

USED GOODS CREATION FOR SUSTAINABLE BUSINESS AT SRENGSENG-JAKARTA

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ABSTRACT

Family companies can generally run well and are strengthened by family members who are very loyal and highly loyal to the family-owned company. However, problems often occur in managing family companies, especially regarding changing leadership. Conflicts often arise between family interests and company interests. Therefore, even though family companies are simpler than general companies, determining a company that the family will run must still be done through a clear and concrete process, namely by carrying out a Business Planning process, which starts with a Feasibility Study. Business. The main goal of millennium development or millennium development goals (MDGs) in Indonesia, with the priority of poverty alleviation, is to reduce the proportion of poor people to half or 8.2% of the total population by 2015. One way to alleviate poverty is that the government suggests that entrepreneurial activities in Indonesian society be developed by considering the potential of local communities. The type of business that is currently developing is the used goods business sector. West Jakarta has a vision for the West Jakarta Administrative City to become a comfortable and prosperous service city. The mission is to build good governance to create cultural tourism, service, and historical cities. Moreover, the quality of the urban environment is sustainably and empowering the community by developing values, norms, and social institutions to improve the quality of community services.

Keywords: Entrepreneurship, Household waste, Strategy, Market opportunity

1. INTRODUCTION

Entrepreneurship is seen as a function that includes exploitation opportunities emerging in the market. The exploits mostly relate to the direction and combination of productive input. An entrepreneur is always required to face risks or opportunities that arise and are often associated with creative actions and innovation (Soelton et al., 2020; Astini et al., 2022; Wahyono et al., 2022). According to Ramli et al. (2022); Soelton et al., (2021); an entrepreneur is a person who changes the value of resources, labor, materials and other production factors to become greater before and also people who make changes, innovations and new ways. As an entrepreneur, you must also consider what the company is suit your chosen lifestyle. Although this "ideal business scenario" has no meaning in traditional business, this scenario is quite plausible – and, in fact, quite commonplace – in the lifestyle business world. Generally, many lifestyle entrepreneurs enter the business world themselves because they do not want to depend on others or be responsible for others. With advances in office technology and the internet, running a business without employees is very possible today, as long as you choose the right business and set it up from then on (Vizano et al., 2022; Saratian et al., 2022; Asih et al., 2022).

How we view ourselves and the world around us influences our ability to dream and achieve (Soelton et al., 2021; Ramli et al., 2021). In today's innovation economy, where needs and opportunities evolve more quickly and smoothly than ever before, our young people need a mindset that equips them to recognize opportunities, take initiative, and innovate in the face of challenges (Vizano et al., 2022; Saratian et al., 2022; Asih et al., 2022). Academics have developed frameworks to describe this fundamental entrepreneurial mindset, drawing on deep experience teaching students entrepreneurship. An entrepreneurial mindset is a set of skills that enables people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in various situations. According, Ramli et al., (2022); Soelton et al., (2020); Astini et al., (2022); Research shows that entrepreneurs value an entrepreneurial mindset, which increases educational attainment and performance and is critical to creating new businesses.

Administrative City is the division of administrative areas in Indonesia, DKI Jakarta Province; there are five administrative cities, namely West Jakarta, East Jakarta, North Jakarta, South Jakarta, and Central Jakarta, which are only in DKI Jakarta Province, and one administrative district, namely the Thousand Islands Regency led by a Regent. Unlike other cities in Indonesia, the administrative City is not an autonomous region. This administrative City is led by a Mayor and assisted by a Deputy Mayor appointed by the Governor from among the Civil Servants (PNS). The

regional apparatus of the City Administration is the City Administration Secretariat, Tribe Dinas, other technical institutions, and sub-districts. The population of West Jakarta in 2020 reached 2,619,785 people, where 20,224 people inhabit every square km in the West Jakarta area. This number increased by 30.7 thousand people from the previous year.

West Jakarta Administration City has an area of 12,615.14 Ha and is located between 106 - 48 BT, 60 - 12 LU and is limited by the following areas: South: South Jakarta Administration City and Tangerang Regency / Kodya, West: Tangerang Regency and Municipality, East: North Jakarta Administration City and Central Jakarta Administration City, while North Side: Tangerang Regency / Madya City and North Jakarta Administration City. West Jakarta has eight sub-districts, 56 sub-districts, 578 community pillars, and 6,348 neighborhood pillars.

In terms of personnel, the Mayor of West Jakarta has 10,589 employees consisting of 1. Government Employees: 3,364 people 2. Elementary School Teachers, Junior High School, Senior High School 6,537 people 3. Medical and Paramedics 688 people. West Jakarta has a vision for realizing West Jakarta Administration City as a comfortable and prosperous service city. The mission is to build good governance to realize cultural, service, and historical tourism. Improving the quality of a sustainable urban environment and empowering the community by developing values, norms, and social institutions to improve the quality of community services.

