

Training for Preparation of Business Feasibility for Bantar Sari Village, District Rancabungur, Bogor

M. Ali Iqbal¹⁾

¹⁾ ali.iqbal@mercubuana.ac.id, Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana

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Abstract

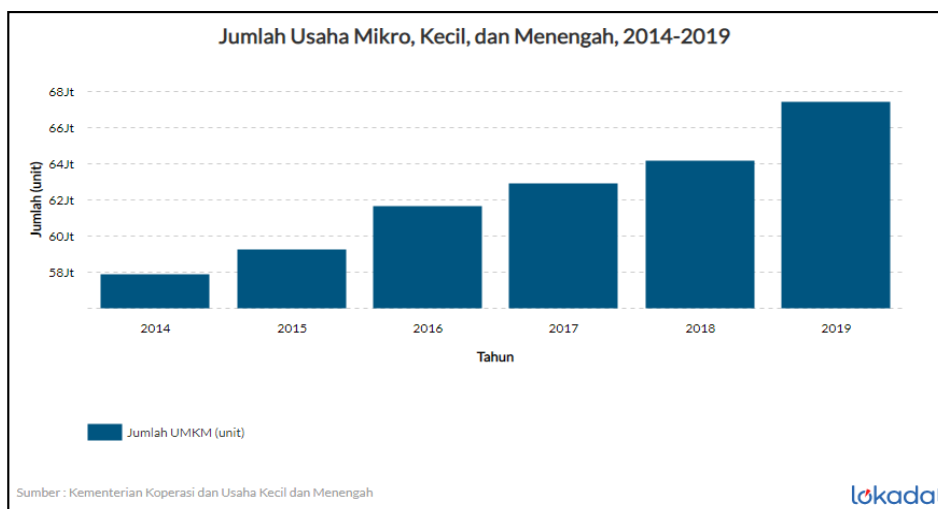
Micro, small and medium enterprises (MSMEs) have an important role in the Indonesian economy. The Indonesian government also considers the existence of MSME actors important. The proof is that UMKM together with Cooperatives have a special forum under the Ministry of Cooperatives and UKM. MSMEs is a business sector that has quite good business potential where as MSMEs develops, the level of employment also increases. The number of MSMEs in 2018 was recorded at 64.2 million units, while in 2019 it grew 5 percent to 67.4 million units. The development of Micro, Small and Medium Enterprises (MSMEs) has proven to be the main driver of the real sector that direct effect on national economic growth. MSMEs from 2016-2019 grew by 4.2% annually with an average contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) of 50% for the last 3 years. Information owned by the Ministry of Cooperatives and Small and Medium Enterprises in March 2021, the number of MSMEs in Indonesia is at 64.2 million, and has a gross domestic GDP contribution of up to 61.07%. MSMEs can absorb up to 97% of the total workforce and can collect up to 60.42% of the total investment in Indonesia. However, the development of MSMEs generally still experiences various problems and is not fully in accordance with expectations. The problem that is still an obstacle in developing MSME businesses is the limited capital they have and the difficulty for MSMEs to access sources of capital. In order to help access funding, guidance and directions are needed in order to obtain banking funds for these small businesses. For this reason, a program of activities for preparing feasible business planning proposals is needed. This community service method uses descriptive methods, namely through surveys and observations. The initial stage was observation of Bantar Sari Village, District Rancabungur, Bogor to identify the business ventures that were currently being carried out. Furthermore, the formulation stage is the identification of the internal and external environment and is continued with the feasibility study stage. Delivery of training for the community, most of whom are MSMEs, is conducted at the Bantar Sari Village, District Rancabungur, Bogor, where the participants are quite enthusiastic about participating in the training program, this can be seen from the number of question that were entered.

INTRODUCTION

Situation Analysis

Micro, small and medium enterprises (MSMEs) have an important role in the Indonesian economy. The Indonesian government also considers the existence of MSME actors important. The proof is that UMKM together with Cooperatives have a special forum under the Ministry of Cooperatives and UKM. MSME is a business sector that has quite good business potential where the more MSME develops, the employment rate also increases (Bustam, 2016).

