

INNOVATION OF MSME ENTREPRENEURS IN THE CIGUNDUL VILLAGE COMMUNITY, SUKABUMI CITY

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ABSTRACT

PKM objectives: to improve quality source Power man from the UMKM Faculty of Economics and Business. The PKM activity method consists of from: Business Model Canvas Analysis, innovation management business, and evaluation business. PKM Results: (1) Innovation system management business foot based doormat entrepreneurship with method develop customer relationship (join) with community lovers goods recycle repeat and marketing through track community social; (2) Marketing media innovation use social media Facebook and WhatsApp (already) utilise technology for sell product crafts produced ; (3) Creating field work in Cikundul Village Where there are 20 mothers House the stairs that join become craftsman doormat; (4) Income craftsman doormat increased as much as 15% because existence improvement amount consumers; (5) Increase understanding craftsman doormat on concept entrepreneurship (craftsmen) doormat capable learn values, capacity (ability) and attitudes somebody when face challenge life For get opportunity with various possible risks faced with during operate business; (6) Increased sense of trust self craftsman in operate operational business and execution sale product with system on line.

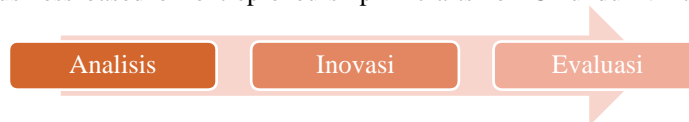
Keywords: doormat, income

INTRODUCTION

Business a doormat is source income for village UMKM Cikundul. Additional income This required For fulfil UMKM needs. Production the doormat is ready start operate business since 2019 (Dolan et al., 2022). Raw materials in the form of cloth patch obtained from Regency Sukabumi. Business craft doormat done in a way grouped by UMKM has 10 groups craftsman doormat. Group consists of from 3 people to 10 people. Here This is condition business doormats at the Faculty of Economics and Business : (1) Manufacturing process doormat using very simple tool (mold) doormat from iron and wood; (2) Business doormat no own innovation (without business model concept based on entrepreneurship); (3) System sale conventional (not utilise technology) only depend on buyer from Blitar City and Surabaya to buy product crafts produced ; (4) Craftsmen doormats are made at the time time free time from MSMEs; first objective of the PKM program is management business based on entrepreneurship in craftsmen doormat for increase understanding craftsman doormat on the concept of entrepreneurship. The second goal of PKM For innovation management business based on entrepreneurship. The third goal of PKM For helping SMEs complete problem economy through increase income.

METHOD

Management program business based on entrepreneurship in craftsmen Cikundul Village Doormat done in form



training with three method approach namely , observation , execution management business , and evaluation. Implementation every the stages involving collaboration from government village in matter This was accompanied by Agus Heryanto, SH, MM (head of village), Lecturer , Faculty of Economics and Business represented by Dr. Zahera Mega Utama, Kurnia Sari Dewi, SE, MBA, Abdullah, SE, M. M, Dr. Selfiani , SE, M.Ak. , Akt., CESA., CAPM, Dr. Meiliyah Ariani , and Dr. Tamrin Lanori as well as all over craftsman doormat in Cikundul Village and active run business.

Figure 1. Method from PKM activities.

Activity method own connection between One method with method others. Craftsmen UMKM doormats follow and are very cooperative at every step stages. Location of implementation activity from every method in progress At home

craftsmen who are also functioning as place production craft doormat. Training entrepreneurship in the future expected capable push Spirit entrepreneurship and motivation participant For operate business with good and optimal (Susita et al., 2017). Benchmark success from training in the form of ability craftsman doormat does model innovation, use tool help (no focus rely on strength craftsmen), ability in making report finance and management business (Harahap & Amanah, 2018).

Business Model Canvas (BMC)

Business Model Canvas (BMC) is a method business model analysis consists of of 9 parts made visually so that easy For understood and comprehended. Components from The Business Model Canvas (BMC) includes : key activities, key partners , value proposition, customer relationships, key resources, costs, channels, revenue, and customer segments. BMC is capable explaining , visualizing , evaluating , and changing a business model , so that produce maximum performance(Sparviero, 2019) Figure 2 is a visual of the 9 important BMC blocks. analyzed in A business.

