



Entrepreneurship Development Based on Financial Management for the Community Kota Bambu Selatan - Palmerah, West Jakarta

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ABSTRACT

The waste problem in Indonesia is no longer strange, recently the waste problem, which is becoming increasingly mounting day by day, has become a topic of conversation that has attracted the attention of every group. The problem of waste has become a daily problem for Indonesian people. Various types of waste have colored our every point of view. Waste is a serious matter that must be dealt with immediately. You can imagine the waste thrown away by households and industry. And like it or not, we have to admit that the Indonesian people still don't understand much about waste. Various methods have been taken by the government and some communities to reduce the volume of waste in Indonesia. Therefore, as an alternative way, I tried to use unused drink packaging cardboard into a unique wall decoration with high selling value. Carrying out community service activities regarding used goods waste is very challenging for our implementing team. Our activities include socializing the use of domestic waste, apart from being able to process it into craft innovations, to support the Urban MSME program RT 11/RW 06 Kota Bambu Selatan Subdistrict, Palmerah, West Jakarta and socializing the use of domestic waste to create waste from used goods. Later, residents, especially the Karang Taruna RT 11/RW 06, Kota Bambu Selatan Village, Palmerah, West Jakarta, can start creating creativity from used goods

INTRODUCTION

The development of micro, small, and medium enterprises is therefore a must to be pursued. One of the most important factors in the growth of a business operation is the preparation of a good and purposive business plan. Many among the factors that affect the growth of MSMEs is having no well-planned business plan. The dream of every businessperson is to have a business that endures. This is based on the fact that currently, there are various forms of risks that potentially pose threats to business continuity. These can be blamed on a variety of factors, among them climatic and socioeconomic factors. However, most businesses usually shut down early based on internal reasons or some inherent deficiencies within the business. Currently, there is very little awareness regarding the benefits of sustainable business practices for corporate entities and human survival. Fortunately, the concept of sustainable business is gaining traction among companies in Indonesia.

Proper waste management has been one of the major problems in Indonesia. According to records from the Ministry of Environment and Forestry, Indonesia is estimated to produce a total volume of 64 million tons of waste annually. Within this, organic waste dominated the composition with 60%, plastic waste 14%, and other wastes, mainly rubber and paper, covering the rest. Waste composition in Indonesia: Domestic sources are mainly the source of organic waste, accounting for 36%. Besides, markets and commerce account for 38% of the wastes generated, and other sources like areas, offices, and public facilities account for 26% (Soelton et al., 2023; Asih et al., 2023; Harwani et al., 2023).

Seeing the large amount of organic waste produced by society and the impact on the environment, it is necessary to have proper processing so that organic waste can be handled properly. The problem of waste has become a daily problem for Indonesian people. Therefore, as an alternative way, I tried to use unused drink packaging cardboard into a unique wall decoration with high selling value. (Vizano et al., 2023; Yuliantini et al., 2023; Ramli et al., 2023). This is in line with the Ministry of Environment and Forestry (KLHK) in creating the National Movement Program for Sorting Waste from Home. By starting with simple things in our daily lives, namely sorting waste starting from each home (domestic waste), the aim is to protect the earth from damage due to improper waste management. Another thing that can be done is through concrete actions and deeds to change mindsets, lifestyles and culture among the community to manage waste better in order to maintain the sustainability of family life and economy (Asih et al., 2023; Saratian et al., 2023; Arief et al., 2023).

RT 11/RW 06 Kota Bambu Selatan Subdistrict, Palmerah West Jakarta, especially RW 07 is located in a densely populated area. The settlement around RW 07, Kembangan Utara Subdistrict has narrow yards. Even though it is located in RT 11/RW 06, Kota Bambu Selatan Subdistrict, Palmerah, West Jakarta and is densely populated, the RW 07 area has very good urban start-up MSMEs with a waste processing system for used goods that have been sold around the village. Utilizing existing organic waste can increase the family's

economic coffers. Therefore, as an alternative way, I tried to use unused drink packaging cardboard into a unique wall decoration with high selling value.

