

Analysis of the Impact of the 2024 East Java Gubernatorial Election on the Income of Screen Printing MSMEs in Grati District, Pasuruan Regency

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ABSTRACT

The five-year gubernatorial election is a highly anticipated event for MSMEs that provide visual attributes, as gubernatorial candidates and their campaign teams undertake numerous activities to ensure a smooth campaign. Grati District in Pasuruan Regency is one of the areas with a relatively high concentration of screen-printing MSMEs, both in terms of business activity and their contribution to the local creative economy. This study uses a quantitative approach because its main objective is to analyze the relationship between variables X and Y through numerical measurements and statistical data processing. The subjects of this study were 10 screen printing MSMEs operating before, during, and after the 2024 East Java gubernatorial election. Based on the results of the T test, it can be seen that t_{hitung} The variable of the Gubernatorial Election (X) is 4.755 with a significance level of $\alpha = 0.05$. At the same time, the table above shows a significance of 0.000, so the regression coefficient result is $0.000 < \alpha$ 0.05. Thus, it can be concluded that there is an influence of the 2024 East Java Gubernatorial Election Activities on the income of MSMEs in the Screen Printing Services Sector in Grati District, Pasuruan Regency.

Keywords: East Java Gubernatorial Election 2024; Screen Printing MSMEs; Economic Impact; MSME Income

INTRODUCTION

Regional head elections (Pilkada) are a political event with significant economic impacts, particularly for small and medium enterprises (SMEs) that produce campaign paraphernalia. During the campaign period, political activity typically triggers a surge in demand for promotional media such as t-shirts, banners, billboards, and other merchandise. This phenomenon is not just a political dynamic; it also creates seasonal demand waves that can impact the income of micro and small businesses in the screen printing sector (Sari, 2020).

The five-year gubernatorial election is a highly anticipated event for MSMEs that provide visual attributes, as gubernatorial candidates and their campaign teams undertake numerous activities to ensure a smooth campaign. Screen printing MSMEs are one of the sectors directly impacted by their role in providing political communication needs. Numerous studies have shown that campaign activities can stimulate the local economy by increasing demand for certain services, particularly MSMEs engaged in printing and screen printing (Rahman, 2019).

Grati District in Pasuruan Regency is one of the areas with a fairly active concentration of screen printing MSMEs, both in terms of business and their contribution to the local creative economy. During the 2024 gubernatorial election, several screen-printing MSMEs in this area experienced a drastic increase in orders, not due to a change in business strategy but rather to the intensity of campaign activities that require large quantities of attributes. This indicates that political momentum can trigger temporary income increases (Utami, 2021).

Income is the total receipts of an individual or household during a specific period. According to classical economics, income is determined by the ability of factors of production to produce goods and services. The greater the ability of factors of production to produce goods and services, the greater the income generated (Yulianti, 2020)

The fact that the increase in revenue stems from order quantity rather than business innovation is a key point that warrants further analysis. Dependence on political momentum can create sharp, high-revenue fluctuations during the campaign period, which then return to normal or even decline after the campaign is over. This phenomenon raises questions about the extent of the 2024 gubernatorial election's impact on the revenue performance of screen-printing MSMEs, particularly whether the surge is a significant economic effect or simply a seasonal phenomenon that recurs with each political contest (Hendrawan, 2022).

To date, there has been little research specifically examining the relationship between regional election activities and the revenue of screen printing MSMEs in certain areas, particularly in Grati District. Understanding seasonal demand patterns in this sector is crucial for mapping local economic potential and identifying the risk of dependence on political momentum. Therefore, this study is relevant for providing a quantitative overview of the impact of the 2024 East Java gubernatorial election on the revenue of screen-printing MSMEs in Grati District.

METHOD

This study uses a quantitative approach because its main objective is to analyze the relationship between variables X and Y through numerical measurements and statistical data processing (Sugiyono, 2019). This approach allows researchers to obtain an objective picture of the magnitude of gubernatorial election activities' impact on the income of screen-printing MSMEs. The research design used is quantitative descriptive with a relationship analysis format. This design was chosen to test how the independent variable, namely the 2024 East Java gubernatorial election activities (X), impacts the dependent variable, namely the income of screen printing MSMEs (Y) (Creswell, 2018). The study was conducted in Grati District, Pasuruan Regency, which is an area with the presence of several active screen printing MSMEs. The subjects of this study were 10 screen printing MSMEs operating before, during, and after the implementation of the 2024 East Java gubernatorial election. The population of this study was all screen printing MSMEs in Grati District because the number was relatively small, namely 10 MSMEs, so the method used was saturated sampling, where the entire population was sampled (Riduwan, 2020).

