

Improvement of Business Management for SMEs Through Integrated Assitance.

Chendrasari Wahyu Oktavia^{a)}, Astria Hindratmo, Nur Wahyudi

Indutrial Engineering Study Program, Universitas Wijaya Putra, Surabaya, Indoenesia

^{a)}Corresponding Author: chendrasariwahyu@uwp.ac.id

Abstract

In the current pandemic conditions, the vanguard as a driving force for the economy is SMEs. The spread of SMEs. The current household scale cannot be separated from an urge to rise in the current pandemic situation. UKM "Opik Jan" is one of the household-scale SMEs engaged in the food and beverage sector and the establishment of this UKM cannot be separated from the provision of a capital Bank. Therefore, business owners have a big responsibility to continue to develop efforts. However, in this business development effort, UKM owners are also required to change their strategy for running their businesses. But limited knowledge becomes an obstacle for business owners. The problem faced is the inappropriateness of the use of production and packaging equipment so that it is vulnerable to bacterial contamination, packaging labels are not yet available so that the marketing scope cannot widely affordable, and the absence of simple bookkeeping records results in business owners not know the financial position of the business owned. These are the inhibiting factors in business development. The purpose of this community service activity is to provide education, knowledge, and motivation related to SME business development. Community service activities are carried out in the form of training and assistance in the use of fryers for production, packaging and labeling, and simple bookkeeping. Methods of implementation in the form of observation, preparation, delivery of material face to face, mentoring, training, and evaluation. The result of the implementation of community service is that participants already have frying pans, labels, and packaging on products, and business owners already have simple bookkeeping records for daily transactions.

Keywords: SMEs, Packaging and Labeling, Simple Bookkeeping

INTRODUCTION

One of the many fields of business occupied by SMEs, especially business actors Home is a business in the culinary field. this business become a promising business field and quite a remarkable development. Kartika et al (2020) One of the many fields of business occupied by SMEs, especially business actors Home is business in the culinary field. this business become a promising business field and quite a remarkable development. Kartika et al (2020) define the National Culinary business as an asset that can promote the improvement of the income capital of the Indonesian economy so it's not wrong that it's a national culinary endeavor as a pillar of economic independence.

One of the industries in Indonesia that are considered the fastest running is the culinary industry because the capital used tends to be small and people's purchasing power is quite high.

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Failure of experience of business actors from processing their business by the findings of (Noor et al., 2020) which explained that many home-based businesses who manage business without having any basic knowledge and skills regarding business management and financial management good. On the other hand, Handayani et al (2021) define the obstacles faced by MSMEs are that financial administration is not yet systematic, it is difficult to obtain financing from banks and the form of business is still relatively small. It can be inferred, business actors still rely on instinct and experience alone.

One of the culinary businesses is the frozen food processing business. In the production process, business actors are guided to maintain the quality of food when it is distributed to consumers, but unfortunately, not all business actors can guarantee the quality of the products produced. This can be seen from the unhygienic production equipment. In addition, there are generally other problems in the form of packaging and labeling problems as well as bookkeeping.

Packaging and labels are parts that can be removed where packaging and labels become part of the factor supporting the development of production and marketing, as well as the appearance of attractive packaging and labels of course it will support the marketing reach. For Susetyarsi (2012) the packaging is not only just a protector of a product, however, the packaging is also now part of the media strategy promotions to attract consumers both in terms of color and shape. Lusianingrum et al. (2021) also explain that the packaging of a product becomes communication media between producers to consumers to form an image. A label is one of the strengths for SMEs to gain consumer appeal to buy it (Halimatus, 2020).

Prativi et al., (2019) explained para business actors such as MSMEs on average have not implemented bookkeeping or recording due to low level of education, lack of knowledge and skills in the field of accounting, there is a perception that bookkeeping is not important and the perception that bookkeeping is too complicated to implement. Financial management is one the most important aspects of running a business, especially bookkeeping.

Bookkeeping is important for business people who are useful in recording the flow of money in and out and helping companies produce financial statements and profit and loss statements (Riani et al., 2021). Simple bookkeeping is one systematic process in financial records to obtain information on business finance so you can see the progress of business being carried out (Hasanah, 2020). Based on the description of the three problems that happen, the purpose of the service activity society does is to give impactful contributions and improvements to Partners through training and mentoring activities including production management, packaging and labeling, and simple bookkeeping. The goals and targets achieved are a food and home-based business soft drink. The target to be achieved is the emergence of desire and awareness for Partners about the importance of developing business through aspects of production management, marketing management, and literacy management finance.

METHOD

On the occasion of service activities to the community, Partners in this activity are Orien's mother as the owner of the food business and household drink. Partner in subject activities and be directly involved in them solving the problem at hand. The implementation of this activity uses observation methods, interviews, focus groups discussion (FGD), training, and mentoring sustainably.

