

**INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS
GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON
DISTRICT, UTARA ACEH REGENCY**

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ABSTRACT

The purpose of Community Service is carried out to provide understanding and assist business actors regarding the factors supporting business activities, such as business management factors and legality so that business activities carried out are not only profit-oriented, but business activities can continue to develop in the future by paying attention to and implementing supporting factors for business activities. At the end of the program, partners are expected to be able to do, namely 1). business actors experienced a greater increase in production capacity. 2). business actors have an increased understanding of the importance of good financial bookkeeping. 3). business actors also experienced an increased understanding of the importance of labels (Halal and brands) as a marketing strategy and applying science and technology/electronic media as a means of promotion to increase sales.

Keywords: Motivation, Business Opportunities, E-commerce, Islamic Business

1. INTRODUCTION

North Aceh Regency is a wrong one districts from Aceh Province, which is bordered by direct with Lhokseumawe City. one _ The sub - districts in North Aceh are districts Syamtalira Aron whose location very close with company multinational especially moving _ in the field oil and gases. Subdistrict Syamtalira Aron with mother city his intersection Mulieng is districts with large area 28, 13 KM2 consisting of of 4 settlements and has 34 villages. Subdistrict Syamtalira Aron this limited with North with _ Tanah Pasir sub - district, south of District Nibong and land area, west of the district Nibong and adjacent east Sand District. _ For quantity data population on village Ripe meu totaling 570 people with rineian 286 men and female 284. However, various _ problem life economy Public happened in the village this is the majority people work as farmer. Focus activity devotion to Public this located in the village Ripe Meunye Subdistrict Syamtalira Aron that is a perpetrator MSME business with name Bungong Tempe Cracker Business Group Nanggroe. one _ the problem that becomes highlight is problem enhancement capacity supporter effort.

On Group SMEs Bungong Nanggroe also already there is availability recording finance but still not yet massive, here can see with availability book updated cash. However only take notes reception sale and expenditure for purchase ingredient raw product. A number of expenditure cash for needs other outside production no recorded, loan / share results member. So, the balance cash recorded big however fact availability cash not same with balance on book cash. Besides that, group also not yet have book bank account.

Besides That's another problem that doesn't lost importance is problem Production no maximum because drying still conducted manually adjusting _ with condition weather partner _ not yet Halal certified, Partner no knowing method promote product digitally with _ good, partner no knowing make bookkeeping effort with good, partner no knowing read report finance and no knowing position finance his efforts.

Openness group for development forward very ok, they have desire later if effort shrimp crisp tempeh this Becomes more effort _ big and will maximizing worker from village Ripe Meunye so that group SMEs Bungong Nanggroe, they very hope will existence assistance.

2. METHOD OF IMPLEMENTATION

Method Implementation Programs:

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1. Implementation Methods in the Field of Production
 - a) Make assignments to partners to apply knowhow good drying.
 - b) Provide and teach storage tools for tempe crackers.
2. Implementation Methods in the Field of Management
 - a) Monitoring and evaluating the implementation of the Community Service program Public
 - b) Entrepreneurship training and business development with groups business group new.
3. Implementation Methods in the Field of Marketing
 - a) With knowledge possessed _ by partner about capacity Production, passion for increase sale expected partner capable for increase capacity the sale with method promotes through Video and social media.
 - b) Able to update new products.
 - c) Looking for new opportunities by offering new flavors.
4. Methods of Implementation in the Field of Bookkeeping
 - a) First, collect data on partners to what extent they understand partner about bookkeeping/accounting so that the condition of the partner's knowledge can be known about his business.
 - b) Conducting the first teaching in the form of theory about the basics of accounting and how to prepare good financial statements
 - c) Conducting the second teaching in the form of basic basic theory of accounting for MSMEs, how to carry out accounting for MSMEs and making financial reports for their businesses.
 - d) Partners are given assistance in practicing preparing their business financial reports.
 - e) Partner given accompaniment arrange report finance his business and proposal submission financing for develop his efforts .

3. RESULTS

On Step beginning results and achieved outcomes _ on problems faced _ partner:

1. Document management Halal certificate already collected.
2. Partners have been taught and made several social media to market products digitally.
3. Partners have been given teaching and training on how to make good bookkeeping. Partners already _ add knowledge his in Thing bookkeeping by right.
4. Partners have been engaged to partner with other stakeholders, both government and private, in order to build networks and strengthen them to become more independent household businesses so that sustainability will be created in the face of competition.
5. Partner already helped in Thing marketing, distribution, and product packaging towards more _ good from before.
6. group SME effort shrimp crisp tempeh dumbfounded nanggroe already add member for the production process, which originates from inhabitant around who becomes more interesting with prospect the MSME business.
7. Partner already gets knowledge about how marketing through digitization.

4. CLOSING

4.1 Conclusion

Conclusions that can be taken from implementation activity devotion to Public this are:

1. Perpetrator cracker SME business tempeh dumbfounded nanggroe already understand and already apply bookkeeping by good and Correct
2. Perpetrator cracker SME business tempeh dumbfounded nanggroe already increase in Thing production, distribution and sale product.
3. Perpetrator cracker SME business tempeh dumbfounded nanggroe already understand and operate sale with method digitization.

4.2 Suggestions

Suggestions that can be considered is need similar application in other MSMEs located in the region campus University Malikussaleh and surroundings so that MSMEs become better again.

4.3 Confession

Saying accept love be delivered to Rector and Institution Study and Devotion to Society, University Malikussaleh on Support funding through source PNBP funds in 2021. Thank you love also be delivered to Bungong SME Group Nanggroe perpetrator Tempe Crackers SMEs in the Village Ripe Meunye Subdistrict Syamtalira Aron, North Aceh.

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