RESULTS AND DISCUSSION

1. Validity Test

a. Validity of variable (X) Gubernatorial Election Activities

Table 1 Results of Validity Test of Variable X

No. Item	r hitung	r _{table}	sig .(2-tailed)	Information
1.	0,859	3,61	0,000<0,05	Valid
2.	0,809	3,61	0,000<0,05	Valid
3.	0,792	3,61	0,000<0,05	Valid
4.	0,794	3,61	0,000<0,05	Valid
5.	0,858	3,61	0,000<0,05	Valid
6.	0,828	3,61	0,000<0,05	Valid
7.	0,829	3,61	0,000<0,05	Valid
8.	0,896	3,61	0,000<0,05	Valid

Source: data processed 2024

Based on the results of the validity test calculations using the SPSS version 25.00 application, the research instrument will be declared valid if $r_{hitung} > r_{table}$ namely (0.361) at a 5% level. As shown in Table 1, each questionnaire item on Gubernatorial Election Activities has 8 statements, all of which are declared valid. This indicates that all questionnaire items are suitable for use in research to measure the Gubernatorial Election Activities variable.

b. Validity of Variable (Y) of Screen Printing Services MSME income

Table 2 Results of the Validity Test of Variable Y

No. Item	r hitung	r _{table}	sig .(2-tailed)	Information
9.	0,927	3,61	0,000<0,05	Valid
10.	0,867	3,61	0,000<0,05	Valid
11.	0,964	3,61	0,000<0,05	Valid
12.	0,788	3,61	0,000<0,05	Valid
13.	0,765	3,61	0,000<0,05	Valid
14.	0,860	3,61	0,000<0,05	Valid
15.	0,798	3,61	0,000<0,05	Valid
16.	0,964	3,61	0,000<0,05	Valid

Source: data processed 2024

Based on the validity test results using SPSS version 25.00, the research instrument will be declared valid if $r_{hitung} > r_{table}$ (0.361) at the 5% level. Table 2 shows that 8 statements are valid. This indicates that all questionnaire items are suitable for use in research to measure the income variable of MSMEs in the Screen Printing Services sector.

2. Reliability Test

Table 3 Results of Reliability Test of Variables X and Y

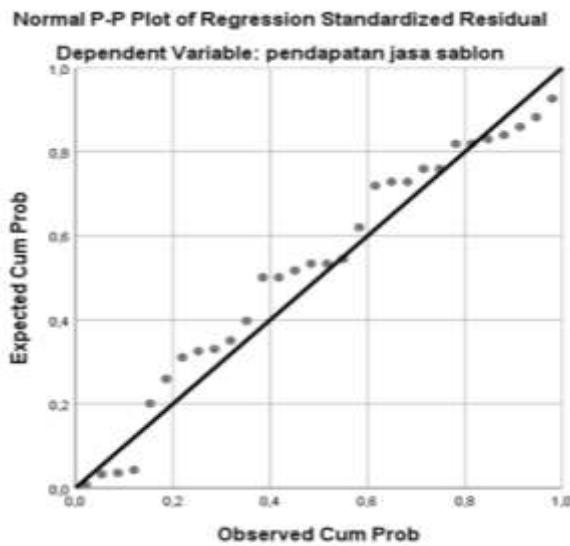
No.	Variables	Alpha	Information
1.	Gubernatorial Election Activities	0,779	Reliable
2.	Income of Screen Printing Services MSMEs	0,797	Reliable

Source: data processed 2024

Table 3 shows that all statement items are reliable because the alpha values of 0.779 and 0.797 are greater than r_{table} 0,361. From the validity and reliability tests of the instruments above, it can be concluded that the research instruments are said to be valid and reliable so they can be used in research.

