

MARKETING INVASION FOR MSME GROUPS AT BANTARJAYA-BOGOR

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ABSTRACT

Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenario, impending population increase, political instability, economic crisis, and new innovative technologies in the world. The main problem of a small industry is not just achieving a stable high level of performance but also maintaining its position in the market while competing with all the unexpected challenges that will come. situation in Bantarjaya Village, there are several problems that can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that are experiencing production difficulties and increasing sales volumes. Efforts to create innovations related to product distribution patterns that are experiencing production difficulties and increase sales volume. This needs to be done by providing knowledge and skills in implementing pilot-based marketing management methods to increase revenue. And supports coaching motivation and managerial and entrepreneurial skills. MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Such as dodol, rangginang, and other dry cakes, in the household food products industry. Trade services are of course very important so that society continues to develop in a better direction. However, until now, his party together with all human resources of the Bantarjaya Village government continue to struggle to achieve the work program that has not been completed.

Keywords: Innovation, Product Management, MSME, Green Campaign, Bantarjaya Village

1. INTRODUCTION

Existing literature shows that early-stage entrepreneurial firms routinely engage in alliances with different partners to acquire different types of knowledge (Ramli et al., 2022; Soelton et al., 2021). In the general activity pattern of the entrepreneurial process, the 'early stage' refers to the opportunity identification and development period of a newly founded company dedicated to the development of an innovative product or service before achieving first sales and operational viability (Asih et al., 2022; Yuliantini et al., 2021; Soelton et al., 2020; Astini et al., 2022). For start-up companies based on home-cooked food products, this involves an iterative entrepreneurial process working with many partners over a long period of time. For example, Rancabungur Bogor partners often need to collaborate with sub-district level governments, venture capital companies, and various levels of government in the first product development period. Exploratory activities and uncertainty characterize the early stages, while strategic direction may still be in the process of development and change (Vizano et al., 2022; Saratian et al., 2022; Arief et al., 2021).

Learning through partnerships creates important challenges for early-stage MSME strategies, which remain largely unexplored (Saratian et al., 2022; Asih et al., 2022). Managing multiple partnerships can make use of already limited resources (Ramli et al., 202; Wahyono et al., 2022). Learning about product innovation is related to learning about business development, making the process more difficult. The transformation of entrepreneurial knowledge continues to develop. Together as time goes by, more and more research is being done regarding entrepreneurship theory and practice. In Indonesia there is also knowledge Entrepreneurship has been taught in both high schools, colleges and universities various training places and business courses. So you can the conclusion is that entrepreneurship is both scientifically and practically possible teach. (Soelton et al., 2022; Asih et al., 2023). In the end it can be concluded that an entrepreneur has The potential for success are those who understand the use of education for supports activities and is willing to learn to increase knowledge. Acording Asih et al., (2023); the educational environment is used by entrepreneurs as a means to achieve these goals achieving goals, education here means understanding a problem seen from a scientific or theoretical point of view as a basis for thinking (Ramli et al., 2022; Saratian et al., 2022; Vizano et al., 2022).

Bantarjaya is a village in Ranca Bungur District, Bogor Regency, West Java Province 16311. Bantarjaya has an area code according to the Ministry of Home Affairs 32/01/34/2001. Bantarjaya consists of several villages namely

Bantarkambang Village, Moyan Village, Babakan Village. Bantaarjaya itself has 2 setu, namely the Moyan setu and the Babakan setu. MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Like, dodol, rangginang, and other pastries, in the home food product industry. Trading services are of course very important so that society continues to develop in a better direction. However, until now his team together with all the human resources of the Bantarjaya village government have continued to struggle to achieve unfinished work programs.

Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenarios, imminent population increase, (Asih et al., 2021; Soelton et al., 2022) political instability, economic crises, and innovative new technologies in the world (Vizano et al., 2022). The main problem of a small industry is not only to achieve a stable high level of performance but also to maintain a position in the market while competing with all the unexpected challenges that will come. MSMEs play a strategic role in realizing the economic development of developing countries, including our country, by increasing the level of national income, creating jobs, and contributing to the diffusion of innovation (Vizano et al., 2022; Asih et al., 2022; Tafiprios et al., 2022; Alhakimi & Mahmoud, 2020). However, SMEs suffer from a lack of resources (Freel, 2000), which forces them to adopt innovation as a means of competing with large firms through their behavioral superiority (Salavou & Lioukas, 2004). Based on the RBV, EO can be seen as a critical path for leading companies to achieve superior performance through innovation, because the dominant entrepreneurial philosophy motivates companies to continuously generate new ideas and develop performance-enhancing innovations (Arijanto et al., 2022; Ramli et al., 2022; Yuliantini et al., 2022; Rohman et al., 2022).

In this sense, innovation as a dynamic capability is related to entrepreneurial behavior. In addition, empirical research on SMEs is still limited compared to large companies (Ramli & Soelton, 2018; Wahyono et al., 2022; Didonet & Diaz-Villavicencio, 2020), especially in developing countries (Soelton et al., 2022; Asih et al., 2022), although companies in developing countries are an integral part of global supply chains and also experience the negative effects of supply chain disruptions (Astini et al., 2022). During the current pandemic, the impact is enormous for the MSME sector. Therefore, MSMEs need special attention from the government because they are the largest contributor to GDP and can be a mainstay in absorbing labor, substituting consumption and production of semi-finished goods.

