

Strengthening Community Groups and Umkm to Improve the Economy in the Pandemic Era

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ABSTRACT

This community service aims to explore the condition of micro and small businesses during the COVID-19 pandemic from 4 aspects, namely financial aspects, labour aspects, resilience strategy aspects and government intervention aspects. This research uses a quantitative descriptive analysis method, where data is obtained from questionnaire collection. This research was conducted on active micro and small businesses in Malang City, East Java. The sampling technique used was probability sampling so that it was obtained from 1,052 total population to 80 respondent samples. Research results: First, in the financial aspect, it was found that the majority of all business groups experienced a decrease in sales turnover and business income. Secondly, on the labour aspect, it was found that the small business group was most affected and therefore took more action on the labour aspect, while micro businesses tended not to make changes. Third, in terms of resilience strategies, it was found that the most constraints felt by all business groups were in terms of marketing/selling products.⁷ Fourth, on the aspect of government intervention, it was found that of the assistance provided by the government, most business groups have not received assistance, indicating that the assistance provided by the government is still uneven. This research was conducted in the midst of the COVID-19 pandemic situation so that the data collection process was carried out online with limited conditions.

Keywords: MSEs, COVID-19, Finance, Labour, Resilience Strategy, Government Intervention

INTRODUCTION

UMKM Bontotan Emak is a type of business engaged in the culinary field, namely cake and bakery, which was first pioneered in early March 2020 during the Covid-19 pandemic, the presence of the covid-19 pandemic has brought changes to the world with various challenges that were never imagined before. During the covid-19 pandemic, all activities are carried out from home, both workers and students carry out their activities online or online. As for some workers who were forced to be laid off from work due to lack of income from a company which resulted in a large number of unemployed. This certainly shakes the community's economy and forces them to think about how to get income to maintain the family economy.

As happened in the Bontotan Emak MSME business, which began to be built during the pandemic because Mr Abdul Hadi Maulana, the husband of Mrs Wienda Aprilivia, who is the owner of the bontotan emak business, fell ill and had to be hospitalised. This requires quite expensive medical expenses, but financial conditions are very unlikely to meet medical expenses. This condition made Mrs Wienda Aprilivia think about how to generate income during the pandemic without having to work outside the home. Then a business idea emerged to establish a business in the culinary field, to be precise, a cake and bakery business called the bontotan emak business. The beginning of this business was run from a home kitchen or private kitchen and ran the business alone, and the sales process was still very minimal, only aimed at the surrounding community.

Over time, Mrs Wienda Aprilivia started promoting her business through promotional media, namely WhatsApp and Instagram, with the aim of expanding sales and of course to generate greater income. This promotional media succeeded in attracting customers because this is where the mother began to receive orders and her sales increased. From here, there also began to be input and criticism and suggestions from consumers to mothers for the improvement of products that were not in accordance with consumer demand and mothers began to innovate to develop products with various flavours of course for product development and make it easier

for consumers to choose the products they want. And this attracts consumers to want to try new products that are produced.

IMPLEMENTATION METHOD

UMKM Roti Bontotan Emak in Caru Hamlet, Pendem Village, Junrejo District, RT 020 RW 005 has quality cake and bread products with good taste. However, some of the obstacles found in the field facts are products that are not widely known by consumers and the use of publications or product promotions that are not yet qualified. Therefore, Kawi Group offers and implements several work programs with a focus on increasing promotion and publication through digital marketing to increase the number of consumer mobilisation.

The main problems in the production sector include the absence of permission from local village officials for financial assistance from the local government. The second sector is the publication and documentation sector, which raises the problem that there is no supporting media for product publication. The third sector is the production sector, which raises the problem of the lack of product variants and improper waste processing. The fourth sector is the marketing sector, which raises the issue of the absence of social media that supports the spread of product publications so that they are more widely known. The fifth sector is the bookkeeping sector, which raises the issue of the unavailability of daily transaction records..

From the description above, to be able to overcome the problems found, we have several solutions that can be said to be our work programme. Namely:

1 Administration and Public Relations

- Neonbox creation
- Creating an address on google maps

2 Publication and Documentation

- Making product stickers as a sign of identification or distinguishing products from similar products on the market.
- Making business cards as identification of MSME owners

- Making banners as a promotional medium that can attract the attention of consumers who pass by UMKM places.
- Making a Company Profile which will be used as a business history that gives an overview of the MSME.
- Making neon boxes as a publication media and directions to the UMKM location.

3. Production Field

- Making new variants of bread and cake flavours with the aim of having many choices for consumers to avoid saturation of the taste of products that have only one variant.
- Making fertiliser from eggshell waste to utilise wasted waste disposal into economic value.

