

MSME DEVELOPMENT STRATEGY IN PANDEMIC TIMES IN DOBALAN, TIMBULHARJO, BANTUL

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ABSTRACT

The implementation of this community service activity involves MSME actors, especially in the Dobalan, Timbulharjo, Sewon, Bantul. The purpose of this activity is to provide knowledge and various experiences of the Student Creativity Program as well as knowledge about MSME development strategies during the pandemic. The method used is by lectures, discussions. The material presented at this community service was the MSME development strategy during the pandemic. The result of this activity is that the development of a comprehensive MSME strategy during the pandemic can become a source of reference for MSME participants or actors, and is easy to apply to business. The implementation of this activity well and smoothly is evidenced by the positive response from the owners of MSMEs in the Dobalan of Timbulharjo Sewon, Bantul.

Keywords: MSMEs, development strategy, PKM

1. INTRODUCTION

Indonesia has been living side by side with Covid-19 since 2020. Since then, various very strict rules have been imposed by the government. These rules and policies were made because of the increase in the number of people affected by COVID-19 due to direct contact with Covid-19 sufferers. It doesn't stop there, Covid-19 has caused losses to many companies in various sectors, ranging from businesses in the service sector to manufacturing.

The most affected are the owners of Micro, Small and Medium Enterprises (MSMEs) so there must be a reduction in employees because they are not allowed to carry out activities indoors or in other words there are no operational activities within a company. Considering that MSMEs are one of the pillars of economic growth involving approximately 90% of business owners. This causes a decrease in the turnover obtained, resulting in the inability of entrepreneurs to meet their needs and obligations. This situation is no exception felt by the community who are employees. The uncertainty of the normal situation makes people switch professions in favor of small entrepreneurs in order to smoke smoke in the kitchen. Many of them choose to become online motorcycle taxi drivers and there are those who make their own business, of course the business starts

from scratch. Special attention to startups that may not have the knowledge and experience in managing their business.

This impact is no exception to, Dobalan, Sewon, Timbulharjo, Bantul. There are many MSME actors in Dobalan, Timbulharjo, Sewon, Bantul, especially mothers, many of whom are MSME actors, therefore after conducting a survey on the situation and conditions it can

Be concluded that many MSME actors need input on MSME development strategies in order to progress and develop. Especially during a pandemic like now, many of them are having trouble marketing their business. In addition, when conducting a survey, every MSME actor who does not know for sure the turnover in profit from the results they get every day and every month from the business they run.

2. IMPLEMENTATION METHOD

The target of community service activities is the community in Dobalan Hamlet, Sewon, Timbulharjo, Bantul. The people who are invited to this activity according to the title of this service are housewives and housewives' micro business owners. In overcoming the problems that occur in the community in Dobalan Hamlet, this program offers several approach methods that can help solve problems, namely by counseling methods and providing education about business development strategies.

The stages carried out are (a) the preparation stage, (b) the implementation stage, and (c) the evaluation stage. The preparatory stage is carried out by compiling a work program of counseling and providing education. Then arrange modules or materials that will be distributed to participants which include product innovation, branding, and online marketing. In this stage, the preparation of suggestions and infrastructure for implementation includes laptops, projectors, consumption and sound systems. Field coordination is also carried out by the team to determine the place and time of implementation. The implementation stage is the core event of this activity. Source person (Mrs. Uum Helmina Chaerunisak, SE, M.Sc., AK., CA.) provide education about several strategies or some important points that must be carried out by business owners in developing their business after the COVID-19 pandemic. This activity aims to provide a detailed explanation of current business development and participants can more easily understand by displaying material through a projector and distributing material handouts. The last stage is the evaluation stage, namely activities carried out by the implementing team to ensure that the implementation of activities can run smoothly and according to plan. This evaluation is carried out at each stage of this activity, starting from a description of how and when the evaluation will be carried out, the criteria, indicators for achieving goals, and criteria that state the success of this activity.

