizing the potential, capabilities and independence of PUD.**

**Letter h**

**What is meant by "principle of balanced progress" is the principle of PUD empowerment which seeks to maintain balanced regional economic progress within national economic unity.**

**Letter i**

**What is meant by "the principle of national economic unity" is the principle of PUD empowerment which is part of the development of national economic unity.**

**Letter j**

**What is meant by "the principle of strengthening regional identity" is strengthening the characteristics, signs, or identity inherent in a region so that it differentiates it from the region other.**

**Article 4**

**Quite clear.**

**Article 5**

**Quite clear.**

**Article 6**

**Quite clear.**

**Article 7**

Quite clear.

**Article 8**

Quite clear.

**Article 9**

**Letter a**

Quite clear.

**Letter b**

Quite clear.

**Letter c**

Quite clear.

**Letter d**

Quite clear.

**Letter e**

Quite clear.

**Letter f**

Quite clear.

**Letter g**

Quite clear.

**Letter h**

**What is meant by "incubator" or commonly referred to as "*entrepreneurial incubator*" is an intermediation institution that carries out the incubation process for incubation participants (*tenants*, incubator clients, or incubators) and has a physical building for daily business space for incubation participants. Meanwhile, incubation is a process of coaching, mentoring and development provided by the entrepreneurial incubator to incubation participants.**

**Letter i**

**What is meant by "cluster" is a method of business development through a small and medium enterprise (UKM) group approach, providing both technical and financial support channeled through SMEs and not individuals.**

**Letter j**

**What is meant by "one village one product" is an approach to developing regional potential in one region to produce products that are able to compete in the global market, while still having the unique characteristics of that region. Products that**

**produced are products that utilize local resources, both natural resources and human resources.**

**Letter k**

**What is meant by "core competency" is a method of business development by creating excellence through knowledge and uniqueness.**

**Article 10**

**Quite clear.**

**Article 11**

**Quite clear.**

**Article 12**

**Quite clear.**

**Article 13**

**Quite clear.**

**Article 14**

**Quite clear.**

**Article 15**

**Quite clear.**

**Article 16**

**Quite clear.**

**Article 17**

**Quite clear.**

**Article 18**

**Quite clear.**

**Article 19**

**Quite clear.**

**Article 20**

**Quite clear**