UDC 332

THE ANALYSIS OF THE GOVERNMENT'S ROLE TOWARD BUSINESS SUSTAINABILITY AND WELFARE OF SILVERSMITH IN GIANYAR REGENCY, INDONESIA

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ABSTRACT
The silver handicraft industry is one of the handicrafts that attract attention because it is included in the three primary export commodities of the Province of Bali. However, currently, the condition of silver handicraft SMEs is in stagnant condition and even tends to decline, especially with the Covid-19 pandemic, so it can have an impact on business continuity and the welfare of artisans. The role of the Government is one of the critical external factors that can affect business continuity. The role of the Government as a regulator can control the behaviour of entrepreneurs and, at the same time encourage SMEs as part of SMEs to innovate. The purpose of this study was to examine the influence of the role of the Government on business continuity and the welfare of silver artisans in Gianyar Regency. The population in this study was 235 silver handicraft SMEs. The research sample was determined through the purposive sampling method to produce a total sample of 95 silver handicraft SMEs. This study uses descriptive analysis techniques and quantitative analysis techniques with structural equation models or Structural Equation Modeling (SEM), especially Partial Least Square (PLS) assisted by the analysis tool WarpPLS 7.0. The results of the study indicate that (1) the role of the Government directly has a significant positive effect on the sustainability of the silver business in Gianyar Regency; (2) The role of the Government directly has a significant positive effect on the welfare of silver artisans in Gianyar Regency; (3) Business continuity directly has a significant positive effect on the welfare of silver artisans in Gianyar Regency, and (4) business continuity partially mediates the influence of the Government's role on the welfare of silversmith in Gianyar Regency.

KEY WORDS
Government role, business continuity, welfare, SMEs.

Small and medium industries (SMEs) can now be said to be the backbone of the economy in Indonesia because of their huge role in the national industry. As many as 99 percent of Indonesia's total industrial business units are filled by SMES. The SMES sector also absorbs 66 percent of the total workforce in the industrial sector (kemenperin.go.id). The sustainability of the SMES is considered appropriate to be maintained, given the significant role of the SMES in the national economy, especially with the current Covid-19 pandemic. The impact caused by the Covid-19 pandemic has affected various sectors, including the economic sector, even though economic growth is moving positively. Difficulties in obtaining raw materials, marketing barriers, lack of customers, and a significant decrease in turnover are some of the challenges faced by SMEs today.

The industrial sector is one of the supporting sectors for the economy in Bali Province. During the last five years, from 2016 to 2020, there has been an increase in the number of business units and SMES workers in Bali Province. This can be an illustration that SMES in Bali Province is considered to be relatively well developed. Based on data from the Bali Province Industry and Trade Office in 2021, in 2020, the number of SMES business units

reached 16,143 units, with a total workforce of 125,855 people. The development of business units and the number of workers shows that the potential of the Bali Province SMEs can contribute to the economy as well as create jobs for the surrounding community. However, in fact, the development of the Bali Province SMES which is quite good, is not spread evenly across nine regencies/cities in Bali Province.

Interestingly, although Gianyar occupies the fifth position in terms of the number of SMIs and employment, the investment value and production value of the SMES in Gianyar Regency is the largest and far outperforms other regencies/cities in Bali Province. The achievement of the investment value and production value of the Gianyar Regency SMES, which is also the most significant value in the Province of Bali, can certainly be a pretty good foundation for the development of SMES in the future. Through the development of the SMES, it is hoped that it can create welfare for the community, especially in Gianyar Regency.

One of the measuring tools in assessing welfare is the Human Development Index (HDI). Based on data obtained from Gianyar in Figures (2021), the HDI of Gianyar Regency from 2016 to 2020 occupies the third-highest position in Bali Province. The HDI of Gianyar Regency, considered good enough to occupy the top three highest positions, has not been able to reduce the number of poor people. In 2020, the number of poor people in Gianyar Regency occupied the third highest position in Bali Province. The number of poor people in Gianyar Regency occupies the third highest position in Bali Province for the last five years, from 2016 to 2020. A large number of poor people in Gianyar Regency is one indicator of the common welfare of the population, even though the HDI in Gianyar Regency is considered quite good.

