

**THE IMPACT OF EMPOWERMENT OF THE HEGINES AND HALAL
PRODUCTION PROCESS IN JAYA ABADI MICRO BUSINESS
GUNUNGANYAR TAMBAK SURABAYA ON THE IMPROVEMENT
OF THE LOCAL ECONOMY**

Dr. H. Zakariya ,MS, MM¹, Drs. Ec. KuntoInggitGunawan, MM², Drs. Ec. Mataji, MM³

¹ Universitas 17 Agustus 1945 Surabaya

Email : hzakariyah@gmail.com

² Universitas 17 Agustus 1945 Surabaya

Email : kuntoinggitgunawan@gmail.com

³ Universitas 17 Agustus 1945 Surabaya

Email : mataji@gmail.com

Abstrak

Surabaya is the second Metropolitan city after Jakarta, of course economic development must not only focus on investment-intensive sectors, but also must encourage the SME and Micro Business sectors because it has significance in employment. Strengthening the local economy becomes important to encourage economic justice as an implication of the growth of SMEs and Micro Enterprises. For this reason, the purpose of this research is to look at the impact of empowering the heginés and halal production processes of the Surabaya is the second Metropolitan city after Jakarta, of course economic development must not only focus on investment- intensive sectors, but also must encourage the SME and Micro Business sectors because it has significance in employment. Strengthening the local economy becomes important to encourage economic justice as an implication of the growth of SMEs and Micro Enterprises. For this reason, the purpose of this research is to look at the impact of empowering the heginés and halal production processes of the Micro Jaya Abadi Gununganyar Tambak Surabaya business on improving the local economy. The method used is descriptive qualitative by comparing before and after production processes before and after from the aspects of heginés and halal while also comparing the potential level of absorption of local labor with before and after approaches as well. The results showed that there were significant differences after assistance was made in understanding the clean and halal production process, where the values are as follows, before with a value of 53 and after the mentoring was carried out at 67.5. While the employment rate increased 50%

Keywords: *Empowerment – Production of Heginés and Halal – Local Economy*

Pendahuluan

Empowerment of SMEs and Micro Enterprises is a necessity and a necessity for SMEs and Micro Enterprises to have comparative advantages and competitive advantages. A similar sentiment was conveyed by Lies Indrayani (2013) in her research findings which revealed that SMEs that can carry out their business activities in

a sustainable manner are always given innovative training so that the products produced are relevant to market demand. Lies Indrayani's view is also parallel with the findings of Robby Firmansyah, Ratih Nur Pratiwi and Riyanto (2014) who suggest that the successful development of Brem SMEs in Kalibu Village, Mejayan District, Madiun Regency is

a strategy development of strategy strategies resource development for SMEs. Strengthening SMEs in the MEA era, not only enough to rely on government intervention, but also involves stakeholders to work together in empowering SMEs. This view parallels the findings of Ida Susi Dewanti (2010) the empowerment of SMEs that was successful because of the involvement of the government and stakeholders which included the world of Higher Education.

The city of Surabaya must not only focus on investment-intensive sectors, but also must encourage the SME and Micro Business sectors because it has significance in employment. On this basis, efforts have been made to empower these micro- businesses by conducting socialization and demonstration of hygienic and halal production process.

Literature Review

The existence and role of MSMEs (Micro Small and Medium Enterprises) in supporting national economic activities, especially to overcome the problems of poverty, unemployment, and disparities between sectors, is very important and strategic. Therefore strengthening of small and medium scale economies is a priority towards the creation of solid economic fundamentals. But in carrying out their role and realizing this great potential, MSMEs still face many problems both internally and externally.

The Micro Small and Medium Enterprises (MSME) Empowerment Program is one of the solutions in stimulating national economic growth and reducing poverty. For this reason, the government is asked not only to focus on policies and programs, but also to improve the implementation of MSME empowerment in the field. MSME empowerment can also increase economic activities, especially in overcoming the problem of poverty, unemployment, so that SMEs can develop at the local, regional, national and even international level, the strategies that must be develop are as follows:

1. Determine the market

Business actors must be familiar with the characteristics of the markets targeted for export. High end products are usually controlled by goods from Europe and are generally branded. While low end products, Indonesia will compete with China and Vietnam. Indonesia is enough to play in the not too much production capacity, but can increase the value of the product.

2. Adjusting to global trends

Products that are loved are usually more attractive to buyers. Businesses must understand the current global trends that are in demand.

3. Innovative products

Unquestionably, the uniqueness of a product will surely tickle the market. Buyers feel the need to have the item because it is different from other products. The uniqueness can be created by adopting local cultural characteristics but with contemporary offerings. This will make a striking difference occurred to products from other countries.

4. Developing limited edition production

Businesses in Indonesia can try strategies in European and American countries that have exclusive products. The seller only produces two or three items for one product. Especially with publications that make the market curious about the limited edition products. This method is considered successful in making prospective buyers order limited edition goods compared to other items produced in large quantities.

5. Develop creative business communication

Indonesian SMEs are asked to be able to communicate well with the international world. Thus, Indonesia can establish cooperation with outside business actors as well as expand marketing networks. SMEs are a concern of both ASEAN countries and developed countries. From the business side, the business world dominates business units in Indonesia by 99% and contributes to employment and GDP is also quite significant if calculated from the number of creative MSMEs

throughout Indonesia which reaches 8.2 million.

