

Ukm - Trade

Abdijaya Studio Singosari

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ABSTRACT

Management Application Studies is one of the courses taken by students majoring in Management at Widyagama University Malang. Students are directed to do service for 1 month in one of the UKM (small & medium enterprises). One of the UKM that we have used as research material is Abdijaya Studio Singosari. UKM is engaged in trade by selling various kinds of figures and trophies. On the other hand, this UKM also provides photo studio services to printing. From the results of this dedication, students are expected to be able to collect research data and be able to find out the advantages and disadvantages of the business which can later be drawn conclusions and suggestions that can support the development of UKM in the future. The method used in this research is the observation method, the interview method, and the library method.

Keywords: Abdijaya Studio, dedication, UMKM (trade)

INTRODUCTION

The economy of a country depends on the efforts made by its people. One of them is the existence of SMEs (Small and Medium Enterprises) which have a significant contribution in encouraging the economic consideration of the country, especially Indonesia. Small and Medium Enterprises or SMEs are a type of stand-alone business with a small scope that has a maximum net worth of IDR 200,000,000 (excluding land and buildings of the business premises.). SMEs in Indonesia are very important to the economy as they account for 60% of GDP and accommodate 97% of the workforce. But access to financial institutions is very limited with only 25 per cent or 13 million SMEs gaining access to financial institutions. The Indonesian government, fosters SMEs through the Office of Cooperatives and SMEs, in each province or regency/city. A small business is a stand-alone productive economic enterprise, carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or a part either directly or indirectly of a medium or large business that meets the criteria of a small business as referred to in this law.

One of the SMEs that is quite much needed for every circle both young and old is the figura & trophy trade, as well as printing & photo studio run by Abdijaya Studio. Abdijaya Studio is an example of a Small Medium Enterprise that serves photo and digital printing services interspersed with trophy and figura trading. The business was founded by Mr Achmad Ishomudin in 2000. Starting from a small shop that only provides express photo printing services and photo passes, Abdijaya Studio has now begun to grow by expanding the studio area to provide printing services as well as trading such as figurines, trophies, etc. Abdijaya Studio currently has + 8 employees. Abdijaya Studio is located in Singosari - Malang Regency, precisely on Jl. Raya Tumapel No.37 A, Pagentang, Singosari District - Malang Regency, 65153 (west of Singosari District Office). This location is quite strategic, because it is on the main alternative route to Singosari and close to the Singosari District Office.

Running a business like this is certainly not easy. Every year the competition gets tougher. Especially in this modern era that follows many current trends in everything. In the midst of this competition, Abdijaya Studio is able to survive because of the persistence of the team that always tries to provide the best service for customers. Abdijaya Studio is a sole proprietorship company where the business is only owned processed and the source of capital from one person only. The company is directly held by Mr Achmad Ishomudin and assisted by several employees totalling approximately 8-10 employees consisting of permanent and non-permanent employees.

Partner Issues

After several observations and interviews, the team found several problems faced by the partners. Among them are:

- The administrative system is not running smoothly. As well as the absence of regular bookkeeping data for the entry and exit of goods or sales.
- The performance of employees is odd. All employees are required to be able to handle every job such as serving buyers, assembling trophies, designing, running printing machines, and mastering photography techniques simultaneously.
- The service and photography are still not updated enough so that they are left behind by new competitors.
- Unattractive store layout. Some trade goods are seen piled up in various places so that it is quite disturbing the view and because the placement of goods that are not suitable causes some trade goods to break or damage so that partners often experience losses from this.

- SOPs have been made but still not implemented.

From these problems, the work process at Abdijaya Studio is less effective. For example, many customer items are often confused, or even carried away by other customers. There are also orders that have not been completed until the deadline runs out, which causes customers to be disappointed. And sometimes employees who are already skilled feel overwhelmed to handle their own work because many customers trust these employees more. There is often mutual pointing to blame. But on the other hand, there is a positive side inherent in this company, namely a very close family spirit and mutual respect for each other, be it the business owner to his employees or vice versa.

Solution

From these problems, the strategies we get so that in the future the company can run more regularly, including:

- A routine daily bookkeeping system should be established,
- SOPs should be re-implemented.
- Implement a division of labour system so that job desks are more organised.
- Rearranging the shop area to make it more attractive to visitors.
- It is also better for the company to expand relations or add job partners so that Abdijaya Studio is more widely known.
- Owners and employees must have an updated mindset / follow current trends so that products are not left behind by other new competitors.

Target Output

The target output expected from the results of this research is that partners are able to fix basic problems that are quite important for future business development. Especially in the bookkeeping system problem, after this research, it is hoped that partners can start running the administration system properly, and start running the SOP that was stopped. Each employee is expected to upgrade their performance so that it can be adjusted to the partner's target. For the future, some training should be held to hone employees' abilities in working to be more optimal. And also the layout of the store is more considered to be more organised and more attractive to customers.

