

PEMBERDAYAAN UMKM SEBAGAI UPAYA MENINGKATKAN PEREKONOMIAN DI DESA DANGDEUR

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Abstract

UMKM is a productive business owned by individuals and/or business entities that meet micro-enterprises' criteria. The Covid-19 pandemic has caused the economic sector to decline, this is also felt by the tourism sector and trade in the micro, small and medium business industry. This activity aims to provide socialization and assistance to UMKM actors so they can run their businesses. The research method used is qualitative and is presented descriptively. The empowerment and development of UMKM is carried out by collecting data, conducting surveys, and collaborating with DKUPP Purwakarta. This socialization discussed money management, requirements and sales permits, halal labelling, making NIB, product innovation and marketing techniques. This UMKM empowerment socialization program is sufficient to help UMKM actors in Dangdeur Village to improve product branding and expand marketing targets.

Keywords: *UMKM, Covid-19, Entrepreneurship, Management, Marketing.*

Abstrak

UMKM adalah usaha produktif milik orang perorangan dan atau badan usaha perorangan yang memenuhi kriteria usaha mikro. Adanya pandemi Covid-19 membuat sektor perekonomian menurun, hal tersebut juga dirasakan oleh sektor pariwisata dan perdagangan industri usaha mikro kecil menengah. Tujuan dari kegiatan ini adalah untuk memberikan sosialisasi dan pendampingan pada pelaku UMKM agar usaha yang dijalankan. Metode penelitian yang digunakan yaitu metode kualitatif dan disajikan secara deskriptif. Pemberdayaan dan pengembangan UMKM ini dilakukan dengan pendataan, melakukan survey, dan melakukan kerjasama dengan DKUPP Purwakarta. Sosialisasi ini membahas mengenai manajemen uang, persyaratan dan izin penjualan, labelling halal, pembuatan NIB, serta inovasi produk dan teknik pemasaran. Program sosialisasi pemberdayaan UMKM ini cukup dapat membantu pelaku UMKM di Desa Dangdeur untuk meningkatkan branding produk dan memperluas target pemasaran.

Kata kunci: *UMKM, Covid-19, Kewirausahaan, Manajemen, Pemasaran*

I. INTRODUCTION

People who have potential and can perceive the possibilities that exist in themselves and identify the surroundings can find business chances and open opportunities for the community to satisfy the requirements of life to be wealthy. With this business opportunity, it is hoped to help increase the economic income of the surrounding community so that it becomes even better. In addition, with business opportunities in the surrounding area, it is hoped to become its hallmark. One of the efforts made to meet the needs of life is to carry out Micro, Small and Medium Enterprises (MSMEs) (Rahmadani, 2021).

MSMEs cannot be eliminated or avoided from the current nation's society because their existence is very useful regarding the distribution of community income. Besides that, it can also create creativity that aligns with efforts to maintain and develop elements of tradition and culture of the local community. On the other hand, MSMEs can absorb

labour on a large scale, considering the large population of Indonesia, so this can reduce the unemployment rate. From this, the existence of labour-intensive MSMEs, using simple and easy-to-understand technology, can become a platform for people to work (Fadilah et al., 2021).

The definition of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is regulated in the Law of the Republic of Indonesia Number 20 of 2008 concerning MSMEs, namely productive businesses owned by individuals and individual business entities that meet the criteria for micro-enterprises, have a maximum net worth of IDR 50,000.000 (fifty million rupiahs) excluding land and buildings for business premises; or have annual sales of at most Rp 300,000,000.00 (three hundred million rupiahs) (Padilah et al., 2021). Furthermore, explained in Chapter 1 Article 1 of Law no. 20 of 2008 concerning micro, small & medium enterprises explains that: 1) micro-enterprises can be interpreted as productive business activities on the ownership of individuals or individual business entities following the provisions stipulated in the law; 2) small business is a productive and independent economic business activity, this business activity is carried out by an individual or a business entity that is not a branch of the company that is owned and following the provisions in force in the law; and 3) medium-sized businesses are productive economic businesses that stand alone, and these business activities are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned either directly or indirectly and following the provisions stipulated in the Law (Rahmadani, 2021).

