
**TRAINING FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(MSMEs) BY MAKING WALL HANGING HANDICRAFTS FOR THE
COMMUNITY OF SIMPANGAN CIKARANG UTARA VILLAGE,
BEKASI REGENCY**

Miftakul Huda¹, Daspar², Nani Hartati³, Donny Maulana⁴

^{1,2,3}Faculty of Economy and Business, Universitas Pelita
Bangsa, Bekasi, Indonesia

⁴Faculty of Engineering, Universitas Pelita Bangsa. Bekasi,
Indonesia

¹daspar@pelitabangsa.ac.id, ²miftakulhuda@pelitabangsa.ac.id, ³nani.hartati@pelitabangsa.ac.id,

⁴donny.maulana@pelitabangsa.ac.id

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are the business units that have an important role in the development and growth of the Indonesian economy. With the existence of the MSME sector, unemployment due to the labor force that is not absorbed in the world of work is reduced. The purpose of this community service is to find out the role of digital marketing training services for MSME actors in Wangun Harja Village. In community service in Wangun Harja Village, North Cikarang District, there are 4 methods used including observation, interviews, training, and counseling. Digital marketing plays a role in marketing MSME products through digital platforms. Among the various existing digital platforms, researchers chose Instagram ads to market MSME products in Wangun Harja village, North Cikarang District, Bekasi Regency. Instagram Ads is an advertising platform on social media. Instagram Ads will allow MSMEs to create ads on Instagram feeds and Instagram stories.

Keywords: Handicraft; Social Dedication; MSMEs

INTRODUCTION

The role of Micro Small and Medium Enterprises (MSMEs) or Small and Medium Enterprises (SMEs) in the economic growth of a country is considered important. MKM has a large and crucial contribution to the Indonesian economy. Criteria for MSMEs According to Law No. 20 of 2008 concerning Micro, Small, and Medium

Enterprises (MSMEs), small businesses are defined as productive economic activities that stand alone. This business is carried out by an individual or a business entity that is not a subsidiary company or not a branch of a company that is owned, controlled, or becomes part either directly or indirectly of medium/large-sized businesses and fulfills other criteria. 1. Micro Business: maximum assets of IDR 50 million (not including land

and buildings, business premises) and a maximum turnover of IDR 300 million per year. 2. Small Business: assets of more than IDR 50 million – IDR 500 million (not including land and buildings where the business is located) and a maximum turnover of more than IDR 3000 million – IDR 2.5 billion per year. 3. Medium Enterprises: assets of more than IDR 0500 million – IDR 100 billion (not including land and buildings (business premises)) and turnover of more than IDR 2.50 billion – IDR 500 billion per year. 4. Large Business: assets of more than IDR 10 billion (not including land and buildings where the business is located) and turnover of more than IDR 50 billion per year.

Report from the Bappenas website, in Indonesia, SMEs have a fairly large contribution or role, namely: Expansion of job opportunities and absorption of the workforce. Formation of Gross Domestic Product (GDP). Provision of a safety net especially for low-income communities to carry out productive economic activities. Quoted from *Micro, Small, and Medium Enterprises in Indonesia (2001)* by Tulus Tambunan, SMEs have an important role in development and economic growth. The role of MSMEs is not only felt in developing

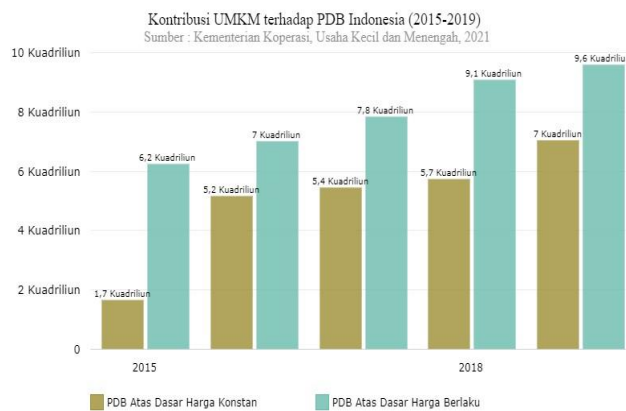
countries but also in developed countries. In both developed and developing countries, MSMEs are very important, because they absorb the most labor compared to large businesses. The contribution of MSMEs to the formation or growth of Gross Domestic Product (GDP) is the largest compared to the contribution of large enterprises.

Micro, Small and Medium Enterprises (MSMEs) continue to contribute to gross domestic product (GDP) from year to year. MSMEs' contribution to GDP at constant prices amounted to IDR 7,034.1 trillion in 2019, up 22.9% from the previous year which amounted to IDR 05,721.1 trillion. Meanwhile, MSMEs' contribution to GDP at current prices was IDR 9,580.80 trillion. This contribution rose 5.7% from the previous year which amounted to Rp. 09,062.6 trillion. Not only that, Indonesian MSMEs contributed in absorbing 119.60 million or 96.92% of the total workforce in Indonesian business units. The absorption of this workforce increased by 2.21% from 2018.

