

EMPOWERMENT OF COMMUNITIES ENTERPRISES OF KERINJING OGAN ILIR VILLAGE THROUGH TRAINING AND ASSISTANCE IN THE MANAGEMENT FIELD, FINANCE, AND MARKETING

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Abstract

This community service activity aims to provide services to MSME actors who want to maintain and develop their businesses amid economic competition and during the Covid-19 Pandemic by maximizing the use of technology in their business. Through the urgency of the MSME needs for digital marketing facilities and financial consulting, as well as the availability of human resources for the service team that can meet the needs of MSME assistance services in Kerinjing Village, Tanjung Raja District, Ogan Ilir Regency from April 2022 to November 2022. This community service activity includes assisting the needs of related MSMEs making online marketing media and making financial reports that are carried out in stages, starting with partner coordination meetings, collecting data on MSME needs and allocation of companions, preparing services, and ending with the implementation of the mentoring process to fulfill MSME needs in Kerinjing Village, Tanjung Raja District, Ogan Ilir Regency. to increase the added value of the business for MSMEs. The outputs of this activity include publications in the Sumatra Express mass media and national journals. Through publications, community service activities become transparent and can continue to become regular MSME service activities to continue to provide solutions to the needs of MSME actors

Keywords: Assistance, MSME, Training.

INTRODUCTION

National economic development and growth will be realized if there is coordination between the central government and local governments (Rossignoli, et al., 2015). The local government is assigned to develop the potential of the region by the provisions of the central government. Local governments can develop their regional potential through realization through micro-economic development efforts (Roougiar, et al., 2018). The presence of a developing micro-economy in the area today is micro, small, and medium enterprises (MSMEs). MSMEs as micro businesses can contribute to building local economic potential through the development of people's creativity in entrepreneurship (Miao, et al., 2017).

The development of MSMEs in Indonesia has become the backbone of the community's

economic system which can reduce the problem of tension between groups and business people, and can play a role in alleviating missions (Munizu, 2010). There are seven sectors in the MSME business (Bank Indonesia, 2015): namely (1) the trade sector; (2) the processing industry sector; (3) the agricultural sector; (4) the plantation sector; (5) plantation sector; (6) fishery sector; and (7) service sector. These MSME sectors are widespread in many regions in Indonesia which can absorb a lot of labor through labor-intensive and can also contribute to regional income which can have an impact on national income which is dominated by large and capital-intensive companies (Kristiyanti, 2012). Indonesia, which is dominated by MSME businesses, needs to pay special attention to this sector because the contribution of MSMEs to the national economy is quite large (Pakpahan, 2020).

There are at least three very important roles for SMEs in the lives of low-income people, namely a means of lifting people out of poverty, a means of leveling the economic level of low-income people, and providing foreign exchange for the country (Prasetyo & Huda, 2019). Data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, and the Economic Census from the Central Bureau of Statistics in 2020 show the large contribution of MSMEs. The contribution of MSMEs to the Indonesian economy includes MSMEs absorbing up to 90.2 percent of the total workforce, providing up to 99 percent of total employment, contributing 60.34 percent of the total national GDP, contributing 14.17 percent of total exports, and contributing 58.18 percent of the total investment (Putri, 2019).

The slow growth and development of MSMEs will certainly have an impact on the low growth of the people's economy, thus causing a decrease in people's purchasing power and a decrease in production for the people's economy which in turn causes the community to be unable to meet their basic needs. The COVID-19 pandemic has had a significant impact on all people's lives, especially for MSME actors whose economic turnover is very dependent on the traffic of goods, services, and people, who are experiencing a period of limited movement. This results in decreased productivity of all elements in the MSME ecosystem and affects the welfare of MSME actors. Therefore, strategies from various parties are needed to revive MSMEs so that they can survive amid the COVID-19 pandemic and try to return to stability.

Current technological advances encourage people to carry out activities that are faster and easier. The internet is one of the advancements in the field of communication technology that is growing so rapidly. In 2008, the population using the internet around the world reached 1,565,000,000 people, or 23.3 percent of the total population worldwide who use internet access for certain purposes (Awali & Rohmah, 2020). In addition, Utomo revealed that in Facebook data, 74% of internet users in Indonesia use mobile devices (Awali & Rohmah, 2020). Increasingly growing technology, the increasingly advanced digital world, and the internet can certainly affect the world of marketing. This also affects the marketing trend in the world to switch from conventional (offline) to digital (online). This digital marketing strategy is considered more perspective because it allows potential customers to obtain all kinds of information about products and transact via the internet.