The jewellery craft industry is currently one of the crafts that are quite attracting attention. This can be seen from jewelry crafts included in the top three main export commodities of Bali Province in 2020 (Bali in Figures, 2021). However, behind the jewellery/premier handicrafts included in one of the main export commodities of Bali Province, in fact during the last ten years, jewellery/gem handicrafts have fluctuating in export volumes and tend to decline over the last three years. The decline in the export volume of jewellery/gem commodities to the lowest volume in the last ten years, namely in 2020 could disrupt the development of industrial businesses engaged in jewellery/gems. Moreover, the jewellery/gem industry is more export-oriented.

Preliminary observations show that the condition of the silver industry in Gianyar Regency, especially in the industrial centers located in Celuk, Batubulan, Singapadu, and Sukawati villages, is in a stagnant condition and even tends to decline. This is evidenced by the fact that dozens of art shops sell and/or produce silver handicrafts, preferring to close their businesses and switch functions to other businesses needed by the community during a pandemic. Based on initial interviews with several silversmiths, the decline in orders can be felt during the current pandemic. If before the pandemic, craftsmen were able to receive orders for hundreds of units for one model, but during the Covid-19 pandemic, the number of orders decreased to tens of units, and even silver units for one model.

The downward trend in exports from year to year can also be caused by external factors, namely the growing silver industry centres in other areas such as Kotagede (Yogyakarta), Bangil (East Java), Padang, and Kendari. In addition, the demand from customers for products with the best quality, and new designs at low prices, can be met by business players in the silver handicraft industry in industrial countries, such as China, Thailand, and India (Yudy, 2020).

The business continuity of every industry is undoubtedly very important to be maintained. Good management and empowerment of MSMEs can help maintain business continuity, which also impacts a better level of community welfare (Seran et al., 2017). As part of MSMEs, when associated with the handicraft industry, craftsmen who can maintain their business continuity will tend to have better welfare. This can be due to the income obtained by the artisans from the craft business they are engaged in so that the income is used to meet their welfare.

One factor that affects business continuity is the role of the Government. The role of the Government is one of the important external factors that affect business continuity. The role of the Government through Government Regulations can control the behavior of entrepreneurs and encourage SMES as part of MSMEs to innovate. The Government can perform its role by providing regulations, technical/production support, financial, and technical support, and access to funding. Diva (2009) stated that there are roles of the Government that he thinks are effective in terms of developing MSMEs as follows: 1) Government as a facilitator, 2) Government as a regulator, 3) Government as a catalyst.

According to Law Number 23 of 2014 concerning Regional Government, Regional Government is the administration of government affairs by regional governments and regional people's representatives according to the principle of autonomy and assistance tasks with the principle of autonomy as broad as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia. The regional Government referred to in this study is the institution or agency fully responsible for implementing the development of the Small and Medium Industry sector.

Jasra et al. (2011) stated that Government support is one of the main variables that affect the sustainability of MSMEs. Of course, every MSME owner really hopes for Government support through programs to develop the MSME sector to support a stable national economy. Research conducted by Songling et al. (2018) shows that the role of the Government through financial and non-financial support significantly influences the company's performance and sustainability. Based on these findings, policymakers at all levels of Government are advised to provide financial and non-financial support to MSMEs, which in turn can increase business growth and sustainability. Kraja (2014) states that the Government can change and improve the condition of SMEs with its policies. These policies can help SMEs improve their performance and maintain business continuity.

Seeing the vital role of MSMEs in the economy, it is appropriate to get the attention of policymakers, especially the Government Institutions responsible for developing these MSMEs. The existence of an intervention from the Government on MSMEs will significantly impact their sustainability; as stated by George J. Stigler in Harefa (2008), "Regulation is a set of rules intended to provide protection and benefits to society in general or a group of people".

Based on the background explanation above, the focus of this study is to analyze the factors that influence the business continuity and welfare of silver artisans in Gianyar Regency, Bali Province. The results of this study are expected to produce decision-making materials in improving business continuity and the welfare of craftsmen, by emphasizing the role of the Government.

