



TRAINING, ASSISTANCE, AND ANALYSIS OF MSME DEVELOPMENT STRATEGIES IN KARYAWANGI VILLAGE, WEST BANDUNG REGENCY

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Abstract

MSME business owners face various obstacles: sales reductions, difficulty obtaining raw materials, limited distribution, finance difficulties, and production delays. The action research approach is used in this study. Participants in social situations participate in collective inquiry and self-reflection to improve the rationality and justice of their own social or educational activities and their understanding of these practices and the conditions under which they take place. This community service project has three parts: training, mentoring, and evaluation. The training activities took place on Saturday, September 18, 2021, at the Karyawangi Village Hall in Parongpong District, while the mentoring and assessment took place on Sunday, September 26, 2021, at the home of Mrs. Ani, an SME owner who participates in community service activities. The combination of SWOT and the Balanced Scorecard as an alternative method for growing SMEs at Karyawangi Village, West Bandung Regency

Keywords: Threat, Opportunity, Weakness, Strength, SMEs, Balanced Scorecard

INTRODUCTION

The Corona Virus (Covid-19) epidemic has had a particularly severe impact on SMEs (Gumay 2020; Safitri 2020). The Coronavirus (Covid-19) epidemic has resulted in at least 949 reports from micro, small, and medium-sized businesses (SMEs) (Catriana 2020; Prasetya 2021). SME company players confront various issues, including sales declines, trouble procuring raw materials, restricted distribution, financing challenges, and manufacturing delays (Machmudi 2020; Priscilla 2020). Surviving from Covid-19, micro-enterprises must play their business tactics, including inventing, promoting, joining communities, creating online journals, preparing budgets, monitoring companies, and inspecting inventory products (Erick 2020; Yuniar 2021).

The following are some of the chances for SMEs to survive the Covid-19 pandemic: digitizing and altering business according to market demands, selling online, which must be utilized as the right impetus for Indonesia to drive SMEs' digitalization (Safitri 2020; Perdana 2021). The rescue phase, in which the government must evaluate the trade-off between health and the economy, is one of the numerous phases for SMEs that may be exploited as driving opportunities in the management of Covid-19. Stability is the second phase, characterized by increasing activity with the aid of technology. The recovery phase follows, in which people begin to make peace with Covid-19 and resume their usual routines (Prasetya 2021; Laucereno 2021).

METHOD AND PROCEDURES

Micro-entrepreneurs (SMEs) in Karyawangi Village, West Bandung Regency, use the following approach to problem-solving:

1. Assistance and training in the area of company growth plans.
2. Using information technology to provide marketing-related education and socializing.
3. Providing information and socialization on where raw materials for micro-enterprises; may find the goods.
4. We provide information and awareness about government capital support programs like People's Business Credit (KUR).
5. Providing education and socialization in the area of essential financial records
6. It was educating and socializing people about beautiful and ergonomic packaging.

This study employs the action research approach. Participants in social contexts engage in collective inquiry and self-reflection to enhance the rationality and fairness of their own social or educational activities, as well as their knowledge of these practices and the conditions in which they are carried out (Meyer, Neumayr, and Rameder 2019). Action practice in the field in natural settings is strongly linked to research. The researcher is a direct user of the study results and a course practitioner. The scope of the study is relatively narrow, and it is intended to effect adjustments to promote continual practice improvement (Arsen Nahum Pasaribu et al., 2021).

Action research stages are based on a dialectical spiral model with four steps: issue identification, data gathering, data analysis and interpretation, and action planning. While the research phases are organized in the form of a cycle with three components: see, think and act (Arsen Nahum Pasaribu et al. 2021):

1. Look, which is an action that involves gathering facts and summarizing the situation to understand the problem better.
2. Think is an activity that involves analyzing what occurred and interpreting how and why it happened.
3. The task entails creating, implementing, and assessing a solution

There are three parts to this community service project: training, mentoring, and evaluation—the training activities at the Karyawangi Village Hall in Parongpong District on Saturday, September 18, 2021. The mentoring and assessment took place at the home of Mrs. Ani, an MSMEs owner. She participates in community service activities on Sunday, September 26, 2021.

This balanced scorecard-based workshop on MSME development strategies in Karyawangi Village is being conducted in the hopes of assisting participants or MSME owners in developing suitable and accurate business strategies. Eight MSMEs owners from the Karyawangi Village in the District of Parongpong participated in this training session. Mr. Dadang Sudayat, the Village Head of Karyawangi,

could not speak on this occasion. Therefore, the Village Secretary said in his place. In his remarks, he expressed the hope that this community service project might be continued so that the Karyawangi Village, Parongpong sub-district residents could better their economic situation in the face of the ongoing Covid-19 epidemic.



Figure 1. Greeting from the Apparatus of the Karyawangi Village

The Community Service Team presented three resource persons who are also permanent lecturers in the Management Studies Program and are experts in their field, including Sri Hastuti, SE., MSI. They spoke on business development strategies for SMEs, mainly from human resource management. Dr. Rosmini Ramli, SE., MM, the second resource person, presented material on business growth methods for MSMEs, particularly from financial management. Dr. Rini Mulyani Sari, ST., MT. was the final resource person, and she presented information on business growth strategies for MSMEs from the standpoint of operational management.



**Figure 2. Sri Hastuti, SE., MSI. Perspective Human Resource Management
Business Development Strategy Training**



Figure 2. Dr. Rosmini Ramli's Business Development Strategy Training is Focused on Perspective Financial Management



Figure 3. Dr. Rini Mulyani Sari's Perspective Operations Management based Business Development Strategy Training

RESULTS

In the Karyawangi Village, Parongpong District, the mentoring exercise selected SME business growth plans: 1). The Strength – Opportunity approach is recommended for four SMEs: MIMUME SMEs, Rocha Snack SMEs, Sari Rasa SMEs, and SMEs 3tunggal.care; 2). Two SMEs, Neng Fevy Cineur SMEs and Mekar Jaya SMEs, recommended using the Weakness – Threat approach; 3). 1 SMEs, such as Pastel Leutik SMEs, should use the Weakness – Opportunity approach; 4). 1 SMEs, especially Makaroni Donsu, should employ the Strength – Threat strategy.



Figure 4. Depicts Khaerul Rizal A., MM's Mentoring Process

The next stage is to use the Balanced Scorecard technique to evaluate the MSE Development Strategy training and mentorship results in Karyawangi Village. The following are the outcomes: 1). MIMUME SME, for example, is one SME that needs to improve its financial outlook, 2). SMEs such as MIMUME, Rocha Snack, Sari Rasa, Pastel Leutik, 3tunggal.care, and Neng Feby Cineur need to enhance their internal processes from a business viewpoint, 3). MIMUME SMEs, Macaroni Donsu SMEs, and Mekar Jaya SMEs are encouraged to increase their learning and growth opportunities.



Figure 5. Sri Hastuti, MSi., and Dr. Rini Mulyani Sari Lead the Evaluation Process



Figure 6. SMEs in the Karyawangi Village Participate in Community Service Activities

CONCLUSION

The Strength – Opportunity approach, emphasizing improving the viewpoint of internal business processes, is a business development strategy that can be implemented to SMEs in Karyawangi Village and is projected to enhance SME turnover during the present pandemic.

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