

New SMEs Products Development and Improvement of Competitiveness Compliance Towards Food Standards in Sijeruk Village Banjarmangu Districts Banjarnegara Regency

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in Sijeruk village, Banjarmangu district, Banjarnegara regency have shown significant development. However, there remain several challenges faced by UMKM entrepreneurs, including limited marketing outreach, financial reports intertwined with household finances, and inadequate innovation in product development and packaging. This community service initiative aims to address these issues effectively.

Keywords: Product Development, Competitiveness, Compliance, food standards

BACKGROUND

The economic condition of residents in Sijeruk village is influenced by the welfare level of Micro, Small, and Medium Enterprises (MSMEs) present in the area. MSMEs are businesses owned by individuals or small-scale business entities (Narsa et al., 2021; Savitri & Taniati, 2022). MSMEs are recognized as significant drivers in strengthening the national economy (Astohar & Rahmadhani, 2020). The observation done revealed that in Sijeruk village, particularly in Gunungraja sub-village, there is an MSME named "Sari Kembar" led by Mrs. Suwarni that specializes in producing snacks using various processed raw materials and has shown continuous growth over time. Besides "Sari Kembar," Sijeruk village hosts numerous other MSMEs, including one in oyster mushroom cultivation. The cool climate of Sijeruk village provides an advantage to residents interested in oyster mushroom cultivation.



Picture 1. Visit to Oyster Mushroom MSMEs

After conducting the survey, it can be discerned that there are still several weaknesses in the management of MSMEs that impact their growth or business cycle (Sugiharti et al., 2021; Wery & Rahmadhani, 2022). These limitations include:

1. Limited marketing outreach.
2. Inadequate separation between MSME financial records and household finances.
Proper financial bookkeeping is crucial for running a business. Systematic financial reporting has benefits, such as providing financial information about business outcomes within an accounting period, assisting stakeholders in assessing the condition and potential of a business, and providing other relevant information. Moreover, innovation in packaging, which has been perceived as unappealing, can hinder the development of MSMEs.

METHODS

To identify and address the challenges faced by MSME managers, efforts are being made to establish a service program aimed at resolving all issues encountered by MSME owners (Salim & Fadhila, 2023; Sugiharti et al., 2023). The programs to be implemented are as follows:

1. Survey on the issues faced by MSMEs owners



Picture 2. Survey and discussions with village officials of Sijeruk Village.

2. Formulating a program to address these issues.
3. Conducting training on the necessary skills to tackle challenges faced by MSME owners.
4. Providing mentoring to MSME owners who may not fully grasp the training material.
5. Final stage evaluation.
6. Program conclusion.
7. Training on digital marketing.
8. Training on simple bookkeeping using the Buku Warung application, tailored for ease of use by MSME owners.

9. Basic photography training for content creation on marketplaces and social media platforms.
10. Training on MSME management to foster a serious business approach rather than treating it as just a side job.
11. Providing assistance with licensing procedures and preparation of documents such as PIRT certification, NIB registration, and other documents necessary for Halal certification.
12. Follow-up support from previous training sessions.

RESULTS

From the survey results and observations conducted, it is evident that MSME owners require training and mentoring as follows:

1. Training on digital marketing, aimed at expanding the market reach of MSME products beyond local areas to regions outside their immediate vicinity.
2. Training on simple bookkeeping using the Buku Warung application, to enable MSME owners to separate household finances from business finances effectively.
3. Basic photography training for content creation on marketplaces and social media platforms of MSME owners. This photography training aims to equip MSME owners with the skills to produce compelling product photos that attract potential customers. The photos are intended to enhance the quality of promotion conducted through social media and marketplaces they participate in.
4. Training on MSME management to foster a serious business approach rather than treating it as a side job. This management training aims to empower MSME owners in resource management, including human resources and materials used for production and sales.
5. Assistance in licensing procedures and preparation of necessary documents required for various permits such as PIRT registration, NIB issuance, documents for Halal certification, etc. This assistance in completing the licensing requirements is necessary because MSME owners often struggle with filling out forms required for licensing, especially when these forms are available through online services.
6. Follow-up support from previous training sessions. This follow-up support is conducted because many MSME owners still do not fully comprehend the training material due to the limited duration of the training sessions



Picture 3. Training in simple financial reporting

DISCUSSION

MSME owners are enthusiastic about the training sessions mentioned above because they genuinely need this knowledge. Through these trainings, it is hoped that MSMEs in Sijeruk village, Banjarmangu district, Banjarnegara regency, will advance and develop, thereby indirectly assisting the government in improving the welfare of Sijeruk village residents.

CONCLUSION

The training and mentoring provided have broadened the perspectives of MSME owners in Sijeruk Village, Banjarmangu Sub-district, Banjarnegara District. It is hoped that these training sessions will inspire MSME owners to be more enthusiastic in developing their businesses.

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