The large contribution of MSMEs is because the majority of Indonesian business units are contributed by MSMEs. A total of 064.2 million or 99.99% of Indonesian

business units are MSMEs. In detail, 63.4 million are Micro Enterprises (UMi), 783.1 thousand are Small Enterprises (UK), and 60.7 thousand are Medium Enterprises (UM). Meanwhile, Big Enterprises (UB) only amounted to 05.5 thousand or 00.01% of the total 0 business units 0 Indonesia. The workforce absorbed from this business unit is 3.6 million or 3% of the total Indonesian workforce.

Table 1 Contribution of SMEs to Indonesian GDP (2015-2019)



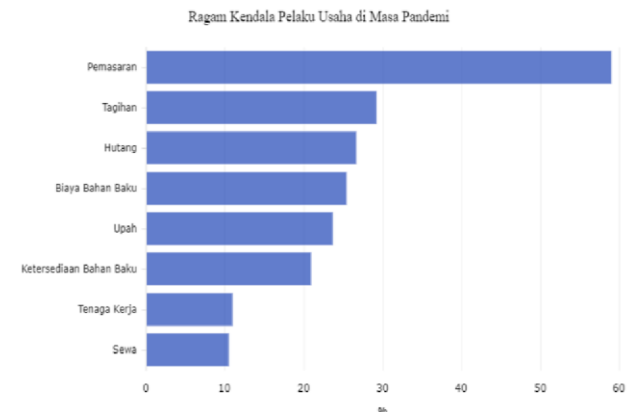
source: Ministry of Cooperatives and SMEs, 2021

However, the Covid-19 Pandemic has dealt hard blows and challenges to various economic sectors, including business actors. A survey by the Central Statistics Agency (BPS) shows that marketing is the biggest obstacle for business actors during the pandemic. The percentage reached 58.94%.

The survey said that there were three sectors that experienced the most marketing problems. Among them, the industrial sector, corporate services, and accommodation. Another obstacle that has hampered business actors during this global health crisis is bill financing, which is as much as 29.18%. The bills referred to are in the form of electricity, water, telephone, gas, and the like.

Meanwhile, as many as 26.61% of respondents said that the obstacle to business during the pandemic was debt. The survey titled "Business Activities during the Covid-19 Pandemic" was conducted on 47,871 respondents in all business fields except in government. This survey was conducted from 8-24 October 2021 using the online survey method with non-probability sampling.

Table 2 Obstacles to MSME Actors during the Pandemic



source: Central Bureau of Statistics, 2021

Simpangan Village is one of the villages where the majority of the population is indigenous people, so from an economic perspective the source of family income comes from working as laborers/industrial employees. However, on the other hand, the people of Simpangan Village also have income from entrepreneurship, starting from opening stalls and shops, workshops, convection, counters, HP, rented houses, chairs and cupboard craftsmen, farming, poultry, clinics, motorcycle taxi drivers, and so on.

Based on the description of the background of the problems above, it is considered quite important the community service team Pelita Bangsa University is interested holding activities community service with the title

"Training for Micro, Small and Medium Enterprises (MSMEs) by Making Wall Hanging Handicrafts for the People of Simpang Cikarang Utara Village, Bekasi Regency" which focuses on marketing strategies for MSME players.

IMPLEMENTATION METHOD

In community service in Simpangan Village, North Cikarang District, there are 4 methods used, including:

1. Observation Method

This method is a data collection technique, where the researcher makes direct observations of the object of research to see closely the activities carried out. The observation method is often interpreted as observing and recording systematically the symptoms that appear in the research subjects. Observation technique observation and recording systematically should be carried out on subjects who actively react to objects.

2. Interview Method Interview is the process of obtaining information for research purposes by way of question and answer while face to face between the researcher and the research object. Information to be obtained through interviews is usually information in obtaining and confirming facts, strengthening beliefs, strengthening feelings, and recognizing standards of activity.

3. Training Methods

To learn knowledge, skills, behavior and abilities, training is one of the systematic processes used in knowing personal and organizational goals.

4. Extension Methods

Counseling methods are a systematic way to achieve a planned goal through discussions, meetings, and practical meetings. Everyone learns in many different ways according to their ability to capture the message received, some just listen or see it, and some have to practice it and then distribute it.

RESULTS AND DISCUSSION

Handicraft Making Training (Wall Hanging) for the people of Simpang Village Crafts Hand is creating a product or item that is done by hand and has a function of use or beauty so that it has a sale value. Handicrafts that have high quality, of course, will be expensive, if you have the skills and try to make a possible product with the crafts you will have, it can be a promising business.