IMPLEMENTATION METHOD

This research/service activity from the Management Application Study course begins with searching for SMEs to be researched, after which the team will ask permission to conduct research by providing a research permit that has been prepared by the caprodi to be submitted to the relevant Partners. This activity was carried out for 1 month starting on 10 June and ending on 10 July 2022 located at Abdijaya Studio Singosar, to fulfil one of the even semester final project requirements.

Research visits to our team were carried out only twice, this happened due to minimising the spread of the post-covid-19 virus so that this service / research was not carried out every day for one month. On the first visit, our team conducted observations and interviews with shop owners. At this time we conducted a comprehensive interview regarding the company overview, business feasibility, business strategy formulation, to the implementation of business functions covering HR management, Financial Management, Operational Management, and Marketing Management. From the data that our team has obtained through interviews and direct observations, we process the data as material in the activity report (comprehensive report) which will be collected at the end of the even semester.

On the second visit, our team was accompanied by 4 supervisors. During this second visit, we were monitored by the supervisors. The supervisors held discussions with the shop owner to ensure that the activities and data we took were correct.

The products offered by Abdijaya Studio, apart from photo and printing services, also provide a variety of trade products such as trophies, frames and so on. The price per unit for trophies of various shapes and sizes ranges from Rp 30,000 to Rp 500,000 per unit. As for statues, the price starts from Rp 15,000 to Rp 250,000 per unit depending on the size and type requested.

On the other hand, we found some problems that occur at Abdijaya Studio when viewed from the financial aspect of this company/partner, namely that it still does not provide or has not carried out bookkeeping/administration of expenses and income on a regular basis. It is unfortunate that the 5 important functions of financial management have not been fully implemented (Planning, Budgeting, Controlling, Auditing, Reporting). From the aspect of Human Resources (HR), the problem that occurs is that there is no jobdesc division system according to expertise. All employees are required to learn and master all jobs (odd jobs system). And it can be seen that the land is quite large but the arrangement of goods in the room is not neat, so the room seems very narrow and less maintained. These things encourage us to conduct research at the SME, so that some of the things we can suggest and teach can be more useful for the development of Abdijaya Studio SMEs in the future.

Machinery & Equipment

The following is a table of equipment and machinery owned and used by this business when viewed from the type of trade and service business, namely:

Table 1. Table of Equipment & Machinery Used

No	Uraian	Tipe	Kuantitas	Fungsi Penggunaan
1	Printer Laser A3	-	2	Mesin print A3
2	Print A4	Epson 850	1	Alat print A4 (foto)
3	Print A4	Epson L1110	1	Alat print A4 (kertas)
4	Mesin Laminating	-	1	Alat laminating kertas A4
5	Mesin Laminasi	-	1	Alat laminasi A3
6	Tang potong	-	1	Alat pemotong <i>stal</i> piala
7	Gunting	-	3	Menggunting
8	Obeng	-	3	Merakit pesanan piala atau pigura
9	Kamera	Canon	1	Melakukan pemotretan
10	Kamera	Lumix	1	Melakukan pemotretan
11	Kamera	Fuji	1	Melakukan pemotretan
12	Lighting	-	4	Pencahayaan dalam pemotretan

Current Room Layout

This type of layout at Abdijaya Studio is not well organised. In the room on the first floor, the position of the placement of trade goods is still quite messy, part of which is also used for services and administration. So that when many customers come, the room seems cramped and stuffy. Meanwhile, on the second floor, the room layout is fully utilised for indoor studios with various backdrops.

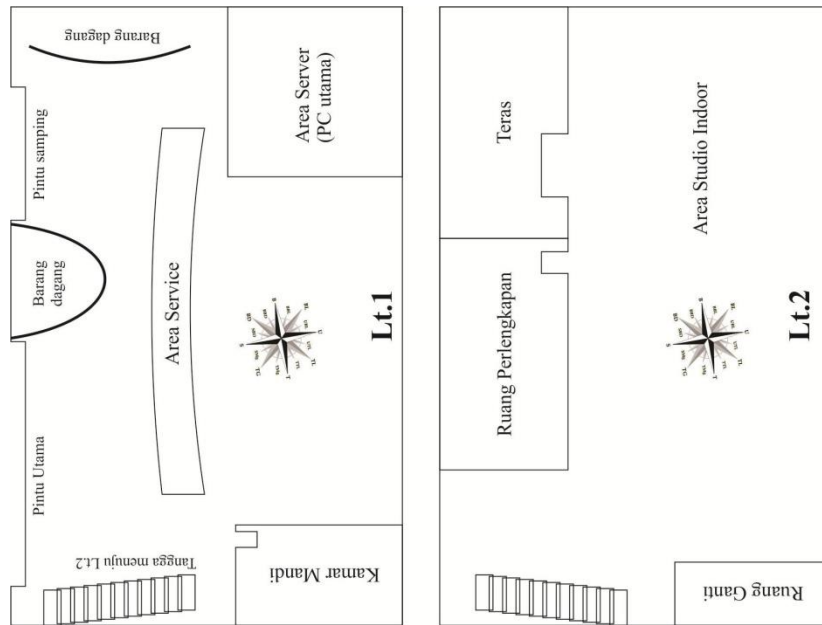


Figure 1. Workspace Layout

Product Price List

Here is the price list of the traded goods:

