

## BUSINESS MANAGEMENT TRAINING FOR UMKM ACTORS IN BALESARI VILLAGE, WINDUSARI DISTRICT, MAGELANG REGENCY

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### Abstract

*The community service program carried out in Balesari Village, Windusari District, Magelang Regency aims to identify the obstacles or problems experienced by MSME actors so that the problems can be identified which can then be used as coaching material in each MSME so that MSMEs can develop and encourage the economy of the surrounding community. The methods used are counseling, tutorials and discussions. Human Resources (HR) in an organization is a very important element. MSMEs really need superior HR in knowledge and skills about business management to manage their businesses for the progress of their businesses. Therefore, MSME managers are expected to have the skills to manage their business operations, as well as manage facilities and infrastructure in their businesses. When MSME managers have good business management knowledge, it will make it easier for their businesses to continue to develop and run dynamically and flexibly in facing all the demands of changing times. Therefore, the activities carried out in this community service are by assisting MSME actors, especially related partners, to develop their businesses so that they are able to compete with other MSMEs by holding training, delivering materials, and mentoring on business management which includes marketing management, innovation and product development and technology and information management. Partners are assisted by the community service team to carry out business management and use technology properly to expand the market and increase product appeal to win market competition.practices.*

**Keywords:** MSMEs, Business Management .

### INTRODUCTION

Balesari is one of the villages in Windusari sub-district, Magelang, Central Java, Indonesia. Balesari Village is a fostered village of Tidar University (Untidar) Magelang which wants to be made into a tourist village. Balesari Village is located on the slopes of Mount Sumbing which has beautiful natural scenery with cool air so that it has the potential to become a tourist village. Tidar University is committed to developing Balesari Tourism Village so that it can help the economy of residents around Balesari Village. Balesari Village has quite high enthusiasm in entrepreneurship, this can be seen from the existence of Joint Business Groups (KUB) or the existence of several MSMEs in Balesari. With the position of Windusari sub-district which is on the slopes of Mount Sumbing, it has advantages and disadvantages. The advantage is the fertile land so that the majority of the population works as farmers. The disadvantage is the unstable land, as a result, the Windusari sub-district area is prone to landslides. Tourism Potential of Windusari District, Natural Tourism: Mount Giyanti, Mount Sumbing, Cultural Tourism: Selogriya Temple, Batur Temple, Religious Tourism: Khaul Simbah Rohmat, Cultural Tourism: Kuda Lumping. Balesari Village, Windusari District, Magelang Regency is a village fostered by Tidar University, there are various regional potentials such as entrepreneurs or home industries, home industries or MSMEs in Balesari Village with various forms of business, but with so many MSMEs in the village

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have not been able to absorb labor and improve the economy of the area. The focus of this program is the obstacles faced in the development of Micro, Small Enterprises carried out by Balesari MSMEs in Balesari Village, Windusari District, Magelang Regency. Balesari Micro, Small and Medium Enterprises (MSMEs) in Balesari Village are businesses engaged in snacks and coffee. Balesari MSMEs have great opportunities as one type of promising business because the products produced are processed products that are in great demand by the community.

Opening an MSME in Balesari Village is one of the good business decisions, especially to improve the economy of families and Balesari Village. With good business prospects, the business will be better if the management and handling are right both in terms of human resources (owners/managers/employees), administration, marketing, and especially in terms of technology utilization. Therefore, the Balesari MSME can grow and be dynamic if there is an increase and development of business management knowledge, business and marketing strategies and knowing the digital payment system to manage business, assets, finances, facilities, infrastructure and practical transactions to increase the competitiveness of Balesari MSMEs. In terms of skills, Balesari MSME actors are given materials on business management, business strategy, digital marketing and digital payments. There is a provision of simple training in formulating and implementing Human Resource development, business management, strategy, and how MSME participants use technology to conduct digital marketing and payments. This is to make it easier for Balesari MSME actors to direct their main targets or goals for the success of their business so that they can compete with similar MSMEs. In implementing this community service, Balesari MSMEs are partners. Balesari MSME actors need superior human resources in managing better businesses so that they can develop their businesses easily.

## **METHOD**

The implementation of the Community Partnership Program is carried out using counseling, tutorial, and discussion methods. The systematic implementation of this community service activity is as follows: Step 1 (Counseling Method): Participants are given material on how to manage a good, effective and efficient business by increasing knowledge related to business management. The goal is to provide new insights and improve business knowledge and skills, especially in the fields of marketing management, innovation, product development and technology and information management to MSME actors. The delivery of the counseling is in the form of lectures and questions and answers to participants.; Step 2 (Tutorial Method): Training participants are given material on technology and information management. This activity aims to provide knowledge and skills on how to apply payments with QRIS to their businesses and skills in operating or using digital payments with QRIS. This training is delivered in the form of detailed explanations and practices as well as questions and answers; Step 3 (Discussion Method): Training participants are given the opportunity to discuss problems related to business management including marketing management, innovation and product development and technology and information management.

## **RESULTS AND DISCUSSION**

The results of the training given to Balesari MSMEs showed an increase in knowledge in terms of business management. First, the training participants succeeded in increasing their knowledge in managing and running their businesses more effectively. This knowledge includes a deeper understanding of the principles of business management, which are an important foundation for the sustainability and development of small businesses. Second, the training participants developed a better understanding of the importance of product innovation in winning the competition. They are now more aware of the need to continue to develop and adapt their products to dynamic market demands, which ultimately increases the competitiveness of their businesses in the wider market. Third, the MSMEs who took part in the

training showed an increase in knowledge in terms of digital payments, especially in utilizing digital technology, namely QRIS as a digital payment medium that can be applied to their businesses. In addition to digital payments, they also showed an increase in knowledge in terms of digital marketing that allows them to not only maintain existing markets but also expand their market share significantly. With the training and education provided, they must be better prepared and motivated to take advantage of the opportunities for easy payments offered by QRIS and digital marketing through social media. The results of this training show that intervention through appropriate training and education can increase the competitiveness of MSME actors which contributes to the sustainability of their business.



**Figure 1.**The Community Service Team provides Business Management material

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**Figure 2.**The Community Service Team provides technology and information management materials

**CONCLUSION AND SUGGESTIONS**

The conclusion drawn from this community service activity is that with the existence of programmed community service activities, it will increase knowledge for MSME actors in Balesari Village. In this service activity, the service team focused on providing counseling on training, and skills related to business management in managing and running their businesses. With the consideration of being able to manage the business to be more focused, realizing a good creative economy to support partner businesses in order to become a creative and innovative entrepreneur or group and be able to grow the economy in Balesari Village, Windusari District, Magelang Regency. The advice we provide in order to continue to develop and become an advanced business unit, MSME actors in Balesari Village must attend training, workshops and seminars on business management more often so that they can continue to improve their skills in sustainable business management and further assistance is still needed in order to improve and develop the skills of MSME actors in Balesari Village, Windusari District, Magelang Regency.

**THANK-YOU NOTE**

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