The high attention given to MSME actors is none other than the government's form of supporting the economy of the common people. Moreover, MSMEs are able to have a direct impact on people's lives in the lower sector



Source: www.lokadata.beritagar.id (2020)

Figur 1. 1. Number of MSMEs

The number of MSMEs in 2018 was recorded at 64.2 million units, while in 2019 it grew 5 percent to 67.4 million units as shown in figure 1. The development of Micro, Small and Medium Enterprises (MSMEs) has proven to be the main driver of the real sector that direct effect on national economic growth. MSMEs from 2016-2019 grew by 4.2% annually with an average contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) of 50% for the last 3 years (Soetjipto, 2020). Information owned by the Ministry of Cooperatives and Small and Medium Enterprises in March 2021, the number of MSMEs in Indonesia is at 64.2 million, and has a gross domestic GDP contribution of up to 61.07%. MSMEs can absorb up to 97% of the total workforce and can collect up to 60.42% of the total investment in Indonesi.

SMEs have also proven to be unaffected by the crisis. When the crisis hit in the 1997-1998 period, only MSMEs were strong enough to survive. Micro and small businesses generally have advantages in fields that utilize natural resources and are labor intensive, such as: food crop agriculture, plantations, animal husbandry, fisheries, trade and restaurants. Medium enterprises have advantages in creating added value in the hotel, finance, leasing, corporate services and forestry sectors. Large enterprises have advantages in the manufacturing, electricity and gas, communications and mining industries. This proves that in practice micro, small,

medium and large businesses complement each other. So that by increasing the performance of MSMEs with locally produced materials without depending on imported materials it will strengthen the development of the national economy (Solikaturun and Masrurroh, 2018: Saheb, et al, 2018)

However, the development of MSMEs generally still experiences various problems and is not fully in accordance with expectations. The problem that is still an obstacle in developing MSME businesses is the limited capital they have and the difficulty for MSMEs to access sources of capital.

Government policies either through memorandums of understanding with various agencies which became known as the KUR program or through Bank Indonesia regulations No.14/22/PBI/2012 have shown the government's concern to provide solutions to MSMEs related to capital problems by carrying out the role of financing institutions as alternative sources. financing for MSMEs, but in reality, even this program is not easy to implement either by MSMEs or by financial institutions. MSMEs find it difficult to meet the requirements set by financial institutions, especially in terms of bookkeeping and collateral. Likewise, financial institutions find MSMEs that are feasible and bankable to be financed to avoid problem loans

In order to help access funding, guidance and directions are needed in order to obtain banking funds for these small businesses. For this reason, a program of activities for preparing feasible and bankable business planning proposals is needed.

1.2. Partner Problems

Many of the problems faced by entrepreneurs include:

- a. Limited capital and difficulty accessing capital from banks.
- b. Do not have the ability to prepare a good business plan

Solutions And Output Targets

The targets and outcomes to be achieved in this MSMEs service activity are:

Target

- Growing entrepreneurial spirit, motivation and creativity for the people of Bantar Sari Village, Distric Rancabungur, Bogor
- Providing knowledge on how to compile business feasibility that can make people around Bantar Sari Village, Distric Rancabungur, Bogor enthusiastic about entrepreneurship.

Output

- Conduct counseling, training, assistance and direction in preparing the feasibility of a business.
- Produce a business feasibility proposal in accordance with the business
- Produce scientific papers that can be published.

METHODE

Implementation Framework

The implementation framework of this community service is in the form of feasibility training for a business with the following activity stages:

Introductory Stage

At this stage, observations were made of the Bantar Sari Village, Distric Rancabungur, Bogor, namely by:

- a. The survey was conducted by means of interviews to find out whether the businesses of the Bantar Sari Village, Distric Rancabungur, Bogor.
- b. Identify current business ventures.

Formulation Stage

Environmental identification. Identification of the conditions of the business environment consisting of the macro environment, internal and external environment (Mulyadi, 2007)

a. Internal aspect

The internal aspect identifies the strengths and weaknesses of the business, such as identifying the strengths and weaknesses in terms of production, resources and marketing as well as the target market. The definition of the target market itself is an activity where the company chooses a market segment to enter and then the company can determine more specifically which market to target (Daryanto, 2011). Next, design the market and marketing aspects. According to Kurtz (2008) designing market and marketing aspects is a whole, a company program to determine target markets and satisfy consumers by building a combination of elements from the marketing mix; product, distribution; promotions and prices

b. Externality aspect

The externality aspect is the indirect results and side effects of activities that can have positive effects (provide additional benefits) or negative effects (result in community losses). For example, the establishment of a chicken slaughtering business in a residential area has a positive effect on absorbing labor and distributing income for the community, but at the same time has a negative effect due to air and water pollution and disease in the surrounding community.