METHODS OF RESEARCH

Relational research is proposed in this study because it seeks to study the relationship between variables. This research in process uses a quantitative research model. This research was conducted on small and medium industries (SMES) engaged in silver handicrafts in Gianyar Regency, Bali Province. Considering that silver handicraft SMEs in Gianyar Regency are the most significant silver handicraft SMEs in Bali Province, this is why Gianyar Regency as the research location. The classification of this variable consists of three groups, namely: (1) endogenous variables, namely the Welfare of Craftsmen (Y2); (2) mediating variables, namely Business Continuity (Y1); and (3) exogenous variables, namely the Government's Role (X1).

The population in this study amounted to 235 silver craft business units in Gianyar Regency. The sampling method used in this study is a non-probability sampling type, namely purposive sampling, with the following criteria: (1) The company must be a silver craft SMES located in Gianyar Regency and has a business license under the guidance of the Industry and Trade Office. (Disperindag) Bali Province; and (2) the Company is still active in its operational activities. The final sample of 95 silver craft SMES business units in Gianyar

Regency was obtained after sorting the samples based on purposive sampling. The unit of analysis in this study is the company, but when conducting the questionnaire survey, the respondents in this study were addressed to the owners/managers of SMES.

Validity and reliability tests are used in testing research instruments. Descriptive analysis techniques and quantitative analysis techniques with structural equation models or Structural Equation Modeling (SEM), especially Partial Least Square (PLS) are used in this study because 1) the variables of this study consist of three types of variables, namely exogenous, mediating, and endogenous variables; 2) this research variable is a latent variable which is reflected by the indicator variable. The analytical tool used in this research is WarpPLS 7.0. The conceptual framework in this study can be seen in Figure 1.

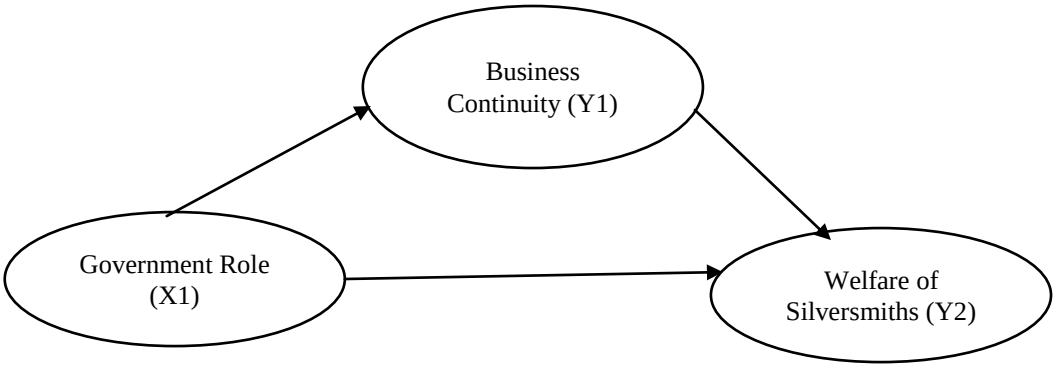

Figure 1 - Research Conceptual Framework

Based on the description described above, the proposed hypothesis is:

- H1: The role of the Government has a positive effect on the sustainability of the silver business in Gianyar Regency;
- H2: The role of the Government has a positive effect on the welfare of silversmiths in Gianyar Regency;
- H3: business continuity positively affects the welfare of silversmiths in Gianyar Regency;
- H4: business continuity mediates the influence of the Government's role on the welfare of silversmiths in Gianyar Regency.

RESULTS AND DISCUSSION

Convergent validity measures the magnitude of a model's correlation between the construct and the indicators. Convergent validity is met if a construct has a strong correlation with its indicators, so it can be said that a set of indicators can explain or represent a construct. Convergent validity in SEM-PLS is shown through the loading factor value. The loading factor value in this study is shown in Table 1.

