

EMPOWERMENT OF MICRO BUSINESSES OF SURABAYA IN MAKING AN ENVIRONMENTALLY FRIENDLY BUSINESS

Dr. H. Zakariya. MS, MM¹; Drs. Ec. Kunto Inggit Gunawan²; Drs. Ec. Mataji, MM³
MM NIDN. 07-050562-01 NIDN: 07-230365-01 NIDN: 07-090859-01
¹²³Universita 17 Agustus 1945 Surabaya

ABSTRACT

Since the enactment of the Asean Economic Community (AEC) at the end of 2015 it should encourage all economic actors, including SMEs and Micro Enterprises, to improve themselves in order to improve the quality of production, both goods and services. If this is not done, then Indonesia is a "soft" market for other Asean countries because Indonesia has the largest population size in Asean, which is close to nearly 260 million people. SMEs and micro enterprises, which are the manifestation of people's economic democracy, will be devastated when the heavy flow of goods and services from various Asean countries invades the Indonesian market. Realizing that, empowering SMEs and Micro Enterprises is a necessity and a necessity to be able to find a national identity that has a comparative and competitive advantage. The activity is one of the media in order to strengthen SMEs and Micro Enterprises. For this reason, in the proposed IbM (Science and Technology for the community) Cake Business Group in Penjaringan Sari Surabaya's Cake Village, we chose:

- 1. AA Micro Business under the brand ADFUN; and*
- 2. Rahayu Micro Business under the brand PELITA HATI. Where both of them are engaged in the production of typical Surabaya cakes, which so far are both more distinctively known as the Surabaya cake village. This activity aims to improve product quality in the form of various kinds of products, so that there will be more choices of buyers and if there are more variants, the more attractive it is to buyers.*

Keyword: Empowerment - Micro Enterprises - Environmentally Friendly

INTRODUCTION

Since the enactment of the Asean Economic Community (AEC) at the end of 2015 it should encourage all economic actors, including SMEs and Micro Enterprises, to improve themselves in order to improve the quality of production, both goods and services. If this is not done, then Indonesia is a "soft" market for other Asean countries because Indonesia has the largest population size in Asean, which is close to nearly 260 million people. SMEs and micro enterprises, which are the manifestation of people's

economic democracy, will be devastated when the heavy flow of goods and services from various Asean countries invades the Indonesian market. Realizing that, empowering SMEs and Micro Enterprises is a necessity and a necessity to be able to find a national identity that has a comparative and competitive advantage.

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Every day the AA Micro Business requires approximately 20 kg of wheat flour, with details for pastries as much as 7 kg and 13 kg for wet cakes such as (brownies, lemper, pastels, pukis, cupcakes, etc.). (Source: interview result with Mrs. Anik Pudjiati, owner of AA Micro Business, March 17, 20015).

The products of pastries and cakes have been marketed in Surabaya only, where they are marketed: Surabaya MERR UKM Center, Surabaya Disperindag Office Canteen, Surabaya Cooperative Office Canteen, Undaan Eye Hospital Canteen, Unair Surabaya, Muhammadiyah Pucang Elementary School, ITS Sakinah Store d Pasar Sopyono Surabaya.

The demand for the cake production of the AA Micro Business from year to year is getting bigger, but due to limited production tools such as mixers and inadequate developer tools, this makes it difficult for this Micro Business to increase its production volume.

Furthermore, based on the results of the interviewer with the partner (Usaha Mikro AA), he said that the products of Micro AA's pastries and cakes can be developed and marketed throughout the Sidoarjo and surrounding areas. To pioneer in this direction, according to Mrs. Anik Pudjiati, the owner of the AA Micro Business: "In addition to the need for additional production machines, it is also necessary to add skills in making cakes. Because so far the types and types of cakes produced are limited.

Mrs. Anik Pudjiati, the owner of the AA Micro Business, is optimistic that if the quality improvement and various types of cakes are improved, especially if there is an

increase in packaging improvements (so far still using plastic), namely the packaging in the form of paper boxes, the selling value is quite high and can be marketed in well-known supermarkets, for example Indomart, Alfamart and others. In addition, Mrs. Anik Pudjiastuti has a strong belief that along with the advancement of IT, her cake marketing can be marketed online considering that almost all products today can be marketed online, but for this skill Mrs. Anik Pudjiastuti does not have it.