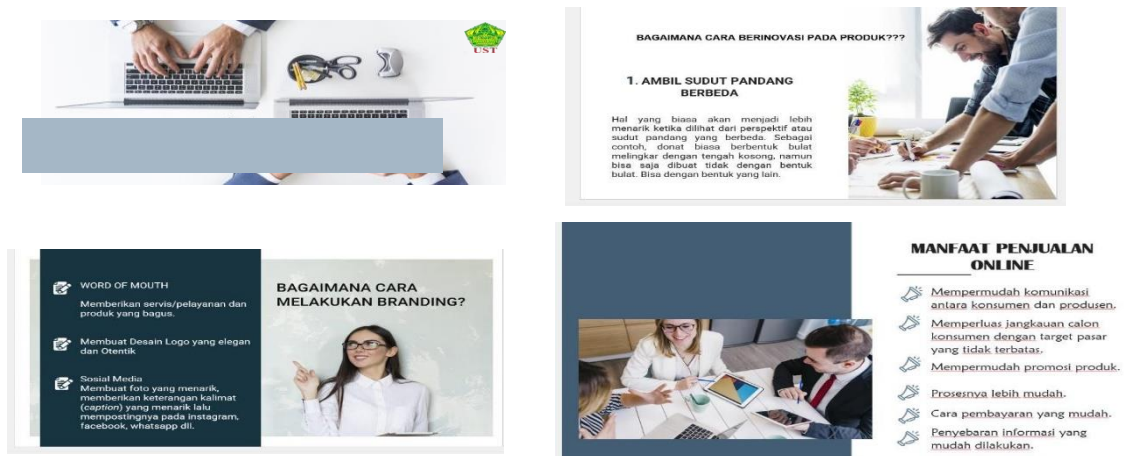


Figure 1. Materials presented to participants

3. RESULTS AND DISCUSSION

Community service activities regarding "SME Development Strategies during the Covid-19 pandemic" in Dobalan, Timbulharjo, Sewon, Bantul carried out on Sunday, January 30, 2022, can be carried out well. The participants of this activity were attended by 15 housewives and 3 business owners who are residents of the village community. This activity was assisted by a team of students from various study programs at Universitas Sarjanawiyata Tamansiswa.

The activities carried out are as follows.

1. Motivate participants to be able to improve their home businesses and explore creative ideas to increase healthy competitiveness.
2. Provide education about product innovation, the importance of uniqueness as outlined in the brand (branding), and introduce online marketing.



Figure 2. Presentation of material and discussion

The development of today's era is increasingly rapid, so today's society is also required to participate in its development. But for some people, following it is very

difficult. It has many limitations. And this is a fact that the development of the times has not been fully followed by the development of the quality of human resources.

The service team has the idea that through this activity, the community will be motivated and educated about current developments. The importance of technology and open-mindedness are the main foundations in developing their own business. Also considering the increasingly high competitiveness is marked by the emergence of new businesses that are ready with the latest technology. Therefore, it is necessary to have unique properties attached to the product and build branding as a way of product introduction that is expected not to be easily forgotten by consumers. In addition, the introduction of this product also requires a media that attracts many potential consumers, so there is a need for a marketing strategy that is carried out online.



Figure 3. Photo session with participants and service team

This process will go slowly but surely can be done by business owners if they have a strong commitment and focus on running it. Business owners can also prepare these processes carefully through increasing competence in the field of business, increasing relationships, and always being responsive to criticism.

4. CONCLUSION

The development of MSMEs is strongly supported by the government with laws regarding MSME taxes, SAK EMKM, and so on. It does not stop here, the government has also issued several follow-up regulations which are expected to ease the burden and obligations that must be met by MSMEs. With this support, it is hoped that the community will be more active in creating jobs and the unemployment rate will decrease. MSMEs have a very large percentage compared to large-scale entrepreneurs, namely 90% of

entrepreneurs in Indonesia, which means that MSMEs have a great opportunity to develop.

Some of the people who own MSMEs are currently still weak in their business development. This is exacerbated by the COVID-19 pandemic which has made the situation of MSMEs even worse. In addition, this pandemic also has the impact that the technology designed can also bridge human activities. Therefore, with the provision of education on a regular basis and carried out by various parties, it is hoped that it can restore the fighting spirit and motivation to rise. Not only enthusiasm and motivation, adjustment to technological developments must also be carried out without forgetting culture and ethics in business.

To realize these expectations, the service team plays an active role as a mediator to improve the quality and quantity of products that can compete with other products. MSME owners are also mentally prepared to face future challenges.

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