Table 1 – Indicator Loading and Cross Loading

	X_1	Y_1	Y_2	Type (a	SE	P value
$X_{1.1}$	0.902	0.184	0.020	Reflect	0.062	<0.001
$X_{1.2}$	0.891	-0.046	-0.005	Reflect	0.086	<0.001
$X_{1.3}$	0.896	-0.115	0.198	Reflect	0.075	<0.001
$X_{1.4}$	0.915	-0.024	-0.208	Reflect	0.073	<0.001
$Y_{1.1}$	0.151	0.932	-0.085	Reflect	0.058	<0.001
$Y_{1.2}$	-0.219	0.911	0.170	Reflect	0.055	<0.001
$Y_{1.3}$	0.026	0.867	0.577	Reflect	0.072	<0.001
$Y_{1.4}$	0.026	0.910	-0.515	Reflect	0.072	<0.001
$Y_{1.5}$	0.014	0.930	-0.116	Reflect	0.031	<0.001
$Y_{2.1}$	-0.022	0.253	0.972	Reflect	0.048	<0.001
$Y_{2.2}$	0.187	0.111	0.939	Reflect	0.061	<0.001
$Y_{2.3}$	-0.166	-0.377	0.929	Reflect	0.067	<0.001

Source: Processed data, 2022. Note: X1 = the role of the Government; Y1 = business continuity; and Y2 = craftsman welfare.

Table 1 shows that all indicators reflecting the three constructs have a loading factor greater than 0.5. A loading factor value greater than 0.70 is ideal. However, a minimum value of 0.50 is acceptable/tolerable. On the other hand, a loading factor value of less than 0.50 is unacceptable; therefore, the indicator must be removed from the model (Ghozali, 2011). Based on this, all indicators of the three variables are valid.

The validity of a construct can also be seen from the discriminant validity. Discriminant validity on reflective indicators is by looking at the cross-loading indicator of the construct or it's latent. Discriminant validity is good when the indicator has a greater cross-loading on the construct than other constructs. Table 1 shows that discriminant validity has been met by seeing that the cross loading on the construct is higher than that of the other constructs.

The feasibility of the constructs made can also be seen from the discriminant validity through Average Variance Extracted (AVE), Composite Reliability (CR) which is generally used for reflective indicators and aims to measure the internal consistency of a construct, and Cronbach Alpha. The results of the processed data are presented in Table 2.

Table 2 – Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach Alpha

Construct	*Average Variance Extracted* (AVE)	*Composite Reliability*	*Cronbach's Alpha*
Government Role (X1)	0,811	0,945	0,923
Business Continuity (Y1)	0,829	0,960	0,948
Craftsman Welfare (Y2)	0,897	0,963	0,942

Source: Processed data, 2022.

Table 2 shows that the constructs of the Government's role (X1), business continuity (Y1), and the welfare of craftsmen (Y2) are perfect because they have discriminant validity greater than 0.5, which is reflected in the Average Variance Extracted (AVE) value. above 0.70 for Composite Reliability and Cronbach Alpha values that exceed 0.70.

This study uses the analysis of WarpPLS version 7.0 to test the significance of the relationship between constructs based on the results of the analysis of the outer model which is reliable and valid. The Inner Path Model Diagram from this study is shown in Figure 2.

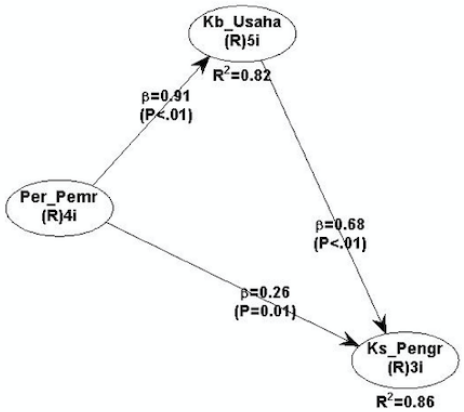

Figure 2 – Inner Path Diagram Model

The analytical tool used in this study presents the coefficient of determination R2, which provides information on how much variation in the value of the independent variable and the impact on changes in the dependent variable. The results of the R2 analysis of each dependent variable in this study can be seen in Table 3.

