

EMPOWERMENT OF AA MICRO BUSINESS IN DEVELOPING DIVERSICATION OF CAKE PRODUCTS IN SURABAYA

Dr. H. Zakariya ,MS, MM.¹, Drs. Ec. Kunto Inggit Gunawan, MM.², Drs. Ec. Mataji,
MM.³

¹²³Universitas 17 Agustus 1945 Surabaya

Email: ¹zakaria@untag-sby.ac.id

Abstract

Since the enactment of the Asean Economic Community (AEC) at the end of 2015 should encourage all economic actors including SMEs and Micro Enterprises to improve themselves in order to improve the quality of production of both goods and services. If it is not done, then Indonesia is a "soft" market for other Asean countries because Indonesia has the largest population (population size) in ASEAN, which is no less than 270 million inhabitants. SMEs and Micro Enterprises, which are the embodiment of people's economic democracy, are devastated when the flow of goods and services so swiftly from various Asean Countries invades the Indonesian market. Realizing that doing empowering SMEs and Micro Enterprises is a necessity and a necessity to be able to find national identity that has comparative advantage and competitive advantage. This activity begins with identifying the existing problems and then finding a solution method, the method used is to provide training and assistance. The results that have been achieved are the existence of AA business capabilities that produce 10 (ten) additional additional new products which include: 1. Sus Fla; 2. Sus Fla Buah; 3. Sus Rogut; 4. Cum-cum; 5. Panada; 6. Layers; 7. Brown sugar steamed buns; 8. Bongko menthuk; 9. Risol mayo; and Sausage solo. In addition, Micro Business "AA" can improve its ability in the field of simple bookkeeping and business management. The existence of these outcomes is an indication of increased business empowerment.

Keywords: *Empowerment- Product Diversification- Cake.*

I. Introduction

Since the enactment of the Asean Economic Community (AEC) at the end of 2015 should encourage all economic actors including SMEs and Micro Enterprises to improve themselves in order to improve the quality of production of both goods and services. If it is not done, then Indonesia is a "soft" market for other Asean countries because Indonesia has the largest population (population size) in ASEAN, which has reached 270 million inhabitants.

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IbM is one of the media in the context of strengthening SMEs and Micro Enterprises. For this reason, in the proposed IbM (Science and Technology for society) Cake Business Group in Penjaringan Sari Surabaya Village, we chose: 1. AA Micro Business with the ADFUN brand name; and 2. Rahayu Micro Business with the

PELITA HATI brand. Where both are engaged in the production of Surabaya's unique cakes, which so far both are more typical known as Surabaya cake village.

AA Micro Business is optimistic that if the quality improvement and various types of cakes are improved, especially if there is an improvement in packaging (so far it still uses plastic), namely the packaging in the form of paper boxes, the selling value is quite high and can be marketed in well-known Supermarkets such as Indomart, Alfamart and etc. In addition, Ms. Anik Pudjiastuti has a strong belief that along with the advancement of IT, the marketing of her cakes can be marketed online considering that almost all products today can be marketed online, but for this skill Ms. Anik Pudjiastuti does not have it.

From the management side, AA Micro Business is a family business. Therefore this business has not used the principles of good management. For example there is no accounting about business finance, there is still no separation between business finance and personal finance. Ms. Anik Pudjiati, owner of AA Micro Business, hopes that her business has a clear and detailed bookkeeping on business finances, starting from the procurement of raw materials, production process costs (labor, electricity, gas, etc.) and marketing costs (freight costs). In addition, Ms. Anik Pudjiati, owner of Micro Business AA, expects to be able to make a business financial report, because a business that has a business financial report is prioritized to get assistance from companies that provide CSR (Corporate Social Responsibility) assistance, besides that it is often a condition to get credit from lending institution.

Referring to the analysis of the situation above and based on the discussion agreement between partners and the proposer as follows:

- a. Need to improve the quality of products in the form of various kinds of products, so that the choice of buyers will be more and more and if the variants are more and more attractive to buyers.
- b. Not yet able to make bookkeeping businesses, so it is often difficult to access capital, especially through CSR funds and funding from banks with very low interest. .
- c. Capital is still limited, so additional capital is needed for business development. From the identification of issues that have been identified between partners and the Untag Surabaya lecturer service, it was agreed:
- d. Increased variety of cake products
- e. Carry out business mentoring and assistance

II. Target Program

The AA Micro Business output targets that are expected from the aspects of production. The target / Expectation of Various Cake Products (New Addition) Covers:

1. Sus Fla
2. Sus Fla buah
3. Sus Rogut
4. Cum-cum
5. Panada
6. Lapis
7. Roti kukus gula merah
8. Bongko menthuk
9. Risol mayo
10. Sosis solo

And also Target Outcomes of Usaha Bookkeeping and AA Micro Business Management

III. Method Of Implementation

The solution to deal with the specific priority issues of partners, concretely agreed upon between the proposer and partners is as follows.