Business people who are hampered by the lack of knowledge of digital marketing and electronic commerce require the public to be literate about technology, thus requiring business people to participate in training activities to be able to utilize internet technology and social networking as a medium for doing business. The current digital era is unavoidable, business people must be able to maximize digital development because it allows marketing their products

online. E-marketing is a process of achieving marketing-related goals by relying on electronic communication technology (Ellis, 2016). Harijanto stated that the e-marketing application is very suitable for companies that want to increase their market share because this application can attract even more consumers (Awali & Rohmah, 2020).

E-marketing will be maximized in terms of disseminating marketing information for both the services and goods offered, as well as making it easier for consumers to get the information they need. In addition, implementing this e-marketing strategy will increase the market size of the existing segmentation. So it can be said that e-marketing is an online marketing process through electronic technology both marketing and as a form of promoting products and services that reach a wider market and build closer relationships with customers and of course provide satisfaction to consumers.

Sri Widowati, revealed data that as many as 45 percent of internet users are residents of Indonesia who prefer to shop online (Awali & Rohmah, 2020). This percentage is predicted to increase along with the increase in internet users in Indonesia. This illustrates that the consumption behavior of the Indonesian people is increasingly leading to a digital lifestyle. However, not all business actors take advantage of this opportunity to have a business perspective on digital marketing. Although many business actors are now starting to use digital and social media to market their products, unfortunately, the number is still very limited. The use of marketing with digital media (digital marketing) is still felt to be not optimal when compared to the drastic growth in the number of internet users. Based on the results of McKinsey's research, only about 30 percent of businesses in Indonesia use digital instruments in developing their businesses (Awali & Rohmah, 2020). Seeing this, it can be concluded that the potential for digital marketing in Indonesia is still very large.

The impact of COVID-19 has changed the business behavior of business actors running their businesses. Even though the impact of COVID-19 has been felt by various industrial sectors, it does not mean that MSME players have to stop running their businesses. However, MSMEs can still try to continue running their business through an online system where this will not violate government regulations regarding social distancing rules. Through the role of technology, business activities and the distribution of goods can still be carried out.

This is done with the aim that MSME businesses do not just stop and the distribution of goods will continue to run. In addition, strengthening the use of digital technology to support MSME economic activities needs to be carried out as a continuation of the short-term strategy. However, in the long-term strategy, digital technology must become the main platform in MSME business processes. This is in line with Pakpahan's opinion (2020) which states that in the future MSMEs can use digital technology for the production process, product promotion, and determine potential markets for their products (Pakpahan, 2020).

The Minister of Cooperatives and SMEs Puspayoga emphasized that currently, MSMEs must take advantage of the internet as part of their marketing strategy and product branding. Puspayoga also believes that using internet facilities can improve the marketing of MSME products, which will be followed by increased production and productivity of MSMEs. The challenge is only how MSMEs can improve the quality of their products so that they can develop rapidly. Social media is the easiest digital marketing tool to use. This can be a stimulant for the development and sustainability of MSMEs. In addition to low costs and no need for special expertise in initial initiation, social media is considered capable of directly engaging

potential consumers (Awali & Rohmah, 2020).

A survey conducted by LIPI recommends short-term mitigation steps that can be taken by MSMEs in dealing with the COVID-19 pandemic, namely creating stimulus on the demand side and encouraging online platforms (LIPI, 2020). As a long-term mitigation effort, market intelligence for new market potential, increasing the accuracy of MSME data, and digital-based MSME development can be taken.

The needs analysis shows that 67 percent of MSMEs need marketing assistance to reach a larger target market and 50 percent of MSMEs need financial reporting assistance to encourage the accuracy of relevant data and information. The existing situation inspired the mitigation steps taken by the abdimas team, namely encouraging online marketing and strengthening MSME branding to create demand-side stimulus so that MSMEs could survive during the pandemic.

Based on this analysis, the assistance program for meeting the needs of MSMEs in the form of Community Service activities (abdimas) is focused on MSMEs in Kerinjing Village, Tanjung Rajo District, Ogan Ilir Regency who are identified as needing assistance using digital media in developing their business as well as conducting financial reporting education and consulting by the team. abdimas who are experts in management, finance, and marketing.

IMPLEMENTATION METHOD

Target Audience

The target audience in this service activity is MSME (Micro, Small, and Medium Enterprises) actors in Kerinjing Village, Ogan Ilir Regency.

