

Proven Able to Be a Buffer for National Economic Resilience, the Government Appreciates the Important Role of MSME Grocery Stores



**COORDINATING MINISTRY FOR ECONOMIC AFFAIRS
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On a full-year basis, Indonesia's economic growth throughout 2022 grew impressively by 5.31 percent (ctc) and became the highest in the last decade. Of course, this cannot be separated from the positive growth of all business sectors in the fourth quarter of 2022. The level of public confidence and consumption has also gradually recovered, as reflected in the Consumer Confidence Index in January 2023, which was recorded at 123.0, higher than in December 2022, which was 119.9.

The Government continues to encourage and maintain the acceleration of economic recovery through several strategies and main policies. Among them is strengthening the domestic market by optimizing the use of domestic products and supporting the development of MSMEs which have been proven to be a buffer for national economic resilience.

"We thank all ladies, gentlemen, shop owners, and the Sampoerna Retail Community (SRC) because the Indonesian economy depends on people's purchasing power and grocery stores provide goods at affordable prices," said the Coordinating Minister for Economic Affairs Airlangga Hartarto when delivering a keynote speech at the 2023 National Retail Party by Sampoerna Retail Community with the theme "Together with

SRC for Grocery Stores #BecomeBetter".

Grocery stores have an essential role not only for the local economy but also have great potential for national economic growth. Until now, grocery stores are still an important part of fulfilling people's needs because they have a variety of products and easy-to-reach locations.

"The government is grateful because the goods sold in SRC stores have not risen as high as in other countries. So it was true that the Chairperson of Kadin said earlier, here the Government is happy, and the MSMEs in this room are economic heroes," continued the Coordinating Minister Airlangga.

The Government, of course, will continue to support economic activities, and several stalls and partners from SRC can obtain credit facilities in the form of People's Business Credit (KUR). Other efforts to support the development of MSMEs include strengthening the supply chain of national companies in increasing the Domestic Component Level (TKDN). The government also encourages medium and large businesses to establish partnerships with Cooperatives and MSMEs.

"I have seen SRC grocery stores several times, where the goods have competitive prices with other modern markets. This means that the existence and togetherness, as well as the SRC network, have made SRC competitive compared to other mini markets. Once again, I am happy to be amid tough entrepreneurs, amid national economic heroes," concluded the Coordinating Minister Airlangga.

Also attending the event were the Minister of Cooperatives and SMEs represented by Special Staff for Creative Economy Empowerment, the General Chairperson of Kadin, the President Director of PT HM Sampoerna Tbk, and the Director of PT SRC Indonesia Sembilan. (map/fsr)

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