



Improving The Competitiveness Of The Main Healthy Work Business Of Srikuncoro Village, Pondok Kelapa Sub-District, Central Bengkulu District

Meningkatkan Daya Saing Usaha Utama Pekerjaan Sehat Desa Srikuncoro Kecamatan Pondok Kelapa Kabupaten Bengkulu Tengah

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ABSTRACT

Srikuncoro Village is a village located in Pondok Kelapa Sub-district, Central Bengkulu Regency, Bengkulu Province, approximately 16 kilometres from Bengkulu City. Judging from the existing resources, Srikuncoro Village has good potential for the development of small industries, especially household industries in the food sector. One of the small industries in Srikuncoro Village is the Karya Sehat Utama food processing home industry. This industry has strengths in the form of products that have characteristics and potential to be developed. Based on the situation analysis and survey that has been carried out, the proposer and partners agreed on several problems faced, namely limited understanding of legal protection for MSME actors; limited production equipment or technology; limited understanding in managerial aspects (Production, Marketing and Finance); and limited use of information technology in marketing. To overcome these problems, the service team and partners agreed on several solutions to be carried out, namely education on understanding legal protection for MSME actors is expected to improve a healthy and proper business climate among MSME actors to develop rapidly; providing assistance with production equipment or product processing technology to support production capacity according to market needs; education and training in managerial aspects (production management, marketing management and financial management) and training in the use of information technology in online product marketing. In addition, the output of this PkM Lecturer programme will be published in a national journal with ISSN.

Keywords: competitiveness, healthy work business

Abstrak. Desa Srikuncoro merupakan desa yang terletak di Kecamatan Pondok Kelapa, Kabupaten Bengkulu Tengah, Provinsi Bengkulu, kurang lebih 16 kilometer dari Kota Bengkulu. Dilihat dari sumber daya yang ada, Desa Srikuncoro memiliki potensi yang baik untuk pengembangan industri kecil, khususnya industri rumah tangga di bidang pangan. Salah satu industri kecil yang ada di Desa Srikuncoro adalah industri rumah tangga pengolahan pangan Karya Sehat Utama. Industri ini memiliki kekuatan berupa produk yang memiliki ciri khas dan berpotensi untuk dikembangkan. Berdasarkan analisis situasi dan survei yang telah dilakukan, pengusul dan mitra sepakat mengenai beberapa permasalahan yang dihadapi, yaitu keterbatasan pemahaman tentang perlindungan hukum bagi pelaku UMKM; keterbatasan alat atau teknologi produksi; keterbatasan pemahaman dalam aspek manajerial (Produksi, Pemasaran dan Keuangan); dan keterbatasan pemanfaatan teknologi informasi dalam pemasaran. Untuk mengatasi permasalahan tersebut, tim pengabdian dan mitra sepakat mengenai beberapa solusi yang akan dilakukan, yaitu edukasi tentang pemahaman perlindungan hukum bagi pelaku UMKM diharapkan dapat meningkatkan iklim usaha yang sehat dan layak di kalangan pelaku UMKM agar berkembang pesat; pemberian bantuan alat produksi atau teknologi pengolahan produk untuk mendukung kapasitas produksi sesuai kebutuhan pasar; pendidikan dan pelatihan dalam aspek manajerial (manajemen produksi, manajemen pemasaran dan manajemen keuangan) serta pelatihan dalam pemanfaatan teknologi informasi dalam pemasaran produk secara daring. Selain itu, luaran program Dosen PkM ini akan dipublikasikan dalam jurnal nasional ber-ISSN.

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Kata kunci: daya saing, bisnis kerja sehat