MSMEs have an important role in national development: employment, income distribution, rural economic development, increasing non-oil and gas exports, and increasing Gross Domestic Product (GDP). MSMEs are also businesses that have survived the economic crisis since 1997. Apart from that, MSMEs are also a lifeline for the nation's economic recovery because they can significantly contribute to GDP and employment. Various efforts to make MSMEs a driving force for the economy still face various challenges related to their existence which is income gathering in nature. The business being run aims to increase income with the general characteristics of being a family-owned business, using technology that is still relatively simple, and there is no separation of business capital from personal needs (Fidela et al., 2020).

In MSMEs, there is a marketing strategy that business actors carry out to attract customer interest, and this is what must be done based on the phenomena that occur intending to provide the goods and services needed according to the interests of consumers at very affordable prices, and this can get sufficient value. Good for the company. An organization or company is tasked with fulfilling the target market's wants, needs, and interests to provide satisfaction more effectively and efficiently. There are several approaches to marketing strategies, one of which is the marketing mix or Marketing Mix (Padilah et al., 2021).

The existence of the Covid-19 pandemic has made the economic sector decline, and this has also been felt by the tourism and trade sectors of the micro, small and medium enterprises (MSMEs) industry. Apart from that, there has also been evidence of mass layoffs and the closure of several businesses due to the Covid-19 pandemic (Hardilawati, 2020, p. 90). MSMEs support the Indonesian economy because they can contribute 60% of the GDP or Gross Domestic Product (Shofiana, 2020, p. 4). However, since the Covid19 pandemic, people's purchasing power has decreased, affecting the activities and

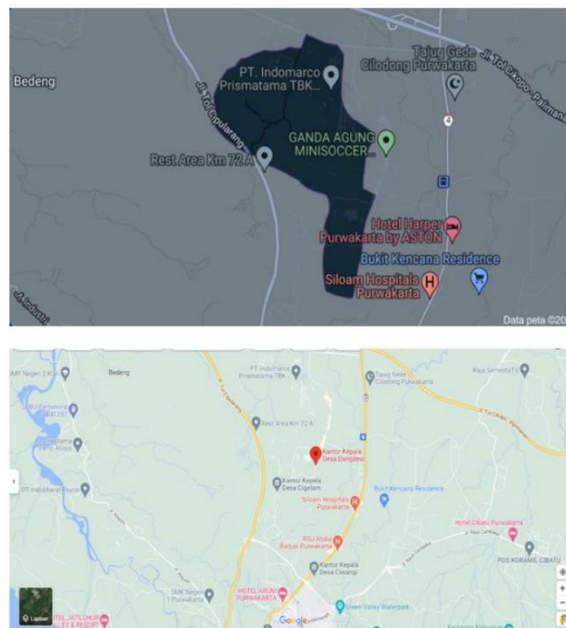
income of MSME players. Therefore, a strategy is needed for MSMEs to maintain their business during the Covid-19 pandemic, one of which is by switching to digital platforms or digitization.

According to Lee in Prastiani and Subekti (2019: 3), digitalization is converting from analogue media to digital form. This digitalization is a suitable method for MSMEs to maintain their business during the Covid-19 pandemic because, at this time, consumers tend to shop online to reduce face-to-face intensity. However, not all MSMEs understand technology, so these MSME actors tend not to promote their business digitally because most MSMEs use conventional methods. This factor prompted the UIN Sunan Kalijaga Yogyakarta PkM Team to agree to take the main program, namely educating MSMEs in Cigombong to use digital platforms and market their products in e-commerce.

Dangdeur Village, Bungursari District, Purwakarta Regency is one of the villages that require optimal product development from both MSMEs and small businesses in the community around Dangdeur Village and the development of MSME product marketing. Therefore, an activity program is needed to support MSMEs in Dangdeur Village. MSME Empowerment and Development is one of the Community Service program activities (PkM) in Dangdeur Village. This program was implemented to help empower and develop MSMEs for the Dangdeur Village community.

