

EMPOWERMENT OF HOME MICRO CAKE BUSINESSES IN GAMPONG BLANG PULO

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Abstract

The problems faced by home cake micro business partners are; 1) The production aspect consists of limited production equipment so that it takes a long time to fulfill large orders, simplicity of production equipment and equipment so that it cannot produce quality products, especially for dry cakes. 2) Aspects of financial management and marketing consist of the absence of business financial reports so that partners cannot measure business development, and there is no product packaging that attracts consumers to buy. The aim of this activity is to find solutions to the problems faced by the home cake making micro entrepreneur partners that the PKM Team runs in the community service program, through mentoring, and training and procurement of household industrial scale mixer and oven equipment, assistance in making financial reports, and designing attractive product packaging. The method or approach offered and agreed upon with the micro entrepreneur partners who make Dry Cakes and Wet Cakes is training and assistance as well as procuring equipment and designing hygienic and attractive packaging for dry cakes and cakes products, as well as providing assistance in making Financial Reports. The planned output targets to be achieved by the PKM team are mandatory outputs in the form of; Service Reports, Publication of articles in OJS-based service journals or national seminar proceedings, Publication of activities in print or online media, and Collaboration Documents with partners, as well as IPR in the form of Copyright.

Keywords: *Home Cake Business, Production, Promotion, Finance.*

1. INTRODUCTION

This Community Partnership Program activity targets Micro Entrepreneur partners who produce cakes with a strong business spirit to become strong and productive entrepreneurs. The results of the situation analysis from the results of field observations that we conducted on home-based cake micro entrepreneurs whose address is Gampong Blang Pulo, Muara Satu District, Lhokseumawe City, below are some of the documentation:

Figure 1. Photo of Partner Business





The picture above is the activity of a home-based Micro Cake Entrepreneur belonging to Mrs. Evi Agusnita, who has long dreamed of setting up her own business. His business started in 2016 at his house located in Gampong Blang Pulo. As the owner of the business, Mrs. Evi named her business Jambo Cake. She receives cake orders from customers around Gampong Blang Pulo. Apart from accepting orders at home, Mrs. Evi's cake business also opens a small kiosk to sell her cakes on the edge of Jalan Raya Banda Aceh - Medan. opens his kiosk from 07.00 in the morning until 12.00 WIB, he runs his business at home every day with the help of his family and neighbors around the house.

The cake production process is still done manually, and relies 100% on human power. When receiving many orders, MSMEs have to extend product delivery times and even reject orders if they arrive at the same time because production capacity is still limited. Additional labor will increase production costs. Likewise, the dry cake oven process at Mrs. Evi's MSME still uses a small oven with a regular stove heating system and manual time calculation, thereby reducing product quality and production capacity when there are a lot of orders received. Poor quality causes consumer dissatisfaction which causes a decrease in customer loyalty (Hermawan, 2011) so it is necessary to improve the quality of cake products in MSMEs run by Mrs. Evi and her family.

From a business management perspective, management for recording financial reports does not yet exist, so it is not known exactly how much capital, expenses, profits or losses are generated for each production activity. The packaging factor is still not attractive, the production of various types of pastries is still packaged in clear plastic in ½ or 1 kg packages. Wet cake products still don't have attractive packaging, they are still packaged in ordinary plastic bags, thus reducing their attractiveness to consumers. Therefore, there is a need for technological innovation that is in accordance with production needs to improve the quality and capacity of MSME Cake products in the form of mixer machines for home industries and industrial scale ovens with temperature and

time controls so that they can increase production effectiveness and productivity, reduce defective products produced, as well as the economic value of dry cakes. It is hoped that this household industrial scale mixer machine and industrial scale oven with temperature and time control can increase work productivity and increase profits for business managers whose workforce is 100% housewives around MSME locations so that the results can be enjoyed for the welfare of the community. in general.

The main problem faced by partners is limited equipment in the production process in the form of household industrial capacity mixer machines and household industrial scale ovens. Apart from that, there is no recording of financial reports yet, MSME finances and household finances are still mixed, so there are problems in calculating capital, expenses and profits/losses obtained from each production process. Another problem is that in terms of product packaging, they still use plastic bags, they don't have a packaging design that attracts consumers and they don't have onebusiness name so that it is easily known widely.