INTRODUCTION

The growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is the main focus in efforts to strengthen the country's economic sector. As the backbone of the Indonesian economy, MSMEs contribute the majority of employment and play an important role in driving inclusive economic growth. In 2023, the prospects for MSME business growth in Indonesia continue to attract the attention of various parties because of the opportunities that are open and the challenges that need to be overcome. The Coordinating Ministry for Economic Affairs of the Republic of Indonesia said that the role of MSMEs is very large for the growth of the Indonesian economy, with the number reaching 99% of all business units. The contribution of MSMEs to GDP also reached 60.5% and to labor absorption was 96.9% of the total national labor absorption (djkn.kemenkeu.go.id). The government is trying to encourage economic growth starting from the village. Village potential in the form of natural resources, culture, knowledge, technology, and creative and innovative human resource potential continues to be developed to meet the needs of the community. The role of Micro, Small, and Medium Enterprises (MSMEs) in rural areas is part of the national economic recovery efforts due to the Covid-19 pandemic as experienced by business actors in Srikuncoro village in the Pondok Kelapa sub-district, Central Bengkulu district, Bengkulu province. This location, which is approximately 16 km from the city of Bengkulu, has an area of 565 Ha, of which 45% is hilly land and 20% of the land is used as agricultural land for rain-fed rice fields. Srikuncoro village is divided into 5 (five) hamlets with a population of 2,081 people consisting of 996 men and 1,085 women with 540 heads of families. Most of the people of Srikuncoro village have low levels of education. There are 55.80% of the population who are elementary school graduates or below. Most of the people make a living in the agricultural sector in the secondary crops/subsector. In addition to working in the agricultural sector, most of the people are also laborers and small industry entrepreneurs (Srikuncoro Village Profile, 2023). Small industries in Srikuncoro village are quite varied, some of which are industries that produce processed products using soybeans (year and tempeh) as raw materials and some of them are ready-to-eat culinary products such as food menu providers and Nugget Belkong (Cassava Eel Nuggets) businesses by Karya Sehat Utama. Most small industries currently experience various limitations and problems that have an impact on the slow development of their businesses. Based on the results of a survey conducted on the Karya Sehat Utama home industry engaged in the production of Nugget Belkong, the problems experienced include market limitations and decreased sales turnover. In addition to this, the Karya Sehat Utama home industry also has a relatively limited understanding of managerial aspects. Capacity building is needed in the fields of human resources, marketing, production, finance and technology. In this era, leverage is needed so that small industries continue to grow and are able to compete. The implementation of tasks that refer to the organizational structure needs to be carried out in order to achieve effective and professional work results. The product diversification produced by the Karya Sehat Utama home industry is quite diverse in meeting market needs, including various variants of processed cassava foods. However, the main focus of the business is the Cassava Eel Nugget product. This product has also received appreciation and praise from President Joko Widodo during a working visit to Srikuncoro village on July 17, 2023. This processed product innovation that utilizes local wisdom is also useful in supporting the stunting reduction program both in Srikuncoro village and other villages in the Bengkulu Tengah district. Products with unique innovations are one of the strengths. The Srikuncoro village government is currently assisting in processing the PIRT (Home Industry Food) permit, this also supports the wide marketing area.



Figure 1 Karya Sehat Utama Home Industry Products (Cassava Eel Nuggets)

Adequate production equipment support is expected to increase production capacity. This condition is expected to increase production and sales turnover with a wider market share. Not only will it meet the food needs of the community, it is expected to maintain business continuity and increase the capacity and competitiveness of the Karya Sehat Utama home industry business. The technology used in the production process is still very far from the standards of the home industry. This condition has an impact on limited production capacity. Orders in large capacities sometimes tend not to be fulfilled. The unavailability of product storage media (Freezer), causes products to always be unready at all times and tend to be based on consumer orders. The use of technology in the capacity of the home industry greatly supports production capacity, sales turnover and business profits.



Figure 2 Utilization of Home Industry Technology Karya Sehat Utama

Significant transformation. Therefore, a deep understanding of digital dynamics is the key to success for those involved in the world of entrepreneurship (Nazhifah et al., 2023). Furthermore, Wilestari et al. (2023) also explained that to strengthen the economy in many developed and developing countries, MSMEs must be improved to compete in the digital era. OECD (2020) stated that the low level of digitalization and difficulties in accessing and adopting technology are experienced by many MSMEs. This condition is also one of the problems faced by the Karya Sehat Utama home industry. The use of information technology is still limited. Product marketing is also still carried out conventionally, as is the case with financial management which is still relatively very simple. Based on the situation analysis and survey that has been conducted, the proposer together with partners agreed on several issues faced, including:

1. Limited understanding of legal protection for MSME actors
2. Production equipment and processing technology are still very simple, which has an impact on limited production capacity and product availability.
3. Limited understanding in managerial aspects (production, marketing and finance).

4. Marketing products using information technology is still very limited. It is necessary to carry out knowledge and skills as well as integrated information technology applications.