Student Linkage and Involvement

The implementation of this activity involved a team of lecturers from the Faculty of Economics, Sriwijaya University, and other support teams as executors of community service. In addition, student participation in community service activities is as auxiliary staff for activities in preparing materials and helping good business planning practices with Micro, Small and Medium Enterprises (MSMEs), due to the large number of MSME actors who are not familiar with technology and many have low education.

Solution to problem

The most important problem faced by Partners is the lack of competent Human Resources (HR) in helping to meet the needs of Micro, Small, and Medium Enterprises (MSMEs), where the main MSME problem is the lack of use of technology in operating or developing their business, especially those that related to digital media or e-marketing. Therefore, MSMEs need more intensive assistance and training to maximize the use of technology in their business. In addition, MSMEs also need assistance regarding a broad marketing strategy for products, financial reporting, and tax reporting. By helping to meet the needs of Partners in assistance services for meeting the needs of MSMEs, the flow of community service activities can be carried out.



Figure 1. PKM Activity Flow of Thought

Activity Implementation Methods

Service activity methods include:

a. Lecture

The lecture method combined with the use of a laptop and LCD projector is used to convey material on a) the importance of planning before a business is carried out, b) the usefulness of planning, and c) knowing how to classify competitors and simple financial calculations. The use of this method can provide relatively large amounts of material in a concise, fast, and easy way as well as bookkeeping prepared by the service team.

b. Demonstration

The demonstration method is used to demonstrate a work process to provide convenience for service participants. Demonstrations were carried out by the service team as resource persons to convey or practice training and Assistance in Fulfilling MSME Needs in the Fields of Marketing, Management, and Finance.

c. Accompaniment

The next method is carried out for the mentoring process, participating MSMEs are regularly monitored to see their progress. The results of these observations will be lessons learned to improve the performance of MSMEs in the future. One of these mentoring strategies, the team will look at what is needed by MSME actors in Krenjing Village, Tanjung Rajo District, Ogan Ilir Regency.

Management, namely in managing the management of the company, from the marketing side, namely promotion, product processing, and the use of social media as a means to reach consumers, and from the financial side, namely determining the Cost of Production, recording Financial Reports, and so on.

The community service activity entitled "Empowering Communities for Micro, Small and Medium Enterprises in Kerinjing Ogan Ilir Village Through Training and Assistance in the Fields of Management, Finance and Marketing, in October and November 2022 at 10.00 WIB until finished. The first session is the presentation and delivery of material. The material was provided by a community service team from the Faculty of Economics, Sriwijaya University. Exposure is done manually with an explanation of the lecture method. In addition, photocopies of the material presented by the resource person were distributed and provided opportunities for participants to ask questions about the material provided.

Evaluation Design

To find out the level of understanding and knowledge of the material that has been conveyed to MSME actors regarding Business Plan Training for MSME Actors, a discussion forum is held in the form of questions and answers, questionnaires, and assistance both during training and after training while still controlling the results after the Business Planning Training at Kerinjing Village, Tanjung Raja District, Ogan Ilir Regency. This is a form of continued empowerment between the team and the target audience.

RESULTS AND DISCUSSION

Results of Implementation of Community Service Activities

The community service activity entitled "Empowering Micro, Small, and Medium Enterprises Communities in the Village of Kerinjing Ogan Ilir Through Training and Assistance in the Fields of Management, Finance, and Marketing" was carried out for three days with the presence of MSME actors and the local government.

Participants who attended were MSMEs in Kerinjing Village who were very enthusiastic and had quite a high interest in participating in this activity. These benefits can be felt individually to increase reading skills and scientific insights about how to plan a business.

The next session is a question and answer session and discussion. This activity was carried out to determine the level of ability of the participants in understanding the material that had been given to several housewives and young people providing responses and questions related to this business plan. In addition, the service team also distributed questionnaires to see how far they knew about the follow-up to this business planning training, after counseling and discussion. The next session is a question and answer session and discussion. This activity was carried out to determine the level of ability of the participants in understanding the material that had been given to several housewives and young people providing responses and questions related to this business plan. In addition, the service team also distributed questionnaires to see how far they knew about the follow-up to this business planning training, after counseling and discussion.

The implementation of community service has supporting factors and inhibiting factors in the implementation of community service, namely: 1. Supporting factors include a). Head of Kerinjing Village who supports the implementation of training activities b). Residents of the village of Kerinjing helped to smooth and succeed in the implementation of community service activities, c). The enthusiasm of the residents as participants in community service and training. (d). There is assistance carried out by the service team for MSME actors in this Kerinjing Village. Inhibiting Factor a). Limited time for training implementation, b). Limited distance and time in conducting further coaching and assistance so that the Kerinjing village MSME actors can understand and implement what they get from the training so that the Kerinjing village MSME actors can be said to be Upgrading.

