



Business Management Training in Improving Culinary Msme Enterprises

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ABSTRAK

The number of Micro, Small and Medium Enterprises (MSMEs) is a large part of the economic implementation in totality. However, the growth of MSMEs related to technological advances is still not in line with expectations. The proportion of MSMEs that use online sales is still low. This is caused by many MSMEs who do not understand the technical procedures for online sales. The purpose of this activity is to develop MSME expertise in universal management, digital marketing and financial recording. The development and improvement carried out is in the form of developing skills in making marketing planning, digital marketing and understanding financial records so that they can be useful in developing businesses that will be run in the future. The training participants were 34 micro-enterprises, most of which were culinary businesses that were given the management training they needed. The result obtained from this activity is the occurrence of culinary fostered partners who are more advanced in managing and selling products online.

INTRODUCTION

The content of the manuscript contains the sections Introduction, Application Method, Results and Achievement of Goals, Conclusion, Acknowledgments, and Bibliography. Make sure that the content of the manuscript, except for the acknowledgments section, does not contain any personal identities or affiliations of the authors.

Indonesia as one of the developing countries in realizing national goals seeks to maintain and increase the expected economic growth, inseparable from the development role carried out by each region. Regional development as part of national development is directed at developing each region and harmonizing the rate of growth between regions.

This can be done through harmonious and integrated development between sectors in achieving goals. The economic crisis that hit our nation from mid-1997 until the last few years, which then developed into a multidimensional crisis, has taught us that economic activities that are concentrated in the hands of only certain economic groups have a big risk of collapse when a crisis strikes. This is proven by the large number of large-scale business activities that have had to close down, leaving behind a significant burden of unemployment. This incident opened the eyes of the Indonesian government regarding the unequal business (industry) structure which is too biased towards large industry. On the other hand, small and medium enterprises (SMEs) that grow spontaneously among elements of society actually show higher resilience and become life support for millions of people.

Micro, Small and Medium Enterprises (MSMEs) are the most important pillars of the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.2 million with a contribution to GDP of 61.07% or worth 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can collect up to 60.4% of total investment. However, the high number of MSMEs in Indonesia cannot be separated from the existing challenges. A number of programs are being run by the government to provide support to MSMEs, including People's Business Credit (KUR) and digitalization of MSME marketing (K. K. B. P. R. Indonesia, 2021).

The challenges of the pandemic and the MSME transformation strategy encourage MSME players to continue to adapt and transform. The challenges for Micro, Small and Medium Enterprises (MSMEs) include assistance, licensing, certification, product innovation, financing, export market access, partnerships in industrial supply chains and global value chains, consolidation of logistics management, and digitalization. Due to the challenges and disruption caused by the pandemic, MSMEs are required to continue to adapt and transform, including digital transformation. Based on BPS data through a survey on the Impact of Covid-19 on Business Actors, it was recorded that 15 every 100 companies diversified their business during the pandemic. World Bank data (2021) states that 80% of MSMEs that are connected to the digital ecosystem have better resilience (K. K. and U. K. M. Indonesia, 2021).

The type of medium-sized MSMEs is a productive economic enterprise that stands alone, which is carried out by individuals or business entities, and is not a subsidiary or branch of an owned company. However, workers in companies with medium business criteria usually have health and work guarantees. Examples of medium-sized businesses are plantation businesses, export-import trade, shipping expeditions and the like (Rifki, 2021). It can be concluded that the obstacles faced by MSMEs are that financial administration is not yet systematic, it is difficult to obtain financing from banks, and the form of business is still relatively small. The following is the definition of MSMEs according to Law (UU) no. 20 of 2008 as seen in the following table.

Tabel 1. Definition of MSMEs

	Maximum IDR 50 million	Maximum IDR 100 million
Micro	>Rp. 50 million up to IDR 500 million	>Rp. 300 million up to IDR 2.5 billion
Intermediate	>Rp. 500 million up to IDR 10 billion	>Rp. 2.5 billion to IDR 500 billion

Source: OJK, 2021

By looking at the importance of community empowerment efforts to improve quality of life, independence and economic prosperity, assistance and involvement of local governments and various parties, including universities, is needed to realize an increase in people's standard of living in the form of community service. The aim of this activity is expected to be able to contribute to optimizing the role and capabilities of MSMEs as economic supporters through marketing planning, digital marketing and bookkeeping.