Determination of the priority of problems faced by partners is carried out jointly between the proposing team and partners in Srikuncoro Village, Pondok Kelapa District, Central Bengkulu Regency. The proposer actively approaches through surveys and visits to partner areas and holds joint discussions. In determining solutions to resolve the problems faced by partners, the proposer considers several things, including the need for experts in the legal field in terms of understanding legal protection for MSME actors, the field of economics, and the field of management science according to the types of problems faced by partners.

LITERATURE OR CONCEPTUAL REVIEW

Based on the background and problems faced by the partner, the proposer considers the solutions that can be offered, including:

1. Providing education on understanding legal protection for MSME actors
2. Provision of assistance in the form of production equipment or product processing technology to support production capacity according to market needs.
3. Education and training programs in managerial aspects (production management, marketing management and financial management).
4. Providing training on the use of information technology in online product marketing.

The targets of this Lecturer Community Service program include:

1. Increasing understanding of legal protection for MSMEs is expected to improve a healthy and decent business climate among MSMEs so that they can develop rapidly, especially the Karya Sehat Utama home industry.
2. Increasing production capacity by utilizing or using standard small industry product processing technology. With the use of previous technology, production capacity tends to be limited. This is caused by the capacity of production equipment or machines that do not match production capacity. In addition, the unavailability of finished product storage media causes industries engaged in the food sector (*Nuggets*) to tend not to be *ready* at all times to meet consumer needs.
3. Increasing partners' understanding of managerial aspects through education and training:
 - Production Management
Increasing partner understanding in production management such as determining raw material *stock and determining production capacity*.
 - Marketing Management
Increasing partner understanding in product marketing aspects. The use of labels or brands on product packaging that have not been available so far and an understanding of attractive and safe packaging techniques.
 - Financial management
Increasing partner understanding in financial management aspects. Training will be conducted on recording financial transactions that have not been owned by partners so far, including techniques for determining the expected profit margin.

4. Increasing partner understanding of the use of information technology in product marketing which has so far been very limited. Online promotion strategies are expected to increase the market with a wider reach.
5. Scientific articles to be published in the form of national journals with ISSN

This Lecturer's Community Service (PkM) activity has outputs as shown in table 2.1 as follows:

Table 1 Lecturer PkM Output

No	Types and Specifications of Activity Outputs	Proof
1	Improving the Competitiveness of Micro Businesses (Management, Mechanization and IT) 1) Education on understanding legal protection for MSMEs 2) Production Equipment 3) Methods for determining raw material <i>stock and determining production capacity, product labels and simple bookkeeping guidelines</i> 4) The use of social media in online marketing	Counseling Equipment Implementation Implementation
2	Articles in the Community Service Journal	Published

RESEARCH DESIGN

The activity plan to be carried out in the Community Service Program (PkM) of this Lecturer is education on understanding legal protection for MSME actors, providing assistance in product processing technology equipment, education and training in managerial aspects and training in the use of information technology in online product marketing. In detail, the stages of activities to be carried out include:

a. Preparation Stage

The preparation stages carried out are:

- 1) Survey, consolidation and determination of locations, targets and determination of problems faced by partners.
- 2) Evaluation of problems and determination of solutions offered and agreed upon with partners.
- 3) Preparation of materials and completeness of activities

b. The implementation stage includes:

- 1) Education on understanding legal protection for MSME actors (Karya Sehat Utama Household Industry)
- 2) Provision of assistance in the form of processing equipment to support optimal production capacity.
- 3) Education and training in managerial aspects include production management (such as methods for determining raw material stock and determining production capacity); marketing management (labels or brands on product packaging) and financial management (training in recording financial transactions).
- 4) Training in the use of information technology in online product marketing.

c. Mentoring Stage, The mentoring stage is specifically related to managerial aspects (production management, marketing management and financial management).

d. Evaluation Stage, The evaluation stage is needed to analyze the level of success of activities, starting from preparation, process to achievement of activity results. Partner participation in

program implementation is shown by the support and willingness to work together as partners with the proposing team in the Lecturer Community Service Program (PkM). This partner participation is shown through the implementation of activities together in terms of providing raw materials and product samples, preparing activity locations, and providing data for analysis. Participation of the Village Government (Village Head and Village Apparatus) and partners in the initial stage of the Lecturer Community Service Program (PkM) as shown in Figure 3



Active Participation of Village Government and Partners Program Community Service (PkM) Lecturer

