



IMPROVING BUSINESS QUALITY THROUGH MANAGEMENT TRAINING AND MARKETING STRATEGIES

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Abstract

Competition in the business world is getting tighter along with the growth of a region or country. Likewise, business activities in the Clothing industry are also getting tighter and tighter. In the Bandung area, there are clothing industry centers, all of which are MSME artisans. In MSMEs, the weakness that has always been owned is its management and marketing strategy. In this article, what is discussed and done is to improve the business ability of MSMEs by conducting management training and marketing strategies. This activity is also given knowledge on how to make Clothes that conform to national standards. There are 2 forms of management training and marketing strategies that aim to improve the quality of their business. This activity aims to improve the ability of clothing artisans in making quality clothing as one of the marketing strategies.

Keywords: management strategy, business management

INTRODUCTION

The economic strength must involve all community business activities including MSMEs. Activities related to the assistance and development of small and medium enterprises must always be carried out because MSMEs have a critical position in supporting economic growth. The solid economic growth of a nation must involve all society's efforts in creating economic power. So that growing and continuing to foster MSMEs has a vital role in the Indonesian economy because it has the potential to increase new supply and competition, develop technology. Creating various new markets to increase employment opportunities and production results (Elfahmi and Jatmika, 2019).

The productive age has the highest percentage, which is about 62%. Most of them have businesses as factory workers or entrepreneurship. In Bandung Regency, there are indeed many residents who work as craftsmen. Bandung has artisan clothing that small craftsmen mainly do. A low level of education certainly affects the ability of business management although it does not mean that they run their business with origin. They manage the business based only on market needs or sales only when their sales decline they only assume that the market is quiet. This is what we call that the management of their business is still lacking because they never thought that declining sales could occur due to several reasons, among others, because of changing market demand, consumers are now paying more attention to quality not only oriented to low prices, and others.

Business opportunities are strategic because they are in an industrial environment and Bandung are visited by many tourists. This mentoring activity is carried out at the clothing artisan center. In addition, Bandung Regency has a program to develop micro, small and medium enterprises

to advance Bandung further. This is because Bandung Regency developed one of the tourist destinations. With this goal, it is essential to participate in the community in making it happen by encouraging businesses that are related to the development of tourism in the form of superior products from Bandung, especially products produced by micro, small and medium enterprises.

One of the disadvantages of the clothing craftsman business is the limited knowledge of business owners in management and marketing. The Clothing Industry in Bandung is a business carried out for generations. The artisans are only limited to suppliers for the market in Bandung and surrounding areas. The reasons artisans set up the business are: (1) is a source of family income (2) the business is a declining effort (3) creating jobs for the surrounding community and (4) utilizing local potential, namely the number of industries around Bandung.

Judging from the demographics of the livelihood of the population in general, the livelihoods of the citizens of the community can be identified into several sectors, namely agriculture, services / trade, industry, etc. . The industrial sector occupies the first because it is Bandung which is a large industrial center. In Bandung itself there are many large industries. From this side, the clothing industry business is very possible to become developed and advanced. This is likely due to the lack of knowledge from artisans how to make clothes that have standards and quality and how to do good marketing.

Clothing making carried out by artisans during this time based on their abilities who learned self-taught to their predecessors. For product design they wear designs that are common in the market and they do not know about the quality standards that should be attached to clothing products. Theoretically, it turns out that there are standards that must be passed in making different clothes and machines for each production stage. By paying attention to this, it produces quality clothing products and those that are comfortable to wear.

The purpose of this mentoring activity is: (1) increase clothing knowledge and insight in the field of business management (2) increase the knowledge and insights of clothing artisans in the field of marketing strategy (3) improve the quality of clothing products produced (4) enrichment of clothing design with diversity of models and materials (5) increase the knowledge of artisans Clothing relates to the standardization that clothing products must have and (6) increases sales

IMPLEMENTATION METHOD

Based on the analysis of the situation that has been presented, it is necessary to compile a business capacity building program that is emphasized on the aspects of production and aspects of management management and business marketing.

Based on the identification of problems and solutions that have been determined, they will then be parsed about the implementation of these activities in production, artisans conduct field trips and training. followed by approximately 25 artisans to provide an understanding of Critical Points of Clothing Quality. The artisans are invited to directly see and practice the production of clothes by the standards and produce clothes that are comfortable to wear. Participants were also shown how to perform or apply for certification for a particular Clothing product and what tests were conducted to meet the standards of the Clothing.

management held training with the theme of business management with this training provides knowledge to artisans how to manage the correct business management and discussed how to make reporting and managing finances.

The field of distribution was held training with the theme of Business Marketing Strategy where in this training peeled away about the strategies that artisans can use in marketing their products. And the training provided does not discuss grandiose marketing strategies but simple marketing strategies that can be reached and carried out by artisans who are small businesses. and micro.

DISCUSSION OF SERVICE IMPLEMENTATION

The results of assistance and training carried out by haisl obtained are the improvement of the ability of business owners or MSMEs, especially clothing artisans in the field of business management and marketing. In general, the output of this community service activity can increase the business capacity of partners. The ability to innovate supported by modernization of production facilities through appropriate technology can increase business productivity. Product innovation results in a more diverse clothing product design and produces clothing products that have been certified and allow to participate in international competitions to be known more widely. Appropriate technological support in the production process can increase the effectiveness and efficiency of production. Elfahmi and Jatmika (2019) stated that innovation will increase the competitiveness of MSMEs so that MSMEs can rise from local classes to regional and even international classes. Online marketing using social media that utilizes a network of friends from partners is also starting to be effectively run

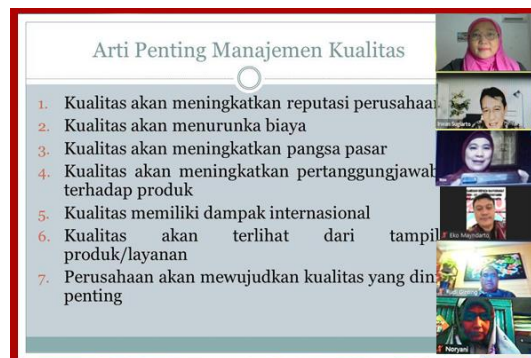


Figure 1. Implementation of Activities

CONCLUSION

Abundant resources cannot be competitive without being accompanied by the ability to manage these resources. Hereditary business and the ability to produce clothes will not be of high economic added value if it is not packaged into a quality product. Production that is only done as it is will not be able to compete in the market because consumers are now relatively more intelligent they do not just look at the product in terms of low prices. Consumers prefer comfortable clothes to wear and quality even if they have to pay a higher price. Artisans must know this because currently the activity of a person is very high then the choice of comfortable clothes to wear all day is the main thing consumers consider when buying clothes.

This MSME-built program has simultaneously succeeded in increasing the competitiveness of artisan products to compete with similar products from competitors. The determining factors for increasing the productivity of this snack business include aspects of production, marketing and business management that artisans have understood. Furthermore, it will be run by MSMEs consistently and with high commitment. Another impact of this activity is the increasing business insight from MSMEs. Social media which has been just a means of regular communication is now more empowered with its function as a business network..

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