Every activity carried out is expected to provide benefits, as well as community service activities carried out. This community service activity is expected to increase the creativity of the community by utilizing the knowledge gained from this training.



Figure 1 Question and answer session and discussion between participants and the service team

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The community service activities carried out also had a positive impact on the community and MSMEs in Kerinjing Village, namely:

1. The material provided can increase knowledge about Community Empowerment of Micro, Small, and Medium Enterprises in Kerinjing Ogan Ilir Village through Training and Assistance in the Fields of Management, Finance, and Marketing
2. Interest and desire in entrepreneurship
3. The existence of a container to distribute products resulting from the handicrafts of the Kerinjing village community

The impact of this activity is that the community and MSME actors have the knowledge and insight to take advantage of Community Empowerment for Micro, Small, and Medium Enterprises in Kerinjing Ogan Ilir Village through Training and Assistance in Management,

Finance, and Marketing because it is to increase knowledge and income for the community and MSME actors in this Kerinjing Village.

The implementation of service activities in Kerinjing Village as a whole is considered good and successful in terms of targets and realization. Judging from the target number of training participants attending 100 percent, the target for the dedication to be achieved is 90 percent, the achievement of the target material that has been given is 90 percent and the achievement of the participants' ability to master the material is 90 percent.

The last session is closing. The dedication activity was closed by the Village Head and a joint prayer. We hope that community service activities can provide sustainable benefits for MSMEs in Kerinjing Village, especially for people who can take advantage of their free time for entrepreneurship. Then to close all the dedication activities, a group photo was taken.



Figure 2 Photos of Faculty Service Participants

The mentoring activity was carried out in November 2022, the training team for visiting MSME actors in Kerinjing Village was to find out how far the changes had been made by MSME actors after training was carried out by the service team from the Faculty of Economics, Sriwijaya University. The dedication team pays more attention to the lack of business capital which is the main problem of MSMEs in this Kerinjing Village. The lack of business capital they have, the effect is, MSMEs are not able to increase the amount of production to be able to get more profits. New business ideas for expansion purposes often have to be abandoned because of this problem.

This problem is very classic. They often find it difficult to find financing capital from banks because there are many conditions that they cannot fulfill. How to overcome: one way to overcome this is that they get help from middlemen to increase business capital, this is very detrimental to the community and MSME players because the loan interest is quite high. Lack of experience from the community and MSME actors in Kerinjing Village regarding knowledge of management, finance, and marketing. Many of these MSMEs only focus on producing goods and marketing goods but do not think about how to strengthen their products and expand their business. As a result, they find it difficult to increase their business, and their business only stalls. The solution that the Service Team provides in overcoming it is by increasing knowledge

related to the development of the latest business strategies by diligently reading and studying. It is also recommended to join various business communications that can bring MSME actors together with various other business practitioners. So, you can share experiences related to knowledge, experiences, and insights.

At present, the number of MSME products in Kerinjing Village that can penetrate the sub-district and district levels is probably still minimal. One of the reasons why MSME products are difficult to compete at the district level is the low competitiveness of their products. What's more, if it has something to do with the price that has been offered, MSME products in the Regency or province can also be said to be far from being of National or International quality. The solution that the service team offers is to increase product competitiveness. So, MSME actors must be more creative and innovative in producing their goods. For your product to be seen by many, you must be able to offer your product more innovatively by implementing various business formulas or different production methods. In addition, MSME actors must be able to open themselves further and be able to join various pieces of training that are usually held by various agencies. On the other hand, MSME actors must also be able to be more active in analyzing various competitor products that are compatible with similar products. Why? Because this is very important to be able to analyze prices, business trends, and other innovative ideas that can be applied to products.

Distribution of goods. So far, most MSMEs have always lacked channels in terms of distributing their products. Most of the MSME actors only focus on distributing goods to several partners and collectors that they only know. This method is of course still very simple and the level of reach is not yet widespread. An easy way to overcome this is to actively join various product exhibitions held by various government and private agencies to expand the network and reach a wider market. In addition, trying to be even more focused on collaborating with various merchants or outlets that can help promote Kerinjing Village MSME products, so that the level of distribution of Kerinjing Village MSME products can be even wider in reaching the market.





