The role of community services in supporting micro, small and medium enterprises (MSMEs) in the sub-district Palampang, Rilau Ale District Bulukumba Regency

Nurfaidah 1*, Rusdiah 2, Bunyamin 3, Andi Hadidu 4

1,2 Department, management and accounting STIE – YPUP, Makassar, Indonesia, Email nurfaidahypup67@gmail.com *

ABSTRACT

In implementing the sub-district’s financial management seminar program and MSME support (digital-based business development) activities, this is a program carried out by the STIE – YPUP Makassar Community Service Team, which provides extensive insight to the sub-district’s personnel. It is intended to. Efforts to manage sub-district finances. Mean while, MSME support it self is carried out to improve the digital-based economy of the community. The methods used were focus group discussions (FGD) and visits to community business facilities. Conclusion The results show that the factors and causes related to the economy of the community of Palampang village were found. Business development seminars (online business) utilizing digital technology will expand the scope of product marketing for community businesses and have a positive impact on business development.

INTRODUCTION

The time has come to advocate the importance of the development and empowerment of Micro, Small and Medium Enterprises (MSMEs) as they are barrier-free and resilient businesses to environmental and global changes and dynamics. It also plays a major role in development and economic growth and is important in overcoming unemployment issues (Erik Hidayat, 2016). Today’s information technology is developing rapidly. Society has undergone many changes in various fields, and we need to be prepared to face the challenges of the times. One example is business development. From small businesses to large corporations, they are leveraging these technological developments to run their businesses.

The public's needs for information are becoming increasingly complex, and social media can be used as a marketing medium to support business activities and simplify and enhance
communication capabilities to the public (Suryani, 2022). Digital marketing is the marketing activity of products or services through digital media, and the purpose of this activity is to efficiently reach more customers in the relevant target market (Pradiani, T.2023). According to Hendriadi, Sari, and Padilah (2019), digital marketing is the effort to market or promote products through internet media in order to quickly reach consumers and potential consumers. Media The internet that is currently widely used for product marketing includes Shopee, Bukalapak, TokoPedia, Instagram, TikTok, and other media. Besides reaching a wider market and streamlining your marketing costs, the benefits of digital marketing also include creating unlimited marketing space and time. There are four obstacles that create difficulties for the development of small and medium enterprises (MSMEs). First, its economic value makes it less competitive in the market. Furthermore, production capacity is still insufficient and marketing is limited. Finally, and most importantly, capital is limited. One is because it is unbankable. Other issues include unbalanced programs where government disburses large amounts of national business credit and social assistance to MSMEs. Lack of knowledge about marketing and fundraising planning means business stakeholders do not have a clear understanding of the purpose of existing funds.

Small economies of scale lead to inefficient marketing and, therefore, inefficient financing. As we all know, MSMEs are a sector that plays a fairly large role in the national economy. Various previous literatures state that its existence can still survive even in times of economic crisis (Nugrahani, 2015). MSMEs are small and medium-sized enterprises managed by communities. UU No. Law No. 20 of 2008 states that MSMEs are productive enterprises owned by individuals or separate entities that meet the criteria of small enterprises. The very existence of MSMEs is a business that can support large corporations in their role of providing spare parts, raw materials and other support, but apart from that, MSMEs are in the vanguard of large corporations in the distribution and sale of products to consumers. (Sarfiah et al., 2019). Pradyani's research (2018) also proves that online marketing can actually improve product sales results. Because nowadays people tend to prefer to look for reference materials online and buy products online. Online marketing can also extend marketing reach that is not reachable or difficult to reach with offline marketing (Febriyantoro and Arisandi, 2018) in order to solve problems and meet the economic development needs of the people of Bulukumba District, especially in the area of small and medium enterprises, UMKM Cooperation Services, in cooperation with Communication and Information Services and Industry and Trade Services, is working on strategic realization. is.

Marketing in the digital age. However, if business entities have not yet mastered information and communication technologies to help improve the marketing of their products, efforts to move from offline to online will be in vain if human resources are not sufficiently knowledgeable. I'll put it away. This community service is in the context of the special community service activities of the lecturer team as the completion of academic ability to achieve the three great dharma of STIE-YPUP Makassar Higher Education, his of Palampan Village, Rilau Ale District of Bulukumba His Regency.