From the management side, the AA Micro Business is a family business. Therefore this business has not used good management principles. For example, there is no bookkeeping on business finances, there is still no separation between business finance and personal finance. Mrs. Anik Pudjiati, the owner of the AA Micro Business, hopes that her business has clear and detailed books on business finances, starting from the procurement of raw materials, production process costs (labor, electricity, gas, etc.) and marketing costs (shipping costs). In addition, Mrs. Anik Pudjiati, the owner of the AA Micro Business, hopes to be able to make business financial reports, 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 for getting credit from lending institutions. The purpose of this service is to empower micro businesses of AA Surabaya in realizing environmentally friendly businesses.

II. LITERATURE REVIEW

The reasons for the adoption of Law 20/2008 on MSMEs are:
that a just and prosperous society based on Pancasila and the 1945 Constitution of the

Republic of Indonesia must be realized through the development of a national economy based on economic democracy; that in accordance with the mandate of the Decree of the People's Consultative Assembly of the Republic of Indonesia Number XVI / MPR-RI / 1998 concerning Political Economy in the context of Economic Democracy, Micro, Small and Medium Enterprises, it is necessary to empower as an integral part of the people's economy which has a strategic position, role and potential for realizing a national economic structure that is increasingly balanced, developed and just; that the empowerment of Micro, Small and Medium Enterprises as referred to in letter b, needs to be carried out comprehensively, optimally and continuously through the development of a conducive climate, providing business opportunities, support, protection and business development as widely as possible, so as to be able to increase the position, the role and potential of Micro, Small and Medium Enterprises in realizing economic growth, equitable distribution and increase in people's income, creating job opportunities and alleviating poverty; that in connection with the development of an increasingly dynamic and global economic environment, Law Number 9 of 1995 concerning Small Business, which only regulates Small Businesses needs to be replaced, so that Micro, Small and Medium Enterprises in Indonesia can obtain assurance of business certainty and justice; that based on the considerations as referred to in letter a, letter b, letter c, and letter d, it is necessary to enact a Law on Micro, Small and Medium Enterprises.

National development is aimed at realizing a just and prosperous society that is evenly distributed materially and spiritually based on Pancasila and the 1945 Constitution of the Republic of Indonesia in the framework of the Unitary

State of the Republic of Indonesia which is independent, united, and sovereign of the people in an atmosphere of a safe, orderly, and dynamic in an environment that is free, friendly, and peaceful.

National development that covers all aspects of the life of the nation is jointly organized by the community and the government. The community is the main actor of development, and the government is obliged to direct, guide, protect and foster a supportive atmosphere and climate. Micro, Small, and Medium Enterprises are business activities capable of expanding employment opportunities and providing broad economic services to the community, and can play a role in the process of equalization and increase in community income, promote economic growth, and play a role in realizing national stability. In addition, Micro, Small and Medium Enterprises are one of the main pillars of the national economy which must obtain the main opportunity, support, protection and development as widely as possible as a form of firm siding with the people's economic business groups, without neglecting the role of Large Enterprises and Business Entities. State Owned.

Although Micro, Small and Medium Enterprises have shown their role in the national economy, they still face various obstacles and constraints, both internal and external, in terms of production and processing, marketing, human resources, design and technology, capital, and climate. effort.

In order to increase the opportunities, capabilities, and protection of Micro, Small and Medium Enterprises, various policies regarding business reserves, funding, and development have been established but they are not yet optimal. This is because the policy has not been able to provide adequate protection, business certainty, and facilities for

empowering Micro, Small and Medium Enterprises.

III. METHODE USED

The solutions offered to address partner priority problems specifically, concretely agreed upon by the proposer and partner are as follows.