3. Normality Test

Figure 1. Normality Test Results

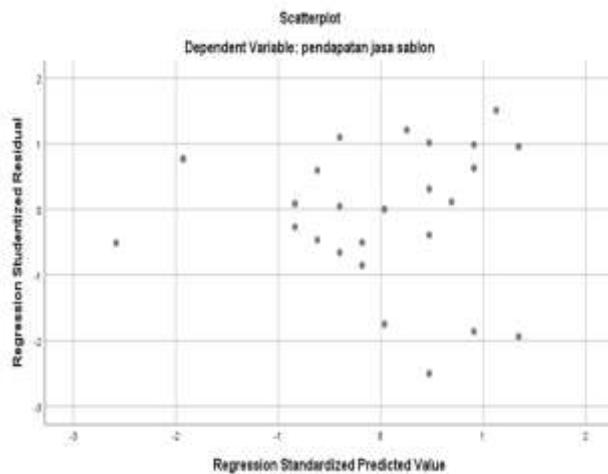


Source: data processed 2024

Based on the results obtained from the SPSS version 25 program, it can be seen that the variables are normally distributed, this is shown in Figure 1 where the data is around the diagonal line (straight line) or follows the direction of the diagonal line (straight line).

4. Heteroscedasticity Test

Figure 2. Results of Heteroscedasticity Test



Source: data processed 2024

Based on the results from SPSS version 25 in Figure 4.2, the points do not form a clear pattern and are spread both above and below 0 on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use as research.

5. T-Test

This test was conducted to determine the effect of the independent variable (the gubernatorial election) on the dependent variable (the community's economy).

Decision-making criteria:

- If the sig value < 0.05 then H_a is accepted and H_0 is rejected, meaning it is

significant.

b) If the sig value > 0.05 then H_0 is accepted and H_a is rejected, meaning it is not significant.

The results of the t-test were carried out with the help of SPSS version 25, so the following results were obtained:

Table 4 T-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,637	3,669		4,262	,000
Gubernatorial Activities	,560	,118	,668	4,755	,000

a. Dependent Variable: Income of Screen Printing Services MSMEs

Source: data processed 2024

Based on table 4 above, it can be seen that t_{hitung} The variable of the Gubernatorial Election (X) is 4.755 with a significance level of $a = 0.05$, while the table above shows a significance of 0.000, so the regression coefficient result is $0.000 < \text{alpha } 0.05$. Thus, it can be concluded that there is an influence of the 2024 East Java Gubernatorial Election Activities on the income of MSMEs in the Screen Printing Services of Grati District, Pasuruan Regency.

Discussion

In this study, researchers conducted data analysis to determine the extent of the gubernatorial election's impact on screen printing service revenues in Grati District. The results indicated a significant impact, as seen from:

Table 5 Simple Regression Results (Model Summary^b)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,668 ^a	,447	,427	2,904	,447	22,612	1	28	,000

a. Predictors: (Constant), Gubernatorial Election Activities

b. Dependent Variable: Income of Screen Printing Services MSMEs

Source: data processed 2024

Table 5 above shows a significance value of 0.000, then compare it with a probability of 0.05, and the results can be concluded that the probability/sig < 0.05 , so H_0 is rejected, H_a is accepted, meaning it is significant. It is proven that the 2024 East Java Gubernatorial Election Activities have a significant impact on the income of MSMEs in the Screen Printing Services Sector in Grati District, Pasuruan Regency.

Table 6 Simple Regression Results (Coefficients^a)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,637	3,669		4,262	,000
Gubernatorial Activities	,560	,118	,668	4,755	,000

a. Dependent Variable: Income of Screen Printing Services MSMEs

Source: data processed 2024

Table 6 above shows that t_{hitung} The variable of the Governor Election (X) is 4.755 with a significance level of $a = 0.05$, while the table above shows a significance

of 0.000, so the regression coefficient result is $0.000 < \alpha 0.05$. Thus, it can be concluded that the 2024 East Java Governor Election activities influence the income of MSMEs in the Screen Printing Services sector in Grati District, Pasuruan Regency.

CONCLUSION

The 2024 East Java Gubernatorial Election significantly affected the revenue of screen-printing MSMEs in Grati District. This can be seen from the preparation stage to the implementation stage, such as the ordering of several attributes for each candidate pair who wanted to hold a campaign, which included ordering t-shirts for each candidate pair, banners, billboards, so that it would indirectly increase the revenue of each screen printing MSME that was targeted by the candidate pair to order several attributes, this also made the community, especially in Grati District, more prosperous.

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