Table 3 – R-Square Value Analysis Results

Variable	R^2	Information
Business Continuity (Y1)	0,821	Strong
Craftsman Welfare (Y2)	0,864	Strong

Source: Processed data, 2022.

The analysis presented in Table 3 shows that the results of R2 for Y1 are 0.821 and for Y2 are 0.864, so they are classified as strong predictors of changes in the value of the dependent variable included in the research model. Another way that can be done to get the quality of the research model on several constructs used is through the goodness of fits (GOF) feasibility test as recommended by Tenenhaus et al. (2004). The model formulation is described as follows.

$$Q_2 = 1 - [(1-R_1^2)(1-R_2^2)] = 0,976$$

Based on the calculation results, the Q2 value of 0.976 can be interpreted that 97.6 percent of the variation of the craftsman welfare variable (Y2) is expressed by the variation of the Government role variable (X1) and business continuity (Y1). The remaining 2.4 percent of the variation in value changes in the welfare variable of craftsmen cannot be explained by exogenous latent variables (X1 and Y1) and is determined by other factors not included in this research model.

Hypothesis testing is intended to answer the problem formulation and achieve research objectives. The explanation of the hypothesis testing of this research is adjusted to the systematics of the research objectives. Table 4 presents the results of hypothesis testing in this study.

Table 4 – Hypothesis Test Results

	Path Coefficient	*P values*	Significance
$X_1 \longrightarrow Y_1$	0,906	<0,001	Significant
$X_1 \longrightarrow Y_2$	0,264	0,010	Significant
$Y_1 \longrightarrow Y_2$	0,683	<0,001	Significant
$X_1 \longrightarrow Y_1 \longrightarrow Y_2$	0,619	<0,001	Significant

Source: processed data, 2022. Information: X1 = the role of the Government; Y1 = business continuity; and Y2 = craftsman welfare.

Table 4 shows that the path coefficient value of the Government's role variable (X1) on the business continuity variable (Y1) is 0.906, and the P value is smaller than 0.05 (<0.001<0.05), so it can be concluded that the role of the Government is directly significant positive effect on business continuity. This means that as the value of the Government's role increases, the value of business continuity also increases.

The path coefficient value of the Government's role variable (X1) on the welfare variable of craftsmen (Y2) is 0.264 and the P value is smaller than 0.05 (0.010 <0.05), so it can be concluded that the role of the Government directly has a significant positive effect on artisan's welfare. This means that the increasing value of the government's role and the value of artisans' welfare also increase. The path coefficient value of the business continuity variable (Y1) on the craftsman welfare variable (Y2) is 0.683, and the P value is smaller than 0.05 (<0.001 <0.05), so it can be concluded that business continuity directly has a significant positive effect on worker welfare. This means that as the value of business continuity increases, the welfare value of artisans also increases.

The path coefficient value of the business continuity role test (Y1) mediates the influence of the role of the Government (X1) on the welfare of craftsmen (Y2), which is 0.619 with a P value of less than 0.05 (<0.001<0.05). This value indicates that business continuity mediates the influence of the Government's role on the welfare of artisans. Given that directly or indirectly through business continuity, the role of the Government has a positive and significant impact on the welfare of craftsmen, it can be stated that business continuity partially mediates the influence of the role of the Government on the welfare of craftsmen.

DISCUSSION OF RESULTS

The results of hypothesis testing in this study state that the role of the Government directly has a positive and significant impact on the business continuity of silversmith in

Gianyar Regency. One of the Government's roles in developing silver handicrafts can be seen in the implementation of training programs for artisans.

Based on the questionnaires distributed to respondents, as many as 83 percent of them participated in the training program from the Government. Such a large percentage illustrates that the Government plays a significant role in developing the capacity of artisans through the implementation of training programs. This training program is certainly expected to increase the skills and insight of the artisans in managing the business so that it can also have an impact on the sustainability of their business. Excerpts from an interview with Mrs. Ni Nyoman Sriani, S.E., MAP. at the Office of Industry and Trade of Gianyar Regency, March 16, 2022, it is presented as follows.