So the growth potential is 4.6% per year in the last 5 years, so most foods continue to increase, meaning that the contribution will also be even greater. At present its contribution to GDP is only 9.82% but it holds very high potential.

Methods Used

The method used is descriptive qualitative by comparing the before and after study of the before and after production process from the aspects of hygiene and halal, while also comparing the potential absorption rate of local labor with the before and after approaches as well as the indicator including cleanliness, tidiness, beauty. Develop creative business communication Indonesian SMEs are asked to be able to communicate well with the international world. Thus, Indonesia can establish cooperation with outside business actors as well as expand marketing networks.

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So the growth potential is 4.6% per year in the last 5 years, so most food continues to increase, meaning that the contribution will also be even greater. At present its contribution to GDP is only 9.82% but it holds this very high potential. beauty, order, accuracy using halal materials and production process in accordance with syariah regulation.

Empowerment Result and Analysis

3.1. Realization of Counseling Activities
Counseling "The Importance of Hygiene and Production Hygiene Aspects in Surabaya's Micro Jaya Abadi Business" as follows:

The results of the socialization activities have a significant effect when compared to before the activity. In the aspect of cleanliness, the Micro Jaya Abadi Business only has a value of 50, but after socialization, it is 65. In the aspect of neatness, the Micro Jaya Abadi Business only has a value of 45, but after socialization, it is 70. In the beauty aspect, the Micro Jaya Abadi Business only has a value of 55 but after the socialization of 65. In the aspect of order the Micro Jaya Abadi Business only has a value of 50 but after the socialization of 65. In the aspect of accuracy using halal materials the Micro Jaya Abadi Business only has a value of 60 but after the socialization of 70. In the aspect the production process uses materials in accordance with the Micro Jaya Abadi Micro Enterprise only has a value of 60 but after the socialization of 70.

Conclusion

1. Community service activities in the form of community empowerment that are trying to be productive, especially the Jaya Abadi micro business in the Gununganyar Tambak Village, Surabaya are carried out in the aspect of understanding and carrying out the production process which includes aspects of hygiene and halal production process orientation.

2. There is a significant difference after providing assistance in understanding the clean and halal production process, where the values are as follows.

Before: Value = 53

After: Value = 67.5

Furthermore, as a suggestion, continuous assistance is needed, so that the production is of better quality.

Daftar Pustaka

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Joko Salim, Kunci Sukses Membangun dan Melesatkan Bisnis, PT. Alex Media Komputindo, Jakarta, 2011

Mas'ud Chasan, Sukses Bisnis Modal Dengkul, Pustaka Pelajar, Yogyakarta, 2005

| DATE | INSTRUCTOR | ACTIVITIES / MATERIALS |
|---|--|--|
| January 3, 2019 January 6, 2019 | Dr. H. Zakariya, MS., MM Drs. Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji. MM | Field Survey has been carried out |
| January 8-9, 2019 | Dr. H. Zakariya, MS., MM Drs. Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji. MM | Discussion of Problems with Counseling Team Partners |
| January 10, 2019 January 16, 2019 | Dr. H. Zakariya, MS., MM Drs. Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji. MM | The extension team will prepare a proposal |
| Sunday/ february 3, 2019 Time : 8.00 – 11.00 | Dr. H. Zakariya, MS., MM Drs. Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji. MM | The Counseling Team made a Proposal |
| Sunday/ february 10, 2019 | Dr. H. Zakariya, MS., MM Drs. Ec. Kunto Inggit | The Counseling Team conducts counseling on Production hygiene principles |

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|---|---|---|
| Time: 8.00 – 11.00 | Gunawan, MM Drs. Ec. Mataji, MM | |
| Sunday/February 17, 2019 Time : 8.00 – 11.00 | Dr. H. Zakariya, MS., MM Drs.Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji, MM | The Counseling Team conducts counseling on Understanding the principles of hygiene based on sharia production |
| Sunday/February 24, 2019 Time: 8.00 – 11.00 | Dr. H. Zakariya, MS., MM Drs.Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji, MM | The Counseling Team conducts counseling on Understanding the principles of hygiene based on sharia production |
| Sunday/ March 3, 2019 Jam: 8.00 – 11.00 | Dr. H. Zakariya, MS., MM Drs.Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji, MM | The Counseling Team conducts counseling Understanding Japanese Management Principles in Successful production |
| Sunday/ March 10, 2019 Time : 8.00 – 11.00 | Dr. H. Zakariya, MS., MM Drs.Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji, MM | The Counseling Team conducts a Hard Work counseling |

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| Minggu/17 Maret 2019 Jam : 8.00 – 11.00 | Dr. H. Zakariya, MS., MM Drs.Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji. MM | The Counseling Team conducts religious religious outreach in business |
| Sunday- March 19, 2019 | Dr. H. Zakariya, MS., MM Drs.Ec. Kunto Inggit Gunawan, MM Drs. Ec. Mataji. MM | The Counseling Team conducts religious religious outreach in business |

3.2 Evaluation of the level of understanding before and after Personnel of Micro Jaya Jaya Abadi Surabaya City: As follows:

| Assessed Indicator | Before Conducting Community Service (Score) | After Community Service (Score) |
|--------------------|---|---------------------------------|
| Cleanliness | 50 | 65 |
| | 45 | 70 |
| Neatness | 55 | 65 |
| Beauty | 50 | 65 |

| | | |
|--------------------------------|----|------|
| Order | 60 | 70 |
| Accuracy using halal materials | 60 | 70 |
| Average | 53 | 67,5 |