RESULTS AND DISCUSSION

This Community Service Program (PkM) is independently conducted by the Team with partners so that there is no need to bring in resource persons in the program series. The series of activities carried out are:

Table 2 Series of Activities PkM

No	Date	Activity
1.	June 3, 2024	Initial survey of preparations for implementing community service in Srikuncoro village, Central Bengkulu Regency
2.	July 8, 2024	Socialization of PIRT and Halal Labels, socialization of the creation of Business Cash Flow related to Community Service (stage First)
3.	August 5, 2024	Packaging Workshop, Accounting Book Making and Digital Marketing related to Community Service (second stage)
4.	September 12, 2024	Implementation of handover of Community Service grants and Evaluation of Community Service Results Development (stage third)
5.	October 14th	Implementation of Monitoring And Evaluation of results Devotion

The implementation of Community Service is carried out in 2 stages of training. The first stage is the Organizational Training and introduction to the goals and benefits of the association as well as matters relating to law and licensing which was carried out on July 8, 2024, at 08.00 WIB. The training was carried out face-to-face, this activity was attended by business actors in Sri Kuncoro village, Central Bengkulu district. The form of this community service activity is carried out by providing training and business assistance from pre-production to post-production as a whole. The material provided regarding "Legal Protection Education Training which discusses the completeness of legality for MSMEs was delivered by the Head of the Postgraduate Law Study Program, Universitas Terbuka, Dr. M Jeffri Arlinandes Chandra, SH, MH, the training material on Managerial Aspects discussing production management was delivered by Tito Irwanto, SEMM who is the Head of the Digital Business Study Program, Faculty of Economics and Business, Dehasen University, Bengkulu, the training material on Managerial Aspects discussing marketing management was delivered by Yudi Irawan Abi, SEMM who is the Secretary of the Digital

Business Study Program, Faculty of Economics and Business, Dehasen University, Bengkulu, the Managerial Aspects discussing financial management were delivered by Dr. E. Ahmad Soleh, SE, M.Si who is the Secretary of the Deputy Dean of the Faculty of Economics and Business, Dehasen University, Bengkulu, the material on Simple Accounting Bookkeeping was delivered by Herry Novrianda, SE, MM as a lecturer at the Open University, the material on IPR Registration at the Ministry of Law and Human Rights was delivered by Pamela Mikaresti, S.Pd., M.Pd. as a lecturer at the Open University and the last material on the Use of Information Technology in Online Product Marketing was delivered by Pri Yogha Yasa who is a Digital Marketing practitioner. After the presentation, it was continued with a discussion and question and answer session which lasted until 12.00 WIB. The form of this program is mentoring for business actors in Sri Kuncoro Village, Central Bengkulu Regency so that business actors can compete competitively in the digital era. This activity took place at the Sri Kuncoro Village Hall, where this training was attended by 10 participants who were direct business actors engaged in food processing with nugget products made from eel and cassava which are natural resources of the village and labeled "Nugget Belkong". This business has been running for approximately two years and continues to make various innovations to increase business competitiveness.



Figure 4 Presentation of material by resource person

The second stage is a workshop on packaging, making accounting books and related digital marketing. The service (second stage) which was held on August 5, 2024, the workshop activity which lasted all day presented very useful material for MSME actors. The main objective of this workshop is to equip participants with knowledge about IPR Brands and Packaging. Expert resource person, Dr. M Jeffri Arlinandes Chandra, will explain in detail how to register a brand, protect packaging design, and avoid legal disputes related to intellectual property rights. This workshop also presents Dr. E. Ahmad Soleh to provide a deep understanding of business financial management. The last material of this workshop was delivered by Pri Yogha Yasa, an experienced digital marketing practitioner, to share knowledge about how to create business and e-commerce social media accounts in marketing products online. This material is very important for business actors who want to increase their sales and market reach.