Partner problems: a) Lack of information and access to entrepreneurial management to support MSME businesses, b) Lack of partner understanding regarding capital financing, especially profit-sharing based financing, c) Partner's financial management does not yet use financial products. Solution: a) Providing counseling to partners about business feasibility study management and financial management, b) Providing counseling and simulations to partners about financing, especially profit sharing based contracts, c) Providing roleplay on financial management products. Target: a) Generate an understanding of MSME access strategies and financial inclusion, b) Generate an understanding of sharia financing, especially profit sharing based contracts, c) Increase the use of sharia financial products. Outcome targets: Articles on electronic media, activity videos, increased understanding and skills. To ensure that the program stays on the road to success, after every stage in the development of the program, there will be an evaluation. Immediately monitoring and facilitation are done after the acquisition of knowledge and implementation of new techniques to ensure consistency and improvement at probable areas. This thus helps to ensure the sustenance of the exploitation of sharia-compliant financial products effectively around the area.

The feasibility of a business product is seen through an analysis of the environment that caused the business product to be established. Through the analysis that has been carried out, a very common problem arises, namely the problem of waste. The waste problem in Indonesia is no longer an open secret. Recently, the problem of waste, which is increasing day by day, has become a topic of conversation that has attracted the attention of every group. The problem of waste has become a daily problem for Indonesian people. Therefore, as an alternative way, I tried to use unused drink packaging cardboard into a unique wall decoration with high selling value. Nowadays we often come across used cardboard boxes for drinks or packages and this is very disturbing. My innovation is to make or process used cardboard waste into something interesting and to prevent the accumulation of used cardboard waste.

METHOD

The implementation of the Community Partnership Program requires three steps, preparation, implementation as well as monitoring. It is presented in the next section. This task targets the presentation of the method used in this task in the form of training. The participants ask that, this way, their presence at the meeting may be ensured according to the schedule agreed upon. Conduct community service towards the residents of Kantor kelurahan Palmerah, Jalan AKS Tubun, Kota Bambu Selatan, Palmerah West Jakarta from 08:30 to 13:00 : A. Having created capacities for an awareness of product innovation. B. Having increased the selling volume. C. Being able to build relations within the larger sales network. D. Demonstrate entrepreneurial and managerial motivation skills. Further explanations or descriptions of subsequent community activity include;

1. The preparation stage is conducted prior to the commencement of the activity and is subsequently transferred to the partner group. This stage encompasses the following activities: (a) the formulation of extension and training programmes, and (b) the refinement of these programmes to ensure greater organisation and focus in the activities undertaken. The programme encompasses all technical, managerial and scheduling concerns. It also incorporates management modules, comprising technical assistance, ongoing handling and counselling. Furthermore, it encompasses the preparation of training facilities and infrastructure. These preparations include, inter alia, the provision of training and counselling facilities and infrastructure, as well as field coordination.
2. Implementation phases: It is anticipated that such training will be implemented in a systematic and progressive method, aimed at seeing to it that community partners hold an all-inclusive knowledge of the treatment and can do it free from any outside help. This group constitutes the parent/core group and will later be formed by cadres in their regions.
3. Monitoring and evaluation stages which follow The implementing team will do close monitoring of each activity. The objective is to ensure the activity takes place as per planning. Immediately after monitoring comes the evaluation. Therefore, in-case of a problem, it is identified and solved timely. Conclusion: An assessment is done at each step of the activity. The evaluation design includes a description of the modality and time frame of the evaluation, criteria, indicators of objective achievement, and benchmarks used to determine the success of the activity. Guiding partners should proceed with cautious supervision and utilize MSME centres in operation, towards better performance by the partners, as carried out by the government programs aimed at empowering the MSME communities.

RESULT AND DISCUSSION

1. Implementation of PKM activities for the 2023-2024 academic year

Integrated marketing communication strategy activities in achieving business sustainability are carried out to help participants understand the importance of integrated marketing communication strategies to support the business/enterprise being run. The training material is divided into 3 parts as follows:

Part 1: Background to the phenomenon that occurred. Part 2: Introduces the definition of integrated marketing communications, types of marketing communications, the purpose of improving integrated marketing communications, and how to improve integrated marketing communications as a guide for participants to understand more deeply the importance of building integrated marketing communications. Part 3: Conclusion of the material.

2. Explanation of training materials

Part 1: Background to the phenomenon that occurred.

In the midst of economic conditions that have not yet fully recovered, people's purchasing power is still declining, many people are now pursuing their own businesses, coupled with the ease of digital marketing, many new entrepreneurs have emerged. The large number of new entrepreneurs competing

fiercely with existing entrepreneurs plus the declining purchasing power of the public has certainly made people more selective in purchasing a product. There is a tendency that consumers will choose products that are known both through experience of using the product and based on continuous marketing communications carried out by marketers.