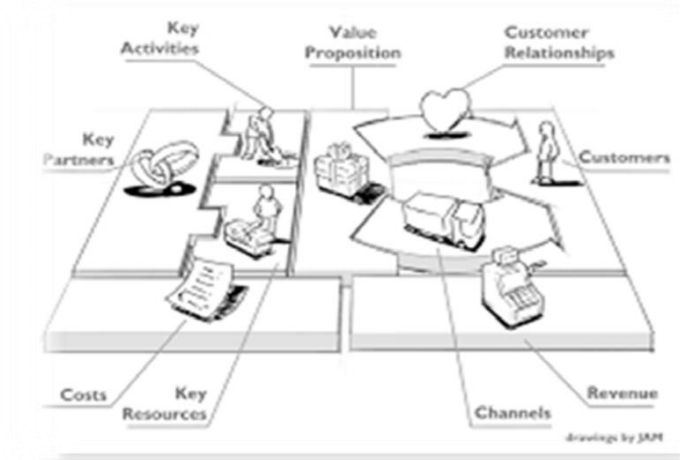


Figure 2. Block Business Model Canvas

First PKM method is carried out in the form of analysis Business Model Canvas (BMC) from every group craftsmen. After meet with craftsmen at the stage beginning lecturer give understanding related business and the role of BMC in optimize business doormats.

Innovation Business

Innovation is a related idea with goods , services that are considered new where , realization from the idea can seen and felt by someone. Innovation influential to superiority compete from business units Good scale small to business units scale large (Pölling et al., 2017). Craftsmen who have compile Business Model Canvas (BMC) business next doormat innovate. Innovation or changes in management business done by craftsmen doormat. Innovation business is practice learning entrepreneurship. Concept entrepreneurship is discipline science that discusses and studies values , capacity (ability) and attitudes somebody when face challenge life For get opportunity with various possible risks faced (Subroto, 2015). Entrepreneurship education provided to craftsman The purpose of the doormat is for craftsmen doormat becomes entrepreneur. successful entrepreneur always creative and use his creativity the For generate business profits.

Hisrich et al. (2005) explained a number of general value used as characteristics success entrepreneurship , namely : (1) Plan produce superior product ; (2) Quality services provided to Consumers ; (3) Flexible ; (4) Competence from management ; (5) Character polite polite and ethical ; (6) Entrepreneurial efforts in create opportunity business with method to awaken courage and freedom in create goods and services. Entrepreneurship is capacity entrepreneurs to be more creative and utilize innovation in every activity his business everyday. Craftsmen doormat expected capable do innovation business doormat. Expected innovation from craftsman is ability For to do , to create a different things from what has been There is previously.

Innovation from craftsman with method see BMC results and combine with understanding related entrepreneurship. Execution innovation at the beginning give chance to craftsman For do tray and error. Group craftsman each other

discuss For choose the innovation idea that will executed. Potential environment and resources power also becomes consideration in innovate.

Evaluation

Evaluation is stages important in learning management business based on entrepreneurship. Evaluation see and measure influence innovation for success business craft doormat. The PKM program's accompanying lecturer visited group craftsman with bring the old BMC as well compare with BMC which already operate innovation.



Figure 3. Evaluation management business doormats

Evaluation process walk with interactive dialogue between lecturer PKM companion with craftsmen. The Head of Cikundul Village was also present and accompanied the evaluation process business. Evaluation process in progress about 1 hour each group craftsman.

Activity evaluation business doormat also measures impact positive from innovation to progress business. In addition to the impact positive evaluation process also maps constraint in BMC innovation. Craftsmen succeed find innovation business moment evaluation. Innovation business found more application Because get input based on example from business craftsman doormat in another city. Get input from lecturer in the form of experience and theory entrepreneurship.

RESULTS AND DISCUSSION

The success of the PKM management program business based on entrepreneurship for craftsman Cikundul Village Doormat can seen of 3 achievements. The results of PKM can felt by the craftsmen in a way individual (increase) soft skills. Harini (2014) training entrepreneurship has influence positive to perpetrator business (entrepreneur) scale Micro. Changes also occur in business performance (management). at a time impact positive for Faculty of Economics and Business.