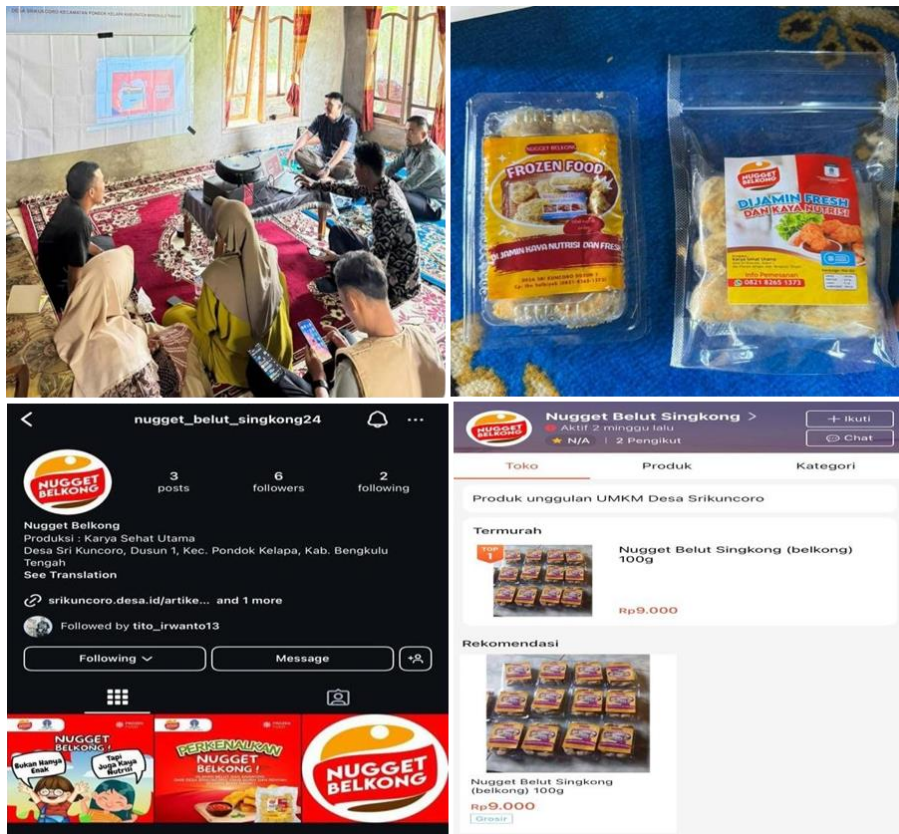


Figure 5 Presentation of material by resource person and product packaging

After 1 month of the last training activity, Universitas Terbuka BENGKULU in collaboration with Dehasen BENGKULU continued PKM by conducting a handover of production goods grants, on Friday, September 12, 2024. This is in order to support the development of micro-enterprises and increase business competitiveness in the Srikuncoro Village area, Pondok Kelapa District, Central Bengkulu Regency (Benteng), namely the cassava eel nugget (belkong) business. The handover event was attended directly by Rhomadan as the head of Srikuncoro Village accompanied by a collaborative service team from Universitas Terbuka and Dehasen Bengkulu University, namely Dr. M. Jeffri Arlinandes Chandra, S.H., M.H., Herry Novrianda, S.E., M.M., Pamela Mikaresti, S.Pd., M.Pd., Dr. E. Ahmad Soleh, S.E., M.Sc., Tito Irwanto, S.E., M.M., and Yudi Irawan Abi, S.E., M.M., as well as business actors from Usaha Karya Sehat Utama. The donated goods included freezer boxes, packaging, vacuum packaging and other production tools, which are expected to strengthen the production capacity and product quality of local businesses.



Figure 6 Handover of production goods grant

The next follow-up activity will also evaluate the development of community service results to see the extent to which this program provides benefits to the local community. On October 14, 2024, the Community Service Team monitored and saw the progress made by partners.



Figure 7 Monitoring and viewing progress made by partners

This activity was carried out at 08.00 WIB to 10.00 WIB. The monitoring results contained several notes, namely:

In the evaluation, several aspects that were the focus of attention included:

- Increased Production Capacity: where the grants given for production have been utilized optimally by partners.
- Increased Product Quality: the impact of community service provides innovation and quality of business products.
- Business Sustainability: The steps that have been taken in community service provide long-term business sustainability to partners.
- The community service program is expected to continue to have a positive impact on the Srikuncoro Village community and support regional economic development.

CONCLUSIONS

All activities planned in the PKM activities can run well and smoothly. The results of the implementation of activities in accordance with the plans, goals, and targets that have been set can be achieved well. This community service activity provides very valuable benefits for training participants. Participants will gain knowledge to develop their businesses and market the products they have. Training participants hope that the training activities can be sustainable because they feel very helped by this activity. Thus, it is hoped that their knowledge and abilities can continue to increase so that MSMEs in the village can continue to develop in the future.

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