

Assistance in Creating a Sustainability Company Profile for MSME Jamu Marguno Bantul

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ABSTRACT

Kiringan, Bantul was named the Kiringan Jamu Tourism Village which was inaugurated in 2016. One of the MSMEs group in Kiringan is the MSME Jamu Marguno Group. The purpose of this assistance is to provide the necessary knowledge, skills, and support so that the family can manage the business finances and the family of Jamu Marguna entrepreneurs and provide the necessary understanding, skills, and support so that the accompanying business group can develop the business and assist the organization or community group of Jamu Marguna in improving their capacity, effectiveness, and performance

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INTRODUCTION

MSMEs in Bantul are one of the herbal MSME actors located in Kiringan Hamlet. Kiringan Hamlet has been known for generations as a village that produces herbal products. It has been a long time since the community began to plant Family Medicinal Plants (TOGA) in their yards, so that traditional herbal medicine has become one of the largest resource potentials in Kiringan Hamlet. In addition to the panorama of the thousand hills around it.

When visiting the Kiringan Jamu Tourism Village, we will be able to experience and see firsthand how the process of making traditional herbal medicine managed by Marguna group. In realizing the vision and mission in the future, Marguna group as a jamu production group in Kiringan Hamlet which is rooted in local traditions, illustrates its strong commitment to develop the Kiringan Jamu Tourism Village into a leading destination that not only maintains the heritage of traditional jamu, but also becomes a welfare center for the surrounding community.



FIGURE 1: the Kiringan Jamu Tourism Village

The Marguna group also has Family Medicinal Plants (TOGA) as part of herbal education in Kiringan Jamu Tourism Village.



FIGURE 2: Family Medicinal Plants (TOGA)

