

## UMKM Tent Rental

### "SHANKARA RENT ADVENTURE"

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#### ABSTRACT

This research was conducted to determine the factors of restriction (obstacles) in the development of Micro, Small and Medium Enterprises (UMKM) in the city of Malang. The research object is a tent rental place "SHANKARA RENT ADVENTURE" which operates in the service sector which is located on Jl. MT Haryono No.180a, Dinoyo, Kec. Lowokwaru, Malang City, Jawa Timur. The method used is a qualitative research method with a descriptive approach. Based on the research results, data was obtained that the factors that inhibited the development of the "SHANKARA RENT ADVENTURE" tent rental place were the quality factors of human resources (HR), media for promotion, and marketing, as well as financial management. From the results of the research above, then it can be explained that the tent rental place "SHANKARA RENT ADVENTURE" is not supported by local government agencies, especially the cooperative and MSE services and banking. This is a major obstacle to the development of a tent rental place "SHANKARA RENT ADVENTURE" in addition to the quality of human resources and media promotion of results. From the description above, it can be concluded that the role of the government and banking is needed for the development of small industries in addition to support from other stakeholders.

**Keywords:** UMKM, Human Resources, Social Media, Marketing, financial management.

## INTRODUCTION

Service is an economic activity that involves various interactions with consumers or with property, but no transfer of ownership occurs. In the process of producing services, it can use or not use tangible goods. Although producing services requires tangible goods, there is no transfer of property rights to these goods. As is the case with SHANKARA which is one of the businesses engaged in services where, the type of business is renting out tools and equipment for camping.

Shankara itself was originally pioneered by a Widyagama alumni named Vikky Dwi Putra in 2016 and runs until now, this business was built based on hobbies but over time, the owner began to see great opportunities for this business to grow, starting from the beginning which only used a few tents as rental equipment but due to the large number of requests, there was also cooperation with similar rental places to meet customer demand. From here, Mas Vicky began to improve and use the rental money he got to buy stock items that would fulfil business needs and customer requests.

Over time, this business has grown from the beginning with only a few tents and only being run by himself and not yet well known among the community. Now there are many items that can be rented out, and also have employees who can help the process of running the operations of this business, and have been known by the wider community, especially in Malang.

## IMPLEMENTATION METHOD

The method used is a qualitative research method with a descriptive approach. Where researchers obtained research data from interviews and surveys directly to the location located at Jl. MT Haryono No.180a, Dinoyo, Kec. Lowokwaru, Malang City, East Java. Shankara is an individual business that has 3 employees.

For the sustainability and development of Shankara's own business, there are several things that need to be considered in HR management. It is hoped that mas vikky as the business owner of Shankara Rent Adventure will continue to foster employees, provide motivation and encouragement and become role models for his subordinates so that employees can imitate him to always improve performance and always be enthusiastic about working and always learn new things that are useful for the sustainability of Shankara Rent Adventure's business.

Based on the results of the practicum in developing strategies, internal analysis is needed to analyse the strengths and weaknesses of the company, especially in the operational field and external analysis to analyse opportunities and threats originating from outside the company. The existing opportunities must be used optimally by minimising the threats of the external environment. In addition, the company must maximise the strengths of the organisation and minimise the weaknesses, and is also expected to further strengthen promotion to be better known in the community.

***Table Asset Shankara Rent Adventure***

The following is a table listing the items leased to customers.

**Tabel 2.**Tabel *asset*

No.	Deskripsi	Volume
1.	Tenda 2-3 Biasa	15
2.	Tenda 2-3 Ultra	10
3.	Tenda 3-4 Biasa	4
4.	Tenda 3-4 Ultra	8
5.	Tenda 4-5 Biasa	20
6.	Tenda 6-8 Biasa	12
7.	Tenda 6-8 Ultra	4
8.	Tenda 10-12	5
9.	Carier 601 Biasa	10
10.	Carier 601 Premium	10
11.	Carier 451	20
12.	Carier 801	5
13.	Cooking	9 Set
14.	Sleeping Bag	60
15.	Sepatu	15
16.	Eeg Holder	20
17.	Jaket	8
18.	Meja dan Kursi	5 Set
19.	Kompot Kotak	25
20.	Kompot Butterfly	20
21.	Kompot Portable Win	15
22.	Flysheet	20
23.	Matras Aluminium	40
24.	Matras Biasa	50
25.	Hammok Biasa	20
26.	Hammok Ultra	15
27.	Sarung Tangan	30

28.	Lampu Tenda	20
29.	Headlamp	20
30.	Alat Panggang Grill	10
31.	HT Analog	15
32.	HT Baofeng	15
33.	HT Icom	5
34.	Megaphone + Batery	5
35.	Clip On + Batery	5

### SHANKARA BUSINESS PICTURE

Shankara itself was originally pioneered by a Widyagama alumni named Vikky Dwi Putra in 2016 and runs until now, this business was built based on hobbies but over time, the owner began to see great opportunities for this business to grow, starting from the beginning who only used a few tents as rental equipment but because of the large demand there was also cooperation with similar rental places to meet customer demand. From here, Mas Vicky began to improve and use the rental money earned to buy stock items that would fulfil business needs and customer requests..

