An Entrepreneurial Capacity Highlight In Feather Duster SMEs, Karanglo Village, Klaten Selatan District

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Abstract. Nowadays, Small and medium-sized enterprises (SMEs) are currently starting to grow significantly due to the simplicity of business licensing. These SMEs are the driver of the economy in Indonesia. The rapid development of the SMEs have a good impact on the Indonesian economy, so with proper and good management and entrepreneurship it will have good impact on their performance as well. Therefore, it will be better if they can face the various challenges they would encounter in the future, one of several steps that can be decided is the use of knowledge in the management which can be implemented in the decision-making process in the businesses. The purposes of this community service of Management Department, University of PGRI Yogyakarta are to improve the quality of the products produced by the Karanglo Village SMEs in Klaten Selatan District. They can implement the knowledge, especially in management fields related to entrepreneurship thoroughly. As we can inform earlier that these business group will have the potential to make a positive contribution to the Indonesian economy.

1. Introduction

The role of small business groups has a very large influence on the economy in Indonesia [1] [2] [3]. The development of the Indonesian begins with its rapid growth in the economy and is an important matter that the government should focus more on in terms of its development. It is not only limited to developing countries, but also in developed countries the business group or SMEs are important groups, because they are able to take a significant number of workers and then reduce the unemployment rate of Indonesia. The Support of SMEs sector provides job opportunities for those who are not accepted in Medium and Large Companies [4]. The development of the economic and business world today has experienced a paradigm shift, it is an economy based on resources to an economic paradigm based on knowledge or creativity [3]. Therefore, the critical success factors for business in a particular sector are community and price sensitivity, for individual businesses are brand image, commitment, partnership, process improvement and integration [5].

The business groups that we encounter are SMEs, which are currently starting to emerge due to the ease of procedures obtained for the progress of this business group. This small business group is a driving force for the economy in Indonesia, the rapid development of this business group will have a positive impact on the country's economy, so with good management and entrepreneurship it will produce good small and medium business groups that can obtain its sustainability. Therefore, the economic development must involve the role of the community as the main actor as well as the party who will experience development itself [6] SMEs also have important contribution in reducing the unemployment rate, then it affects the employment rate significantly [7]. The existence of SMEs can provide new jobs for the community so that they can earn income so they can meet their needs [8].
Nowadays, the expertise and knowledge of SMEs in management science is still lacking, especially related to entrepreneurship. Although many of these SMEs owners/managers have studied, only a few have ever gained knowledge in the field of management. Thus, in running their business, they often experience difficulties. This can be seen from the way of they manage their finances, that is not well recorded and the marketing is still using traditional methods. Financial reports is expected to convey information to people who need company information. Therefore, financial reports must be prepared clearly because it is important for the community who want to invest in the business as well as to make decisions regarding company finances [9]. Meanwhile, waste management is also a particular concern for businesses, whether they have organic or inorganic waste [10]. Chicken feathers are also one of the waste In addition, the development of information technology, especially in the telecommunications sector, which is getting faster and faster, must be pursued by SMEs so they can achieve competitive advantages against their competitors. Financial and marketing management by utilizing technology can also be drivers of business success because it is will provide more accurate, effective, and efficient business operation, so that it can attract investors who are interested to provide funding to the SMEs.

The last few months, the world is facing the Covid-19 pandemic. Lots of SMEs have been affected by Covid-19 in terms of human resources, economic, financial, and operational. Covid-19 quickly caused an emergency condition. Employment, trade and investment were affected by this crisis so the Sustainable Development Goals were affected as well [11]. The scale of losses tends to be very broad. International Monetary Fund (IMF), which projects the global economy to grow at minus 3%. In Indonesia, this of course also has a significant impact on tourism, the trade sector, industry including Micro, Small and Medium Enterprises (MSMEs) [12].

2. Method
Based from the observation, the feather duster business group in Karanglo Village in Klaten Selatan District can get better at running its business due to assistance from the Klaten local government. Through this assistance, business groups can develop and advance faster, the more advanced the business, the more income and profit it will generate. This makes small business groups need to improve the analysis of financial management and marketing for the long-term business sustainability. This coaching and training increases SMEs owner enthusiasm to improving the quality and quantity of their products, so they can create more opportunities work for people who have not found a job yet and to reduce unemployment.

This training is important, on the basis of the development of potential small business groups in this village. There are several of SMEs owners present, but they have no idea to implement management science related to how their run their business. This technical guidance can help them to be more focused and in accordance with the plans toward future that have been determined by SMEs.

Despite this, in reality, this small business encountered several hurdles and obstacles. Among them are difficulties in mastering and utilizing marketing programs and applications, limited internet access to obtain information about market opportunities and so on. In addition, there are also difficulties in managing and recording financial reports, limited skills of workers in carrying out their duties and jobs, management systems, and technological capabilities. The challenge in the future is that business groups must be able to compete and win this competition in the era of free trade, both in the domestic and international markets. This is determined by the internal capabilities of the entrepreneur that must be possessed, as for which it includes aspects of financial management and marketing management. Therefore, it is very relevant and right on target if the Management Study Program of the Faculty of Business, PGRI Yogyakarta University feels that they must come and carry out community service to help the business groups in Karanglo Village, Klaten Selatan District, in sharing knowledge of management knowledge through community service programs.