METHOD

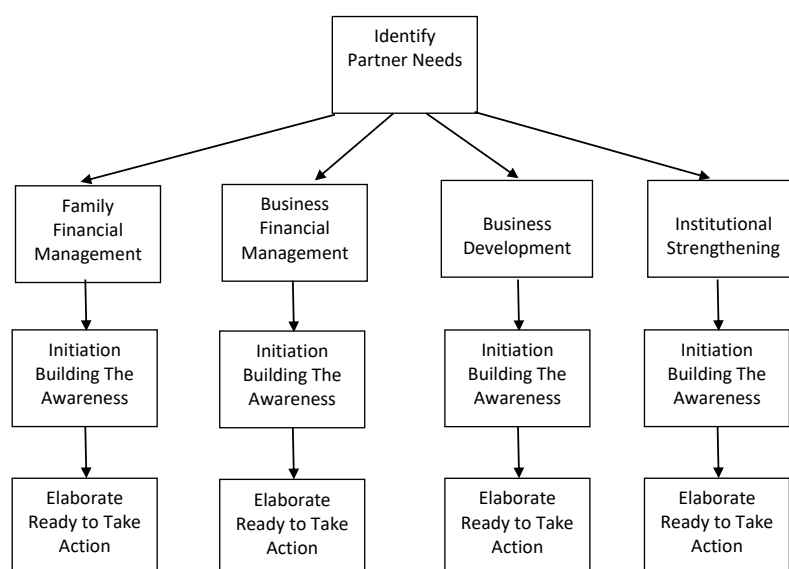


FIGURE 3. Steps of Identify Partner Needs

TABLE1. Identify Partner Needs

No.	Activities	Identify Partner Needs	
		Stage 1 – Initiation <i>Building The Awareness</i>	Stage 2 – ELABORATE <i>Ready to Take Action</i>
1.	Family Financial Management (Siswantini et al., 2023)	Minimum 50% group members: 1. Have a savings account with the Bank and/or payment system products 2. Start family planning and record-keeping. 3. Recognize the benefits and risks of formal financial products and services.	Minimum 25% group members: 1. Utilize formal financial products and services (savings accounts and/or electronic money) 2. Understand the features of formal financial products and services (savings account and/or electronic money) 3. Routinely plan and record family finances.
2.	Business Financial Management (R. Yuliani et al., 2024)	Minimum 50% group members: 1. Get to know the concept of separation of family and business finances. 2. Start recording finances (in and out) in the cash book. 3. Get to know the products and services of formal financial institutions that support the business.	1. Understand well the concept of group business financial management. 2. Record the group's business finances in the cash book on a regular basis (<i>cashflow</i>) 3. Knowing the benefits and risks of some products and services of formal financial institutions for group businesses.
3.	Business Development (Anggapratama et al., 2024)	1. The business has begun to be run with limited capacity. 2. Understand the importance of business planning.	1. A group business model is available. 2. The group business production process has been carried out. 3. Income (sales) has been obtained from the group's business run.

No.	Activities	Stage 1 – Initiation		Stage 2 – ELABORATE	
		<i>Building The Awareness</i>		<i>Ready to Take Action</i>	
4.	Institutional Strengthening (Y. Yuliani et al., 2023)	1.	There are small groups that are encouraged to form informal institutions to run joint ventures.	1.	Informal groups have been formed and know formal institutions for the business to be formed.
		2.	Potential local leader(s) have begun to be identified.	2.	There is already a role of <i>local leader(s)</i> and the division of roles and responsibilities between group members in the form of an organizational structure.

This assistance was carried out in January – May 2024, focusing on assisting in Financial Transaction Recording and creating simple profiles for members of the Marguno Group. The activities carried out during the mentoring of the Marguno Group include the collection of member data (Customer Information File) and member business data such as history, organizational structure and initial business balance. Assistance in recording financial transactions includes recording daily financial transactions and reporting them daily to the assistance team (Shabrina & Rochmaniah, 2024).

RESULT AND DISCUSSION

The following are the implementation of subsistence assistance activities in the field of recording financial transactions that we have carried out:

1. Financial Recording Assistance.
This mentoring program provides training to help participants understand the basics of recording financial transactions. It includes how to record income, expenses, debt, and savings (Farina & Opti, 2019).
2. Individual Mentoring.
These mentoring participants have a mentor or financial counselor who works with them individually. This mentoring helps them create a personal financial plan, evaluate their financial transactions, and provide advice (Paramitalaksmi & Airawaty, 2023).
3. Providing Monitoring Assistance.
With monitoring assistance, participants will be able to provide financial recording tools such as notebooks. This helps participants to record their transactions more easily (Lado & Paramitalaksmi, 2023).
4. Periodic Monitoring and Evaluation.
This mentoring involves periodic evaluation sessions where participants can check their progress in financial recording and improve their habits (Harum & Paramitalaksmi, 2023).
5. Introduction to Banking.
If participants do not already have a bank account, this program can help them open an account. They are also taught how to use banking services such as deposits, withdrawals, and online transactions.
6. Debt Management.
This assistance provides an understanding of how to manage debt, including designing an effective debt repayment plan.

7. Savings Promotion.

Participants are encouraged to develop saving habits. In this mentoring program, we also strive to carry out movements to promote savings.

8. Investment Education.

Provides information on safe and profitable investments, as well as how to manage their investments.

9. Assisting with Access to Financial Assistance Programs.

This program helps participants access government or non-government financial aid programs that may be available to them, particularly in the Marguno Group.



FIGURE 4. Atmosphere of Simple Bookkeeping Assistance

Phase 1 of the Marguno group has been assisted with the implementation time of the mentoring from January to May 2024 with the delivery of material according to the steps in the mentoring program, namely; Improving Financial Literacy (Utomo et al., 2023), Wise Spending Management, Developing Financial Plans (Tadius et al., 2024), Increasing Savings and Investment, Debt Management, Understanding Financial Risks, Improving Financial Decision-Making Skills, Reducing Financial Stress (Pratiwi et al., 2023), Improving Business Financial Literacy (Aristei & Gallo, 2021), Creating Strategic Financial Plans. Cash Flow Management (Al-Ali Mubarak et al., 2020), Debt and Credit Management, Financial Statement Analysis (Anwar et al., 2023), Budget Development and Monitoring and Efficiency and Profitability Improvement.