### RESULTS AND DISCUSSION

Shankara rent adventure is one of the businesses engaged in services, in the form of rentals that provide various equipment and equipment for outdoor activities, Shankara rent adventure also provides trip agent services, ranging from mountains to trips in the city with full service accompanied by documentation packages. This company is an individual / family company. where the shankara business offers products in the form of services and physical products that are rented at relatively cheap prices. Shankara Rent Adventure has 3 employees who help in the process of running the business. In running a business, it is necessary to implement a strategy and it is very important for every businessman or company owner to pay attention to.

Strategy implementation is a set of activities and choices needed to implement a strategic plan. The essence of this definition is the action to implement the strategic plan that has been prepared previously. Strategy implementation is a key part of overall strategic management (Wheelen and Hunger, 2004). The stages of strategy implementation according to Wheelen and Hunger (2004) consist of three stages. These three stages include: (1) programme setting; (2) budget setting; and (3) procedure setting.

#### 1. Setting the programme

With people going on holiday these days, it is a great opportunity for Shankara to earn income from the items it rents out. Shankara's plan is to

increase the number of items it rents out so that the stock is still available. The purchase of goods or stock is also taken from the profit of the rental money.

## 2. Budget setting

Shankara sets the budget for the needs and salaries of employees by recording in the bookkeeping. If there is a residue from rentals that has been divided for employee salaries, it is then used to buy goods to be rented out so that the money continues to flow / become goods that can be rented out.

## 3. Establishment of procedures

The procedure used by Shankara currently does not exist, so Shankara does it according to its needs.

From the problems obtained through the research results, the solution to the problem is that if Shankara already has enough rental items for rent, it is better if the profit earned is temporarily saved to rent a more strategic location, especially one with a parking lot for renting a wider business place for the sake of developing the business, because Shankara's parking lot is now difficult for parking tenants who bring 4-wheeled vehicles. In addition, business owners and employees have more ideas so that the business being run is more widely known to people and better than other competitors, namely by doing better promotions through various promotional media that are often used by customers in searching for goods and services.

The level of competition in the Shankara Rent Adventure service business is quite high. The number of camping equipment rental businesses that are the same as Shankara Rent Adventure in Malang makes business competition quite intense. In addition to analysing business marketing data, it is also necessary to analyse the marketing mix or 4P marketing strategy (Product/product, Price/price, Place/place, and Promotion/promotion). This is done with the aim of helping SMEs compete in the market. By continuing to develop existing products, as well as making new things in businesses that are already running.

## 4. Products

Products are the main thing that is the mainstay of a business, at Shankara Rent Adventure for products we have a variety of outdoor equipment for rent. For more details, we attach documentation of the list of rental items at Shankara Rent Adventure in the form of a rental price list.

Because it is related to the safety and comfort of customers who use Shankara Rent Adventure services, it is very necessary to be consistent in maintaining product quality. Maintaining the condition of the rented equipment is the main thing, because it relates to safety when used on the mountain and the comfort of the tenants when used for picnics on the beach.

With the improvements made, it has a good impact on Shankara Rent, because customer trust in the tools at Shankara Rent is well cared for and cared for. The addition of tools also needs to be considered so that the needs of consumers can be fulfilled.

## 5. Price

Determining the price of the product offered is very influential for the process of selling Shankara Rent Adventure services. Price or cost is the amount of money paid by consumers to obtain the desired service. The amount of price offered for each product is always the main concern of consumers / auctions, because every consumer will look for the cheapest outdoor rental in all social media.

**PASAR TERPADU DINOYO-MALANG**

**SHANKARA RENT ADVENTURE**

Pagi sobat gunung dan laut..  
Yuk mari di save.. booking alat mu  
untuk weekend nanti ya..

JENIS / NAMA BARANG	1 Hari	>2 Hari
Tenda 2-3P	25K	23K
Tenda Ultralight 2-3P	27K	25K
Tenda 3-4P	27K	25K
Tenda Ultralight 3-4P	33K	30K
Tenda 4-5P	33K	30K
Tenda Ultralight 6-7P	45K	43K
Tenda 6-8P	45K	43K
Tenda 10-12P	60K	55K
Tenda Pleton	300K	275K
Tenda Stand 3x3m	80K	75K
Carrier 80L	15K	13K
Carrier 60L	12K	10K
Carrier 60L Premium	20K	18K
Carrier 30/40L	10K	8K
Cover Carrier	5K	4K
Kompor Kotak	8K	7K
Kompor Butterfly	10K	9K
Kompor Premium	15K	12K
Kompor Portable vrn	13K	10K
Cooking set DS301	13K	10K
Alat Panggang	6K	5K
Tempat Telur	4K	3K
Termos	8K	7K
SB biasa	6K	5K
SB 3 Layer	10K	8K
Matras ALU	2.5K	2K
Matras ALU	3K	2.5K
Flysheet	8K	7K
Hammock	6K	5K
Hammock Premium	13K	12K
Sofa Angin/ Lazybag	12K	10K
Lampu Tenda	5K	3K
Headlamp	5K	3K
Sarung Tangan	4K	3K
Gaiter	5K	4K
Helm Orad/ Panjat	18K	15K