Based on the background of the observation above, the SMEs problems that can be identified are:

a. Internal problem, limited knowledge and practice of marketing and financial management.
b. External problem, The problems and challenges faced by SMEs are the competition in the market they are going to compete. These external obstacles are faced as follows:
   1) Unstable economic conditions, such as an increase in the price of basic commodities, cause a decrease in income or business income.
   2) There is unfair competition both among small and medium businesses.
   3) The Lack of buyers trust so, there are still many potential buyers who may not trust in domestically made products, especially products produced from this business.

Based on the problems, the objectives that are expected to be achieved through coaching and training include:
   a. Trained participants to obtain good knowledge and expertise in determining the production costs of each unit of product to be sold.
   b. The training participants are able to market the products they produce on target according to their segmenting, targeting and positioning strategies and have knowledge and understanding of business management, especially regarding strategies that can make their business sustainable in long term, that business owners/managers can develop their business optimally.
   c. Trained participants are able to compete using good methods and fair competition with the aim of increasing business income even better, then they can achieve their objectives.

The outcomes produced in this community service activity are:
   a. Services
      1) Increase knowledge in the field of marketing and financial management.
      2) Increase the spirit of independent entrepreneurship.
      3) Improve skills, decision making, and leadership.
      4) Maximizing the potential of the productive age community to produce something valuable and useful.
      5) Can optimize opportunities and save production costs.
   b. Products
      This assistance and training is expected to produce quality and high selling value business products.

3. Result and Discussion
The community service implementation methods which is carried out in the form of mentoring, coaching, and training are composed by following stages:
   a. Calculation of production costs.
   b. Increased customer satisfaction in product marketing and customer service.

The method used in community service is in the form of mentoring, discussions, tutorials and direct assistance during the event either face to face or by using online video recording. We provides tutorials and materials as well as modules contain how to calculate production costs as well as practical modules consists of programs and several ways to market products.
The presentation of training / courses in this community service event was implemented through lecturer representatives, because considering that when the implementation was during the Covid19 pandemic, it was not possible for all participants and lecturers to attend. The community service is carried out with a class system using modules. The details of the agenda for each meeting as follows:
   a. At the initial meeting, 1 (one) hour is allocated for the presentation and introduction. Through Ms. Power Point on a screen projector Activities are carried out through material presentation and discussion.
   b. The next meeting with a duration of 1 (one) hour for the delivery of material for calculating production costs.
   c. Then dissemination in the field of marketing management science. Activities carried out through material presentation and discussion.
d. At the end of the session, it is aimed to review and getting feedback from participants related to the service material either face-to-face or online.

4. Conclusions

The first activity was an inspection of the location related to the feather duster SMEs in Karanglo Village as well as discussing the meeting schedule with the SMEs owners in Karanglo Village. For the implementation of technical guidance regarding financial management and marketing management which are carried out either face-to-face or online.

The second meeting was to deliver information of financial management, dissemination and counseling were presented by Arista Natia Afriany, S.E., MBA through face-to-face and Ahsan Sumantika, S.E., MBA through online video recording.

There are several things that are important points for SMEs in Karanglo village related to financial management, including:

a. The amount of the cost of producing the product.

b. The amount of profit to be obtained from each product sold.

c. Calculation of the selling price of the product or in other words determining the selling price of the product.

At the third meeting, the provision of materials related to marketing management was carried out online with the material provider or the speaker, Adhi Prakosa, S.E., M. Sc. and Faizal Ardyanto, S.E., M.M. There are several things that have to be followed up for the SMEs owners in Karanglo regarding Marketing management.

a. How SMEs owner manages customer satisfaction?

b. How SMEs owner manages customer complaints to increase sales for MSMEs?

The speaker explains to the participants in Karanglo Village that customer satisfaction and managing customer complaints are important for us to pay attention to, later we can maintain good relationship with them then will increase sales of feather duster products in Karanglo Village.

At the fourth meeting it was held face-to-face and it turned out that there were still many other problems faced by the owners of the feather duster SMEs in Karanglo Village which were discussed by Arista Natia Afriany, S.E., MBA. such as the storage of raw materials (chicken feathers), which has a short period of durability, so they can not storage that raw materials in large quantity. Furthermore, there are several problems related to complementary raw materials accessibility which is sometimes difficult to obtain at certain times. Related to this problems we tried to provide the best solutions and directions for the problems regarding the availability of raw materials.

The output that can be generated from community service activities by the lecturers of the Management Study Program is simple financial report, cost of goods manufactured, customer satisfaction, and customer complaints handling in order to increase sales in the modules format and article publication.

The purpose of this community service is to provide technical guidance regarding the field of management, especially financial management and marketing, and to increase the feather duster SMEs quality so it can becomes high competitive business through determining the cost of production. After carrying out these community service activities through face-to-face or online meetings, several conclusions can be obtained as follows:

a. This technical guidance is expected to provide optimal benefits for the form of business run by feather duster SMEs in Karanglo Village in the aspects of financial management and marketing management.

b. Through this technical guidance, it is expected to provide benefits such as examples of science on how to determine the cost of goods manufactured so the goods price is not too expensive so that consumers do not feel disadvantaged and also not too cheap so that they get maximum profit.

c. After this technical guidance meeting, SMEs can practice to make simple financial reports and increase the awareness of their customers satisfaction level.

d. SMEs Should also consider and implement communication technology (internet) to improve the their effectiveness and efficiency on marketing in the competition [13].
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