Therefore, several stages are needed the right method in service activities to the community will be divided into several stages including figure 1:

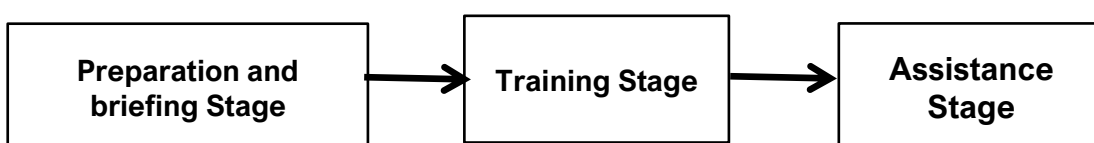


Figure 1. Research Methodology

RESULTS

Training and Assistance Stage

Cleaning Training and Assistance Production tools

According to Noya et al (2022), standard hygiene is applied according to the knowledge of IKM, without realizing that the standard cleanliness that is carried out needs standard aspects of cleanliness that still need to be considered so that the results processed products are safe and suitable for consumption. Partners do the same according to Partners so far it has been running aspects of hygiene standards, but so far the perpetrator's businesses are not aware of that standard of hygiene not only seen from the flushing of production equipment after use but also need to pay attention view of the means of production currently in use it's not feasible like in Figure 2 and 3.

During the implementation of production equipment cleaning training, Team explains the meaning of the importance of hygiene factors on production equipment for Partners. Listen to keeping the production equipment clean, of course, to maintain and protect food from contamination.



Figure 2. Production Equipment Before Training



Figure 3. Production Equipment After Training



Figure 4. Production Equipment Before Training



Figure 5. Assistance With Selling Racks After Training

In addition, the team provides shelves for the placement of sales of snacks, wafers, and candy. This matter based on the time of observation found the layout of the placement of snacks, wafers, and candies put in place as it is as in Figure 4 and Figure 5 is the submission of racks to Partners. Results of training and mentoring resulted in a significant increase in income for Partners namely 25%.

Training on Packaging and Label

Partners are given an education that at this time the importance of making changes to the increase in business results starts from the proper packaging different and labeled. From the execution of this training, Partners finally understand its importance to make changes to the packaging and want to follow and use the label on the package to cover a wide area of marketing. In this training, the Team invites partners to Find out how to use the new packaging and how to attach and place labels properly packaging as shown in Figure 7. Assistance is done to find out the partner's understanding of following directions during the previous training. From the results of this assistance, Partners have succeeded change the habit of the previous packaging using packaging and the latest labels. Thanks to training and mentoring In this case, consumers are not only limited to children but also mothers. Then the marketing area is not only known in the RW and RT Ibu area Orient but also other RW and RT. Figure 6 is packaging snacks before training and Figure 7 is packaging and labeling snacks after training.



Figure 6. Packaging Snack Before Training



Figure 7. Packaging and Label Snack After Training

Training and Assistance Recording Simple Bookkeeping

The stage begins with giving 4 piggy banks for Partners to set aside the proceeds of the sale. At this stage, Tim provides financial education to Partners so that Partners can plan and organize their finances so that partners can find out the financial position of s. And the gift of a piggy bank has been labeled and the percentage proportions accordingly to partner budget posts, namely for installments, Based on interviews with Partners, generally So far, sales proceeds have not been separated intended for daily needs, and Startup Capital. With a piggy bank expected Partners can organize their finances well. Figure 16 is training and support provided by team members about how to organize finances well based on the percentage of needs that have been set together. Figure 16. Piggy Bank Placement Training and Simple Bookkeeping Furthermore, the results of the placement of funds in the piggy bank will be recorded in simple daily bookkeeping Stages simple bookkeeping process when Observation is not an easy thing to do Partners. This is because most of the perpetrators do not understand less about financial reporting and the urgency of its use (Wardiningsih et al., 2020). Simple bookkeeping is rarely done by business actors because business actors think that bookkeeping is complicated and troublesome (Nina Tisnawati, Triani Ratnawuri, Nurul Farida, 2022). Recording stages Simple bookkeeping begins with the collection of available invoices and receipts on that day, then the results are recorded in the book simple cash. The results of elimination or placement Funds are recorded in a simple cash book. This matter is new knowledge for Mitra. From the side of assistance, Partners are allowed to practice independently doing simple bookkeeping entries into the cash book for 3 consecutive days. This is aligned with Winarno et al., (2020) bookkeeping training for culinary business actors improves the skills and knowledge of the business actors, so it can separate personal finance from businesses and actors businesses can know the progress of the business through good bookkeeping. The results of this training and mentoring, are Partners already know the debit placement and credits from each transaction issued and obtained and partners already have documentation orderly and simple bookkeeping structured in the cash book. Figure 8 is a preparation of the financial report.



Figure 8. Preparation Financial Report

DISCUSSION

Based on a series of training that has been carried out, it was obtained that there was an increase in sales of 25%, this can be seen that there is product diversification that continues to be developed and the addition of market segmentation, namely consumers. In preparing financial reporting from the training that has been carried out, Partners have been able to understand the placement of debit and credit transactions. But unfortunately, it is not accompanied by order and regularity for business actors in preparing financial reports so in the future it is better to prepare reports using software related to the manufacturing business that needs to be implemented to make it easier for managers to manage resources such as financial reporting.

CONCLUSIONS And RECOMMENDATIONS

Home-based entrepreneurs through training and assistance starting from the management aspect of production can increase sales and income by around 25%, packaging and label training and assistance can add to market segmentation with attractive packaging and label appearances able to increase partner income, and training and assistance in bookkeeping can help Partners know financial conditions, find out the flow of money in and out and the profits earned.

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APPENDIX



Figure 9. Delivery Of Sales Basket Assistance to Ms Orien



Figure 10. Packaging and Label Snack