“We have made efforts to create physical and non-physical development programs. The physical development program can be seen from the construction of the silver craft SMES centre building in Celuk Village, the provision of equipment and machinery assistance for silver artisans. The non-physical development program can then be seen from the implementation of training, such as training in production techniques and product standardization, training in procedures and documentation of foreign trade, as well as training in centre management".

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Statement by Mrs. Ni Nyoman Sriani, S.E., MAP. illustrates that the Government has carried out its role in assisting the development of silver handicrafts in realizing business continuity. Physical and non-physical development programs realize this role so it is hoped that the benefits can be felt directly for silversmith, especially in Gianyar Regency.

Another role of the Government that is also felt is the provision of machine assistance for silversmith. On January 22, 2022, the Ministry of Industry handed over assistance in the form of a CNC (Computer Numerical Control) machine to the Celuk Design Center at the Celuk Silver Jewelry Small and Medium Industry Center (SMES), Gianyar Regency in the context of accelerating economic recovery due to the Covid-19 pandemic. The head of Celuk Design Center, Kadek Megayasa, said that the function of this CNC machine is to make silver jewelry designs. The community is expected to need no longer to hire services for design outside their area after the assistance of this machine, so this machine will be handy for the productivity of artisans (bali.bisnis.com).

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The role of the Government is one of the important external factors that affect business continuity. The role of the Government through regulations/regulations made by the Government can control the behaviour of entrepreneurs while encouraging SMES as part of MSMEs to continue to grow. This study's results align with the research conducted by Jasra et al. (2011) stated that Government support is one of the main variables affecting the sustainability of MSMEs. Of course, every MSME owner really hopes for Government support through programs aimed at developing the MSME sector in order to support a stable national economy.

This study's results align with the theory used, namely stakeholder theory. Local governments are also included in the Stakeholder group. In accordance with the results of this study, the government's role affects companies related to business continuity. The role of the Government through policies and program support that has been implemented is considered to be able to help silversmith so that the benefits are felt so that it directly affects business continuity.

The results of hypothesis testing in this study state that the role of the Government directly has a positive and significant impact on the welfare of silver artisans in Gianyar Regency. The dominant indicator that supports the Government's role in the welfare of silver artisans in Gianyar Regency is the provision of regulations and access to funding. Provision of regulations from the Government in favor of artisans can be seen from the existence of tax incentives, convenience in managing business permits, and reduced costs in managing intellectual property rights if accompanied by a letter of recommendation from the Gianyar Regency Industry and Trade Office. Furthermore, the role of the Government in accessing funding can also be reflected in the opportunity for craftsmen to get funding at low interest rates through the People's Business Credit (KUR) scheme.

This study's results align with the welfare theory, which is associated with the welfare of craftsmen. The provision of regulations that make it easier for craftsmen and access to funding at low interest rates allows artisans to run their business more efficiently so that they can also support the achievement of the welfare of craftsmen. The Government's role in facilitating craftsmen can be considered a breath of fresh air amid the sluggish economy due to the Covid-19 pandemic, which also affects small and medium industries, especially the silver handicraft industry.

The results of this study are also by research conducted by Agustina et al. (2019) which states that the role of the Government has a positive and significant impact on people's welfare. The results of this study reflect the role of the Government in its role as a motivator, facilitator, and dynamist which is seen as capable of improving the welfare of the community.

The results of hypothesis testing in this study state that business continuity directly has a positive and significant impact on the welfare of silver artisans in Gianyar Regency. The results of this study illustrate that increasing the value of business continuity can improve the welfare of silversmith.

The dominant indicator that supports business continuity on the welfare of silversmith in Gianyar Regency is the level of sales growth. Business continuity can occur if all business operational activities can take place properly, including sales growth, because it has an impact on increasing the income earned by artisans. Along with the increase in the income earned by the craftsmen, the welfare of the craftsmen will be easier to achieve.

