



ENTREPRENEURSHIP TRAINING FOR MSME ACTIVITIES BASED ON CREATIVE ECONOMY DURING THE COVID-19 PANDEMIC IN SERANG CITY

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Abstract

Micro, Small and Medium Enterprises (MSMEs) are businesses that play an essential role in increasing Gross Domestic Product (GDP) in Indonesia, facing the industrial era 5.0. Currently, MSMEs are facing global competition to stay in the market. In addition, the COVID-19 pandemic that has attacked Indonesia since the beginning of 2020 has made the MSME sector collapse. Therefore, he needs strategies from various parties to produce MSMEs to survive the pandemic and compete in the global market. This community service aims to provide services to micro, small and medium enterprises (MSMEs) who wish to maintain and develop their business during economic competition and the COVID-19 pandemic period by optimizing the use of technology in their activities.

The method used to implement community service is service and assistance to meet needs through business enthusiasm and marketing training with micro-small and medium enterprises (MSMEs) with zoom meetings.

The target of community services is focused on entrepreneurship training for MSME players based on the creative economy and programs to create social media and websites for marketing MSME products. With training, community service activities are transparent and can continue to be a standard MSME service to continue to meet the needs of MSMEs.

Keywords: Entrepreneurship, MSME Actors, Creative Economy, Covid-19

INTRODUCTION

MSME empowerment policies are generally intended to support poverty and inequality efforts, create job opportunities, increase exports, and revitalize agricultural and rural areas, national development priorities in 2006. In this context, the development of micro, small and medium enterprises (MSMEs) is intended to make a significant contribution to creating job opportunities, increasing exports, and increasing competitiveness. In contrast, the development of micro-scale enterprises aims to increase low-income people's incomes, especially in agricultural and rural sectors (Siagian, 2018).

The actual performance of most companies in Indonesia, particularly micro, small, and medium enterprises (MSMEs), the most critical level of productivity, low value-added value, and low product quality, decrease day by day because the economy is not stable. Although it is acknowledged that MSMEs are the primary occupation of most Indonesian workers, their contribution to domestic production is minor. Indeed, MSMEs, especially micro-enterprises and the agricultural sector (which absorb many jobs), have very low productivity. If salary is used as productivity, the average salary of micro, small and medium enterprises is generally lower than the minimum wage. This condition reflects the low productivity of the micro and small sectors concerning more significant efforts (Agustina, 2015).

Among the various factors that caused it, the low level of technological control and entrepreneurial capacity among MSMEs are today's problems. The development of MSMEs has not given many maximum results in improving the performance, and economic development is more reflected in our level of competitiveness than our neighboring countries such as Malaysia. For this reason, MSME policies are not due to their small size but because of their low productivity. Increasing the productivity of MSMEs will have a broad impact on improving people's welfare because MSMEs are places where many people depend on their livelihood. An alternative to increasing the productivity of MSMEs is to modernize the systemic trading system and political tools to have a broader impact on increasing regional competitiveness (Siagian, 2008).

Entrepreneurship and MSMEs are the "stepchildren" of the Indonesian economy because although this sector absorbs a lot of work, for whatever reason, our government (previously) did not pay much attention to and assist the development of entrepreneurs and MSMEs.

The problem of MSME actors in Serang City adds to the lack of funds and advice or training that must be carried out on an ongoing basis so that they can provide them with provisions to treat future competition. To provide them with entrepreneurial entrepreneurship, knowledge of those who have business ethics, customer complaint management and sound financial management.

The covid-19 pandemic has had a tremendous impact on various sectors, especially the economic sector, where the existence of medium and medium-sized enterprises (MSMEs) whose role is sufficient to contribute to the economic rhythm that is not blocked from the covid-19 outbreak (early and Rohmah, 2020). Small businesses have closed businesses, including those most shocked by the COVID-19 crisis. Data from the cooperatives' ministry explained that 163,713 Micro, Small and Medium Enterprises (MSMEs) were affected by the coronavirus pandemic (Rosita, 2020).

So far, MSMEs have proven their ability to survive in difficult economic situations. Most MSMEs are not directly linked to the national financial sector, especially global ones. Kristiyanti and Rahmasari (2015) show that the industrial sector barely affected by the global crisis is MSMEs (Kristiyanti and Rahmasari, 2015). Dahlan (2017) also supports this statement and stipulates that MSMEs are free from obstacles and resistant to change and environmental and global change (Dahlan, 2017). However, the Covid-19 pandemic, which almost resulted in a global economic crisis, had a significant impact on the MSME industry (Pasaribu, 2020).

