



Strategy to Increase Resilient and Competitive MSMEs and Youth Organization through Empowerment of Innovative Human Resources in Cilodong Sub-District, Depok City

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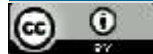
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A B S T R A C T

The purpose of this community service is to improve the business of MSMEs and the Youth Organization community to become strong, competitive, and sustainable businesses and organizations. The community service process carried out is in the form of a counseling seminar activity with a method in the form of providing counseling materials on management science from various perspectives/scientific concentrations which was held on October 5, 2024 at the Cilodong Sub-District Hall Building, Cilodong District, Depok City, West Java Province. The result of this activity is that MSME and Youth Organization business actors become more aware of various perspectives on management science that can be applied in their business and community operational activities, which is expected to be able to encourage innovation and adaptation of MSMEs and Youth Organization to change, so that it can increase operational efficiency, competitiveness, and long-term growth.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are important pillars of the economy in many countries, including Indonesia. Youth Organization plays a crucial role in social development in Indonesia. Both not only contribute to job creation, but also function as agents of change in the community. Amidst increasingly tight business competition and rapid technological developments, MSMEs and Youth Organization are required to not only be able to survive, but also develop into strong, competitive, and sustainable business and community entities. One strategy is to equip members with innovative skills. Quality human resources will be a valuable asset for MSMEs and Youth Organization in achieving success in the future. With strong human resources, MSMEs and Youth Organization are able to compete and grow sustainably.

Empowering HR is not just about teaching technical skills. It is more than that, namely equipping them with the ability to manage businesses and organizations, think creatively, and adapt to change. In order for MSMEs and Youth Organization to grow, their HR must be able to make the right decisions and utilize technology effectively. In order for MSMEs and Youth Organization to compete, good management of business and community organizations is very important. This can include human resource management, finance, and marketing. Innovative HR not only has technical skills, but is also able to apply management science to face increasingly complex business challenges and community needs.

In HR management, MSMEs and Youth Organization need to focus on developing the competencies of owners and employees through continuous training and creating a work environment that supports innovation. Effective HR management allows the potential of each individual to be optimized to support business growth and organizational operations. Financial management plays an important role in good financial management, such as recording, budget planning, and cash management, which provide a strong foundation for business growth and community organizations. Meanwhile, marketing management is needed to maintain competitiveness with digital marketing strategies, so that MSMEs can reach more customers and increase product value.

Despite their great potential, MSMEs face a number of challenges, including lack of access to education and training, financial constraints, limitations in digital marketing, and weak managerial capabilities. By empowering human resources comprehensively and implementing good management principles, MSMEs can overcome these obstacles and grow sustainably. Meanwhile, Youth Organization is often faced with a lack of development of youth skills and creativity, minimal time management and commitment, and leaders who lack experience in organizational management. Therefore, by equipping human resources with innovative skills and professional management, MSMEs and Youth Organization can increase their competitiveness, survive in the long term, and better face changing community needs.

IMPLEMENTATION AND METHOD

This Community Service Activity was carried out at the Cilodong Sub-District Hall Office, Cilodong District, Depok City, West Java Province on October 5, 2024 with participants as many as 20 Students, 25 MSME business managers and 25 members of Youth Organization in the Cilodong Sub-District area. This activity was carried out thanks to the cooperation and MoU that had been carried out by the Institute for Research and Community Service (LPPM) of Mitra Bangsa University (UMIBA) Jakarta and the Faculty of Management and Business UMIBA Jakarta with the Cilodong Sub-District, Cilodong District, Depok City, West Java Province.