The existing phenomenon encourages the need for community service activities with the theme Business Management Training in Increasing Sales to MSMEs located in the Padangsidempuan area. Some of the solutions that the service team plans to provide include carrying out more in-depth analysis through the application of marketing planning, digital marketing and bookkeeping. The benefits of marketing planning and digital marketing training will certainly open up opportunities for MSMEs to increase their market share. Meanwhile, administrative bookkeeping will open up opportunities for MSME players to obtain sources of financing as capital to expand their business.

Efforts to develop small industries require increased investment which will then have an impact on increasing production, so there is a need for additional workers who take part in handling the production process. The impact of adding labor means increasing wage expenditure for that workforce. In line with this, Padangsidempuan City experienced a decline in industrial development in 2018 amounting to Rp. 26.28 billion. The largest development occurred in 2010 amounting to IDR 120.34 billion.

IMPLEMENTATION AND METHODS

The method for implementing community service activities is in the form of counseling and training for community service partners, namely MSME actors in the Padangsidempuan area. After that, it continued with discussions and questions and answers regarding the material that had been presented in the form of marketing planning, digital marketing, and bookkeeping. Community service partners, namely MSME actors, also conveyed the obstacles they faced in developing their businesses. Methods that involve partners are also called participatory methods. The use of this method is so that Partners also contribute to improving their business. In this way, it is hoped that the output of the activities produced can be utilized well and sustainably by Partners.

RESULTS AND DISCUSSION

Community service is an effort to disseminate science, technology and art to society. These activities must be able to provide added value to society, both in economic activities, policies and behavioral (social) changes. Explain that service activities have been able to provide change for individuals/society and institutions, both short and long term.

1. Marketing Planning

Several series of tasks that determine the success of marketing management and marketing leadership include: a. Develop Marketing Strategy and Plan b. Capturing Marketing Understanding or Ideas c. Liaising with Customers d. Building a Strong Brand e. Forming Market Offers f. Delivering Value g. Communicating Values h. Creating Long-Term Growth Meanwhile, marketing strategy is the main approach that will be used by business units to achieve predetermined targets, which includes the main decisions regarding market targets, product placement on the market, marketing mix and the level of marketing costs required (Kotler &

2. Digital Marketing

Digital marketing or digital marketing is the result of marketing evolution. The evolution occurred as companies used digital media channels for the majority of their marketing. Digital media channels were addressable and allowed continuous, two-way, and personal conversations between marketers and consumers (Sánchez-Franco, Peral-Peral, & Villarejo-Ramos, 2014). The benefits obtained by using digital marketing are speed of distribution, ease of evaluation, wider reach, cheap and effective, and can build a brand name. Meanwhile, types of digital marketing include websites, Search Engine Marketing (SEM), namely efforts to make company websites easy to find in search engine systems, social media marketing such as Instagram, Facebook and Twitter, email marketing, and video marketing.

The first way to do digital marketing, prepare the tools used to do the marketing (website, social media accounts, brand and product identity, blog uploads, online footprint in the form of reviews or feedback from customers). Second, prepare content that attracts attention and is shareable (photos, videos, or writing) and determine marketing goals and target markets that are tailored to the content created. Third, start uploading and then evaluate each upload on

every social media you have, such as providing feedback to customers. The next step that can be taken is to enter and join the public marketplace forum (Entrepreneur, n.d.).

3. Bookkeeping

Bookkeeping for MSME players is a very important aspect, MSME bookkeeping includes financial reports that show the performance of a business venture. Bookkeeping for MSMEs can be done simply, and can be adjusted to the size of the business being run. The following are several easy steps in creating bookkeeping for MSMEs, the first is tracking invoices as supporting evidence for bookkeeping and financial reports. Second, separate records of receivables and payables, this is done so that the bookkeeping is neat and orderly so that bad management can be avoided which can cause the business to fail.