Size	Price (Rp.)
4R	15.000
5R	18.000
6R	20.000
10R	26.000
10R	30.000
10RS	29.000
10RS	35.000
12R	50.000
12RS	55.000
16R	115.000
16RS	95.000
16RS	140.000
16RS	175.000
20R	150.000
20RS	175.000
20RS	250.000
24R	250.000
10RS	85.000
12R	95.000
12RS	115.000

Figure 2. price list of goods

The price of the frames is available from the lowest price of Rp 15,000 to the highest price for large vigora sizes, which reaches Rp 250,000 and above depending on the material and model chosen.

DAFTAR HARGA TROPY ABDIJAYA

NO	1 SET	JUARA 1	JUARA 2	JUARA 3	NO	1 SET	JUARA 1	JUARA 2	JUARA 3
1	265.000	100.000	95.000	90.000	17	160.000	65.000	60.000	55.000
2	265.000	100.000	95.000	90.000	18	160.000	65.000	60.000	55.000
3	265.000	100.000	95.000	90.000	19	175.000	70.000	65.000	60.000
4	265.000	100.000	95.000	90.000	20	120.000	45.000	42.500	40.000
5	280.000	105.000	100.000	95.000	21	140.000	60.000	55.000	50.000
6	250.000	90.000	85.000	80.000	22	110.000	42.500	40.000	37.500
7	250.000	90.000	85.000	80.000	23	150.000	60.000	55.000	50.000
8	225.000	85.000	80.000	75.000	24	115.000	45.000	42.500	40.000
9	160.000	65.000	60.000	55.000	25	150.000	60.000	55.000	50.000
10	160.000	65.000	60.000	55.000	26	110.000	42.500	40.000	37.500
11	120.000	50.000	45.000	40.000	27	150.000	60.000	55.000	50.000
12	150.000	60.000	55.000	50.000	28	130.000	50.000	47.500	45.000
13	160.000	65.000	60.000	55.000	29	120.000	45.000	42.500	40.000
14	225.000	85.000	80.000	75.000	30	130.000	50.000	47.500	45.000
15	160.000	65.000	60.000	55.000	31	135.000	50.000	47.500	45.000
16	160.000	65.000	60.000	55.000	32	150.000	60.000	55.000	50.000



Figure 3. Trophy price list

As for trophies, they can be counted in units (seeds) and counted per 1 set, with the lowest price offered at IDR 25,000 / trophy and IDR 75,000 / set to the highest price offered ranging in price up to IDR 200,000 and above. The terms of the trophy price can be seen from the type of toy chosen by the consumer, if the consumer asks to use ordinary toys/items then the price will be cheap, but if the consumer asks to add marble items or toy items that are slightly larger the price will be higher.

RESULTS AND DISCUSSION

From all aspects of the business, there are no problems that have a significant impact on the company. This micro enterprise can still be said to be feasible because it has sufficiently fulfilled several business aspect requirements. However, when viewed from one aspect, namely the financial management aspect, this MSE is not running smoothly in the field of bookkeeping and financial reports. The company has not implemented the financial recording method as a whole.

The consequences of these financial management problems include business owners not being able to analyse sales results on a regular basis. Another result is that business owners also do not know how much profit/loss is obtained. Meanwhile, the result of not archiving financial documents is that documents are easily lost, tucked away, or damaged. This can result in the documents not being available when needed and the checking process for financial evidence being non-existent.

The solution recommended by the research team for Abdijaya Studio when viewed from the financial aspect is to organise business bookkeeping regularly every day and calculate costs (Cash In and Cash Out) to determine the benefits obtained and start filing company financial documents.

CONCLUSIONS

Abdijaya Studio as a business entity has implemented some of the existing business aspects. Although some of these business aspects are still not implemented optimally, this business can still be said to be feasible to run because it has fulfilled the business licensing requirements. Abdijaya studio is also slowly upgrading some aspects of the business that

have not run optimally, so that this business can develop optimally. Improvements in all aspects of this business will be better if carried out continuously, in order to realise maximum company goals. So that Abdijaya Studio is more feasible to stand and develop business and maintain a reputation in the surrounding community.

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