Focused on MSMEs. As a result of the field survey, it was explained that there are 0 of his MSMEs in various business sectors in Palampan village, Rilau Ale district, Bulukumba district. These 0 his MSME stakeholders consist of his 0% with assets up to Rs 2 million. 0-% He has assets of IDR 0 million. IDR 0 million and the remaining 0% have assets from IDR 0 million to IDR 0 million. IDR 0 million. Based on the results of the survey and interviews conducted with the government in June 2022 in Palampan Village, Rilau Ale District, Bulukumba District, it can be summarized as follows. "Total population: +/- 5,611 people, of which +/- 2,641 women" +/- 2,970
men, Bulukumba Regency, Rilau Ale District, Palampang Village Area: +/- 632 hectares, Employment: 30 Labor force +/- 1850 people working as private employees: +/- 442, workers: +/- 304 people, artisans: +/- 32 people, self-employed: +/- 423 people, peddlers: +/- 41 people, Traders: +/- 317 people, Farmers: +/- 193 people, Breeders: +/- 24 people, Farm workers: +/- 353 people, Livestock workers: +/- 42 people, Drivers: +/- 24 people, Ojeg driver: +/- 48, remaining 622 people are from various fields, employees: 50 civil servants, 12 retirees, educational background: labor force +/- 5,611 people, breakdown 15 people had a bachelor's degree, 14 people had a diploma, 714 people had graduated from high school, 1,063 people had graduated from junior high school, and 3,127 people had graduated from junior high school. Those who had some elementary school education, and 678 people who did not graduate from elementary school. " In an effort to empower the people of Palampang Village, Rilau Ale District, Bulukumba Regency, especially MSMEs, the STIE – YPUP Makassar 2023 Community Service Team hopes that the people of Palampang Village, Rilau Ale District, Bulukumba Regency will come to understand.

Be able to understand the digital world, the science of entrepreneurship, be able to manage finances, and be able to organize financial statements. The efforts made by Community Service STIE – YPUP Makassar 2023 can impact the performance of MSME actors, which is increasing day by day. And between the people of Palampang Village, Rilau Ale District, Bulukumba Regency and STIE - YPUP Makassar, there is a symbol of helping each other in improving the economy and welfare of the community in Palampang Village, Rilau Ale District, Bulukumba Regency.

**METHOD**

The methodology used to implement this program was a) Focus group discussions (FGD) with government officials and several MSME stakeholders in Palampang Village, Rilau Ale District, Bulukumba Regency; b) Training using method lectures and question-and-answer format. a. Focus Group Discussion (FGD) Hollander (2022) and Lehoux et al. (2021) define FGD techniques as a method for obtaining data/information artifacts through the social interaction of a group of individuals. In this interaction, fellow individuals influence each other. Developed through marketing research. At the time, FGDs were used to examine the image of a particular product, what would attract potential buyers or consumers, product design, size selection, color selection, packaging design, and what needed improvement.

I was there. FGDs allow you to explore perceptions, opinions, attitudes, motivations, knowledge, problems, and hopes for change related to a particular issue in a relatively short period of time (quickly). b. Training using lecture method After gathering several MSME business stakeholders, the community service team carried out the outreach using lecture and training method. Lecture method is a method of presentation Alternatively, the lesson may be delivered through oral narrative or direct explanation to a group of students” (Sanjaya, 2018: 147). Once the resource person has provided the materials, the MSME stakeholder has the right to ask questions about anything missing or not understood by the resource person.

Or vice versa, the resource person asks her MSME stakeholders questions about things they don’t understand. According to Dr. Soetomo (2019), the question-and-answer method is where the instructor/resource person asks and answers questions to forum participants, or vice versa, where participants ask questions to the resource person or presenter, and This is how the presenter responds to the partner participants.
RESULT AND DISCUSSION

Result

This activity will benefit MSME stakeholders in Palampang Village, Rilau Ale District, Bulukumba Regency, as participants in community development processes, especially STIE – YPUP Makassar 2023 community service activities. Participants of this activity will be given knowledge about what e-commerce is. Starting with the product packaging process, electronically selling product services and information used for business operations, not forgetting electronic fund transfers, offline and online financial management systems. Not only that, participants also received motivational books about successful entrepreneurs.

This social service activity will help the community to first increase their motivation and utilize their human resources (HR) potential to the fullest so that they can start their own business in Palampang village, Rilau Ale province and of course break the chain of poverty. The aim is to get people interested in what they do. Eire district of Bulukumba Regency. The community's interest in starting their own businesses has definitely impacted the economy of Palampang village in the Rilau Ale district of Bulukumba His Regency. Apart from contributing to the public good, we also contribute to the income of individuals who can support their families.