Third, save all financial data and other transactions properly and correctly so that they can be used as references in the future. Fourth, review financial books regularly and periodically so that you can find out the latest information, so that MSME players can manage cash flow and can track and evaluate expenses and income that have occurred. Lastly, use accounting software to make the bookkeeping process easier. Apart from making it easier to keep MSME bookkeeping, by using accounting software, MSMEs will be easier to monitor in real time and instantly, of course. In fact, MSME journals and transaction data can be accessed anywhere and at any time with just the internet (Trusvation, 2020).

4. Implementation of Community Services

The first community service was carried out with community service partners, namely MSME actors in the Padangsidempuan area on January 21 2022. This business has been operating since 2019 and is a home business, namely selling chicken rice with several variations of flavors. The turnover obtained by Kedai Oishii reaches IDR 1,600,000/day from operational capital of IDR 500,000/day.



Figure 1. Product



Figure 2. Consumer

Until now, marketing is still carried out around the business location, namely Cildeug Indah and its surroundings, and still only uses brochures. Oishii Shop also does not have systematic bookkeeping. Therefore, this activity received a very good response, with questions regarding marketing strategies including digital marketing. And also an understanding of the importance of bookkeeping for business actors as an alternative source of business capital.

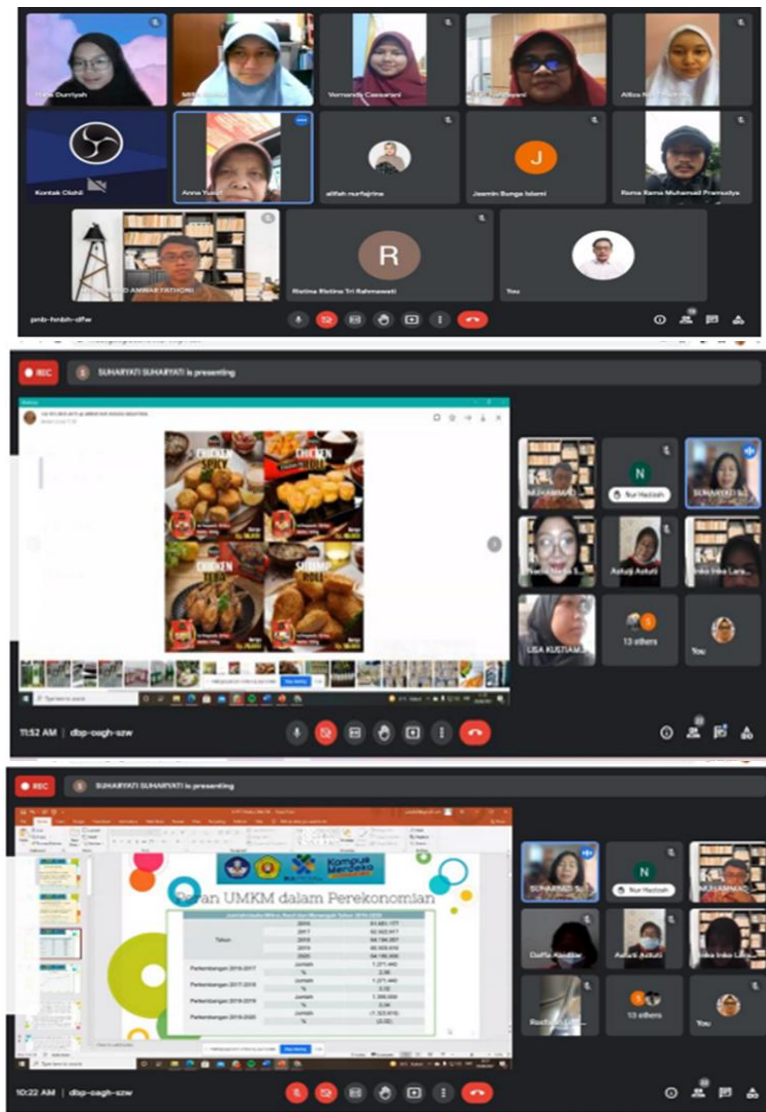


Figure 3. Implementation of Abdimas

The second community service was carried out with community service partners, namely the UMKM Bunda Sejahtera Cooperative which is located at Perumahan Lestari, Padangsidempuan Tenggara District, Padangsidempuan City on January 29 2022. The Bunda Sejahtera Cooperative has been carrying out cooperative business activities since 2012, with a total of 34 members. Business activities of Bunda Cooperative members.