Srengseng is a Kembangan sub-district in West Jakarta, Jakarta, Indonesia. North Meruya Village borders this village to the north, Joglo Village and South Meruya Village to the west, Kelapa Dua Village to the east, and Ulujami Village to the south.

The office of Srengseng Village, Jakarta, is located on Jl. Raya Srengseng Srengseng Village, Kembangan District, West Jakarta municipality, DKI Jakarta province (zip code 11630). Srengseng Village has an area of 4.92 km², comprising 6,328 families (KK), 94 RTs, 12 telephone RW (021)5840808.

In 2016, the village was inhabited by 49,025 residents divided into 24,864 men and 24,161 women, with a sex ratio of 102.90 and 15,593 households. Area: 491,6 H, Number of RW: 12, Number of RT: 98, Population: 47.628 jiwa, number of families: 4.815 KK

Partner Issues: The purpose of the expansion of the second-hand farmers market is a form of synergy between second-hand farmers and environmental administrators of Srengseng Kembangan-West Jakarta Village. This activity is an effort to motivate second-hand farmers to become entrepreneurs and play a role in building the economy.

In general, the purpose of this program is to develop a more complete and comprehensive understanding of second-hand farmers in the Srengseng sub-district, Kembangan-West Jakarta, as follows:

1. Encouraged to be a motivator for second-hand farmers, increasing the number of qualified farmers
2. Realizing the ability and stability of entrepreneurs to produce progress and community welfare
3. Cultivating the spirit of attitude, behavior, and ability of entrepreneurship among students and the community who are capable, reliable, and superior.

Fostering strong and strong entrepreneurial awareness and orientation towards participants and the community.

2. METHOD

The event starts at 9 AM until 12 AM. The number of participants was more than 60 people. This shows the high interest of the participants to gain knowledge about the Development of Product Innovation Expansion for MSME Group's With the method of delivering the material presented by the resource persons, participants can clearly understand the material because the material is delivered in a structured, well-systematic manner so that it is very easy to understand. From the results of the implementation of this training activity, it is to the expectations and needs of the participants. So, the majority of participants considered this event very good and satisfying.

The Community Partnership Program Implementation Activities are divided into three stages: preparation, implementation, and monitoring. The following are the details of the steps to be taken:

a. Preparation Stage

The stages of preparation carried out before the activity and conveyed to the partner group are:

Preparation of extension and training programs, extension programs, and training programs so that the activities are more organized and directed. This program covers all technical, managerial, and scheduling matters (schedule) with stages: a). Preparation of training modules; Management modules include Technical assistance, handling, and exploration. b). Preparation of training facilities and infrastructure. This preparation includes the provision of training and counseling facilities and infrastructure. c). Field coordination. Field Coordination, d). Socialization of program

implementation to the community is carried out at the activity location, namely following the agreed field. This socialization activity will be carried out two times so that there is an understanding and common perception about the purpose of this application. The first socialization is non-formal with the Head of the Lurah.

b. Implementation Phase

The implementation phase is as follows: a) Entrepreneurship Socialization The second socialization aims to explain in more detail the goals and benefits of entrepreneurship as well as explain the training material (opening a mindset). The distribution of training modules facilitated this socialization. b) Business Project Opening Training. This training is a follow-up to the socialization activities that have been carried out. This training is through direct practice methods in the field. Friends, given the existing theory in the module, then directly carry out entrepreneurial practices. This activity will be guided by instructors who have carried out the training. Hopefully, this training can be carried out comprehensively and continuously to ensure that the community understands and masters the training independently and that this group is the parent/core group that will then carry out regeneration in their respective regions.

