

INTEGRITY IN MAKING DECISIONS IN RUNNING A BUSINESS, IS IMPORTANT?

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ABSTRACT

In small and medium-sized enterprises (SMEs), there is still a condition where some SME owners think that the business they run is only a side business. SME owners have not fully realized how to improve the sustainability of their business. This condition occurs to SME owners in the Meruya Selatan Village, Kembangan District, Mayor of West Jakarta. Through leadership integrity, SME owners are expected to be able to think and act like entrepreneurs who are persistent in improving their business through making the right decisions. Business ventures can grow, one of which is influenced by how a business owner (leader) is able to develop their leadership integrity. Why is this so important, of course because leadership integrity will create the integrity of the products produced by the business venture. In the presentation of the material, participants were first given briefings on ethics, integrity and leadership in running a business. Then continued with a discussion session, where participants were given the opportunity to simulate case studies to be solved together. After all get solutions from the case studies given by the speaker, then they begin to discuss one by one, peeled based on the solutions obtained from the results of the discussion. In addition, a question and answer session was held, then a forum for ongoing communication and discussion was created via WhatsApp Group.

Keywords: SMEs, Ethics, Integrity, Leadership, Decisions

1. INTRODUCTION

In this community service activity, we partner with small and medium-enterprises (SMEs) under the guidance of Meruya Selatan Village, Kembangan District, Mayor of West Jakarta. This community service plan is with target partners of SMEs and PKK cadres of Meruya Selatan Village. For the purposes of this activity, we have conducted a preliminary survey to the implementation location and have conducted an audience process to find partner problems that we can help in order to maximize the objectives of completing one of the tasks of TRIDARMA University, namely Community Service Activity which has been determined, namely in Meruya Selatan Village. During the visit and coordination, the community service team had an audience directly with the staffs of Meruya Selatan Village.

At the meeting, we discussed the community service activity plan, starting from determining the partners to be invited, the place of implementation, the time of implementation and the series of implementation events. In addition, we also asked about the development of the results of the previous year's service and currently intend to provide reinforcement to improve the sustainability of the business. Furthermore, we also conveyed several materials related to how important the integrity of business actors is in running their business and the ethics in doing business that must be possessed by business actors, as well as explaining how the integrity of a business actor's leadership is very important to be able to represent the products they sell.

In addition to the explanation of how important it is to maintain integrity in building a business, examples and simulations are also provided that can provide a clearer picture of how important it is to maintain business ethics and build integrity in building a leadership spirit in business.

Another interesting thing that will also be conveyed is that the team will provide some simple tips to increase awareness to potential customers of the products offered. In the end, we agreed to determine the target partner group, namely MSMEs and PKK activists in Meruya Selatan Village to be given counseling related to strengthening the improvement of business sustainability by providing an understanding of the importance of building integrity, at least maintaining it. The target partners that we have determined are MSMEs and PKK activists, generally as housewives who run home businesses. These MSME actors have an average age of between 25-50 years.

Table 1. Partner Profile

Target Partner Group	Number	Average Age	Jobs	Remarks
Partners of SMEs and PKK cadres of Meruya Selatan Village	25 person	25 – 50 years old	Home Business Owners & Housewives	Having a small business that has the potential to grow/advance and has business sustainability

2. METHOD

Based on the problems that have been described in the audience of the implementing team with partners, and the solutions offered through Community Service activities are to provide counseling and training to business actors on how the integrity of leadership from a business actor can have a big impact in making decisions to improve the sustainability of their business. The implementing team will hold a series of events in the Community Service activities.

The series of events held are as follows:

08.00 - 08.30 Participant registration

08.30 - 08.35 Opening by MC

08.35 - 08.40 Opening prayer

08.40 - 08.55 Welcoming remarks by UMB representatives and partner representatives

08.55 - 11.00 Presentation

11.00 - 11.15 Questionnaire

11.15 - 11.20 Closing prayer

11.20 - 11.30 Closing by MC

In the presentation of the material, participants will be given a briefing first about ethics, integrity and leadership in running a business. Then continued with a discussion session, where participants are given a kind of case study simulation to be solved together. After all get solutions from the case studies given by the presenter, then they begin to be discussed one by one, peeled based on the solutions obtained from the results of the discussion. Finally, a question and answer session is held, then it is conveyed that a forum for communication and ongoing discussion will be created through WhatsApp Group.

Through WhatsApp Group, it is expected that partners can more easily convey ideas, exchange thoughts and help each other, so that the enthusiasm to continue developing the partners' business efforts will be even better. At the end of the activity session, it is planned that there will be a video testimonial that will be uploaded to the WhatsApp Group, so that each other can support their business.

3. RESULTS AND DISCUSSION

In accordance with what was conveyed in the proposal, the event went smoothly. This activity was attended by more than 30 participants consisting of PKK cadres, UMKM actors, and residents around the location of the event. Based on the problems that have been described in the audience of the implementing team with partners and the solutions that are trying to be offered through this Community Service activity is to provide counseling and training to business actors on how the integrity of leadership from a business actor can have a big impact in making decisions to improve the sustainability of their business.

The implementing team held a series of events in the Community Service activities starting from the presentation of materials, partner participants were given prior training on ethics, integrity and leadership in running a business. Then continued with a discussion session, where participants were given a kind of case study simulation to be solved together. After all get solutions from the case studies given by the speakers, then they start to be discussed one by one, peeled based on the solutions obtained from the results of the discussion. Finally, a question and answer session was held which was then closed with the creation of a communication forum and ongoing discussion via WhatsApp Group.

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Through this WhatsApp Group, it is hoped that partners can more easily convey ideas and dynamics together to help each other so that the enthusiasm to continue developing the business of these partners will be even better. At the end of this activity session, it is planned that there will be a video testimonial that will always be uploaded to the WhatsApp Group, so that each other can support their business. Several participants expressed their enthusiasm for this activity through an interview session conducted by the implementing team, from the results of filling out the questionnaire, the participants also said that they really wanted a similar event to be held again to help them develop their business.

4. CONCLUSION

To improve a business, businessman must be able to maintain his integrity. Therefore, the implementing team conducted socialization about how important it is to build leadership and maintain integrity in running a business.

In addition, it is necessary to seek information about the development of similar products and find out how competitors sell their products, so that the curiosity to develop a bigger business will be spurred by the concept of always improving the integrity of leadership in running the business.

Building communication, always discussing, conveying ideas and sharing experiences with other partners through existing communication media is very useful for partners in improving their business.

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