Stage of Training

The end result of the implementation of this community service is the preparation of business feasibility as a business plan with various relevant aspects to obtain the funds needed to finance it. Business feasibility planning is an efficient technique that combines various objectives into a logical sequence (Amir, 2002). The success of a business is only possible when it includes all aspects where all of these aspects are properly explored. (Baliga A.J and Lewlyn L.R. Rodrigues, 2015).

Target Audience:

The strategic targets planned for this activity are the MSMEs who are going to do business MSMEs who are going to develop their business at Bantar Sari Village, Distric Rancabungur, Bogor.

Evaluation of Program Implementation

At this stage, an evaluation of the implementation of lecture activities through a webinar " MSMEs Management Development to Achieve Business Sustainability : Viewed from Varioues Management Perspective (Marketing, Finance, Human Resource and Operation) is carried out. Then a questionnaire with an ordinal scale is distributed. The results of the questionnaire are then tabulated to measure participants' responses to the implementation of the program.

Answers to questions using Likert's Summated Ratings (LSR). At this stage the maximum and minimum total scores of respondents' answers are calculated, then the median number, quartile I and quartile III were determined. According to Sedarmayanti and Hidayat (2011),

if:

- a. The total score is greater than or equal to the third quartile, it is concluded that the participants gave an assessment very positive.

- b. The total score is greater than or equal to the median number, it is concluded that the participants gave positive assessment.
- c. The total score is smaller than the median number, it is concluded that the participants gave an assessment negative.
- d. The total score is smaller than the first quartile, it is concluded that the participants gave a very high rating negative.

RESULTS AND DISCUSSION

Introductory stage

At this stage, observations were made of the people of Bantar Sari Village, Distric Rancabungur, Bogor, namely by survey conducted by interviewing to find out the community efforts of Bantar Sari Village, Distric Rancabungur, Bogor. The results of interviews with respondents showed that most of them were entrepreneurs in fields such as selling cassava chips, banana crackers, guave dodol, tempeh chips and horny.

Formulation Stage

Environmental identification. Identify the condition of the business environment which consists of the macro, internal and external environment

Internal environment

The internal environment identifies the strengths and weaknesses of the business, such as identifying strengths and weaknesses in terms of production, resources and marketing as well as its target market. Their strength is that they already have experience in running their respective businesses. While their weaknesses include not having the knowledge of business feasibility and ways to access funding from government programs.

b. Externalities aspects

The aspect of externality is an indirect result and a side effect of activities that can have a positive effect (provide additional benefits) or a negative effect (result in a loss to society). The externalities of their business for the moment are more positive because they can provide additional income benefits for their families and make it easier for customers to access their needs, while the negative impact has not been seen.

Stage of Implementation of Community Service Activities

At this stage a training was carried out which was held for one day, namely MSMEs Management Development to Achieve Business Sustainability and Environmental Sustainability: Viewed From Various Management Perspective (Marketing, Finance, Human Resource and Operation) on February 15th, 2023. In the event, they were given knowledge about innovative strategy through various management perspective. The results of the training show the enthusiasm of the participants according to the number of questions that were entered.

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Micro, Small and Medium Enterprises have a role in the Indonesian economy. The role can be seen from being the main driver of the real sector which has a direct effect on national economic growth where the contribution of MSMEs to GDP is 61.07%. MSMEs can absorb up to 97% of the total workforce and can collect up to 60.42% of the total investment in Indonesia.
2. Delivery of training for the community, most of whom are MSMEs, is conducted at the Bantar Sari Village, Distric Rancabungur, Bogor where the participants are quite

enthusiastic about participating in the training program, this can be seen from the number of their attendance.

3. MSMEs participants have understood on innovative strategy through MSMEs Management Development training , this is reflected in the participation of the participants with the many questions asked.

4. Participants are interested in continuing their business for their further business development.

Suggestions

It is better if a monitoring team was formed from the Mercu Buana University to be able to continue to monitor the progress of the results of the community service that has been carried out by the Mercu Buana University.

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