JENIS / NAMA BARANG	1 Hari	>2 Hari
Jaket Gunung	20K	18K
Sepatu Gunung	20K	18K
Trekking Pole	6K	5K
Trekking Pole Premium	13K	12K
Powerbank 10.000mah	13K	10K
Meja Lipat	25K	20K
Kursi Lipat	20K	15K
Paket Meja Kursi Lipat	35K	25K
Paket Meja Kursi Premium	50K	40K
Bendera Warna Warni 25m	25K	23K
Lampu Hias 2 set	30K	25K
Lampu Sorot 10 W	20K	15K
Lampu Sorot 20 W	25K	20K
Terpal 6*4 m	25K	20K
Genset 2500 W	325K	300K

**ALAT KOMUNIKASI**

HT Analog	15K
HT Baofeng	20K
HT Icom	45K
Megaphone + Batery	45K
Clip on + Batery	150K

**JASA TRANSPORTASI**

Sewa Motor	75K
Drop Gn. Buthak/ Panderman	400K
Drop Gn. Arjuno	500K
Drop Tumpang	400K
Sewa Jeep Bromo+ Tiket Max 6P	1.500K
Sewa Jeep Semeru Max 10-12P	1.800K

**JASA GUIDE & PORTER**

Guide City Tour	200K
Guide Gn. Semeru	350K
Guide Gn. Arjuno/ Buthak	250K
Porter	300K

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@shankara\_rent | shankarent@gmail.com

Figure 1. Price list

For pricing at Shankara Rent, it is adjusted to the quality of the goods offered and also according to the pockets of young people. Shankara Rent Adventure in determining prices by looking at competitor prices in the market and the purchase price of one product purchased, as well as the length of time the goods rented out can return capital (BEP) which is to add equipment.

## 6. Promotion

Promotional activities for Shankara Rent Adventure are part of a marketing strategy that is needed by a business, both small and large businesses. Promotion is a supporting part of this marketing strategy. With promotion, it will have an impact on increasing sales of the product itself. Nowadays, it cannot be denied that social media is very influential for promotional media. Shankara Rent Adventure prefers ig (Instagram) in the promotional media from the sale of services for its products. because IG is one of the most widely used applications for young people today. Here we attach documentary evidence of social media accounts used for business promotion.



## 7. Place

In marketing strategy, the selection of a strategic location or place of business is one of the factors that influence the marketing success of a business. As is known, the location of Shankara Rent Adventure is in the centre of Malang (Dinoyo). Because of its location in the middle of the city, access to Shankara Rent Adventure is easy to reach. The location of Shankara Rent is also surrounded by campuses and schools, and is also closer to tourist areas to the west (Batu) such as bedengan, buthak mountain, panderman mountain, and jabal hill, and is on a road that is also passed by tourists who want to go to the south coast of Malang making

Shankara Rent Adventure an alternative place to rent outdoor equipment.  
Here we attach documentation of the Shankara place.



## CONCLUSIONS

Human Resource Management (HRM) is a term that describes the formal system for managing people within an organisation. The HR management process in this company can include various things ranging from the selection and recruitment process, performance management, training and development, succession planning, compensation and benefits.

Shankara rent adventure is one of the businesses engaged in the field of services, in the form of rentals that provide various equipment and equipment for outdoor activities, Shankara rent adventure also provides trip agent services, ranging from mountains to trips in the city with full service accompanied by documentation packages.

Based on the results of the practicum, it is known that the final cash financial data for each month has a difference that is so clearly visible, it is conveyed that this company has problems in the quantity of customers to consumers. Although the profit at Shankara Rent Adventure is also quite good, the problems presented are likely to be a reason for Shankara Rent Adventure to experience losses.

The implementation of operational management at Shankara Rent Adventure has so far been running quite well and is carried out in a structured and neat manner. Such as Shankara Rent Adventure always innovating products in order to compete in the market, always prioritising and paying attention to the quality of its products and services, the selection of Shankara Rent Adventure locations which are very strategic and make it easier for Shankara Rent Adventure to carry out its operational activities. However, it is still weakening in the promotion section as well as business buildings



that are less extensive and the lack of employees or employees in the SHANKARA RENT ADVENTURE business.

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