Sejahtera is a home-based MSME player in the culinary, fashion and craft sectors as seen in figure 4

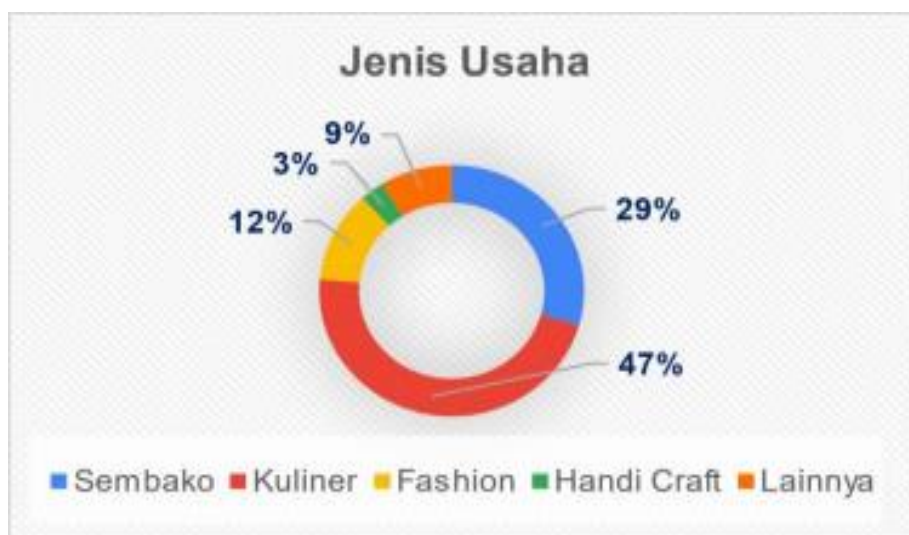


Figure 4. Bunda Sejahtera Cooperative Business Type

Bunda Sejahtera Cooperative's profile regarding business capital and the amount of turnover generated per month is as shown in figures 5 and 6.



Figure 5. Bunda Sejahtera Cooperative Business Capital



Figure 6. Monthly Turnover of Bunda Sejahtera Cooperative

The members of the Bunda Sejahtera Cooperative want their products to be better known to the public, and also to increase production. Therefore, this community service activity was also responded very well, because it could provide input regarding marketing strategies, especially digital marketing so that they could introduce their products more widely. Likewise, regarding bookkeeping, most people still don't understand that systematic bookkeeping can provide opportunities to get better sources of financing. Apart from that, we also carried out an evaluation by conducting a post test, as shown in table 2.

Table 2. Evaluation of Abdimas Implementation

STAGE TO	EVALUATE	INDICATOR	ACHIEVEMENT OF UNDERSTANDING
1	Counseling on Marketing Planning	Pretest and Posttest were carried out with an average Posttest understanding achievement of 75%	Online Marketing Strategy: Pretest (average): 56 % Posttest (average): 80 %
2	Counseling about: Digital Marketing	Pretest and Posttest were carried out with an average Posttest understanding achievement of 75%	Financial Report: Pretest (average): 58 % Posttest (average): 81%
3	Assistance with Bookkeeping Recording	75% of objects have Financial Reports (minimum Initial Balance Sheet)	Of the 34 participants who had prepared an initial balance sheet, 16 people (80%).

CONCLUSIONS AND RECOMMENDATIONS

Extension and training programs can be organized well and run smoothly in accordance with the activity plans that have been prepared. The response from partners was very enthusiastic, this can be seen from the questions asked by partners. The material presented is also relevant to the partners' desires and needs in developing their business. The recommendation related to the implementation of this community service is to provide assistance for partners in developing their businesses.

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