Enhancement understanding craftsman doormat on concept entrepreneurship

Craftsman understand and be able analyze with Business Model Canvas (BMC). The results of compiling a business BMC craftsman 's doormat see lack from management business. Weaknesses in management business in part the same customer relationship very Not yet owned craftsman. Craftsman to start with method identify key partners is a person who helps namely , partners seller cloth perca located in the Regency Pandeglang. Selling partners cloth patch originate from industry textiles that have waste piece cloth that is not used. Seller tool print doormat is also a partner important Because provide tool print doormat made of from iron and wood. One of government support village is collaboration with Faculty of Economics and Business For help craftsmen to be able to manage business based on entrepreneurship.

Key activities are activity important in business. Activities carried out craftsman is weaving cloth patch produce doormat. A doormat needs time workmanship for 10 minutes If cloth patch has sorted. Key resources from business use tool print simple made from iron and wood For weaving cloth perca. Scissors are also tool For make doormat.



Figure 4. Documentation from tool print used craftsman.

Besides tools print material most important For produce a doormat is cloth patchwork (Figure 7). Patchwork which is cloth waste from factory purchased textiles craftsmen and packed by partners in big sack. Craftsman will choose cloth patch based on same color so that during the weaving process more short For produce doormat with same color. Patchwork consists of many kinds of color and size so that craftsman need sorting moreover formerly (Prihanto et al., 2023).

Value proportion of business cloth patch this is so awesome normal. Business cloth patchwork which is done by craftsmen of Cikundul Village capable process waste textile (fabric patch), reduce rubbish as well as add mark more economy tall. Second value proportion can create field Work for Mother House stairs in Cikundul Village. Activities carried out craftsmen Already in accordance with objective from entrepreneurship. Dollinger (2008) explains entrepreneurship is a process or activity creative and innovative For produce change through utilization opportunities and resources available to produce mark plus to self yourself , others, the environment , and success to win competition.

Customer relationship related with method craftsman For make it so that customers still like doormats produced. Craftsmen doormat not yet do effort whatever related cus - tomer relationship. Craftsmen own limited channel For market doormat. Craftsman only depend on partner seller cloth patch For buy product with system wholesale. System sale doormats are limited to partners who purchase all over doormat (Hermanto et al., 2023). Craftsman must sell all over product doormat from cloth patch that has been sold by partners. System sale This kind of system very binding middleman craftsmen. Customer segment For business This doormat Enough big. Customer segment or people who have the opportunity buy product This consists of from , mother House stairs, manager House sick , manager offices , and management guest house. Growth performance business small intermediate determined by communication strategy marketing and commitment organizational from perpetrator business (Selfiani, Prihanto, et al., 2023).

BMC which discusses related finance that is cost structure and revenue stream. Cost structure is cost incurred craftsman is cost purchase cloth perca. Revenue stream analysis source income from business. Revenue stream business sourced from results sale doormat to partner seller cloth patch (Selfiani, et al., 2023).

CONCLUSION

PKM management business based on entrepreneurship in craftsmen Cikundul Village Doormat give positive multiplier effect. The result of PKM activities can felt by craftsmen , measured by performance business doormat and reduce number of poor people in Cikundul Village. The following This results from PKM activities felt by craftsmen doormats and impact positive for development village including : (1) Innovation system management business foot based doormat entrepreneurship with method develop customer relationship (join) with community lovers goods recycle repeat and marketing through track community social; (2) Marketing media innovation use social media Facebook and WhatsApp (already) utilise technology for sell product crafts produced; (3) Creating field work in Cikundul Village Where there are 20 mothers House the stairs that join become craftsman doormat; (4) Income craftsman doormat increased as much as 15% because existence improvement amount consumers; (5) Increase understanding craftsman doormat on concept entrepreneurship (craftsmen) doormat capable learn values, capacity (ability) and attitudes somebody when face challenge life For get opportunity with various possible risks faced with during operate business; (6) Increased sense of trust self craftsman in operate operational business and execution sale product with system on line (Usmar et al., 2023).

Attachment:



Figure 5. Documentation

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