According to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs): Micro Enterprises are productive businesses owned by people and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law. Micro Enterprises have the criteria of a maximum asset of 50 million and a turnover of 300 million. A small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of medium or large businesses that meet the business criteria. small. as referred to in this Law. Small businesses have asset criteria of 50 million to 500 million and turnover of 300 million to 2.5 million. Medium Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or large businesses with total net worth or Annual Tax Return as regulated in this Law.

Vizano et al., (2022) presents this green marketing mix strategy including green consumption, green products, green advertising, green distribution channels, and green prices. Green products have been shown to reduce harmful side effects, reduce toxic substances, reduce health problems, increase recycling, and increase levels of environmental friendliness (Saratian et al., 2022; Asih et al., 2022). Research conducted by risyamuka & Mandala (2015) said green marketing variables have a significant influence on the decision to buy green products. In addition, in his research, Arief et al., (2021); Ramli et al., (2022) also mentioned that green marketing has a positive and significant influence on green product purchasing decisions. This research will focus on green products because the concern about the importance of environmental safety and environmental issues causes public awareness of the importance of consuming green products (Vizano et al., 2022; Saratian et al., 2022; Asih et al., 2022).

Partner's Problem, based on the analysis of the situation in Bantarjaya Village, several problems can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. Efforts to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. this needs to be done by providing knowledge and skills in applying pilot-based marketing management methods to increase revenue. And support coaching motivation and managerial and entrepreneurial skills.

2. METHOD

Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation, and monitoring stages. Following are the details of the steps that must be taken:

The target of this activity is that the implementation method used in this activity is in the form of training. Participants are invited to come to the meeting with an agreed schedule. Community service activities aimed at Bantarjaya village residents aim as follows: a. Able to create and grow awareness of product innovation. b. Able to increase the value of sales volume. c. Able to develop relationships in the wider sales chain. d. Motivates managerial and entrepreneurial skills. In more detail, the following is the sequence of further community service activities that must be carried out, namely:

1. The preparation stage carried out before the activity and handed over to the partner group is; (a) preparation of extension and training programs Development of extension and training programs so that the activities carried out are more organized and focused. This program covers all technical, managerial, and schedule issues, (b) management modules include technical assistance, ongoing handling and counseling, and (c) preparation of training facilities and infrastructure. These preparations include providing training and counseling facilities and infrastructure, and (d) field coordination.
2. Implementation stage, including: This training is expected to be carried out comprehensively and continuously to ensure community partners really understand and master the treatment independently and this group is the parent/core group which will then carry out cadre formation in their respective areas.
3. Evaluation, monitoring, and evaluation stages. Supervision is carried out intensively by the implementing team for each activity to ensure that the implementation of the activity can go according to plan. Evaluation is carried out in line with monitoring, so that if there are problems they are immediately resolved. Evaluation is carried out at each stage of the activity, while the evaluation design contains a description of how and when the evaluation will be carried out, criteria, indicators of goal achievement, and benchmarks used to declare the success of the activities carried out. Guide partners to continue to provide consistent supervision and maximize existing MSME centers to improve partner performance and support government programs in empowering community MSMEs.

3. RESULTS AND DISCUSSION

Results

This community service activity with the topic Development of Product Innovation Expansion for MSME Groups with Universiti Malaysia Terengganu. This event was held offline interestingly and communicatively. The event starts at 1 PM until 4 PM. The number of participants was more than 70 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 can be concluded that it is to the expectations and needs of the participants. So the majority of participants considered this event very good and satisfying.

Discussion

The socialization process continued with active interaction with participants in the form of questions and answers and discussions where this interaction was important to build a focused professional attitude of the community, which could later be used to describe the importance of Extension Assistance in the management of green and green products. The team paid attention to the differences in people's education levels and tried to explain them in simple language while at the same time trying to create emotional intimacy so that the process of delivering material was conveyed. This condition must be anticipated by providing a kind of counseling with a higher percentage of practice by showing a harmonious implementation during lectures. SME members must also understand the value and use of the importance of halal labels and environmentally friendly product materials. Based on the presentation of the implementation team in solving problems that occurred in Bantarjaya villagers, it can be seen that they were very enthusiastic and participatory in participating in the training. The contributions that will be made by partner groups in supporting this activity are: a. There was good cooperation between Bantarjaya villagers and the activity implementing team. b. The partner community is very interested in and appreciates this activity. c. High motivation from Bantarjaya residents as training participants



Activities Documentation, 2023



Activities Documentation, 2023

Highlight Youtube's Video

Link; https://drive.google.com/file/d/14hROQv5u9XAsGmnIabiY_tOoJF3jSIm/view



4. CONCLUSION AND RECOMMENDATION

Conclusion

The UMB community service program which was carried out in Rancabungur Village, Bogor, has been carried out well and successfully. According to the participants, this program was very useful because the resource persons could convey the material in simple sentences so that it was easy to understand. The material discussed by the speakers was training on the concept of Development of Product Innovation Expansion for MSME groups so that it has a competitive advantage and added value and can participate in protecting the environment.

Recommendation

Recommendations for the results of community service activities can be given as follows: a) continuous training activities are needed so that mentoring can run more optimally. b) assistance activities are needed for participants who can take advantage of the routine schedule of community activities in the Rancabungur Village, Bogor area.

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