

ABSTRACT

The MEA policy has started in 2016, where goods and services from ASEAN countries will be easier to enter Indonesia. Seeing the huge market potential above, this is an opportunity for SMEs in Indonesia, but in achieving the opportunities of SMEs are not able to do it yourself, it takes the role of government in order to win the market. Bandung city government is one city that has a special strategy for won the market by creating a program with the name of Little Bandung where the program has activities to promote products of UMKM to foreign countries and within the country which aims to improve the competitiveness of SMEs Bandung.

Packaged in general government assistance program, this becomes something new for the community so that researchers want to know whether this program can develop the competitiveness of SMEs and whether such a program is needed by SMEs by looking at the UMKM response to this research and the development of SMEs competitiveness

This research uses quantitative method with non parametric descriptive approach, with sample of 30 SMEs. Data collection was done by means of questionnaires.

The results of this study is Little Bandung is a program that is needed by SMEs and this program is considered to be well implemented by the government of Bandung city in addition to MSMEs who have joined this program experiencing the development of competitiveness in aspects of intellectual property ownership, halal certificate ownership, sales turnover, production quantity and easy access to capital.

It is expected that further research can measure the influence of Little Bandung program on competitiveness aspect from internal or external side by using multiple linear regression method to find out whether the relationship of Little Bandung program has a positive influence on the competitiveness of UMKM.

Keyword: *SMEs, Development of competitiveness, Little Bandung*