Partner Problems

The problems that partners prioritize to assist with are aspects of production and business management. Some of the obstacles and problems faced by home-based cake MICRO Business partners can be summarized as follows:

1. The production aspect consists of limited production equipment so that it takes a long time to fulfill large orders, simplicity of production equipment and equipment so that it cannot produce products quickly in large quantities, especially when receiving orders for cakes in large capacities.
2. Aspects of financial management and marketing consist of the absence of business financial reports so that partners cannot measure business development, the capital required for each production, and Profit/Loss obtained systematically, and do not yet have product packaging that can increase consumer appeal, as well as limited seats. and the tent at his stall sells cakes.

Objectives and Benefits of activities

Based on the description of the problems faced by the community above, the objectives and benefits of this Community Service activity are:

1. To assist Partners in overcoming problems faced in terms of production aspects, financial management and marketing aspects. Partners are able to make business financial reports simply and separately from household finances
2. To assist partners in maximizing production, managing finances systematically and carrying out appropriate promotions. Partners can expand marketing of wet cake and dry cake products through offline promotions or by actively utilizing social media.

Solution

Based on the situations and problems faced by partners, solutions are offeredPKM team is as follows:

1. In the production aspect, it is improving the production system and increasing capacity as well as productivity by being able to maximize production capabilities according to consumer needs without depending entirely on human power with the facilitation of innovations in small industrial scale dough mixer machines and small industrial scale oven machines.

2. In the business management aspect, training and assistance solutions are offered in making business financial reports with Zahir Accounting, and marketing management training, with attractive product packaging innovations.

Outcome Target

The planned output targets to be achieved are in the form of mandatory outputs and additional outputs. Mandatory outputs include; Service Reports, Publication of national scientific journals in OJS-based service journals or national seminar proceedings, Publication of activities in print or online media, and Collaboration Documents with partners, as well as IPR in the form of Copyright. For more details, see table 2.1 below:

Table 2.1 Achievement Target Plan

No.	Outer Type	Achievement Indicators
1.	Scientific publications in OJS-based service journals	<i>Accepted</i>
2.	Publication of activities in print or online media	<i>Published</i>
3.	Increased competitiveness (increased quality, quantity and added value of goods, services, product diversification or other resources)	Product
4.	Increasing the application of science and technology in society (mechanization, IT and management)	Not yet
5.	Improvement of community values (arts, culture, social, politics, security, peace, education, health)	Not yet
6.	Service; social engineering, methods or systems, products/goods	There isn't any
7.	TTG's new innovation	There isn't any

2. IMPLEMENTATION METHOD

The activity implementation method explains the stages or steps in implementing the solution offered to partners, as a solution to partner problems, which includes the following:

2.1 Stages in implementing solutions to problems

This service program is implemented in several stages, namely; 1. Selection of targets, 2. Identifying problems, 3. Conveying solution offers to partners, 4. Implementing the approach offered, 5. Monitoring and evaluation, 6. Publication. The method for implementing agreed solutions to partner problems is:

- a. Problems in the Production sector

The method offered and agreed to in the Production Aspect of the Service Program for the production aspect is the addition/procurement of production equipment that is more suitable for the capacity of the home industry. This method aims to provide enthusiasm and is expected to motivate partners to be more creative in doing new things that have never been tried before. The supporting equipment provided includes a mixer machine and a household industrial scale oven.

- b. Problems in the field of Financial Management.

Methods offered and agreed on Management Aspect 1). Training and assistance in making financial reports with Zagir Accounting. This training and mentoring aims to enable partners to be able to keep proper bookkeeping so that they can manage their business efficiently by controlling unnecessary expenses and increasing investment for business development and being able to prepare for difficult times. Apart from that, partners can also see and know the extent of their

business development. 2). Marketing management assistance and training. This training aims to enable partners to determine what strategies are appropriate and suitable for marketing and promoting products. This mentoring activity is one of the determining factors because it is through appropriate marketing. And of course improving product packaging by designing more hygienic and modern packaging, so that it is hoped that it can increase consumer interest in buying cake products.

