

SURAT TUGAS

No: 092/ST/REK/SWINS/II/2024

Unsur Pengabdian Kepada Masyarakat merupakan salah satu bagian dari Tri Dharma Perguruan Tinggi di Indonesia yang wajib dilaksanakan oleh seluruh Dosen Tetap di Perguruan Tinggi, sehubungan dengan hal tersebut, Rektor Institut Bisnis dan Komunikasi Swadaya menugaskan kepada:

NAMA DOSEN	NIDN	JAD	KETERANGAN
Achmad Jaelani, S.E., M.M.	0301057004	Lektor	Ketua Tim Pengusul
Dr. Winaya Purwanti, SE, MM	0317027104	Lektor	Anggota Tim Pengusul 1
Hj. Hastuti Indra Sari, SE. MM	0316066604	Lektor	Anggota Tim Pengusul 2
Bambang Santoso, SE. MM. M,Ak	0308076702	Lektor	Anggota Tim Pengusul 3
Safrudin, S. Kom, M. Ak	0322026804	Lektor	Anggota Tim Pengusul 4
Arsid, SE, MM	0301046501	Asisten Ahli	Anggota Tim Pengusul 5
Dr. Harnovinsah, SE, AK, M.Si, CA	0318096701	Lektor Kepala	Anggota Tim Pengusul 6

Untuk melaksanakan Pengabdian kepada Masyarakat dengan tema :

“Pemberdayaan Ekonomi Masyarakat Desa Batu Layang Cisarua Bogor”

Pengabdian Masyarakat tersebut dilaksanakan pada bulan Februari s.d. April 2024, kepada nama-nama Dosen diatas diminta untuk Menyusun laporan Pengabdian Masyarakat dan juga jurnal PKM yang akan di Publikasikan.

Demikian surat penugasan disampaikan agar dapat dilaksanakan dengan pen penuh tanggungjawab.

Jakarta, 10 Februari 2024

Institut Bisnis dan Komunikasi Swadaya

 **SWINS**
Institut Bisnis dan Komunikasi Swadaya

Muhammad Iqbal, PhD., Psikolog

Rektor



ECONOMIC EMPOWERMENT OF THE COMMUNITY OF BATU LAYANG CISSARUA VILLAGE, BOGOR

Achmad Jaelani¹, Winaya Purwanti², Hastuti Indra Sari³, Safrudin⁴,
Bambang Santosa⁵, Arsid⁶, Harnovinsah^{7*}

^{1,3,4,5,6}Institut Bisnis dan Komunikasi Swadaya

⁷Universitas Pancasila

Corresponding E-mail: harnovinsah@univpancasila.ac.id

Abstract

Micro, Small, and Medium Enterprises (MSME) Skills Training has been implemented in Batu Layang Village, Cisarua Subdistrict, Bogor, to increase local communities' economic empowerment. This program aims to provide knowledge and skills to Batu Layang Village residents so they can manage small and medium businesses more effectively. The training method involves workshops, practical training, group discussions, and direct mentoring by experts in the MSME field. The training results showed a significant increase in participants' knowledge and skills, increased income, and the opening of new jobs at the local level. An evaluative discussion regarding the program's success was carried out, including identifying challenges faced and recommendations for strengthening the program's sustainability in the future. This program has had a significant positive impact on the economic empowerment of the Batu Layang Village community and can be an example of similar efforts in other areas.

Keywords: *Training, Skills, Management, Marketing Strategy*

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are important in the Indonesian economy. MSMEs are the backbone of the Indonesian economy, contributing a large part of the country's Gross Domestic Product (GDP) and creating most jobs. According to the Central Statistics Agency (BPS), around 99% of total businesses in Indonesia are MSMEs. MSMEs in Indonesia cover various sectors, from agriculture, industry, and trade to services. Examples include farmer group agricultural businesses, handicrafts, food and beverages, textiles, jewelry, and services such as beauty salons or electronic goods repairs. MSMEs can operate on various scales, from micro (the business only involves one or a few people), small (with a moderate number of employees and turnover), to medium (with a large turnover and number of employees). MSMEs in Indonesia face various challenges, including access to capital, limitations in market access, technology, management, and human resources. Apart from that, changes in regulations and bureaucracy also often become obstacles.