Figure 1. Handicraft Making Training in Simpang Village

The training was provided by Eko Yuni Astuti owner Alifia Craft Griya Macrame assisted by students who explained regarding the role of MSMEs. The explanation above can be seen in the picture below



Figure 2. Handicraft Making Training (Wall Hanging)

Using Instagram Ads as Digital Marketing

Instagram is a social media that is familiar to our ears. Naturally, because Instagram has the most number of users after Facebook, so it's not surprising that almost everyone who has a smartphone also has an

Instagram account. With the largest number of users, of course, this is an opportunity for business people to expand their business network.

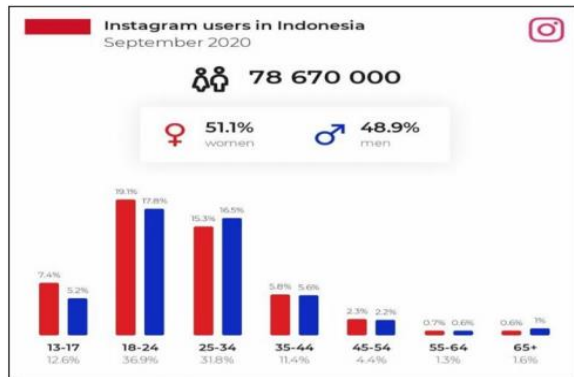


Figure 3. Number of Instagram Users in Indonesia 2020

To make it easier for business people, Instagram also launched the Instagram Ads feature in 2013. Instagram Ads is one of the features on Instagram. This feature is here to help business people promote or market their products and services on social media and Instagram. With Instagram Ads, advertisers are given the freedom to manage their own ads. Advertisers can also choose the format of their ad, be it photos or videos, just adjust it according to their needs. Like on other advertising platforms, the users can organize and manage the ad campaigns they create so they can be more flexible. Instagram Ads offer many advantages that will help users the user.

Here are some advantages:

Advertise on Instagram Ads.

1. Can Increase Brand Awareness
2. More specific target ads
3. Increase sales potential
4. Obtain user information on Instagram specifically

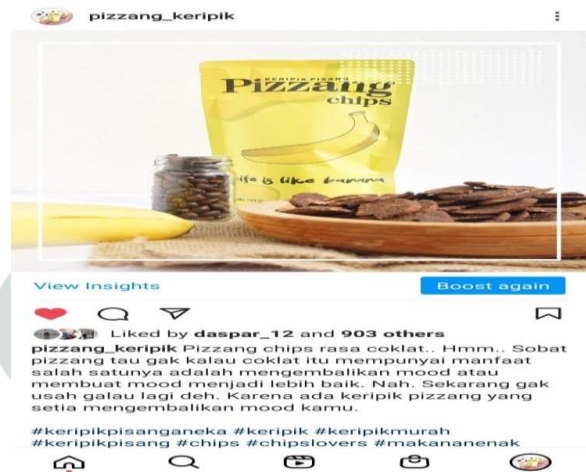


Figure 4. UMKM products in Simpangan Village with Instagram Ads

The result achieved when using Instagram ads is to increase sales of MSME products in Wangun Harja village, North Cikarang sub-district, and Bekasi regency. sell their products.

CONCLUSIONS

Service activities: Pelita Bangsa University community consisting of a team of lecturers and students focusing on the development of Micro, Small and Medium Enterprises (MSMEs) Wangun Harja Village Cikarang District North District Bekasi obtained the following results: (1) Training on the use of digital marketing as alternative marketing for MSME products has been carried out in Simpangan village, North Cikarang District, Bekasi Regency, which is effective in order to increase sales. (2) The use of instagram ads as a digital marketing platform for marketing MSME products in Simpangan village, North Cikarang District, Bekasi Regency has been carried out.

Suggestion:

(1) For Business Actors, It is hoped that it can increase the sales results of existing MSMEs by implementing other digital marketing platforms, for example market place to expand the market and in order to increase sales. (2) For the Simpang Village Community, It is hoped that the people of Simpang Village can improve and see business opportunities, especially those related to small industries that exist in their

current area and can make a positive contribution to small businesses that start from home.

REFERENCES

- Frinces, Z. Heflin. (2008). *Manajemen, Konsep Membangun Sukses*. Yogyakarta: Mida Pustaka
- Hariandja, Marihot Tua Efendi. (2002). *Manajemen Sumber Daya Manusia*. PT. Grasindo. Jakarta
- Mathis, Robert L. & John H. Jackson. (2010). *Human Resource Management: Manajemen Sumber Daya Manusia*. Edisi ke-10. Edisi Bahasa Indonesia. Salemba Empat, Jakarta.