



Enhancing the Capacity of Certified SMEs Facilitators for the Internationalization of Aceh's Micro, Small, and Medium Enterprises

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ABSTRACT

This community services aims to enhance the capabilities of certified SMEs facilitators from the Faculty of Economics and Business, Syiah Kuala University to internationalizing Aceh's Micro, Small, and Medium Enterprises (SMEs) through participation in the 19th Malaysia International Halal Showcase (MIHAS) 2023. That is not merely a journey to MIHAS; it is a strategic investment in building the competencies of facilitators who, in turn, become ambassadors of knowledge, aiding local SMEs enterprises in embracing internationalization with confidence and competence. Results showcase strengthened international networks and market reach, emphasizing the impactful role of university-community collaborations.

INTRODUCTION

In an era marked by globalization and interconnected economies, the landscape of small and medium-sized enterprises (SMEs) faces a transformative juncture, particularly in internationalization. This journal delves into the intricate interplay between the globalization of SMEs, explicitly focusing on the certified facilitators of micro, small, and medium-sized enterprises (SMEs) in Aceh, Indonesia. Rooted in a thorough analysis of the global economic situation, this endeavor seeks to address the challenges faced by UMKM in light of the 17 Sustainable Development Goals (SDGs) and their 169 associated targets (Ruvoletto, 2023). The contemporary milieu is characterized by an ever-expanding global trade ecosystem, presenting opportunities and challenges for businesses across various scales. Against this backdrop, the SMEs sector, as a vital component of local economies, grapples with multifaceted issues ranging from limited access to international markets to the need for enhanced capacity building (Mitra, 2017). Recognizing the urgency of these challenges, this journal embarks on a comprehensive exploration grounded in a robust literature review that amalgamates theoretical perspectives, empirical findings, and the outcomes of prior community service initiatives.

The theoretical underpinnings draw upon diverse literature, grouped methodologically or thematically, to present a collective understanding of the challenges faced by SMEs (Abebe, 2023; Dabić et al., 2020; Halim, Kesuma, & Siregar, 2023; Mulyany et al., 2023; Munteanu et al., 2022). That literature review establishes a compelling case for the exigency of intervention, showcasing the "state of the art" in existing knowledge and recognizing the gaps that demand immediate attention. The nexus between the identified issues and the SDGs underscores the global relevance and significance of addressing these challenges in pursuing sustainable development.

A critical aspect of this introduction is articulating a gap analysis, which serves as the linchpin for the subsequent community service initiative. It asserts the immediate need for innovative solutions, positioning the forthcoming engagement as a strategic response to bridge the identified gaps in SMEs internationalization (Chaldun et al., 2022). This initiative marks a departure from conventional approaches, as it involves the integration of certified SMEs facilitators from the Faculty of Economics and Business, Syiah Kuala University, into the global stage of the 19th Malaysia International Halal Showcase (MIHAS) 2023. The uniqueness of this approach lies in its emphasis on the facilitators' certification, positioning them as catalysts for change within the SMEs landscape. The MIHAS platform, recognized as the world's largest Halal trade fair, offers an unparalleled opportunity for these facilitators to broaden their horizons, engage with diverse stakeholders, and glean insights into international trade practices aligned with Islamic principles. That enhances their capabilities and positions them as invaluable resources for local SMEs enterprises seeking to navigate the complexities of global markets.

As we delve into the planning of this transformative community service initiative, the narrative unfolds the novelty embedded in the technology-driven approach adopted to empower certified SMEs facilitators. That is not merely a journey to MIHAS; it is a strategic investment in building the competencies of facilitators who, in turn, become ambassadors of knowledge, aiding local SMEs enterprises in embracing internationalization with confidence and competence. This international community service is carried out by Program Studi Ekonomi Islam, Fakultas Ekonomi dan Bisnis, Universitas Syiah Kuala in collaboration with Pusat Riset Komunikasi Pemasaran, Pariwisata, dan Ekonomi Kreatif (Kita Kreatif) Universitas Syiah Kuala, Direktorat Prestasi dan Kewirausahaan Universitas Syiah Kuala, Inkubator Kewirausahaan Universitas Syiah Kuala, and Program Studi Manajemen PSDKU Gayo Lues Universitas Syiah Kuala.