4. Marketing Field

- Creation of an Instagram account as a means of promotion to be more widely known, considering that the Instagram application dominates social media users.
- Creation of MSME websites as a means of information, product promotion to be more widely recognised through online platforms.

5. Bookkeeping field

- Making a Transaction Journal to find out the daily transactions of MSMEs.
- Preparation of Cost of Goods Produced & Cost of Goods Sold Reports to find out what the cost of goods is as a benchmark for making prices.
- Preparation of Profit / Loss Statements to determine the profit or loss of business per period.
- Preparation of a Capital Change Report to determine changes in owner's capital for each period.
- Preparation of a Financial Position Report to determine the assets of MSMEs.
- Includes solutions offered, ways and stages in solving the problem that is the target of the activity.

RESULTS AND DISCUSSION

Basically, our main programme in this KPM activity is about how we work in the field of marketing which aims to develop the Bontotan Emak business itself as the place used by our group to carry out KPM activities in 2022. Details of the results of our activities can be seen from the data below:

1) Neon Box Making



Neon boxes are often found on the roadside as an advertising sign, the existence of a shop, or business. The existence of neon boxes for business actors is very useful as a promotion of a business because it can attract the attention of potential customers. Until now, there are many business actors who use neon boxes, but for small business actors who are not yet widely known, one of them is the UMKM Bontotan Emak Cake & Bakery, which in fact is not widely known either its products or location. So that our group offers neon boxes to be useful for Bontotan Emak MSMEs.

2) Stickers as identification



Stickers are often found on every product packaging as an identifying mark. It differentiates it from similar products in the market. A sticker is a

display in the form of pictures or writing in which there is speech intended for the reader. Stickers are also one of the communication media that are widely used in passive communication. Although there is not much information that can be displayed in stickers, this media is in great demand. So our group offers sticker making for Bontotan Emak MSMEs.

3) Making business cards



Business cards are a medium of understanding or as an identification of the identity of the business owner. Although it is small and seems unimportant, easily tucked away and easily forgotten, it has enormous functions and benefits. So our group offers to make business cards for Bontotan Emak MSMEs..

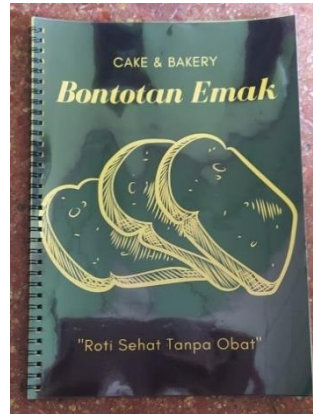
4) Making Benner as one of the promotional media



Banner is a non-personal information media that contains promotional messages, either for the purpose of selling or to introduce a business product to the public. This banner is installed right in front of the house of the owner of the Bontotan Emak UMKM so that it can be seen by the public both

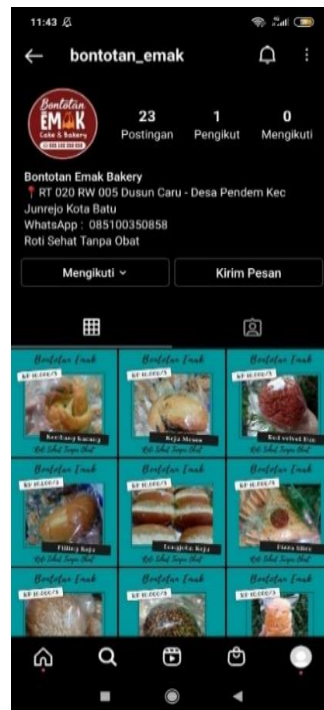
driving and pedestrians. So that our group offers to make Banners for this Bontotan Emak UMKM.

5) Compony profile



Company profile has an important role for a business because it can present the history of the business, vision and mission, the advantages of the product to be offered to consumers.

6) Product marketing by utilising social media



Creating an Instagram account as a means of promotion to be more widely known, considering that the Instagram application dominates social media users. So that this aims as a means of information, product promotion to be more widely known through online platforms.

7) Menu catalogue creation



Marketing or offering products owned by business owners, as an efficient and effective promotional media, providing attractiveness to persuade or influence customers to be interested in buying products, and can reduce marketing costs..

CONCLUSIONS

Based on the description in the previous chapters, which is an explanation of the results of the activity programme that has been carried out during the implementation of community service lectures (KPM), both those carried out by group 3 itself and those carried out by collaborating with various parties, it is an initial step in implementing sustainable development related to development ranging from media promotion of MSME products, digital marketing techniques, and management of production waste. The programmes of activities that have been carried out in the fields of production, marketing, and environmental sustainability are an alternative to solving the problems that exist in these various fields.

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