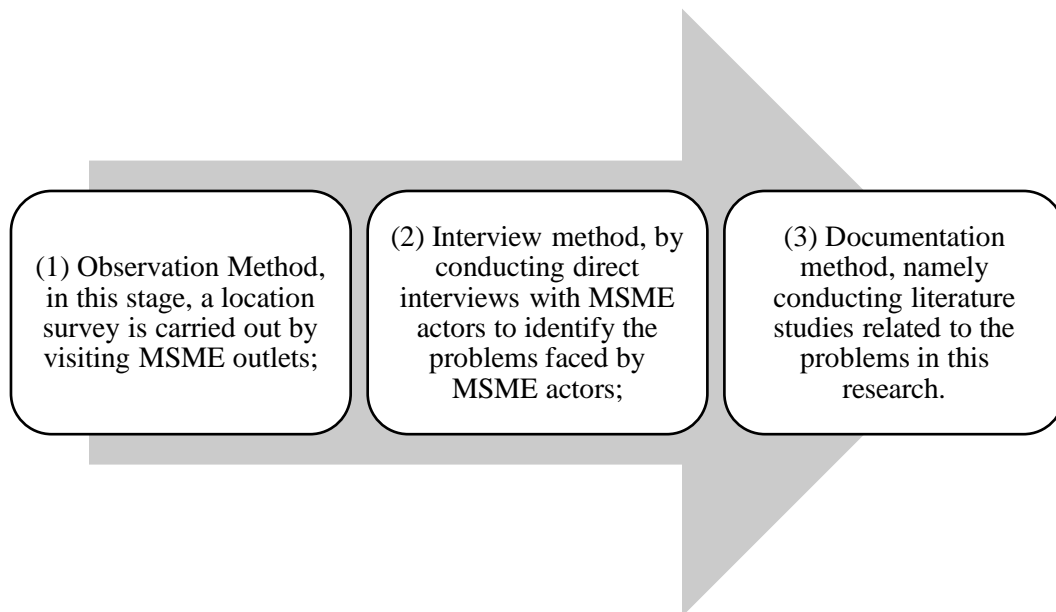
This activity aims to provide socialization and assistance to MSME actors so that the businesses they run can survive in the market and grow even better by paying attention to the product, place, promotion, and price of the products offered. It is also hoped that MSMEs in Dangdeur Village can improve quality and productivity in their business and apply for business licenses and halal certification so that MSME products in Dangdeur Village can compete in a wider market. Procedures for managing incoming and outgoing money are also provided so that MSME actors know their business position, business profits and losses, and to implement future business development strategies. In addition, assistance is also provided for MSME actors who still need to get a permit or NIB, and so on.

Figure 1 Geographical Location of Dangdeur Village



II. IMPLEMENTATION METHOD

This research is like field research, namely direct observation, to obtain the necessary information (Maros, 2016). This research was conducted in Dangdeur Village, Bungursari District, Purwakarta Regency, which was the location for the PkM Team from UIN Sunan Kalijaga, Yogyakarta. The total population of Dangdeur Village is 2,407 people, with 1,181 men and 1,226 women. With a total of 815 heads of families. The research method used is qualitative and is presented descriptively, namely describing, describing and explaining the situation according to the problems related to this research (Nur et al., 2015). The data collected in this study are primary data and secondary data. Primary data is obtained from data sources or research informants through interview techniques which will then be analyzed to answer research problems. Meanwhile, secondary data is obtained from documents and articles related to the research title (Yuda, 2019). The techniques used in data collection are:



III. RESULT AND DISCUSSION

The Community Service Program in Dangdeur Village, Bungursari District, Purwakarta Regency, West Java, was implemented on July 4, 2022, where one of the work programs offered was the empowerment and development of MSMEs in Dangdeur Village as an effort to increase the income of villagers. The implementation of MSME development began around mid-July until its peak, on August 2022, with the Socialization of MSME development held with the Office of Cooperatives, SMEs, Trade and Industry Purwakarta.

MSMEs are a potential business for economic development in Indonesia, so in practice, it is necessary to optimize and explore the existing potentials to increase community economic development. Of course, this development will develop better with support from the government in providing the necessary facilities to support the

implementation and progress of the business being carried out to produce good quality products so that it can compete with the international market (Fadilah et al., 2021). Micro, Small and Medium Enterprises (MSMEs) also have considerable potential for growth and development in improving people's lives. However, it is identified that MSMEs still face various problems, and of course, they need attention from all parties. The most basic problem in this regard is related to the low productivity of MSMEs. This low productivity is caused by the low quality of MSME human resources, especially in management, mastery of technology, and marketing (Fidela et al., 2020).

