Micro, Small and Medium Enterprises (SMEs) play an important role in the economy of Indonesia. One of the problems that often arise in the development of SMEs is the lack of structure and lack of access to capital to strengthen the capital structure. Linkage Program is one way to encourage intermediation sector by empowering Micro, Small and Medium Enterprises (SMEs). Linkage program becomes mutually beneficial cooperation between commercial banks and rural banks/BPRS in terms of lending to SMEs. The purpose of this study was to analyze the implementation of the linkage program antara Bank Syariah Mandiri Malang and BPRS Bumi Rinjani Kepanjen and its benefits.

This research uses descriptive qualitative method. Data that used with this research obtained through direct observation, interviews with related informants, and documentation.

The results of this study indicate that the implementation of the program Linkage between Bank Syariah Mandiri and BPRS Bumi Rinjani using Executing Models, and there are still funds target inaccuracy linkage is supposed to SMEs but by BPRS Bumi Rinjani Kepanjen channeled to finance consumer. The benefits are BPRS Bumi Rinjani Kepanjen have the positive impact on their capital, and profit as well as the strengthening, development and enhancement of the role BPRS Bumi Rinjani Kepanjen Society. For Bank Syariah Mandiri is efficiency cost, time and effort in the distribution of third party funds (lending).