

ABSTRACT

This research, tries to describe the endeavour of UMKM to challenge the Asian Economic Community, in term of UMKM solving obstacle. In Indonesia UMKM facing various problem that weaken their competitiveness against import products. The main problem is the limited insfrastucture and limited government access in rules and bureaucracy, there is also high level of illegal charges. With those things in mind, several prevention and strategies needed by UMKM with support from government.

The writer used qualitatif method to describe this problem, by studying a number of literature, journal, clips, newspaper article, academic paper, and electronic source from internet which relevant to this topic. The result from this research will explain the importance of government role in supporting the development of UMKM in Indonesia. The development can be seen by observing the growth of human resources level and the competitiveness. In the after effect of the UMKM growth, it will affect and influence jobs availability in Indonesia.

Key word: Usaha Mikro kecil Menengah, Indonesia, Asean Economic Community.