The stages and descriptions of the implementation methods of the activities that have been carried out can be explained as follows:

1. Preparation of an initial plan for the proposed community service activity (collaboration between lecturers and students of the Postgraduate Management Program, Faculty of Management and Business, UMIBA Jakarta).
2. Representatives of LPPM, lecturers, and students of the Postgraduate Management Program, Faculty of Management and Business, UMIBA Jakarta visited the Head of Cilodong Sub-District to convey the plan for implementing the Tridharma of Higher Education.
3. LPPM UMIBA Jakarta submitted a letter of request for a permit for community service activities to the Head of Cilodong Sub-District (Mr. Herry Wibowo Dwinanto, SE.).
4. The Head of Cilodong Sub-District provided a reply letter in the form of a permit to carry out community service activities which will be scheduled on October 5, 2024 at the Cilodong Sub-District Hall.
5. Formation of the technical committee for community service activities.
6. Preparation of materials and preparation of all logistical needs by the committee for community service activities.
7. Implementation of community service activities at the Cilodong Sub-District Hall, Cilodong District, Depok City.



Figure 1. LPPM UMIBA hearing to the Head of Cilodong Sub-District, Cilodong District, Depok City (source: UMIBA doc., 23 September 2024)



Figure 2. Documentation of Community Services Activities (PKM) Correspondence (source: UMIBA doc., 25-26 September 2024)

RESULTS AND DISCUSSION

Community service activities, especially for MSME business actors and members of Youth Organization in Cilodong Sub-District through the presentation and counseling of management science, aim to increase the capacity and competitiveness of business actors and community members in managing their business and organizational operations more effectively and efficiently. By conveying management science from various concentrations, such as HR management, finance, marketing, education, and health, it can help MSMEs and Youth Organization understand the importance of structured and innovative management in facing market challenges and the needs of the community that continue to grow. The expected benefits of this activity include improving managerial skills, better decision-making abilities, and increasing efficiency in organizational operations, business, and marketing.

The output of this activity is an increase in the competence of MSME actors and members of Youth Organization, the implementation of better managerial strategies, and the creation of more sustainable businesses and activity programs, able to compete in the market, and according to community needs. The outline of the presentation and counseling of management science material from various concentrations that have been delivered during the community service activities are as follows:

Counseling on Innovative Human Resource Empowerment Strategy for Resilient and Competitive MSMEs and Youth Organization

Innovative human resource empowerment is the key to the success of MSMEs and Youth Organization in facing increasingly complex business challenges and activity programs. In order for MSMEs and Youth Organization to compete in the ever-changing market, it is very important to empower members/ employees to always be able to innovate. Creative members can create fresh ideas, unique products/services and activity programs, and smart solutions to various problems faced. That way, MSMEs and Youth Organization

can adapt more quickly to changes in technology and trends in community needs. In addition, innovation also encourages work efficiency, builds a spirit of cooperation, and makes them superior to competitors. In essence, innovative members are the key to the success of MSMEs and Youth Organization to be able to survive and develop in the long term.

MSMEs often face a number of obstacles that hinder their growth. One of the main challenges is the limited access of employees to relevant training. As a result, their skills and knowledge are inadequate to improve performance. In addition, many MSMEs still rely on manual work methods that are less efficient, making them prone to errors and wasting time. Lack of openness to change and innovation is also a problem, because MSMEs tend to maintain old ways of working that are no longer effective. Finally, the lack of creativity in improving operational efficiency causes waste of resources and has an impact on the quality of products or services produced. Meanwhile, Youth Organization often faces a number of challenges such as lack of youth skills development, minimal time management and organizational commitment, lack of creativity that always relies on and follows ongoing activity programs, and sometimes existing leaders lack experience in organizational management.

According to Jajang Roni A. Kholik (2024) as conveyed in the Community services activities (PKM UMIBA) in Cilodong Sub-District Depok City, he explains that innovative human resources are valuable assets for MSMEs and Youth Organization. Their ability to think creatively and solve problems innovatively is very important to increase competitiveness and sustainable processes. With innovative human resources, MSMEs and Youth Organization can develop new products and services, unique activity programs that differentiate them in the market, increase efficiency, and meet market needs and desires of the community that are constantly changing according to the times. In addition, innovation can also drive business and organizational growth and help MSMEs and Youth Organization survive in the long term. With their ability to use management, financial, and marketing automation applications, innovative HR can help MSMEs and Youth Organization to grow and develop rapidly. Innovation can also improve operational efficiency, strengthen the position of MSMEs in the market, and act as a driver of social change by creating new business opportunities among Youth Organization members.