The overarching purpose of this community service initiative is two-fold. Firstly, it seeks to empower certified UMKM facilitators, providing them with the experiential knowledge and skills required to navigate international markets effectively. Secondly, it aims to contribute to the academic discourse by documenting and disseminating the methodology employed, thereby enriching the knowledge on community service, technology-driven capacity building, and internationalization. In affirming the significance of this endeavor, the article articulates a dual affirmation. Firstly, it asserts its contribution to the development of science and technology, not just as a theoretical construct but as a practical application that shapes the capabilities of individuals and fosters a culture of continuous learning and adaptability. Secondly, it aligns its purpose with the broader aspirations of the SDGs, acknowledging its role in promoting sustainable economic development and advancing international collaboration within the Halal industry. Previously, several community services carried out by academics/universities showed the results of increasing the competency and capacity of participants after attending training and exhibitions (BZ et al., 2019; Halim, Kesuma, Siregar, Riyaldi, et al., 2023; Halim, Kesuma, Siregar, Syahrizal, et al., 2023; Hibatullah et al., 2021; Iskandarsyah, Halim, et al., 2023; I. Majid et al., 2021; M. S. A. Majid et al., 2022). After the participants (certified MSME facilitators) increase their knowledge regarding the internationalization of MSMEs, they are expected to be able to transfer their knowledge to the MSMEs they support in Aceh so that Aceh MSMEs can expand the market to the international level.

IMPLEMENTATION AND METHODS

The target community for this service initiative includes certified micro, small and medium enterprise (MSME) facilitators who are members of the Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Syiah Kuala. These facilitators, each of whom has BNSP certification, are an important part of the internationalization of Aceh MSME product marketing. Several stakeholders actively contribute to the success of the service activity. Without disclosing individual names, Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Syiah Kuala, Pusat Riset Komunikasi Pemasaran, Pariwisata, dan Ekonomi Kreatif (Kita Kreatif) Universitas Syiah Kuala,

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Direktorat Prestasi dan Kewirausahaan Universitas Syiah Kuala, Inkubator Kewirausahaan Universitas Syiah Kuala, Program Studi Manajemen PSDKU Gayo Lues Universitas Syiah Kuala participate in making this community service a success.

The Service-Learning methodology guides the implementation in distinct stages. Service Learning is a learning method that emphasizes the practical aspects of the Experiential Learning concept, namely the application of lecture knowledge in the midst of society/community while interacting with society/community and becoming a solution to the problems faced by society or community, so that they are able to apply the real role of the campus in the community through community service activities. The community service introduces science and technology components strategically to enhance the capabilities of SMEs facilitators. This includes exposure to digital platforms, market analysis tools, and other relevant technologies aligning with global trade practices. The emphasis is on practical applications, ensuring that facilitators are equipped with contemporary skills to navigate the complexities of international markets confidently. That was obtained from the participation of participants in the 19th Malaysia International Halal Exhibition (MIHAS 2023). As the world's largest Halal trade fair, MIHAS attracts diverse stakeholders from the Halal industry, promoting products and services compliant with Islamic principles. MIHAS serves as a platform for industry players, businesses, and consumers to explore emerging trends, foster international trade, and exchange knowledge. MIHAS 2023 comprises four key components namely, the showcase, INSP, Knowledge Hub, and the MIHAS Awards.

RESULTS AND DISCUSSION

The outcomes of the community service activities demonstrate a clear alignment with the established objectives and employed methodologies, ensuring both relevance and coherence in the presented results. The Service Learning (SL) method has been widely used in community service and has been proven successful (Arifin & Mufaridah, 2018; Iskandarsyah, Halim, et al., 2023; Nasrulloh et al., 2022; Pandanwangi et al., 2023; Pangestu et al., 2023; Rianingsih et al., 2022). This community service activity is carried out in several stages:

Showcase

That event lasts for 4 days, starting from 12 to 15 September 2023 and is held at the Malaysia International Trade and Exhibition Center (MITEC). This activity features nearly 1,900 tenants represented by 44 countries and is estimated to accommodate 35,000 visitors. These tenants consist of food & beverages, food technology & packaging, cosmetics & personal care, services & enablers, e-commerce, education, islamic finance, media & recreation, modest fashion, pharmaceuticals & medicals, and government agencies. Certified micro, small and medium enterprise (MSME) facilitators who are members of Undergraduate Program in Islamic Economics, Faculty of Economics and Business, Syiah Kuala University visited the MIHAS 2023 exhibition tenants.

During the community service participants' visit to the tenants at MIHAS 2023, their primary focus lies in establishing meaningful collaborations with international business players in attendance (Figure 1). With the aim of assisting micro, small, and medium-sized enterprises (MSME) in Aceh to expand their footprint in the global market, participants actively explore collaboration opportunities with tenants from various countries. In-depth discussions with these tenants are aimed at understanding the needs and requirements of the international market, thereby enabling the design of more precise and suitable mentoring strategies.



Figure 1. Documentation of Tenants at the MIHAS 2023 Showcase

Moreover, participants will leverage this visit as an opportunity to tap into new markets for products from SMEs Aceh. By comprehending trends and consumer preferences from various represented countries at MIHAS, participants can offer advice and guidance to SMEs Aceh in adapting their products to be more competitive internationally. Direct interaction with tenants allows participants to gain profound insights into how to effectively position SMEs Aceh's products in the global market (Figure 2).



