

## IMPROVING THE ECONOMIC CAPABILITY OF THE VILLAGE COMMUNITY THROUGH MSME KARANGGENENG MAKMUR, SLEMAN, YOGYAKARTA

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### ABSTRACT

**Objective:** Efforts to improve the community's economy through MSME food product activities.

**Problems:** Implementation of activities has not used methods according to marketing/sales theories.

**Method:** Literature review and observation of activity implementation. **Results:** The implementation of MSME activities requires five methods in managing MSME so that they can be sustainable, namely the limited promotion method, direct sale, one seller one table, different product, limited time.

**Keywords:** MSMEs, Products, Business Players, Consumers

### INTRODUCTION

The role of MSMEs is very large for Indonesia's economic growth, with their number reaching 99% of all business units. The contribution of MSMEs to GDP also reaches 60.5%, and to employment is 96.9% of the total national employment absorption. Another important role of MSMEs is being able to absorb 97% of the total workforce and being able to collect up to 60.4% of total investment in Indonesia. Based on the data above, Indonesia has the potential for a strong national economic base because the number of MSMEs is very large and the absorption capacity of the workforce is very large. From the results of research conducted by the author, the role of MSMEs is one that is very influential on people's welfare, namely by creating jobs that can help fulfill the four indicators that can be seen to achieve prosperity, namely: income, housing, health and education.

The number of MSMEs created can help other people to get jobs. A business that is managed on a small to large scale, of course requires workers to assist in managing the business.

This is because another important role of MSMEs is that they can provide a safety net for carrying out economic activities, especially for low-income people. Besides that, supported by qualified human resources, an MSME can develop and survive from competition with other UMKM engaged in similar fields. If the MSME manager does not have a good commitment to MSME, then the MSME will not be able to develop.

The success of micro-small businesses can be seen from promotions that can change the attitude and level of behavior of buyers who were previously unfamiliar and when consumers have purchasing power, with awareness and familiarity with a product, potential consumers will remember the product. The main reason why many people are interested in getting into MSMEs is because they don't need a large amount of capital to have a private business. Even though it looks easy and interesting, there is one problem that must be faced, one of which is with the development of technology.

Because of the importance and benefits of Micro, Small and Medium Enterprises for the wider community through job creation, employment, being able to improve the economy and social welfare both in groups, teams and individuals (families), this type of MSMEs is very important. appropriate can be implemented in real terms. For this reason, the people of Karanggeneng, Sleman, Yogyakarta, formed an MSME named Karanggeneng Makmur as a forum for micro-enterprises and through simple planning with the aim of improving the economy and welfare of displaying several individual micro-businesses with the infrastructure facilities provided by MSME.

### **IMPLEMENTATION METHOD**

The implementation of UMKM which is followed by the community both in groups and individually using the limited promotion method, direct sale, one seller one table, different product, limited time. With these five methods, it is hoped that the implementation of UMKM Karanggeneng Makmur can run well according to the plan.

### **RESULTS AND DISCUSSION**

Based on the results of monitoring the implementation of MSMEs which are held every Sunday, the five implementation methods in the field can be explained as follows:

1. Limited promotion method

To help sellers who are members of the Karanggeneng Makmur MSME forum, it is necessary to promote existing and traded snack/food products. Product promotion is still carried out at a limited level, because Karanggeneng Makmur UMKM is still new and for the first time carrying out activities/activities of buying and selling snack/food products which are still limited both in product quality and quantity. Besides that, a limited promotion was carried out to explore appreciation from the surrounding community and other communities. Promotional media by making and printing flyers by the promotion team and then affixing them in several places that are considered strategic. So it is very possible for the public to read the promotion of these MSME products.



Figure 1: Promotion of MSME Products

## 2. *Direct sale method*

To support the implementation of the next Karanggeneng Makmur MSME activities, namely by using the direct sale method, meaning that each visitor or buyer can make a direct sale and purchase transaction, without having to eat on the spot or through an

intermediary from another party. So that between MSME business people and buyers meet on the spot. This is done to provide flexibility for MSME business actors and buyers to provide information to each other for product variations, to establish cooperation, especially to receive orders for MSME products, and the continuity of MSME activities can take place in the future.



Figure 2: Direct Sales



Figure 3: Direct Sales

### 3. *The one seller one table method*

To support the implementation of selling for UKM Karanggeneng Makmur business people, the management also provides infrastructure facilities in the form of one table and paying (one seller one table method). This aims to help make it easy for MSME business people to sell, so they are expected to be enthusiastic about transactions. Besides that, it is also for uniformity, standards and cleanliness of selling facilities. This is related to the perception that food is synonymous with cleanliness and health. Provision of an MSME business actor with a set of umbrella tables as well as an identity for business people selling who have been registered as members of Karanggeneng Makmur UMKM. The one seller one table method also makes it easier to manage MSME business people in preparing different creative products.



Figure 4: One seller one table



Figure 5: One seller one table

### 4. *Different product method*

To avoid product and price competition for Karanggeneng Makmur MSME business actors, the manager has determined a different product, meaning that MSME business actors must sell products that are not the same between them. This method is also expected to provide creative space to find/make other MSME products, which can be

sold to consumers without causing product and price competition. So that MSME business actors can compete in product innovation and creativity.



Figure 6: Different products



Figure 7: Different products



Figure 8: Different products



Figure 9: Different products

##### 5. *Limited time method*

The implementation of Karanggeneng Makmur MSME transaction activities is given a time limit between 6.00 AM and 10.00 AM. This restriction is carried out in order to maintain a morning atmosphere that supports consumer interests and tastes in enjoying the morning atmosphere. According to marketing science, in addition to selling products, it also sells the atmosphere, where this will affect the appetite for food and drink of buyers (consumers).



Figure 10: Selling Products & Morning Mood



Figure 11:  
Limited Time Method

## CONCLUSION

Based on the results of the implementation of Karanggeneng Makmur UMKM activities, it can be concluded as follows: Limited promotion is quite effective in providing information to the surrounding community, this is in line with UMKM which are still newly established. Direct selling encourages MSME business people to interact with buyers, and creates social harmonization that can continue to become customers. The One seller one table method can facilitate the management and control of the number of MSME actors. The different product method provides an opportunity to increase the creativity of MSME business actors and at the same time reduce the level of business competition. The limited time method is still needed to maintain the continuity of the activities of MSME business actors, avoid boredom, avoid the impression of expired products,

## RECOMMENDATION

Karanggeneng Makmur MSMEs still need ongoing assistance by MSME stakeholders from the district level, because these MSMEs are still new and MSME member traders do not yet have experience selling professionally, so it is necessary to make improvements in the field of food/snack products that are more creative and attract consumers .

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