Figure 3 Assistance carried out by the Service Team after the Training

Then phase 2 of assistance will be carried out on November 2022 which will be carried out by the Community Service Team to find out the extent of the impact of changes on the community and MSME players after training and mentoring. The service team pays more attention to the difficulties in managing MSME business administration. One of the factors that give rise to evidence of the maximum entry and exit of money from MSME operations. In addition, a good bookkeeping system is also a mandatory requirement for entrepreneurs who wish to borrow business capital at a bank. The solution offered is to rearrange the bookkeeping of MSME actors every day. Get rid of how to write manual bookkeeping with automatic bookkeeping with the help of Accurate Online accounting software. This application will make it easier for MSME players to take care of everything related to business accounting more easily and quickly, including bookkeeping. So, MSME actors can determine the MSME e-commerce business model immediately.

Some of the MSMEs may indeed have marketed their products through various digital media, such as social media, marketplace, Website, Email, forums, etc., however, in practice they are still far from optimal, as a result, the results of what they get are less maximum. The solution offered is to be more active in doing digital marketing. The main thing to do is to choose the right digital media channels, then focus even more on marketing those channels, and optimizing them. After MSME actors can focus on that one channel, then MSME actors can maximize other channels, so that product sales can increase further, however, for starters, it's best to focus on marketing on one channel only. Then, do regular optimization so that marketing on these channels results in increased conversions. MSME actors can also provide opportunities in the form of drop shippers or resellers for the wider community. The more people who market your product, the greater the opportunity to increase sales.

MSME actors in Kerinjing Village often ignore legality issues because many of these MSME actors are aware of the importance of legality for their products and businesses. So, most of them only focus on selling without thinking about the legality of their products. The way to overcome this is to provide input to the community and MSME actors on the importance of having business legality so that they can increase consumer confidence and increase income.

Communities and MSME actors in Kerinjing village are taught how to do a SWOT analysis (Strengths, Weaknesses Opportunities, Threats) on MSME processed products. The analysis carried out is the strengths, weaknesses, opportunities, and threats that can arise from these MSME products. Furthermore, to find something that most differentiates MSME products from similar competitor products, we try to be more consistent in making significant differences in the form of the uniqueness of MSME products from Kerinjing Village as one of the Special Capabilities, so that the quality of the Kerinjing Village UMKM brand will look different in the eyes of the consumer.

One of the marketing strategies is to maintain customer loyalty, the more often MSME actors carry out this program, the more loyalty of MSME customers will be even stronger, so that later customers will make repeat orders more often, even the possibility that customers will also voluntarily offer MSME products to customers. his friends. The way to solve this problem is to think of the best ideas about how to make these consumers loyal to these MSME products. MSME players can start by doing giveaways, cashback, free shipping, promos, etc.

Many SMEs are not aware that manual bookkeeping is a serious problem. Bookkeeping that is done manually will be more prone to damage, loss, to recap errors, for example, if the sales report for one day is lost, then the overall sales report will be messier. The key to adequate business evaluation is good bookkeeping. Thus, MSME actors can analyze MSME business sales more precisely as material for consideration in making the next decision. In addition, a good bookkeeping system is also a mandatory requirement for entrepreneurs who wish to borrow business capital at a bank. The solution offered is to rearrange the bookkeeping of MSME actors every day. Get rid of how to write manual bookkeeping with automatic bookkeeping with the help of Accurate Online accounting software. This application will make it easier for MSME players to take care of everything related to business accounting more easily and quickly, including bookkeeping. So, MSME actors can determine the MSME e-commerce business model immediately.



Figure 4 Assistance carried out by the Community Service Team after the Training

CONCLUSION

1. The people of Kerinjing Village, Tanjung Raja District, Ogan Ilir gain additional knowledge, insight, and understanding of the benefits of Community Empowerment for Micro, Small, and Medium Enterprises Through Training and Assistance in Management, Finance, and Marketing.
2. There is the motivation for the community and MSME actors to carry out entrepreneurial activities to improve people's welfare.
3. The target audience in particular is the community and MSME actors, but it is hoped that there will be a transfer of knowledge to other family members and the community in general.

In addition, this training also produces tangible outputs in the form of business plan documents that can be used by all participants as a guide in running their business for a better future. Implementation of a good business plan is expected to accelerate their process towards "Upgrading" MSMEs, where their business is growing and has a wider market share. Through this training, it is hoped that the participants can become an example for other business people in the village to motivate them to run their businesses even better.

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