

## Improving the Capability of Cow HID Processing Entrepreneurs in the Use of Technology to Expand the Export Market (Case Study: Garut District Cow Processing MSMEs)

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### Abstract

The potential to improve the Indonesian economy can be achieved through the development of micro, small, and medium enterprises (MSMEs), one of which is the cowhide MSME in Garut Regency (Vernanda et al., 2023). The need to improve the capacity of cowhide entrepreneurs is great, but the use of technology is not optimal for expanding the market (Solihah & Zakiah, 2022). The objective of this community service is to strengthen the capacity of cowhide MSMEs to use technology to expand export markets. This is accomplished through training, mentoring, and consulting that addresses the use of technology related to product marketing, content creation, financial reporting, and markets. The expected outcome of the community service is to enhance the skills of Garut Regency tanneries in using digital technology to market products with interactive product designs and appropriate financial reporting, by accounting standards and market management.

**Keywords:** Export, Market, Marketing, MSME, Digital Technology

### INTRODUCTION

Cowhide is one of the main raw materials in the leather manufacturing industry for many types of products such as shoes, bags, belts and other accessories (Graells et al., 1992). Garut Regency is the largest cowhide production area in West Java, with most of the cowhide management carried out by MSMEs (Magfiroh & Rizqi, 2020). However, there are still obstacles to the development of cowhide trade in Garut Regency, especially related to the use of technology to expand export markets (Solihah & Zakiah, 2022).

Cowhide MSMEs in Garut Regency face several hurdles in growing their businesses. Some of the issues faced include: (1) Limited knowledge and skills for MSME development; (2) Limited knowledge and product marketing skills to expand the market; (3) Do not use digital technology in preparing financial reports; (4) Information technology limitations related to market use.

Community service activities aim to improve the capacity of cowhide MSMEs to use technology to expand export markets. This is done through training, mentoring and consulting on the use of technologies related to product marketing, content creation, financial reporting and markets.

## METHOD

This study uses qualitative descriptive analysis method (Suganda et al., 2019). This study uses a qualitative approach to describe the issues and research directions (Rusdah, 2023). The number of MSMEs participating in this community service activity is 10 MSMEs. Qualitative methods are social research steps aimed at obtaining descriptive data in the form of words and images. Qualitative research method is a method that does not use statistical work but relies on qualitative evidence (Fan et al., 2014). In another article, it is clearly stated that the qualitative approach is one that is based on actual reality and what the respondents experience and ultimately seeks theoretical references (Vernanda et al., 2023).

The following are the community service methods that will be implemented: (1) Implementation stages for productive economic partners: Identification of problems in the areas of production, management and marketing; Develop action plans for each problem; Implementation of action plans, such as training and assistance for product development, business management and marketing; Evaluate the results of implementing the action plan and make improvements or adjustments if necessary; Monitoring and evaluating the results of implementation over a certain period of time. (2) Implementation stages for partners who are not economically/socially productive: Identification of problems faced by partners; Develop action plans for each problem; Implementation of action plans, such as providing health, education, security services, resolving social conflicts, meeting clean water needs, and community empowerment; Evaluate the results of implementing the action plan and make improvements or adjustments if necessary; Monitoring and evaluating the results of implementation over a certain period of time. (3) Partner Participation in Program Implementation: Partners will be involved in every stage of program implementation. They will be involved in identifying problems, preparing action plans, and implementing action plans. Partners will also be provided with counseling, training and assistance to develop their skills and knowledge. Partners will also be invited to provide feedback and evaluate program implementation. (4) Evaluation of program implementation and sustainability in practice: Once the activities are completed, evaluation will be carried out to evaluate the results and effectiveness of the program. This assessment will be done through surveys and interviews with partners and other stakeholders. This evaluation will be used to improve or adjust the program in the future. To ensure the sustainability of the program on the ground, partners will benefit from long-term training and monitoring and be able to continue the activities they have already implemented.