There are three main strategies for creating innovative HR among MSMEs and Youth Organization actors, namely: first, employee involvement in innovation, namely providing an open discussion space to provide employees with the opportunity to convey and contribute to new, creative and solution-oriented ideas, forming innovation teams, and involving them in decision making; second, focusing on customers, namely training and developing members to always conduct regular market research to understand customer needs and develop products or services that suit the needs of the community and collaborating with other parties to create unique products and programs; and thirdly appreciation and awards, namely giving awards to innovative members/employees, both in financial and non-financial forms, formal/public

recognition, and creating a flexible work environment to encourage creativity and innovation in MSMEs and Youth Organization (Jajang Roni A. Kholik, 2024).



Figure 3. Documentation of the Implementation of PKM Activities in the Hall Cilodong Sub-District, by Human Resources Management Concentration (source: UMIBA doc., 5 October 2024)

Counseling on Financial Control Strategies in MSMEs

Good financial management is one of the main pillars of success in MSME businesses. As the driving force of the national economy, MSMEs are often faced with significant financial challenges, such as limited capital, inefficient cash management, and irregular debt management. Therefore, the implementation of an effective financial control strategy for MSMEs is very important to ensure the continuity and growth of the business in the long term. However, in practice, many MSMEs still face obstacles in implementing financial control strategies, mainly due to lack of knowledge or access to modern financial tools and technology. Therefore, it is important for MSME actors to understand the basic principles of financial control and apply them in daily operations. That way, MSME businesses can become more resilient, optimize profits, and be competitive in facing market competition and complex business changes.

According to Juma'adi (2024) as conveyed in the Community services activities (PKM UMIBA) in Cilodong Sub-District Depok City, explains that some strategies that can be applied by MSMEs to manage and control finances well include: separating personal and business finances in separate accounts, recording simple financial accounting that is carried out in a disciplined

manner every day, managing cash flow so that sales/receipts are greater than expenses, strict operational cost control, budget planning and business investment, managing debt wisely, developing and distributing sources of income that do not only depend on one source of income, ensuring that existing assets can cover short-term debt, and finally the need to create financial report analysis using technology for efficiency.



Figure 4. Documentation of the Implementation of PKM Activities in the Hall Cilodong Sub-District, by Financial Management Concentration (source: UMIBA doc., 5 October 2024)

Counseling on the Role of Artificial Intelligence (AI) and Machine Learning (ML) in MSME Marketing

The application of artificial intelligence (AI) and machine learning (ML) in MSME marketing is increasingly significant in today's digital era. AI and ML technology helps MSMEs to utilize big data to understand consumer behavior, personalize marketing campaigns, and optimize sales strategies that enable faster and more accurate data analysis, thereby helping MSMEs make more targeted decisions. In addition, AI and ML are able to learn consumer patterns from existing data, so that marketing can be more effective and relevant.

According to Miftah Muhajir Dalimunthe (2024) as conveyed in the Community services activities (PKM UMIBA) in Cilodong Sub-District Depok City, explains that several roles of AI and ML in MSME marketing include helping to automate the marketing process in the form of emails and digital advertising, increasing personalization of marketing campaign targets, and predicting consumer behavior based on analysis of previously obtained data. The benefits of using AI and ML for MSMEs can provide time efficiency for repetitive tasks, more targeted marketing campaigns and be able to serve more customers without increasing operational costs (cost efficiency) through chatbots, content curation, and targeted adds. Finally, the steps that MSMEs can take to start using AI and ML are to start by collecting customer and transaction data, determining the marketing areas to be automated, finding the right vendor, and using marketing strategies on electronic sales (e-commerce), social media, and websites. With the implementation of AI and ML, MSMEs can increase efficiency, competitiveness, and business growth.