The Indonesian government, through the Ministry of Cooperatives and Small and Medium Enterprises, supports the use of electronic commerce or electronic trading systems as a solution for cooperatives of Micro, Small and Medium Enterprises (MSMEs) in marketing produced during the COVID-19 pandemic (Marlinah (Marlinah, 2020). Based on the survey, the public consumption model during the Covid-19 pandemic has gradually changed, namely from the offline part to the

online route. The government's advice to stay in the *Stay at Home Economy* will be an economic trend in the future. MSMEs can increase their activities thanks to the electronic negotiation system. The Covid-19 pandemic does not mean that it is not profitable but becomes a moment for MSME actors to prove that national products and national needs can always meet each other.

Situation Analysis

There are at least three roles of MSMEs that are very important in the lives of tiny people, namely a means to mitigate the poverty gap in communities, facilities to improve the economy of tiny people and provide foreign exchange for the state (Prasetyo & Huda, 2019).

The slow growth and development of MSMEs will undoubtedly impact the weak economic growth of the people, causing a decrease in people's power and a decrease in the production of basic needs. The Covid-19 pandemic has a significant impact on all people's lives, especially for MSME actors whose economic turn is highly dependent on trade in goods, services and people, who know the period of limitation. The result is a decrease in productivity in all elements of the MSME ecosystem and affects the welfare of MSME actors. Therefore, he needs strategies from various parts to produce MSMEs to survive this Covid-19 pandemic and try again to be stable.

The impact of Covid-19 has changed business players' business behavior in managing their business. Although various industrial sectors have felt the impact of Covid-19, this does not mean that MSMEs have to stop managing their businesses. However, MSMEs can always try to continue to handle their business through an online system where this will not violate government rules related to *social distancing* rules. With the role of technology, commercial activities and distribution of goods can still be done. This activity

is done to ensure that MSME activities do not stop like that and that the distribution of goods will always be executable. In addition, strengthening the use of digital technology to support MSME economic activities must be carried out to continue the short-term strategy. However, digital technology must be the leading platform for MSME business processes (Pakpahan, 2020).

Partner Priority Issues

The most crucial problem with partners is the lack of competent human resources (HR) to meet the needs of micro, small and medium enterprises (MSMEs).

The main problem is that MSMEs are still not using technology in business operations or development, especially those related to digital media. Or electronic marketing. As a result, MSMEs need more intensive assistance and training to maximize the use of technology in their efforts. In addition, MSMEs also need assistance regarding effective marketing strategies for products, financial reports, and tax reports. By helping to meet the needs of partners in mandatory services to meet the needs of MSMEs, service activities in the first phase of the community have been completed.

IMPLEMENTATION METHOD

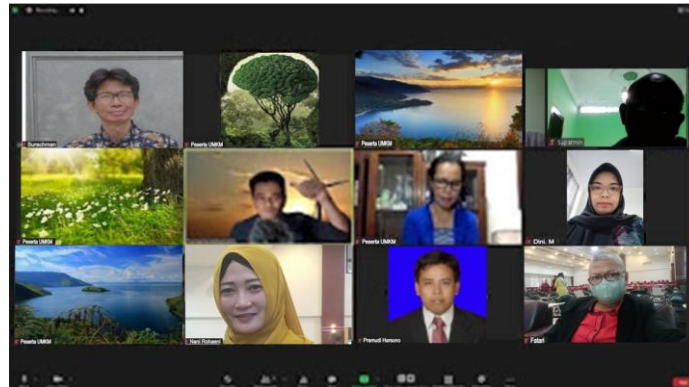


Figure 1 Implementation of Economic-Based MSME Entrepreneurship Training

The provision of services that meet the needs of micro, small and medium enterprises (MSMEs) is carried out at no cost as a form of community service collaborative speaker team between universities. The target audience in this service activity is the perpetrators of MSMEs (Micro, Small and Medium Enterprises) in the city of Serang. This service activity will be held on January 26-28, 2022.

The method used as an approach to community service is service and assistance to meet needs through business enthusiasm and marketing training with micro, small and medium enterprises (MSMEs) with zoom meetings.



Figure 2 Creative Park Center in Serang City

Activity Plan

Evaluation in this activity is carried out in three stages, namely:

1. Activity planning stage.

At the beginning of the activity, the collaboration team of lecturers as implementers invited members of MSME actors. Furthermore, the implementing team determined that the target of this training was the community of MSME actors in Serang City.

2. The activity process.

The evaluation is intended to determine the level of understanding of the training participants, accompanied by comments in the form of questions from guest participants who have received a transfer of knowledge on entrepreneurship and trading strategies and business strategies in business marketing.

3. The final stage of activity.

Evaluation at the end of this activity is carried out to measure the success of all training programs. Indicators of this activity 80% of the participants in this training activity can cover entrepreneurial techniques, business strategies and marketing products to sell to customers.