The Indonesian government has provided various incentives to develop MSMEs, including training programs, financing, technical assistance, and infrastructure facilities. Apart from that, policies aim to increase market access and improve the business climate. Along with technological developments, MSMEs are increasingly adopting digital technology to increase operational efficiency, market access, and competitiveness. E-commerce platforms and social media have become important means for MSMEs to market their products and services. MSMEs also have a significant social role in reducing poverty and economic disparities between regions and increasing social inclusion. Even though they face various challenges, MSMEs have quite a large growth potential. With the right support from the government, the private sector, and society, MSMEs can become the driving force behind Indonesia's stronger and more inclusive economy. From the review above, the target community service partners are residents of Batu Layang Cisarua Village, Bogor, where the village has economic potential that can be developed, especially in the small and

ECONOMIC EMPOWERMENT OF THE COMMUNITY OF BATU LAYANG VILLAGE KEL. CISARUA, BOGOR

Achmad Jaelani, Winaya Purwanti, Hastuti Indra Sari, Safrudin, Bambang Santosa, Arsid, Harnovinsah

medium enterprise (UKM) sector. This potential has yet to be fully exploited due to limited knowledge, skills, and access to adequate resources. The Batu Layang Village community needs help developing local businesses, as there is limited capital, managerial and marketing skills, and access to technology and other resources. In facing increasingly tight economic competition, the people of Batu Layang Village need to improve their skills in managing their businesses to compete more effectively in local and regional markets. Small and Medium Enterprises (UKM) have the potential to become a driving force for the local economy that can empower the people of Batu Layang Village economically and socially. Batu Layang Village has local resources that can be utilized for business development, such as local raw materials, tourism potential, or local wisdom that can be used as added value in developing products and services. Batu Layang Village, Cisarua, West Java, is a rural area with economic potential that can be developed through empowering Small and Medium Enterprises (UKM). An SME skills training program was implemented to improve the local community's economy. This program aims to provide knowledge and skills to the people of Batu Layang Village so they can improve their businesses and stimulate the local economy.

2. IMPLEMENTATION METHOD

The following are the stages in implementing community service activities:

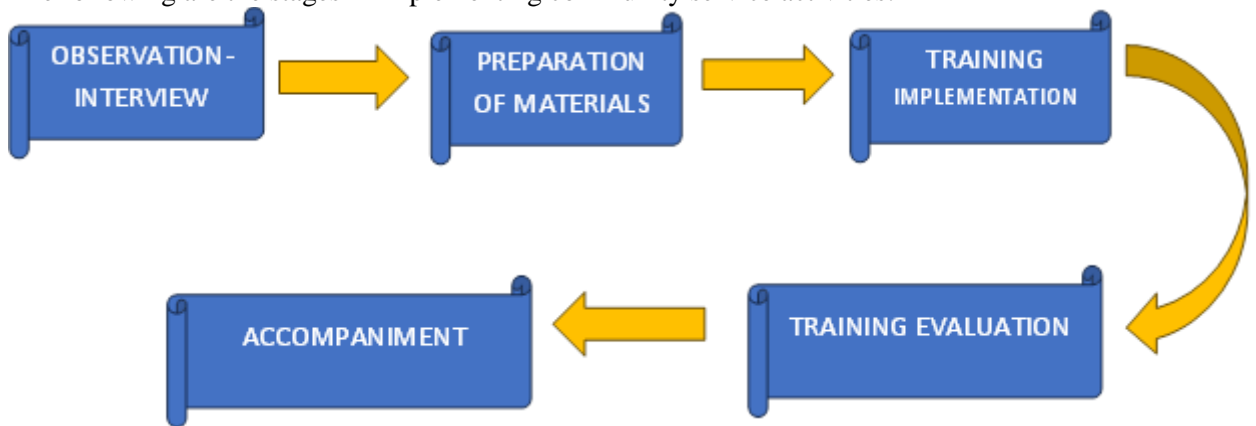


Figure 1. Community service Stages

The observation stage was carried out for one day by visiting the PkM (Community service) location and conducting interviews with local officials and residents. Next, the team evaluates and prepares the preparation of training materials. The MSME training will be held on 21-22 February 2024 in the Batu Layang Village Office Hall, Cisarua, Bogor.

