

INTRODUCTION OF MSME (MICRO, SMALL AND MEDIUM ENTERPRISES) PRODUCTS TO INCREASE SELLING COMPETITIVENESS AT THE LEVEL 3 SEUHAAAHH FESTIVAL EVENT AT PARIS VAN JAVA MALL

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ABSTRACT

MSMEs (micro, small and medium enterprises) are the main drivers of the Indonesian economy which are now excellent in increasing employment. The government in various sectors also helps the development of MSMEs, one of which is by providing KUR (People's Business Credit) loan facilities intended for MSMEs. Now MSMEs are very easy to recognize with various technological advances, one of which is social media which provides one way of promotion attractively. Wikaorganizer invites MSMEs to participate in celebrating the Level 3 Sehaaah Festival which will be held in Paris Van Java in collaboration with BJB held a flash sale in order to celebrate the right one on August 17 and gave vouchers for Rp.17,-. The PKM (Community Service) program aims to provide education and invite MSMEs to introduce their products to increase their selling competitiveness during the Level 3 Seuhaaah Festival at Paris Van Java Mall. MSME owners were given the opportunity to participate in the event and try to compete with other business units in selling their products. During the Seuhaaah Level 3 Festival, MSMEs could attract consumer attention through creative and attractive product exhibitions. In this case, effective promotion and strong branding are key factors. In addition, participating in events like this allows MSMEs to build a wider business network, including with potential buyers and business partners. In this program, MSMEs can experience real benefits in increasing their sales competitiveness through participation in the Level 3 Seuhaaah Festival event. Therefore, increasing support and promotion of similar events can be an effective strategy in supporting the growth of MSMEs and the local economy as a whole.

Keywords: MSMEs; Product Introduction; Sales Competitiveness

INTRODUCTION

Situation Analysis

MSMEs (Micro, Small and Medium Enterprises) are the main drivers of the Indonesian economy which are now the prima donna in increasing employment. The government in various sectors is

helping to develop MSMEs, one of which is by providing easy credit loans (people's business credit) aimed at MSMEs. Now, it is very easy for MSMEs to be recognized with various technological advances, one of which is social media which provides an interesting way of promotion.

Marketing strategies that can be adapted to the desired moment, one of which is remembering that Indonesia will celebrate Indonesia's 78th birthday, Wikaorganizer invites MSMEs to take part in celebrating it at the Level 3 Seuhaaah Festival which will be held in Paris Van Java in collaboration with BJB to hold a flash sale in celebration of the celebration on August 17 and giving a voucher worth IDR 17,-.

This Seuhaaah festival has been successful in inviting SMEs and spicy lovers in 2022 at levels 01 and 02. Wikaorganizer invites spicy culinary entrepreneurs to participate again in The Seuhah festival event and partnerships to enliven the Seuhaaah festival level 3 event again. MSMEs and partnerships, Wikaorganizer also invited AKPAR NHI to take part in enlivening the Seuhaaah festival as a driving force to increase the selling competitiveness of MSMEs by holding a Seuhaaah snack plating competition. This event will be held on 16-20 August 2023 at SL Paris Van Java (PVJ).

The first segment in this event is young people who often use social

media so that information spreads organically through social media and direct recommendations. It is hoped that this information will reach visitors from the family segment, which is a potential market because it has quite good economic capabilities. Apart from that, it is not uncommon for content seekers, influencers, and food bloggers to come to this event which will enliven social media buzzers like a festival.

The competition activities at the Seuhaaah festival aim to introduce the results of SMEs who sell Seuhaaah (spicy) products which can be displayed more attractively by using appetizing plating. The competition participants came from various groups, high school students, university students and the public. So, we hope to get interesting ideas in product presentations for all SMEs. Apart from that, the writing team also made various products to support enlivening the activities of the festival, including Baso Iga Mercon, Brownie Bites, Carrot Panna Jelly and Kopi Susu.

This situation analysis of the community partnership program is the focus of AKPAR NHI Bandung's

collaboration with Wikaorganizer in carrying out this festival activity. AKPAR NHI Bandung as a higher education institution that operates in food processing and has a collaboration with Wikaorganizer, therefore contributes by introducing SME products that are competitive in selling and helping to make the MBKM (Merdeka Belajar Kampus Merdeka) program a success in terms of involving students in higher education to be able to apply knowledge for community empowerment.

It is hoped that the outreach program to the competition participants will be right on target. By involving high school students, university students and the public throughout the city of Bandung. At this competition event, the competition participants gained an understanding that MSME products which are MSME products have sales competitiveness and become products that have high sales value and have business potential that can be developed. Wikaorganizer is a partner in this activity with the aim of increasing knowledge about MSMEs being competitive in selling at the Seuhaaah festival.

Community service is an activity that aims to help a particular community in several activities. In general, this program was designed by the NHI Bandung Tourism Academy, Bandung City to make a real contribution to society, especially in developing the welfare and progress of Indonesian society. Community service activities are one part of the Tridharma of Higher Education that must be carried out by every lecturer.