This study's results align with the welfare theory, which is associated with the welfare of craftsmen. As part of MSMEs, when associated with the craft industry, craftsmen who can maintain their business continuity will tend to have better welfare. This can be due to the income that the craftsmen get from the craft business they are engaged in so that the income is used to meet their welfare. The results of this study are also in line with research conducted by Seran et al. (2017) which states that good management and empowerment of MSMEs can help maintain business continuity which also has an impact on a better level of community welfare.

The results of data analysis show that Business Continuity mediates the influence of the Government's Role on the Welfare of Silversmith in Gianyar Regency. The role of the Government is one of the important external factors that affect business continuity. The role of the Government through government regulations can control behaviour as well as encourage craftsmen to innovate so that business continuity can be realized and has an impact on the welfare of craftsmen.

Several indicators that have the strongest correlation to the Government's Role variable are the provision of regulations and access to funding. During the Covid-19 pandemic, the Government has rolled out several policies. These policies include providing regulations that ease craftsmen such as tax breaks to providing access to low-interest credit

funding such as People's Business Credit (KUR). This policy can help craftsmen to expand their business in the midst of a sluggish economy which has a direct impact on the handicraft business.

Research conducted by Songling, et al. (2018) shows that the role of the Government through financial and non-financial support significantly influences the company's performance and sustainability. Based on the results of this study, the Government and policymakers are advised to provide financial and non-financial support to SMEs which in turn can increase business growth and sustainability.

Support from the Government not only helps to access scarce resources but also facilitates small companies to start, grow and create sustainable positions in volatile markets (Hansen et al., 2009). Government support such as credit disbursement, training, services, loans, tax payments, and so on often does not make a significant contribution to the profitability of the company. However, it is a significant driver for the survival and success of the company (Fajnzylber et al., 2009) .

The role of the Government, which silversmith have felt through a number of regulations and policies, can participate in maintaining the sustainability of the craft business, especially during the Covid-19 pandemic. Craftsmen with maintained business continuity can more easily realize the welfare they want. This happens because the craftsmen can still work and earn income from the craft business. The craftsmen can ultimately use the income earned from the craft business to fulfill the necessities of life and realize their welfare both materially, socially and spiritually.

Based on the findings obtained as a result of the research, it is hoped that this research can make an important contribution in enriching the scientific treasures. This knowledge is primarily concerned with finalizing the concept of business continuity through stakeholder theory and the concept of welfare through welfare theory as well as examining the factors that play a role in business sustainability, namely the role of the Government.

The results of this study can be a form of recommendation for policymakers in the Gianyar Regency Government, especially the Industry and Trade Office and the Gianyar Regency Dekranasda. Policymakers can implement policies by preparing targeted and sustainable programs and activities to improve the welfare of craftsmen. The role of the Government that has been carried out well so far can be further improved. Based on in-depth interviews conducted with craftsmen and the Disperindag of Gianyar Regency, several programs are recommended to support silver artisans, including (1) carrying out training/assistance in improving the skills and insights of craftsmen regarding production, market knowledge, marketing, to the development of an entrepreneurial spirit. Craftsmen; (2) provide regulations needed in developing handicraft businesses; and (3) provide technical support for production, technical, financial support, and access to funding for craftsmen.

CONCLUSION

Based on the results of data analysis and discussion in the previous chapter, the following conclusions can be drawn: (1) The role of the Government directly has a significant positive effect on the sustainability of silversmith's business in Gianyar Regency; (2) The role of the Government directly has a significant positive effect on the welfare of silversmith in Gianyar Regency; (3) Business continuity directly has a significant positive effect on the welfare of silversmith in Gianyar Regency; and (4) business continuity mediates the influence of the Government's role on the welfare of silver artisans in Gianyar Regency.

Based on the results of the research and the conclusions above, the suggestions that can be given are as follows: (1) The need for the role of the Government in accommodating silversmiths through recommendations or sustainable policies regarding Small and Medium Industries, especially silver handicrafts and (2) Craftsmen are expected to take advantage of the program The Government is to improve the skills and insight of artisans and take advantage of the facilities provided by the Government so that they can be useful to maintain business continuity and improve the welfare of craftsmen.

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