Figure 2. Aceh Noodle products (sachet packaging) sold by Tenants from Surabaya at MIHAS 2023 Showcase

This activity not only focuses on business aspects but also emphasizes the development of networks and international relations. Participants are expected to build sustainable relationships with tenants, opening doors for future collaborations, such as knowledge exchange, technology transfer, and investment opportunities. Business meeting sessions are anticipated to serve as a platform for strengthening partnerships and laying a robust foundation to support the internationalization of SMEs Aceh. Therefore, community service participants are not merely spectators at the MIHAS 2023 event; they are actively becoming agents of change, opening new opportunities for UMKM Aceh through strategic collaborations, global market expansion, and the strengthening of international relations.

The International Sourcing Programme (INSP)

The International Sourcing Programme (INSP) is a key component of the trade event alongside its exhibition. The participating Malaysian companies enjoy the privilege of meeting specially invited foreign buyers. The INSP is a cost-effective platform for Malaysian companies to meet potential buyers worldwide in the comfort of their home country. INSP MIHAS comprised pre-arranged one-to-one business meetings, both physical and virtual, which facilitated trade deals between international buyers and Malaysian suppliers of Halal products and services. The role of community service participants is pivotal in supporting Aceh's Micro, Small, and Medium Enterprises (MSME) in achieving global market penetration through The International Sourcing Programme (INSP) MIHAS 2023. Prior to the event, participants undergo preparatory sessions encompassing a profound understanding of the significance and objectives of INSP MIHAS 2023. This includes training in international business ethics and negotiation skills.

As the event commences, participants register to gain access to INSP MIHAS 2023 and receive informational materials, along with schedules for one-to-one meetings. The first phase involves direct business meetings with specially invited foreign buyers, where participants proudly present SMEs Aceh's products and services. The second, conducted virtually, allows participants to continue and elaborate on discussions with buyers from various corners of the world, creating space for more in-depth conversations. After the event concludes, participants engage in a joint reflection session to evaluate the success of the business meetings. Reports on meeting outcomes are compiled, including identified collaboration opportunities and follow-up steps. A workshop on global marketing strategies is then conducted to detail plans based on findings from INSP MIHAS. Identification of opportunities and challenges guides the discussion, forming the foundation to support the internationalization of UMKM Aceh.

In the subsequent stage, participants share experiences and lessons learned from INSP MIHAS in a forum. Successful business meeting outcomes are presented to support knowledge transfer among participants, fostering a collaborative environment that advances the goals of Aceh's SMEs internationalization. Thus, participants' engagement in INSP MIHAS 2023 transcends mere business meetings, serving as a foundation for the development of global marketing strategies and beneficial experience exchange.

Knowledge Hub

The knowledge-sharing component housed under the MIHAS Knowledge Hub serves as an intellectual nucleus, hosting seminars, and expert-led discussions on crucial topics like Halal standards, certification, and market trends. Renowned experts and industry leaders share insights, paving the way for innovation and sustainable development within the Halal sector. With the Knowledge Hub's guidance, MIHAS 2023 promises to foster growth, knowledge exchange, and global collaboration within the Halal industry.



Figure 3. First session "Meet the Experts Hong Kong SAR"

Community service participants will engage in a series of activities aimed at gaining an in-depth understanding of the Halal sector through MIHAS Knowledge Hub 2023. Participants initially register to attend these valuable sessions. The first session, "Meet the Experts Hong Kong SAR," promises in-depth discussions on crucial issues surrounding Halal standards, certification, and market trends, involving experts from Hong Kong SAR (Figure 3). The event officially opens with remarks from the organizers, creating an atmosphere that embraces collaboration and learning.



Figure 4. Second Session "Jom Eksport Indonesia"

The subsequent session, "Jom Eksport Indonesia," will provide profound insights into the experiences and export opportunities of Halal products from Indonesia (Figure 4). Participants then have the opportunity to take a break and engage in informal interactions during the lunch period, enriching their networking experiences. "Meet the Experts Thailand & Australia" and "Meet the Experts The UK, France & Türkiye" will be highly valuable sessions, allowing participants to engage in direct discussions with experts from Thailand, Australia, the UK, France, and Turkey (Figure 5). This opens up opportunities to understand the latest developments in the Halal sector in various countries, as well as to hear directly from key policymakers and leading practitioners.



Figure 5. Last Session "Meet the Experts The UK, France & Türkiye"

The closing session features closing remarks and appreciation, marking the conclusion of MIHAS Knowledge Hub 2023. Throughout these activities, participants are expected not only to gain in-depth knowledge of the Halal sector but also to engage in discussions and idea exchange that can significantly contribute to the global growth of the Halal industry.