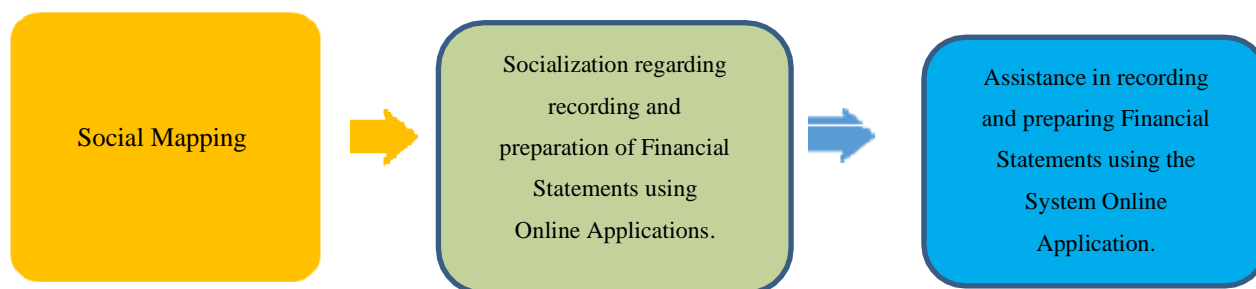
c. Evaluation Stage

Monitoring and Evaluation Phase. Monitoring is carried out intensively by the implementing team for each activity to ensure that the implementation of activities can go according to plan. Evaluation is done by monitoring so that if there is a problem, it is immediately resolved. Evaluation is carried out at each stage of the activity, while the evaluation design is about how and when the evaluation will be carried out, the criteria, objective indicators, and benchmarks used to declare the success of the activities carried out.

3. RESULTS AND DISCUSSION

Results

Event Preparation/Planning Activities to provide material for understanding the sorting, processing, and adding value of domestic organic waste with assistance in preparing Financial Statements using Online Applications. Domestic waste treatment activities related to efforts to grow and increase public awareness for the realization of a healthy living culture are carried out in 3 stages with details of the process stages as follows:



Flow Chart Explanation, Phase 1 Phase 1 is a social mapping by MSME actors in North Meruya Village, Kembangan. Phase 2 Phase 2 is a socialization regarding recording and preparing Financial Statements using Online Applications to MSME actors in North Meruya Village, Kembangan. Phase 3 Assistance in recording, and preparing Financial Statements using Online Applications for MSME actors in North Meruya Village, Kembangan.

Discussion

Target Audience: This community service is carried out in RPTRA or Multipurpose Room in North Meruya Village by involving residents and MSME entrepreneurs because it is expected that they can prepare financial statements using online applications. The evaluation stage is by visiting and interviewing with participants 1-2 months after the implementation of community service is carried out. The methods of activities to be used are as follows: Extension method, used to convey material in the form of theory. Question and answer method; used to provide opportunities for peers who are not yet clear in their understanding; demonstration methods; example: making financial statements using a smartphone through the Siapik application. Conduct a series of tests in the form of verbal tests in the form of interviews and written tests in the form of giving several questions that the target audience must answer.

After participating in this service activity, participants are expected to understand and be able to prepare financial statements using online applications that are practiced directly in front of residents. During the practice, residents are introduced to theory and how to practice so that it is easy to apply to the community. Activity Evaluation Mechanism Evaluation of activities is carried out after two months of implementation of activities up to the fourth month to monitor the extent of success. Instructor evaluation questionnaire related to the presentation of material. Evaluation questionnaire for the implementation of activities related to socialization activities. Some participants stated that they

already knew that used goods have selling value if created; with this training the participants became more aware, more understanding, and interested in doing their own at home because it is very useful and can increase their income. Some participants have received training on creating used goods, but it was not completed and was not continued to be used as additional income because of a lack of motivation and a strong desire to run it. However, with this training, the participants became more enthusiastic about making second-hand creations worth selling.

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Activities Documentation, 2023



Activities Documentation, 2023

Highlight Video Pelaksanaan

Link; <https://www.youtube.com/watch?v=h3FTz2kDehs>



Activities Documentation, 2023

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Dosen Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Mercu Buana melakukan kegiatan pengabdian kepada masyarakat dengan menyasar pada pelaku UMKM Kelurahan Srengseng, Jakarta Barat. (Foto: Dok. UMB)

RM.id Rakyat Merdeka - Sepuluh dosen Fakultas Ekonomi dan Bisnis (FEB) **Universitas Mercu Buana (UMB)** melaksanakan pengabdian kepada masyarakat dengan mengusung tema "Pemanfaatan Barang Bekas dan Penguatan Keberlangsungan **UMKM**". Kegiatan edukasi UMKM digital ini dilakukan di RPTRA Edelweiss PQT, Kelurahan Srengseng, Jakarta Barat, Rabu (17/7).

Dalam kegiatan ini, dosen FEB UMB Dinar Nur Affini mempresentasikan mengenai barang bekas yang dapat ditemukan di rumah, dapat diolah menjadi produk yang memiliki nilai jual. Dilanjutkan Suzan Bernadetha Stephani, yang mempresentasikan sekaligus mengajak masyarakat membuat kerajinan tangan bersama

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4. CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion of this Community Service Program is as follows: It can increase the added value of participants' skills in planting and creating used goods. It can improve the improvement of community values, especially the skills and abilities of participants.

Recommendation

Further training needs to be carried out on using second-hand creations on a medium scale to improve family businesses in Srengseng village. It needs cooperation with private companies or MSMEs interested in utilizing used goods creations so that they can become a place to sell used goods.

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