2.2 Approach Method for Resolving Partner Problems

The method or approach offered and agreed upon with the home-based cake Micro Business entrepreneur partners is training and assistance in financial and marketing management as well as the addition/procurement of production equipment that is appropriate to the capacity of the home industry that carries out production every day. The approach method can be described as follows:

- a. Program Approach Method that will be implemented:
 1. Collecting data on partners to what extent partners understand the preparation of business financial reports so that the condition of partners' knowledge in running the organization can be known.
 2. Prepare materials and equipment for assistance according to partners' needs and abilities in solving problems.
 3. Provides an understanding of theoretical and practical concepts, provides an explanation and understanding of accounting standards for MSMEs, and how to prepare MSME financial reports in a simple way.
 4. Providing assistance and practice using a simple application
 5. starting from the process of recognition, measurement and presentation of MSME financial reports.
 6. Partners are provided with assistance in making adjustment journals and making notes on MSME financial reports, Profit and Loss Reports and Financial Position Reports.
- b. Implementation Methods in Management/Governance:
 1. Assist in creating business cash in and cash out books.
 2. Help make asset inventory stickers.
 3. Help create accounting policy books and depreciation methods for financial reports.
 4. Help create vouchers for petty cash, create journals, balance sheets and profit and loss reports, and help create a simple data base for partner business financial reports.
- c. Implementation Methods in the Accounting Field:
 1. Create and group asset types and add new accounts as needed.
 2. Help make notes on financial reports.
 3. Journalize transactions and prepare partner financial reports.

2.3 Partner Participation in Program Implementation

This PKM activity for Home Cake Micro Business entrepreneur partners requires active participation from the partners. This participation starts with partners being open to all processes or stages of PKM activities. This activity will be carried out at partner locations. Partner participation in the mentoring, counseling, practice and training process by following the process well and being able to understand it well. And the PKM team can also provide input to partners and work together well.

2.4 Evaluation of Program Implementation and Sustainability

Monitoring and evaluation is carried out in stages during the implementation of the PKM Mitra program. The service team supervises the application of theories or knowledge that partners have obtained both during training and mentoring. If there are problems or disruptions during program implementation, whether equipment problems or problems in marketing and preparing financial reports, the service team immediately helps and finds solutions.

3. RESULTS AND DISCUSSION

3.1 Implementation of Activities and Results

The PKM activities for the Environmental Village Development Scheme will be carried out from September to November 2023, where in the September activity stage communication has been carried out between the PKM implementation team and the Gampong Blang Pulo apparatus to carry out guidance and training for micro businesses who will become potential partners in the PKM development Environmental Village. The next stage is that the Gampong Blang Pulo government selects several micro businesses to be selected as potential PKM partners. From the proposed potential partners, interviews and Focus Group Discussions (FGD) are then conducted with the partners to find the problems faced by the partners and find solutions and jointly agree on the most appropriate solution for the partners. Next, a solution was decided in the form of mentoring and training with the theme Economic Empowerment of Home-Based Cake Micro-Businesses in Gampong Blang Pulo. Assistance in making simple financial reports for micro businesses and tutorials on making and applying online sales has been taking place since September 2023. Meanwhile, the training and assistance will be carried out from September to October 2023, taking place at the home of the home-based micro cake entrepreneur, on Jl. Medan-Banda Aceh no. 47 Gampong Blang Pulo, which is also a production site for PKM partners' wet cakes and pastries. This PKM activity was carried out by the PKM implementation team consisting of Lecturers and Students from the Faculty of Economics and Business, Malikussaleh University, home cake micro business actors in Gampong Blang Pulo totaling 3 people as partners in this PKM, also attended by employees and the community from the surrounding area. .



Figure 5.1

FGD with Gampong Blang Pulo Government Elements

The achievements obtained from the results of the PKM activity on Preparing Financial Reports for micro businesses for partners are increased knowledge and insight on how to create and compile financial reports for micro businesses, partners have made efforts to separate business financial reports and personal financial reports. Partners can market their products more easily by utilizing social media, so marketing can be done more widely. Partners are also helped by assistance in the form of raw materials for their business supplies, so they are no longer constrained by a lack of raw materials. The achievements for the PKM Environmental Village Development Implementation Team itself are achieving outputs in the form of scientific publications in OJS-based service journals with Submitted status, and publication of activities released on online media with published status, obtaining IPR in the form of copyright, as well as outputs in the form of Collaboration documents with business partners Homemade micro cakes in Blang Pulo.