The type of output that will be produced from this Community Service program is a solution both in terms of product and knowledge so that it is in line with the solution to the problems faced by partners from the expert group, competition participant groups and fellow MSME sellers at the Seuhaaah festival in the city of Bandung. Each solution has its own output that must be measured quantitatively. The output target is to provide knowledge about MSMEs that are competitive in selling. The output target is an understanding for the competition participants about how to provide an attractive appearance to provide solutions in the form of

knowledge about competitive selling MSME products.

Partnership Problems

The situation analysis in this partnership program with the community is focused on helping develop MSME products, in this case participating in running the government's sustainable program, which in this case helps MSME activists to gain new experience in terms of organizing and processing products that will be presented to consumers, in this case Wide community.

AKPAR NHI Bandung as a higher education institution which is engaged in food processing education and has collaborated with Wikaorganizer in carrying out this festival activity. Like the community service activities previously carried out, of course this activity also aims to provide a new experience to the community that even a simple dish can increase in value if given a few touches.

It is hoped that this socialization program for group participants will be right on target to increase insight among MSME activists in the city of Bandung who are then also expected to

be able to contribute in helping the appearance of the products that will be presented to consumers.

IMPLEMENTATION METHOD

The stages or steps in implementing the solution offered to overcome the problem are as follows:

1. Coordinate with Wikaorganizer activity organizers.

Wikaorganizer is one of the initiators of this activity who cares about MSMEs in the city of Bandung. Coordinate the place of implementation and also the time of implementation, which in this case will be concerned with local food ingredients and their processed products.

2. Coordinate with the MSME Group participating in the activity.

Coordination with MSME participants involving AKPAR NHI Bandung students from the hospitality study program specializing in kitchen and pastry in this case to maximize the potential of the participants and also increase the efficiency of using raw materials which of course is complemented by knowledge of the nutrition

- contained in each dish that will be served during the activity.
3. Determine priorities and schedule of events and locations offered.
Determining priorities and schedules and locations is important considering that this activity is intended for the public with the hope that more visitors and participants will be able to participate in this activity.
 4. Implementation of each activity according to the priority scale, namely:
 - a) Providing knowledge about attractive product plating/presentation.
 - b) Providing knowledge regarding the use of local product uniqueness in product sales
 - c) Implementation of promotional and branding strategies in product sales
 5. Activity Evaluation
Evaluation is carried out after all partnership solutions have been implemented. Evaluation steps are carried out together with the Bandung City Food Security and Agriculture Service by:

- a) Hold meetings with Wikaorganizer and the Bandung City MSME group.
- b) Feedback and input from MSME Participants and Wikaorganizer regarding the partnership program
- c) Sustainability plan

RESULT AND DISCUSSION

The results achieved in the COMMUNITY SERVICE activity "Introduction of MSMEs Products in Increasing Sales Competitiveness" at The Level 3 Seuhah Festival In Paris Van Java, collaboration with PT. Wibawa Karya Abadi overall went well. The achievement results have reached 100% of the overall program plan. The stages that have been carried out include:

1. Licensing and copying proposals.
2. Coordination with the PT. Wibawa Karya Abadi Sales Team. Coordination is carried out through offline and online meetings with PT Wibawa Karya Abadi. The results of coordination are regarding activities and activity plans. This initial coordination focuses more on the

role of each party in the event. PT. Wibawa Karya Abadi is an event organizer which in implementing events has certain targets and requires collaboration with parties who are competent in their field to support events. This support and participation is by being part of the event to enliven it. As for PT. Wibawa Karya Abadi provides support in the form of:

- a) The venue measures 2,800 m².
- b) Sound System
- c) Crowd Permit
- d) Tables AND chairs for competition needs,
- e) Fresh money & Goodie Bags for competition winners

Meanwhile, AKPAR NHI Bandung with its expertise plans and organizes according to the capacity and needs of partners.

3. Internal Coordination. This stage analyzes the situation and conditions of the target along with its potential so that solutions to problems can be taken. The number of merchants involved is approximately 100 merchants, so this is the promotional target of AKPAR NHI Bandung, in addition

to visitors with traffic data of 5000 visitors per day on weekdays and 8000 visitors per day on weekends.

Providing product knowledge and education about Seuhaaah snacks

Food is a basic need that is necessary and must be met by everyone. Apart from staple foods, snacks are currently developing and innovating quickly according to food needs and have become promising products in the culinary business. The culinary business is developing from both modern culinary and local culinary. Local food, food and drink, including snacks and mixed ingredients or ingredients used traditionally, and which have long been developed specifically in the region and are prepared from recipes that have long been known by the local community with local sources of ingredients and have flavors that are relatively appropriate to the local community. local people's tastes.