1. At the first meeting, it was agreed to hold a meeting every Tuesday afternoon at Unoi Mandiri. The second meeting was attended by Unoi Mandiri, Simbok Ireng, Aksataku, Jamu Yu Sami, Djampikue, Rahmalia Jamu, D'Jamue Kena, Bu Jum Jamu, Partilah Jamu, Jamu Mbok Darmi, and Jamu Coca. In addition to the material, the facilitator began to conduct business mapping using the Customer Information File (CIF) form which was used to obtain data containing the name of the MSME, the name of the CV or PT if it was a legal entity, the type of business whether it included manufacturing, trade or services, products or services, contact in the form of a number that could be contacted, the number of the place of business if any, email address and website if it had, office address and when the business was established.
2. In the next meeting, in addition to mapping using the Customer Information File (CIF) form, the facilitators also used the Preliminary form which was used to map whether the participants who were members of the Marguno group were start-up businesses, or middle to high. The third meeting was attended by 13 participants consisting of Aksataku, Shaka Djamo, D'jamue Kena, Jamu Jumilah, Bangkit Mandiri, Jamu Intan, Djmpikue, Jamu Darni, Rahmalia Jamu, Ayra Jamu, Simbok Sireng, Unoi Mandiri, and Jamu Yu Sami.
3. The last meeting was attended by 13 members of the participants began to record and collect financial data. As for those who have not had time to take notes, they are given assignments and will be collected the next day. At this meeting, participants have recorded and collected business and family financial reports. This meeting was attended by Aksataku, Marguno, Djampikue, Ayra Jamu,

Bangkit Mandiri, Darni Jamu, Djamu Bu Jum, Djamu Kena, Rahmalia Jamu, Simbok Sireng, Unoi Mandiri, Shaka Jamu, and Jamu Yu Sami.



FIGURE 5. Simple Bookkeeping Assistance

Monitoring of the Marguno group, for Phase 1 of the Marguno Group has reached 100%. As for level 2, out of 10 targets, 8 targets have been realized or equivalent to 80%. The Marguno group has applied for a permit since September 30, 2021 through the Candan Village Government. An organizational structure has been created consisting of the Chairman, Secretary and Treasurer. The Marguno Group has been manufacturing and marketing products together, and currently still has the group's cash; The Marguno group is a locomotive from the Jamu Kiringan Tourism Village and representatives of Bantul Regency to increase collaboration and multi-stakeholder integration connected to Indonesia's Sustainable Development Goals (SDGs) ecosystem. The Marguno Group has made a joint venture by carrying out a joint production process, and selling it to its members at a special price compared to the general public. The business model has been agreed upon by producing and marketing village superior products. Currently, the Marguno Group is increasing capacity and is applying for a herbal medicine production house.

CONCLUSION

The Marguno group already has a group business led by Mrs. Dukuh by co-producing and selling to residents who do not have a fixed product. In realizing its goal, the Marguna Group has become a leading destination that not only maintains the heritage of traditional herbal medicine, but also becomes a center of welfare for the surrounding community.

The Marguno Group also plans to build an open herbal medicine processing center as a means to coordinate and collaborate in developing Family Medicinal Plants.

The Marguno Group has also been determined to raise the image of local products and boost the standard of living of the surrounding community and make the Marguno Group a positive impact on the surrounding social and economic ecosystem.

Before providing assistance, it is necessary to map the size of MSMEs based on turnover, the number of human resources, and other operational systems owned in order to provide appropriate assistance. It is necessary to profile group members in order to provide structured and sustainable assistance.

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