Part 2: Definition and strategy of integrated marketing communications

According to Kotler & Keller (2016), integrated marketing communications is a concept where companies integrate and coordinate various communication channels to send clear, consistent, and persuasive messages about the company and its products. In the rapidly changing marketing communications environment, marketing communications through advertising are not the only or even the most important in establishing brand equity and driving sales, but through an integrated marketing communications mix, it can increase equity and encourage sales, even with widespread This communication can reach a wider market and is able to form brand equity and product sales.

Integrated marketing communications can be carried out with the following strategies, namely: Advertising, namely all paid forms of promoting ideas, goods or services on social media, print media, etc.; Sales promotion, various activities carried out to encourage the purchase of goods or services (exhibitions, bazaars, etc.); Events and experiences, company-sponsored activities and programs designed to create daily engagement or interactions related to a specific brand (Music festivals, charity events, sports, etc.); Public relations and publicity, a variety of programs designed to promote or protect the image of a company or its individual products (Seminars, community relations). ; Direct Marketing and Interactive Marketing, online activities and programs designed to engage customers or prospects directly or indirectly increase awareness, improve image, or create sales of goods and services (use of telephone, e-mail, or internet to communicate directly by asking responses or dialogue from specific customers and prospects).; Personal Selling, face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and procuring orders.

In this section, the conclusion or summary of the entire material that has been provided is explained. The conclusions are: Integrated Marketing Communication is a business strategy process in managing relationships with consumers which is essentially to drive brand value; Marketing communications promotes a closer relationship between the company (through its goods/services) and its consumers where integrated marketing communications leads to the development and maintenance of good and harmonious company customer relationships. ; Marketing communications can convince consumers to remain loyal and try company innovations. ; The overall effect is that the company enjoys increased profit margins which is the sole reason the company performs its functions.

Evaluation of the results and explanation of their relationship to learning and outcomes

- a) The activity of providing material, namely "Training on integrated marketing communication strategies in achieving business sustainability", is packaged in face-to-face seminars and counselling as part of the Community Service Program. This program has the theme "Development of MSME Management to achieve Business sustainability and environmental sustainability" and is a collaboration between the Faculty of Economics and Business at the University of Mercu Buana and National University. This activity was conducted on 24 January 2024 and attended by 66 participants, all of whom were MSME entrepreneurs based in Kantor kelurahan Palmerah, Jalan AKS Tubun, Kota Bambu Selatan, Palmerah, West Jakarta. This activity began at 08:30 and finished at 13:00. The activity ran successfully, where when the material was given the participants participated enthusiastically
 - b) After the material was given, the activity continued with a question and answer session.
 - c) After attending the training, participants gain soft skills related to the importance of strategies for building brand awareness and are also required to fill out a questionnaire to determine participants' understanding of the material provided.
 - d) The material provided at this event is related to the Marketing Management course.
 1. Outcomes are: PKM Journal, mass media publications, PKM video results related to teaching, and IPR.
1. Type of output in the form of video (Published):
<https://youtu.be/mx34Yokj4mo>
 2. Mass media publications (Published):
https://www.indopos.co.id/nasional/2024/02/02/umb-dan-unas-besar-peningkatan-daya-saing-business-umkm-in-kelurahan-kota-bambu-selatan-jakarta-barat/#google_vignette



Figure 1. Highlights Youtube's Video
Source: <https://youtu.be/mx34Yokj4mo>



Figure 2. Peningkatan Daya Saing Bisnis

CONCLUSION AND RECOMENDATION

Conclusion

The UMB community service program was held at Kantor Kelurahan Palmerah, Jalan AKS Tubun, Kota Bambu Selatan, Palmerah West Jakarta, from 08:30 until 13:00, with a total of 66 participants. The event went through in an effective and successful way. According to the participants, the program was immensely useful, firstly because of the good communication skills of the resource person who presented complicated information in a very simple way and made it easy to understand. It was the same topic on training on the concept of expanding product innovation, presented by all speakers, for the MSME group with the objective of conferring competitive advantages and added value and enabling participation in environmental protection initiatives.

Recommendations

The results of the community service activities are hereby recommended to note the following:

- a) Continuous training activities should be institutionalized in order to further optimize the mentoring process.

- b) The mentoring activities for participants are desirable and can make the most of routine scheduling in the activities of the community of Palmerah, Kelurahan Palmerah, Kota Bambu Selatan, Palmerah, West Jakarta.

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