3.1. Method of Implementing Increased Production Variation

- a. To increase the variety of cake production which includes:
1. Sus Fla,
 2. Sus Fla Buah,
 3. Sus Rogut,
 4. Cum-cum,
 5. Panada,
 6. Lapis,
 7. Brown sugar steamed bread,
 8. Bongko menthuk,
 9. Risol mayo and
 10. Sausage solo, training will be conducted.

The training will be done once a week in one month. Trainer of various variations of these cake products was brought by Dra. Sundari., M.Ikom who has been moving for a long time in the manufacture of cakes in Wiguna Surabaya and played by Drs. Ec. Kunto Inggit and Drs. Ec. Mataji and Dr. Zakariya, MS., MM.

3.2. Methods of Conducting Bookkeeping and Business Management Training

In order to increase the ability of simple bookkeeping and business management, simple bookkeeping has been carried out by Drs. Ec. Kunto Inggit and Drs. Ec. Mataji, who is very knowledgeable in the field of financial management and Business Plan. And business management has been trained and fostered by Dr. Zakariya, MS., MM

IV. Implementation of Activities

With this training can improve the ability of AA Micro Enterprises in making variations of the cake include:

1. Sus Fla,
2. Sus Fla Buah,
3. Sus Rogut,
4. Cum-cum,
5. Panada,
6. Lapis,
7. Brown sugar steamed bread,
8. Bongko menthuk,
9. Risol mayo and
10. Sausage solo.

Performed in February 2019 until March 2020 as the instructor / trainer was Mrs. Sundari Ekowati accompanied by Dr. Zakariya, MS., MM. The activity was in accordance with the planning schedule and produced ten types of cakes. In April 2020-June 2020, assistance was provided. This assistance is intended to control the quality of cake products so that they are in accordance with the practice given by the instructor. It turns out that with the assistance, the quality of 10 new types of cakes has significantly increased the demand for cake products produced by "AA" Micro Enterprises.

Simple bookkeeping training was conducted in April 2020-June 2020 with presenters Drs. Ec Kunto Inggit Gunawan and Drs. Ec. Mataji. Material given:

1. Daily bookkeeping production costs and daily income
2. Monthly Bookkeeping Recapitulation

Besides that, there was also training on Business Management with the speaker Dr. Zakariya, MS., MM. The activity of providing simple bookkeeping material and providing Business Management material was continued with assistance in July 2020. Furthermore, to measure the reliability of training and assistance to Micro Business, pre-test and post-tests were conducted. The results are as follows

No.	Types of Cakes	Pre Test	Post Test
		Score	score
1.	Sus Fla	60	75
2.	Sus Fla buah	65	80
3.	Sus Rogut	60	80
4.	Cum-cum	60	76
5.	Panada	68	80
6.	Lapis	60	80
7.	Roti kukus gula merah	69	80
8.	Bongko menthuk	60	80
9.	Risol mayo	60	79

10.	Sosis solo	60	80
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Table 1. Cake Making

Source: February 2020 pre test results and July 2020 post tests

No.	Jenis Kue	Pre Test	Post Test
		Nilai	Nilai
1.	Simple Bookkeeping	55	70
2.	Business Management	50	68

Table 2. Simple Bookkeeping and Business Management

Source: February 2020 pre test results and July 2020 post tests

From the results of the pre-test competency test both in the manufacture of cake products and competence to do simple bookkeeping and business management ability to experience improvement. This means that the empowerment of "AA" Micro Business has also increased. This activity is in line with the view of Mubarak (2010) community empowerment can be interpreted as an effort to restore or enhance the ability of a community to be able to act in accordance with their dignity and value in carrying out their rights and responsibilities as community members. In the Empowerment process approach it is more possible for the implementation of development that humanizes humans. In this view, community involvement in development is more directed at participation, not in the form of mobilization. Community participation in the formulation of the program makes the community not only domiciled as consumers of the program, but also as producers because they have been involved in the process of making and formulating it, so that the community feels they have ownership of the program and have responsibility for its success and have more motivation for participation in the next stage (Soetomo, 2006).

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V. Conclusions and recommendations

From the results of this community service it can be concluded that:

1. Micro Business "AA" can improve its ability to make cakes with 10 types of new cakes whose competency was not yet optimal.
2. Variation of these cake products results in increased demand for cake products produced by the "AA" Micro Business.
3. With a simple bookkeeping and management training, "AA" Micro Business can apply in its business activities. So that business behavior leads to rational behavior.
4. An increase in competence can empower "AA" Micro Business so as to increase family welfare.

The recommendations are as follows:

1. Synergy between the campus / University and Micro Enterprises needs to be improved in a sustainable manner so that community empowerment continues quickly and systematically.

2. In the context of developing regional planning related to micro business development, it is necessary to involve the active role of tertiary institutions so that their planning and implementation is more directed and systematic.

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