Based on the explanation related to the implementation of the solution, the stages of carrying out various activity plans that support the method of implementing research programs and community services, namely:

1. Analyze the needs of SMEs.
2. Allocate lecturers and students.
3. Prepare costs and equipment needed.
4. Take photos and videos of MSME products.
5. We are meeting the needs of MSMEs, including making *websites* and Instagram for marketing MSME products, making financial reports, training on making tax reports, and consulting sales.
6. Prepare *online* mass media publications and Copyright.
7. They are reporting community service activities.



Figure 3 MSME Results Based on Creative Economy

DISCUSSION OF SERVICE IMPLEMENTATION

This community service activity consisted of two training sessions with MSMEs and village officials. The training method is a combination of training in marketing and entrepreneurial concepts. For this activity, expert speakers provided marketing training in their fields, namely the collaboration team of lecturers.

Then, the training program continues on the problems MSME actors face related to the training needed to solve existing problems. It turns out that most of the problems are indeed problems in the financial sector, whether its management is always mixed with family financial management and commercial finance, lack of capital, difficulty in getting networks with financial institutions or banking services. For the marketing field, the problems they face are the difficulty of finding a place to sell, the difficulty of expanding the market, not knowing how to make promotional tools and the importance of product development. Aside from the field of operation, there is difficulty ensuring that the supplier or suppliers are located near them and difficulty obtaining the goods.

Solutions from the Implementation of Service Activities

Survival strategies for MSMEs are writing electronic commerce, digital marketing, improving product quality, adding services, and establishing and optimizing customer marketing relationships (Hardilawati, 2020). Online-based digital media targets corporate actors, especially MSMEs, because this media can even achieve broad goals. Not to mention that specific platforms such as social media are the first and foremost media for MSMEs because they are pretty cheap and easy to implement.

It's only if this digital media is the best option due to the sheer number of individuals on this planet, which causes the numerical world to become chaotic, noisy, and congested. As a result, customers seeking information, even if it is made more accessible, are left perplexed by the abundance of options available. As a result, businesses, tiny and medium-sized enterprises (SMEs), must consider the importance of selecting the correct media to promote their products. MSME actors must consider the media's mode of transmission, time, context, format, and reception to be appropriate in their use of media.

Marketing is the spearhead of the company, good marketing, a business will succeed. According to Strauss and Frost, the electronic market is the use of information technology to create, communicate, and provide value (value) to customers. Electronic marketing greatly influences traditional marketing in two ways. *First*, electronic marketing can increase effectiveness that is not held in traditional marketing functions. *Second*, electronic marketing technology is capable of modifying many marketing strategies. Electronic marketing using technology over networks can coordinate market share research, help develop products, develop strategies and tactics to attract customers, provide online distribution, keep customer records, create customer satisfaction, and collect customer feedback. Following the increasingly fierce competition of trade and the era of digitalization, we can not only make promotions offline, but we can do it online. Online promotion is a form of internet marketing because the use of the internet is one of the effective media to create a brand and make our company known to many people (Awali & Rohmah, 2020).

Based on the explanation above, the way to help MSMEs is through product marketing with digital media or online marketing for MSMEs. The same thing has been obtained from the needs and discussions with MSMEs in the Serang City area, which have existed to create 2 categories.

Namely, assistance for online marketing based on online needs Information Technology (IT) and management needs in management, accounting and entrepreneurship.

In this service activity, the Abdimas team provides assistance in interactive marketing that can effectively capture the target market. This activity started by taking photos and videos of attractive products as catalogs and content for websites and Instagram.

Instagram producers and managers create websites for product introduction and e-commerce websites, manufacturing banners and brochures for more comprehensive marketing needs outside of Instagram. This assistance is a solution provided by the lecturer collaboration team to increase sales affected by the Covid-19 pandemic.

As an internal resolution issue, the Abdimas team assisted in preparing MSME financial reports to provide a clearer image of the MSME financial situation. A well-prepared financial report

will provide information that can influence the sales strategy to be taken in the next step. This assistance is provided to improve the quality of MSME business management.

CONCLUSION

This community service activity concludes that most of the micro, small and medium enterprises (MSMEs) in the Serang City area have not maximized the use of technology in their business.

So not, some MSMEs in the Serang city area continue to reduce income during the Covid-19 pandemic period. Based on this problem, the lecturer collaboration team conducted a mentoring program to meet the needs of MSMEs. This activity is carried out in stages in marketing, management, accounting and entrepreneurship. This service activity has resulted in photos and videos of MSME products that have been uploaded to Instagram specifically for the promotion of MSMEs and included in websites that have been created by the collaboration team, making banners and brochures., The allocated team sells financial assistance and consultations. The various activities mentioned show that community service activities can help respond and provide solutions to meet the needs of MSMEs.

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