Figure 5. Documentation of the Implementation of PKM Activities in the Hall Cilodong Sub-District, by Marketing Management Concentration (source: UMIBA doc., 5 October 2024)

In addition to the 3 (three) main materials of the counseling above, there is also the delivery of additional materials on the benefits of consuming healthy food and improving the competence of continuing education for better MSMEs. In summary, the materials presented are as follows:

Consuming healthy food plays an important role in maintaining physical and mental health, especially for MSMEs and Youth Organization members who are actively involved in various business and social activities. A healthy and nutritious diet not only helps maintain endurance, but also increases concentration, energy, and productivity in carrying out daily tasks. For MSMEs, who are often faced with high work demands, healthy food is the key to maintaining stamina and maintaining consistency in running a business. Likewise for Youth Organization members, who are involved in community activities and self-development, a balanced food intake can help them stay active and creative in contributing to society. Food that is rich in nutrients also supports mental health, reduces stress, and improves critical thinking and decision-making skills. By adopting a healthy diet, MSMEs and Youth Organization can improve their quality of life, strengthen their performance, and make more optimal contributions to their business and community.

Healthy food is a type of food that provides essential nutrients needed by the body's organs to function properly. Types of healthy food consist of a combination of protein (such as meat, eggs, fish), carbohydrates (such as rice, bread, tubers), vegetables (such as broccoli, spinach, carrots), and fruits (such as apples, mangoes, oranges, watermelons, bananas). The benefits of consuming healthy food are to make the body healthier and stronger, help the body grow optimally, and help the human brain work better (Muhammad Yaska Z., 2024).

To remain competitive and competitive, MSMEs need to continuously improve their competencies through continuing education. Continuing education, which includes training in management, technology, digital marketing, and skills development, is an important solution to face the changes and demands of modern business. Through continuing education, MSMEs can develop new skills, improve the way they manage their businesses, and understand the latest market trends. This not only helps them survive the competition but also opens up opportunities to continue to grow and develop.

Competency improvement and continuing education can be obtained, one of which is through the *kampus-ukm.id* program initiated by the

Indonesian Ministry of Cooperatives and SMEs which aims to strengthen the synergy between the world of education and the MSME sector. This program presents a digital platform that connects students, lecturers, and MSMEs, enabling collaboration in the form of training, consultation, and mentoring. Through this program, students and lecturers can apply the knowledge gained in college directly to business practices, while MSMEs gain access to skilled and innovative human resources. In addition, *kampus-ukm.id* also provides various resources, information, and training needed to improve the capabilities and competitiveness of MSME actors, as well as encourage the development of entrepreneurship among the younger generation. Thus, this program contributes to the development of a better and more sustainable entrepreneurial ecosystem (Yrfan Rismiadi, 2024).



Figure 6. Documentation of the Implementation of PKM Activities in the Hall Cilodong Sub-District, by Health and Education Management (source: UMIBA doc., 5 October 2024)



Figure 7. Participants in PKM activities in the Hall Cilodong Sub-District (source: UMIBA doc., 5 October 2024)

CONCLUSION AND RECOMMENDATIONS

Empowering innovative human resources is key for MSMEs and Youth Organization to face business and organizational challenges. Innovative human resources are able to drive innovation, creativity, efficiency, and adaptation,

thereby increasing competitiveness and long-term growth. Good financial management is essential for MSMEs in dealing with limited capital, cash management, and debt, with strategies such as separating personal and business finances, recording daily accounting, and using technology for efficiency. The application of AI and ML in MSME marketing can personalize campaigns, utilize big data, and optimize sales. Consuming healthy food is also important to increase stamina, productivity, and mental health of MSMEs and Youth Organization actors. Continuing education such as through the kampus-ukm.id program can help MSMEs and Youth Organization actors improve their skills and competitiveness in the market. As a recommendation, MSMEs and Youth Organization must prioritize the empowerment of innovative human resources, good financial management, and the application of marketing technology, as well as healthy eating and living patterns in order to develop more competitively and sustainably.

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