3. RESULTS AND DISCUSSION

This community service activity is carried out by providing skills training and mentoring for Micro, Small, and Medium Enterprises (MSME) entrepreneurs in the context of Economic Empowerment of the Community of Batu Layang Village, Cisarua, West Java, which will include evaluation of the achievement of program objectives, analysis of the resulting impacts, as well as discussions regarding factors that influence success and challenges faced during program implementation.



Figure 2. Presenters and participants in the MSME-Community Service Training

The following is a further explanation of the results and discussion:

1. Increased Knowledge and Skills

As training participants, the MSME traders were very enthusiastic about participating in the training and mentoring carried out by the TEAM of lecturers at the Jakarta Self-Help Business and Communication Institute, which was held for two days. This training and mentoring can increase the knowledge and skills of the participants so that they can be implemented in their business activities. The aspects discussed in this training include simple financial management, good management, marketing and promotion on social media, and product innovation.

2. Increased Income

This training increases participants' income and business productivity and opens new business opportunities. This has a direct positive impact on the economic welfare of the people of Batu Layang Village.

3. Opening New Job Opportunities

SME skills training also contributes to opening new jobs at the local level. People who have been trained have the potential to become independent entrepreneurs, thereby helping to reduce the unemployment rate in the village.

4. Evaluation of Program Success

An analysis was carried out on the extent to which the objectives of the SME skills training program were achieved. This evaluation includes qualitative and quantitative aspects, such as participation levels, increased knowledge and skills, and the resulting economic impact.

5. Impact on Economic Empowerment

Discussions were held regarding the training program's impact on the economic empowerment of the Batu Layang Village community. Factors such as increasing incomes, economic independence, and reducing dependence on the informal sector are discussed in depth.

6. Supporting Factors and Challenges

Analysis is carried out on factors that support or hinder the program's success. This includes support from local government, active community participation, availability of resources, and challenges such as global economic changes and social changes at the local level.

ECONOMIC EMPOWERMENT OF THE COMMUNITY OF BATU LAYANG VILLAGE KEL. CISARUA, BOGOR

Achmad Jaelani, Winaya Purwanti, Hastuti Indra Sari, Safrudin, Bambang Santosa, Arsid, Harnovinsah



Figure 3. Participants and Their Merchandise

Most of the residents in Batu Layang village earn their daily livelihood as traders, with various kinds of trading products, including meatballs, Siomay, fried tofu meatballs, fried foods, grass jelly ice, clothing/grocery shops, restaurants, vegetable traders, etc. Some traders sell their products using motorbikes or kiosks. Apart from being traders, residents of Batu Layang village also work in offices and plantations/agriculture.

4. CONCLUSION

In this community service activity, the discussion process involves evaluating the program's success, identifying challenges faced during implementation, and discussing steps that can be taken to maintain the sustainability of the economic empowerment of the Batu Layang Village community. This includes expanding program reach, improving access to resources, and overcoming remaining barriers. The MSME skills training program has had a significant positive impact on the economy of the people of Batu Layang Village, Cisarua, West Java. Through active participation and collaboration between stakeholders, local economic empowerment can continue to be improved to achieve sustainable development at the village level.

5. SUGGESTION

Based on the results and findings obtained, several recommendations are proposed to increase the effectiveness and impact of MSME skills training programs in the future. These recommendations include expanding the program, strengthening stakeholder cooperation, increasing access to capital and technology, and ongoing assistance for MSME players. This community service training and mentoring will be carried out regularly and continuously with different locations and partners to help the government educate MSME entrepreneurs in the community.