Figure 5.2
Assistance and Training for MSME Cake Entrepreneur Partners

The results of this PKM activity have several benefits and changing impacts for partners, including:

1. Finding solutions to the problems faced by partners in the field of financial management, where previously partners had not made separate financial reports, now there are separate business reports, although they are still in a simple and manual stage. This has an impact on the regularity of business financial bookkeeping and raw material inventories, sales, expenses and business profits can be seen easily.
2. Helping partners with marketing management problems, where partners have varied and made products, product marketing is no longer just within the partner environment, but has also been tried to start introducing their products to social media. Of course, this will have an impact on increasing sales with the efforts of the right marketing strategy, as well as product promotion with a wider reach.



Figure 5.3

Photo with PKM Partners

Furthermore, the Communication and Collaboration process that is built with partners to resolve partner problems is:

1. Initial communication with Gampong Blang Pulo government officials to select micro businesses as potential partners, then continued communication with potential partners, followed by holding a Focus Group Discussion (FGD) with potential partners, and elements of Gampong Blang Pulo government leadership.
2. Make observations by getting to know the partner's environment directly to formulate the problems faced by partners and the solutions chosen together with partners for problem solving.
3. Providing supplies and training in the fields of financial management and marketing management, with material on mastering simple financial reports for micro businesses as partners, strategies for marketing micro business products, as well as tutorials on promoting via social media.

From a series of processes for implementing PKM Environmental Village Development activities, responses and support from partners and the community, namely:

1. Partners are active in explaining all the problems faced and explaining the condition of the environment around partners.

2. Partners are directly involved in determining solutions to the problems they face, in the fields of financial management and marketing management.
3. Partners are directly involved in creating simple bookkeeping for micro businesses as well as selecting appropriate marketing strategies that suit partner needs.
4. Partners and the community, as well as the PKM implementation team, jointly evaluate the ongoing process of implementing activities, as well as provide input and suggestions so that in the future good communication and cooperation can continue to be established with partners and the community around the partner environment.

3.2 Influence and Impact of Activities

Based on the description of the results of the PKM activities, the influence and impact of the PKM activities of the Environmental Village Development Scheme on partners are:

- a. Partners understand the importance of recording business financial reports, even though they are only limited to recording transactions for cash in and cash out, and the financial reports are separate between business financial reports and household financial reports.
- b. Partners have been equipped with knowledge and insight regarding appropriate marketing strategies. This of course has an impact on partner income which increases compared to before.
- c. Partners already have supplies of raw materials to help their business
- d. The impact for Malikussaleh University itself is to increase publications by Malikussaleh University lecturers in the field of community service, reporting about PKM activities in electronic media, and adding cooperation agreements with new partners in the PKM field.

The impact for the Community Service implementation team itself is of course achieving the previously promised output targets, namely publication of articles in the form of PKM publications in OJS journals, publication of community service on electronic media, and obtaining Letters of Cooperation with PKM Partners, IPR in the form of copyright, as well as PKM report which can be used as one of the points of the lecturer's assignment elements.

The influence and impact on the community around the partner location is also felt by the large number of people interested in trying to open a business in the same field in the hope of increasing their family income. The results of monitoring and evaluation activities show significant changes. Supplies of raw materials in the form of materials for production are already available, because previously there were only limited quantities. Then, in terms of business bookkeeping, it is also available and separate from personal financial bookkeeping reports. An increase in partner income also began to be seen after the service program was implemented, with the increase in production numbers.



Figure 5.5

Wet Cake Micro Business Nameplate Design

4. CONCLUSION

The temporary conclusion obtained based on the implementation of community service activities for micro business actors as PKM partners in Gampong Blang Pulo, Muara Satu District, Lhokseumawe City has run smoothly. Partners are very enthusiastic in mentoring and participating in training, this can be seen from the participants who attended the event from start to finish and were very enthusiastic in the question and answer sessions, discussions or sharing knowledge and regarding the products they produce. Based on the evaluation results, the participants were able to increase their understanding of recording financial reports for the micro businesses they run, and have begun to separate their micro business financial reports from family financial reports. On the other hand, product marketing has begun to increase, helped by promotions carried out through social media.

Suggestion

The suggestions for community service that partner with home-based cake micro businesses in Gampong Blang Pulo are:

1. Continuous guidance is needed from Malikussaleh University, and from the Government and the private sector for technical training on financial reports for micro businesses, especially home cake micro businesses, because the understanding of recording financial reports has not been fully mastered, considering the different backgrounds of each micro entrepreneur. .
2. Micro business owners themselves need awareness to make financial reports regularly and separately from personal financial reports

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