Based on the evaluation of results to date, the motivation of business pioneers and small businesses extends to the challenges and obstacles that will arise, and they are more optimistic about what they are doing. So we provide insight through seminar activities. The title of the seminar activity was “District Financial Management and Support to MSMEs (Digital Business Development)” and its description included the goals and objectives of the activity. This activity is an initiative to provide community services to STIE – YPUP Makassar in the development of MSMEs in Palampang village, Rilau Ale district, Bulukumba province, based on the problems found after observation. Apart from improving the economy of the community in Palampang village, Rilau Ale district, Bulukumba district, it also aims to give the village better control over its finances. On the other hand, the target of this activity is community and village officials.

The venue of this seminar activity was the Palampang District Office Hall, Rilau Ale District, Bulukumba Regency, where STIE – YPUP Makassar Community Service Team presented his two materials on technical implementation and time schedule. (1) Materials related to subdistrict financial management. SDGs By Dr. Hj. Rusdiah Hasanuddin, S.E.M.Si., Ak. Bunyamin, SE., M.Si (2) Digital Business Development by Dr. Nurfaidah, SE., M. Si, Andi Hadidu, SE., MM (Online Shop) materials. On the other hand, in implementation, this activity starts from 09:00 to 12:30. Strictly speaking, this event is like a talk show. He will have one hour for the first presentation, and the next speaker will continue. Before the session closed, a question-and-answer session was held by the moderator.
Figure 1. Photo of the MSME seminar held at the office in Palampang Village, Rilau Ale District, Bulukumba District (30 participants).

We continue our efforts to support and learn from micro-enterprises in Parampang Village, Lilau Ale District, Bukumba District, and one of them is Mr. Budiman, who participated in the panel discussion. Budiman panel can be said to be a fairly developed MSME considering its top performance and popularity in the surrounding area, where almost all the residents of Parampang Village, Lilauer District, Burukumba District have access to electricity. This visit was conducted with the purpose of providing students with knowledge about panel assembly and electricity, and also provided workers and business owners with work experience in the world of panels. In this case, you will gain electrical knowledge that is not available on campus.
The Budiman Panel was founded by Drs. Andy Hamka. Businesses include ornamental fish farming, poultry farming, and other businesses. There are already some people with electrical talent, including the residents themselves and people from Palampang Village in Rilau Ale district, Bulukumba district. Naturally, in business, there are skills required for the job. Performance is the result of work that has a strong relationship with an organization's strategic goals, customer satisfaction, and contributes to the economy (Armstrong and Baron, 2019:15). Previously, Dr. Andy Hamuka himself had provided training in the field of panel and ornamental fish farming to the residents of Palampang Village in the Rilau Ale area of Bulukumba Regency; there were not that many residents of Palampang Village. I was interested in it, but not everyone could easily put it into practice. So the worker here, Dr. Andy Hamka, is a worker who can really do his job well and accurately.

CONCLUSION
The results of the study illustrate that there is a relationship between motivation and economic situation in Palampang Village, Rilau Ale district, Bulukumba district. The relationship between innovation and his MSME performance and geography. Motivation variables have a complete impact on the economic situation existing in the community of Palampang Village, Rilau Ale
District, Bulukumba Regency. For this reason, MSME stakeholders, especially those in Palampang Village, Rilau Ale District, Bulukumba District, must continuously improve the spirit of business management, serve customers in a friendly manner, use kind words, and refrain from badmouthing. It is thought that it is necessary to constantly encourage the child without saying anything. Secure working capital for consumption needs and establish cooperation with governments and potential investors. The conclusion is as follows. Social service activities were carried out through seminar activities with the theme of seminars on village financial management and UMKM support (digital business development) in Palampang Village, Rilau Ale District, Bulukumba District. It can definitely be achieved. And people are aware of the resources they can put to good use. b. The results of this activity will motivate the people of Palampang Village, Rilau Ale District, Bulukumba District, especially Palampang Village, to make the most of the potential of existing resources as an opportunity for the success of MSMEs and movements. It is expected that it will become. Fight to keep these businesses open.

ACKNOWLEDGE
We would like to express our gratitude to the Higher School of Economics - Ujung Pandan Educational Foundation for funding the implementation of social service activities by the lecturer team.
REFERENCES


Suryani, Anih Sri, 2022 The Role of Waste Banks in Waste Management Effectiveness (Case Study of Malang Waste Bank), Center for Research, Data and Information Processing DPR RI


Lehoux, P., Poland, B., & Daudelin, G. (2021). Focus group research and “the patient’s view.” Social Science & Medicine, 63, 2091-2104