6. THANK-YOU NOTE

We want to express our infinite gratitude to the Chancellor, Head of LPPM, PkM Team of the Self-Help Institute of Business and Communication, Officials, and residents of Deda Batu Layang Cisarua Bogor who have provided both moral and material support so that this community service activity runs well and smoothly. To all parties that we have not mentioned one by one who has participated in the implementation of this community service, we express our sincere thanks. This activity ran well and smoothly thanks to all parties' hard work and dedication.

REFERENCES

- Ahmadi, C., Hermawan, D., Srinadi, N. L. P., & Kusuma, T. M. (2021). Penerapan Digital Marketing sebagai Strategi Pengembangan Usaha Ternak Tikus Putih . Yumary: Jurnal Pengabdian Kepada Masyarakat, 2 (1 SE-Articles). <https://doi.org/10.35912/yumary.v2i1.503>
- Algahtani, A. (2014). Are Leadership and Management Different? A Review. Journal of Management Policies and Practices., 2(3), 71–82.
- Andi, K., Dharma, F., & Gamayuni, R. R. (2021). Pelatihan Peningkatan Kualitas Produk dan Pemasaran Usaha Bubuk Biji Salak di Desa Sungai Langka, Kabupaten Pesawaran. Yumary: Jurnal Pengabdian Kepada Masyarakat , 1(4 SE-Articles). <https://doi.org/10.35912/yumary.v1i4.71>
- Ardianto, E. (2018). Pemberdayaan Ekonomi Masyarakat Melalui Pelatihan Keterampilan Usaha Kecil Menengah. Jurnal Manajemen dan Kewirausahaan, 20(2), 87-95.
- Arends, R. Y., Bode, C., Taal, E., & Laar, M. A. F. J. van de. (2016). The longitudinal relation between patterns of goal management and psychological health in people with arthritis: The need for adaptive flexibility. British Journal Of Health Psychology, 21(2), 469–489. <https://doi.org/10.1111/bjhp.12182>
- Badan Pusat Statistik. (2021). Statistik Usaha Kecil Menengah 2020.
- Bowen, S. A. (2019). Corporate communication. In An Integrated Approach to Communication Theory and Research, Third Edition (pp. 399–413). <https://doi.org/10.4324/9780203710753-34>
- Callen, B. (2010). Manager's Guide To Marketing, Advertising, and Publicity. The McGraw-Hill Companies, Inc.
- Dharma, F., Agustina, Y., & Windah, A. (2021). Penerapan Manajemen Keuangan dan Digital Marketing pada Pelaku Usaha Rengginang di Desa Kunjir. Jurnal Nusantara Mengabdi, 1(1 SE-Articles). <https://www.penerbitgoodwood.com/index.php/JNM/article/view/620>
- Direktorat Jenderal Pembangunan Daerah Tertinggal. (2021). Panduan Pemberdayaan Ekonomi Masyarakat Desa.
- Dwinarko, Sulistyanto, A., Widodo, A., & Mujab, S. (2021). Pelatihan Manajemen Komunikasi pada Badan Permusyawaratan Desa (BPD) dalam Meningkatkan Pemberdayaan Masyarakat. Yumary: Jurnal Pengabdian Kepada Masyarakat , 1(4 SE-Articles). <https://doi.org/10.35912/yumary.v1i4.314>
- Ekasari, A., Siagian, V., Matusin, A. R., & Nilawati, Y. J. (2021). Strategi Pemasaran dan Pengelolaan Keuangan bagi Usaha Mikro, Kecil dan Menengah di Masa Pandemi Covid-19. Jurnal Nusantara Mengabdi, 1(1 SE-Articles). <https://www.penerbitgoodwood.com/index.php/JNM/article/view/561>
- Firmansyah, M. A. (2020). Komunikasi Pemasaran (T. Q. Media (ed.); Pertama). CV. Penerbit Qiara Media.
- Hadiyari, & Kresniani, E. (2012b). Pemasaran Tradisional dan Pemasaran Kewirausahaan: Pengaruhnya Terhadap Kinerja Usaha Kecil Etnis Jawa dan Madura. Manajemen Dan Bisnis,. Wartakini.Co. <https://www.wartakini.co/2017/05/forum-komunikasi-bpd-se-kabupaten-subangakhirnya-terbentuk>.
- Hadiyari, E., & Kresniani, E. (2012a). Pemasaran Tradisional dan Pemasaran Kewirausahaan: Pengaruhnya Terhadap Kinerja Usaha Kecil Etnis Jawa dan Madura. Manajemen Dan Bisnis, 11(1), 137–155.
- Hidayat, R., & Handayani, I. (2020). Analisis Pengaruh Pelatihan Keterampilan Usaha Kecil Menengah terhadap Pemberdayaan Ekonomi Masyarakat Desa. Jurnal Manajemen, 10(2), 89-102.
- Kaye, M. (1994). Communication Management. PT Erlangga.
- Kementerian Koperasi dan UKM. (2019). Laporan Tahunan Kementerian Koperasi dan UKM.