## RESULTS

Business expansion knowledge skills for MSME businesses have increased, with 80% of MSME businesses in the cowhide sector expanding their business digitally (8 entrepreneurs have expanded their operations digitally). MSMEs are skilled in using the Canva app and understand the importance of copywriting, with 60% of MSME tanners able to leverage the Canva app and write copy (6 entrepreneurs are proficient in the Canva app and its writing). MSME stakeholders are aware and able to use the petty cash book application and understand financial reporting results, with a target of reaching 80% of MSME stakeholders in the cowhide sector can use the petty cash book application and can take decisions about the results of the financial statements report (8 entrepreneurs used the cash book app with small amounts of money provided to them during mentoring). Have a Shopee Export account to instead develop marketing activities with

export scope (10 registered entrepreneurs and have Shopee Export accounts). Calling on segments of society to start businesses, with the goal of 90% of non-production workers being encouraged to start businesses. Non-producers know how to calculate and report income taxes, with the expectation that 100% of non-producers know how to calculate and report income taxes.

### **DISCUSSION**

The issues to be resolved in this community service program are: (1) Knowledge and skills for MSME development are limited. (2) Limited knowledge and product marketing skills to expand the market. (3) Do not use digital technology in preparing financial reports. (4) Information technology limitations related to market use. (5) Knowledge about entrepreneurship is limited. (6) Knowledge about income tax is limited.

The solutions provided to fix this problem are: (1) COUNSELING: Providing counseling about business expansion starting from the benefits and objectives, impact on MSMEs, and how to implement it. (2) COUNSELING & MENTORING: Providing counseling and assistance in the use of information technology related to content creation and digital marketing. (3) COUNSELING & TRAINING: Providing counseling and training in using information technology related to preparing cash flow financial reports. (4) COUNSELING & MENTORING: Providing assistance and counseling in creating and operating a marketplace. (5) COUNSELING: Counseling about entrepreneurship so that non-productive people are brave and able to start a business. (6) CONSULTING: Consulting on tax management.

### **CONCLUSIONS AND RECOMMENDATIONS**

Through community service focused on “enhancing the capacity of cowhide management entrepreneurs in using technology to expand export markets”, several important conclusions can be drawn:

- Strengthening the capacity of entrepreneurs: This project was successful in improving the technical and management capacity of entrepreneurs in the cowhide processing industry. They are now more adept at managing digital business expansion.
- Use of Technology: Entrepreneurs are trained on how to use modern technology in digital marketing. The use of Canva and copywriting technology has improved the quality of products for export marketing.
- Improve petty cash accounting skills: Petty cash accounting skills with simple application can increase income for entrepreneurs. This will support their position in the export market and allow them to compete better when they have enough capital.
- Expanded Export Markets: Entrepreneurs now have a better understanding of export market requirements and have increased their capacity to enter international markets. This has opened up new opportunities for them by having a Shopee Export account as an alternative export platform.
- Increased Income: This project has a positive impact on the income of entrepreneurs, which will help improve their standard of living and contribute to the local economy.
- Community Empowerment: More skilled entrepreneurs capable of managing their businesses will strengthen local communities. They have overcome the economic challenges this community faces.

- Increased industrial competitiveness: Thanks to the growing capacity of entrepreneurs, the cowhide processing industry as a whole has become more competitive on a global scale.

Recomendation:

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This project has demonstrated real benefits in enhancing the ability of entrepreneurs to manage their hides and use technology. It is important to maintain this growth momentum and continue to strive to develop the cowhide processing industry and expand export markets. With strong commitment and ongoing cooperation, the sector has the potential to grow further and make a significant contribution to the local economy and society.

### ACKNOWLEDGMENTS

We would like to extend our sincere thanks to DRTPM for sponsoring this community service activity and to all the cowhide MSME entrepreneurs in Garut district for supporting the smooth implementation of the community service. We really hope to be able to cooperate again in the future.

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## APPENDIX



**Figure 1.** Team Introduction and FGD Activities



Figure 2. Signing of the MOU



Figure 3. Global Marketing Training



**Figure 4. Digital Marketing Workshop**



**Figure 5. Preparation of Tax Resource Persons**



Figure 6. Handover of ABDIMAS Contract Decree



Figure 7. Follow Up of Digital Marketing Resource Persons





Figure 8. Creating TEAM Performance Reports