Figure 2 Implementation of MSME Development



Empowerment of MSMEs in rural communities contains the intention of economic development in the form of developing MSMEs in the Dangdeur Village community as the main national development agenda so that concrete steps must be taken so that the community's economic growth can occur quickly. With the empowerment and development of MSMEs in rural communities, it is hoped that it can improve people's lives in a better direction (Sulaeman, 2020). The initial activity of the 75 groups to start the MSME empowerment and development work program was to collect data and conduct a survey for residents of Dangdeur Village who are MSME actors. In this case, we collaborated with the village, where we asked village officials about MSME actors, and then we were taken and directed one by one to where the MSME actors were. After conducting a survey, we mapped out where we divided the MSMEs into goods and services; we also divided goods into food and non-food production (convection, woven or handicrafts, etc.).

In addition to collecting data internally (asking for village assistance), we are also trying to work with external parties (DKUPP Purwakarta), given the importance of the government's role in developing Micro, Small and Medium Enterprises (MSMEs). Because MSMEs are one of the potential businesses to improve the economy and improve people's welfare. So there is a need for empowerment in terms of human resources for procuring facilities and infrastructure. In addition, there are many benefits from the

existence of MSMEs, which can absorb much labour and reduce unemployment rates. In this case, the role of DKUPP Purwakarta is an extension of the local government to help overcome problems that occur in the development of MSMEs in terms of production and processing, marketing, human resources, as well as design and technology (Fadilah et al., 2021).

In the socialization activity with DKUPP, many things were explained, such as management of incoming and outgoing money (money management), product sales requirements and permits, halal labelling for food, making NIB, product innovation and marketing techniques, as well as data collection on MSMEs in Dangdeur Village and many other things related to the socialization theme being carried out, namely digital-based empowerment and development of MSMEs in Dangdeur Village. According to Chaffey and Chadwick (2016: 11), Digital Marketing is the application of the internet and relates to digital technology in which it relates to traditional communications to achieve marketing goals. This can be achieved by increasing consumer knowledge, such as profile, behaviour, values, and loyalty levels, and then integrating targeted communications and online services according to each individual's needs. So basically, digital marketing is a marketing activity that uses digital media using the internet which utilizes media in the form of web, social media, e-mail, databases, mobile/wireless and digital tv in order to increase target consumers and to find out their profile, behaviour, product value, as well as the loyalty of customers or target consumers to achieve marketing objectives. However, in practice, this socialization refers more to empowering and developing MSMEs first, given the fact that several MSMEs have not been officially registered because most of their consumers are only residents, have not taken care of labelling or halal certification, do not yet have NIB, and so on.

In this regard, marketing was one of the topics conveyed in the socialization. According to Kotler (1997), "Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging products that have value with other parties. Meanwhile, according to Bozokurt (2000), "Marketing is all communication efforts that will enable an organization to explain what is offered, what can be provided, what is its relationship with its existence and its products and services". From the two expert opinions above, marketing is a social and managerial process that seeks to communicate what benefits and value will be obtained from a product to other individuals or groups.

According to Kotler, marketing strategy is a marketing logic in which companies hope to create value for customers and achieve profitable customer relationships. Meanwhile, Kurtz (2008) states that the marketing strategy is the company's entire program in determining the target market and satisfying consumers by building a combination of elements from the product mix, distribution, promotion, and price. From the explanation above, it can be concluded that marketing strategy is any plan that companies program to determine their marketing targets to create value for customers by

building a combination of elements from product mix, distribution, promotion, and product prices, which have the aim of making a profitable relationship with customers. After the socialization on empowering and developing MSMEs, we assist MSME actors in Dangdeur Village, such as helping MSME actors make NIB, working with DKUPP regarding halal certification for MSME actors who produce food, and so on. This was enough to help MSMEs in Dangdeur Village, who wanted even bigger product names and a much wider marketing target and to be able to compete with other products.

IV. CLOSING

The MSME development program to increase the income of Dangdeur Village residents is going quite well. Through this empowerment, MSMEs are more aware of procedures for partnering with the government and business improvements such as making NIB, halal labels for food products and applying for capital loans. The obstacles we face include some MSME players who still need to keep basic bookkeeping, such as income and expenses, rebranding to increase product attractiveness, a lack of government support in the marketing process, and capital constraints. The MSME development process in Dangdeur Village was also carried out by involving DKUPP (Department of Cooperatives, UMKM, Trade and Industry) Purwakarta, where this research is expected to be a consideration in determining the MSME development strategy in Dangdeur Village.

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