ECONOMIC EMPOWERMENT OF THE COMMUNITY OF BATU LAYANG VILLAGE KEL. CISARUA, BOGOR

Achmad Jaelani, Winaya Purwanti, Hastuti Indra Sari, Safrudin, Bambang Santosa, Arsid, Harnovinsah

- Komisi Pemberdayaan Masyarakat Desa. (2019). Rencana Pembangunan Jangka Menengah Desa Batu Layang.
- Kotler, P. & K. L. K. (2009). Marketing Management (Twelfth Ed). New Jersey: Pearson.
- Panuju, R. (2019). Komunikasi Pemasaran: Pemasaran sebagai Gejala Komunikasi dan Komunikasi sebagai Strategi Pemasaran. In Prenada Media.
- Prihantini, N., & Wulandari, Y. (2019). Dampak Pelatihan Keterampilan Usaha Kecil Menengah terhadap Pemberdayaan Ekonomi Masyarakat Desa. *Jurnal Ekonomi dan Manajemen*, 22(1), 67-78.
- Saretta, I. R. (2021). Memahami Pengertian UMKM, Ciri, dan Perannya bagi Ekonomi. Cermati.Com.
- Schraeder, M., Self, D. R., Jordan, M. H., & Portis, R. (2014). The Functions of Management as Mechanisms for Fostering Interpersonal Trust. *ADVANCES IN BUSINESS RESEARCH*, 5(1), 50- 62.
- Sulistyanto, A., Dwinarko, D., Syafrizal, T., & Mujab, S. (2021). Pelatihan Kewirausahaan dan Manajemen Komunikasi Pemasaran bagi Pelaku UMKM pada Masyarakat di Kelurahan Ponggang, Kec. Serangpanjang, Kabupaten Subang: *Jurnal Abdidas*, 2(1), 34-40. <https://doi.org/https://doi.org/10.31004/abdidas.v2i1.199>
- Supriadi, A., & Sari, R. A. (2020). Peningkatan Kualitas Usaha Kecil Menengah (UKM) Melalui Pelatihan Keterampilan Pengelolaan Keuangan. *Jurnal Ekonomi dan Bisnis*, 23(2), 115-126.
- Suryana, I. (2017). Peningkatan Keterampilan UKM sebagai Strategi Pemberdayaan Ekonomi Masyarakat. *Jurnal Ekonomi dan Bisnis*, 20(1), 45-58.
- Tahri, W. (2019). Disclosure and Communication of the Corporate Social Responsibility (CSR) in Morocco: The Case of a Bank. In *Lecture Notes in Information Sy*
- Undang-Undang Republik Indonesia Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah, (2008).
- Wijaya, A. P. (2018). Pelatihan Keterampilan Usaha Kecil Menengah sebagai Strategi Pengentasan Kemiskinan di Daerah Pedesaan. *Jurnal Pembangunan Ekonomi*, 15(1), 32-45.