One of the local culinary delights is Seuhaaah snacks. This snack has a unique market share in society, especially the people of Bandung, who incidentally are Sundanese. Various Seuhaaah or spicy snacks have

developed in Bandung society. These Seuhaaah snacks are not only sourced from specific areas of Bandung, but snacks that have been modified and adapted from outside the region and even abroad have become popular with their spicy taste.

Education is carried out to further introduce that MSME products are not inferior to other products, especially products from abroad. MSMEs or micro, small, and medium enterprises are a business that is managed by many Indonesian people. Micro, Small, and Medium Enterprises or MSMEs are small-scale businesses. It can be run by individuals, households, and even business entities. Basically, from the characteristics to the definition, we can see this micro business in Law number 20 of 2008. In this law the government has provided complete regulations regarding this business.

MSMEs have a large contribution to the Indonesian economy. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) for March 2021, the number of MSMEs reached 64.2 million with a contribution to Gross Domestic Product (GDP) of 61.07

percent or Rp. 8. 573.89 trillion. MSMEs (Micro, Small and Medium Enterprises) have also succeeded in absorbing 97% of the total existing workforce and can collect up to 60.42 percent of total investment.

According to Tambunan (2013: 2) MSMEs are independent productive business units, which are carried out by individuals or business entities in all economic sectors.

Micro, Small and Medium Enterprises or MSMEs are the smallest business units run by the community, often these small business units are underestimated by various parties, this may be because these MSMEs have not succeeded in upgrading to quality products and are able to compete with other products. produced by today's large companies.

The selection of raw materials, production processes, packaging, marketing, transportation, certification, and licensing must be controlled by MSMEs. Therefore, MSMEs who want to progress must be able to master these various abilities with a series of many things that must be done alone.

MSMEs in the food sector have many quality products and tastes that

are familiar to people's tongues. On the business side, you have a big opportunity to succeed and gain the sympathy of consumers. This is part of the enthusiasm of MSME players to continue to strive to improve the quality of their products.

To achieve success in improving the quality of its products, business assistance is needed from various parties. AKPAR NHI, which operates in the field of education, especially Hospitality Education, has an obligation to discuss how to proceed so that MSME products can compete with other products, one of which is by making products from local food ingredients. So that MSME products are not inferior to other products.

MSME development is the key to building MSMEs so that they have competitiveness in society, by providing various coaching and assistance. According to Daryanto (2010) in Agus Pitoyo (2018), competitiveness is the ability to maintain market position in meeting product supplies in a timely manner and at competitive prices flexibly to respond to changes in demand quickly and through successful product

differentiation by increasing innovation and marketing capacity. effective. A large level of profit shows that a particular industry can create efficiency and effectiveness in the production process, which can be seen in increasing production capacity. Competitiveness can be defined as the ability to maintain market share. This capability is largely determined by timely supply factors and competitive prices.

Dimensions of Competitiveness
As stated by Muhardi that there are 4 dimensions of competitiveness:

1. Cost: This cost dimension has a target, namely, how to make certain products at a low price (cost minimization). This cost dimension is in the opposite direction to the quality dimension. It is almost impossible to be able to produce high quality products at low costs or low costs. It is difficult to produce high quality products at low prices or low costs. It is difficult to produce high quality products.
2. Quality, the quality as intended by Muhardi is to constitute The dimension of competitiveness is

also very important, which includes various indicators Among them are product display, product acceptance period, durability product, speed of resolution of consumer complaints, and product suitability against design specifications. The appearance of the product can be reflected in the product designer the service, a good product display is one that has a design simple but has a high value. Product acceptance period Intended by the length of life of the product can be accepted by the market, the more the longevity of the product on the market indicates that the quality of the product is getting better. The durability of the product can be measured from the economic life of the product's use.

3. Delivery and serving time are a dimension of competitiveness that includes various Indicators include timeliness of production, reduction of waiting time production, and timeliness of product presentation. The three indicators Relatedly, the timeliness of product presentation can be influenced by accuracy

Production time and length of production lead time.

4. Flexibility is a dimension of operating competitiveness which includes Various indicators include the type of product produced, speed adjust to the interests of the environment.

CONCLUSIONS

The COMMUNITY SERVICE "Introduction of MSME Products in Increasing Sales Competitiveness at The Level 3 Seuhaaah Festival In Paris Van Java, collaboration with PT Wikaorganizer can be concluded several things, namely: (1) The activity of introducing MSME products through the Seuhaaah festival is highly anticipated because this event is visited by many visitors of all ages, especially millennial children, so that they know about MSME products, (2) Products made by AKPAR NHI are products that use local food ingredients. This is expected to increase sales competitiveness so that assistance is needed for MSMEs, (3) This event in collaboration with PT Wikaorganizer is expected to increase the competitiveness of MSME processed products that use local food ingredients

in their products. As well as adding new insights and providing future provisions for them to be able to increase the value of commodities into products that have selling value.

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