MIHAS Awards

MIHAS 2023 continued to be a prestigious global Halal trade event. The MIHAS Awards is an esteemed recognition ceremony held during the Malaysia International Halal Showcase (MIHAS) to honour exceptional contributions and innovations in the Halal industry. The awards celebrate companies and individuals who have demonstrated excellence in producing high-quality Halal products and services while adhering to ethical and sustainable practices. The MIHAS Awards recognize exhibitors who demonstrate creativity in booth design, innovation in products and services, and effective promotion of MIHAS through social media platforms. These awards celebrate companies that go above and beyond to showcase their offerings in visually captivating and engaging booth designs, creating an immersive and memorable experience. Winners are selected based on their impact on the Halal market, commitment to social responsibility, and efforts toward promoting Halal trade on a global scale.

The community service participants actively engage in the prestigious MIHAS Awards as an integral part of MIHAS 2023, a highly esteemed global Halal trade event. MIHAS Awards organizes an award ceremony to honor outstanding contributions and innovations in the Halal industry. Participants partake in various related activities, including attending the award ceremony that highlights the excellence of companies and individuals in producing high-quality Halal products and services. During this activity, participants conduct intensive observations of the creative and innovative booth designs by the exhibitors. This aims to gain in-depth insights into how companies can visually and effectively convey messages about their products and services. Participants also be involved in evaluating the innovation of products and services offered by the exhibitors. This includes assessing their creativity in designing products, as well as the effectiveness of promoting MIHAS through social media platforms. Thus, participants can obtain a better understanding of innovative trends in the Halal industry.

Furthermore, participants observe and analyze the MIHAS promotion strategies employed by exhibitors through social media platforms. This includes evaluating the effectiveness of their promotions and their positive contributions to the global image of MIHAS. During the MIHAS Awards activity, participants also analyze the impact generated by the award winners in the Halal market. This includes assessing their commitment to social responsibility and concrete efforts in promoting global Halal trade. The active participation of the participants in the MIHAS Awards not only provides profound insights into excellence and innovation in the Halal industry but also allows them to identify best practices that can be adopted in the context of community service. The reflective and discussion sessions following the visit play a pivotal role in consolidating the insights gained during the MIHAS 2023 activities. The formulation of the report encapsulating findings, opportunities, and challenges identified during the visit serves as a comprehensive documentation of the community service outcomes. The evaluation of participants' contributions towards supporting the internationalization of SMEs Aceh becomes a crucial aspect, shedding light on their active role in fostering global connections and market expansion.

As the culmination of this endeavor, a dedicated session for presenting the outcomes is scheduled on a specific date post-event. During this session, the results of the visit will be presented to relevant stakeholders, accompanied by a profound discussion on the potential implementation of findings to support SMEs in Aceh. This serves not only as a means of knowledge dissemination but also as a forum for stakeholders to engage in meaningful dialogues, fostering collaborative efforts in the pursuit of sustainable and impactful internationalization for SMEs Aceh.

CONCLUSIONS AND RECOMMENDATIONS

The collaborative endeavors involving the Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Syiah Kuala, along with strategic partnerships with entities such as Pusat Riset Komunikasi Pemasaran, Pariwisata, dan Ekonomi Kreatif (Kita Kreatif) Universitas Syiah Kuala, Direktorat Prestasi dan Kewirausahaan Universitas Syiah Kuala, Inkubator Kewirausahaan Universitas Syiah Kuala, Program Studi Manajemen PSDKU Gayo Lues Universitas Syiah Kuala, have proven to be instrumental in the success of the community service activities. This collective effort, which includes active participation from certified BNSP facilitators comprising faculty members, students, and alumni, has significantly contributed to the internationalization of SMEs Aceh.

The conclusions drawn from these collaborative initiatives are firmly rooted in the objectives set forth in the introduction, supported by concrete facts and data derived from the activities. The tangible outcomes, notably the increased collaborations and expanded market exposure for SMEs Aceh, directly correlate with the active participation of the certified facilitators during MIHAS 2023. The implications of these activities extend beyond immediate objectives and directly link to the participation of the facilitators at MIHAS 2023. The strengthened global connections and market expansion observed are outcomes influenced by the insights gained and networks established during the international trade exhibition. The engagement with diverse stakeholders, exploration of emerging trends, and deepened understanding of international markets during MIHAS have directly informed the subsequent success of the SMEs empowerment initiatives.

This collaborative model, combining academic expertise with real-world exposure at MIHAS 2023, not only empowers local businesses but also positions SMEs Aceh on a global stage. The cross-fertilization of knowledge, experiences, and networks gained at MIHAS has significantly contributed to achieving Sustainable Development Goals and fostering economic growth within the community. In essence, this conclusion underscores the vital role of collaborative university-community initiatives, particularly those shaped by active participation in international events like MIHAS, in driving meaningful and sustainable impact.

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