3.1. Implementation Methods for AA Micro Enterprises

a. To improve the production process that is environmentally friendly, activities include:

1. Lecture
2. Discussion
3. Simulation
4. Video demonstration
5. Assistance

IV. EMPOWERMENT RESULTS AND ANALYSIS

AA Surabaya Micro Business Empowerment in realizing environmentally friendly businesses, is carried out by providing counseling and assistance. After being given counseling and assistance, an evaluation is carried out by comparing the understanding at the time it was done before the beginning of the service and an evaluation at the end of the mentoring. The evaluation results are as follows. The results of the accompaniment activities are shown in table 4.1

Table 4.1

RESULTS OF MIKRO BUSINESS EMPOWERMENT ACTIVITIES AA

Target Assessed Indicators	Not availablePrior to Community Service	After Community Service is Done
Organic waste sorting	Not available organic	There is organic waste
Unorganic waste sorting	Not availabu unorganic	There is unorganic waste

Organic waste handling	Not available organic	There is organic waste
Unorganic waste handling	Not available unorganic	There is unorganic waste
Closed trash container	Not available closed trash container	There is closed trash container
Watertight trash container	Not available watertight trash container	There is watertight trash container
The trash can is easy to clean	Not available the trash can is easy to clean	There is the trash can is easy to clean

From the results of the empowerment activities, it turns out that there is a significant change in the production process of the AA micro business which produces cakes. This change can be seen from what before the assistance was carried out there was no sorting of organic and inorganic waste to a separation of organic and inorganic waste. Prior to the empowerment of micro-businesses, AA had not provided compartment of organic and unorganic waste into organic and inorganic waste. Before the empowerment was carried out, it was not customary for closed disposal of garbage to become accustomed to covering up garbage after empowerment. Before the community service was carried out, it was still using a leaky trash can and there was a tendency for the waste to come out of the garbage bin to become a more waterproof trash after the empowerment was carried out. This empowerment has also civilized the owner of the AA Micro Business to clean

up the smumah place. From this service activity, actually encourages changes in behavior to live cleanly in production activities in making cakes, so that the results of cake production are more hegynical. Changes in attitudes and behavior of AA Micro Business in producing environmentally friendly orientation are actually in line with the results of health research, which explains:

Types of Household Waste and Their Treatment

1. Solid Waste / Garbage Waste is waste material, both materials that are no longer used (used goods) or materials that have been taken mainly from an economic perspective, waste is waste material that has no price and from an environmental perspective, waste is waste material that is useless and causes a lot of pollution problems and disturbances to environmental sustainability.
 2. Solid waste or garbage that comes from household waste includes:
 - a. Organic waste is waste that can decompose on its own because it can rot, for example food scraps, vegetables, fruits, rice, and so on. The impact of the disposal of organic waste containing protein will produce an unpleasant / foul odor and cause eutrophication or make the waters too fertile, resulting in an explosion in the number of algae and phytoplankton competing for light for photosynthesis.
 3. b. Inorganic waste is waste that cannot or is difficult to decompose by biological processes such as plastics, glass, sourced from household appliances, aluminum, cans, and so on. As a result of accumulating waste like this (plastic, Styrofoam, etc.) besides disturbing the landscape, it can also become pollutants on the soil.
 4. In the waste management plan, it is necessary to have a good waste processing method. The forms of management recommended for dealing with waste problems are as follows:
 - a. Selection of waste management can be done by sorting wet waste (organic) and dry waste (inorganic) by each household. Households who own land can process wet waste into compost which is useful for plants, while for dry waste such as paper, bottles, plastics and cans, it should be sorted first, because some of the waste can be recycled or reused. also given to scavengers and those that cannot be reused can be thrown away.
 - b. Containerization The planned container pattern is an individual pattern, where each family provides container, the container is placed in the front yard of the house or on the side of the road to make it easier for collection and transportation. The purpose of this waste container is to separate inorganic waste according to its type / material, in order to facilitate further processing.
 - c. waste container which is a waste container method of collecting waste temporarily before being transferred to a temporary disposal site (TPS) or (TPA). In order to prevent leakage or create odors that interfere with the environment and respiration, all waste must be stored in a container that meets the following requirements:
 - (1) Closed,
 - (2) Not easily damaged and waterproof,
 - (3) Easy and quick to empty and transport,
 - (4) Economical and easy to obtain.
 - d. Collection To deal with the problem of household waste, the recommended collection pattern is an indirect individual pattern, where garbage is collected by cleaners who visit each source of waste (house to house) and transported to a temporary disposal site (TPS). Another alternative collection pattern is the direct communal pattern, which is the activity of collecting waste from each communal

point and transporting it directly to the final disposal site without going through any removal activities.

V. CONCLUTION AND RECOMMENDATION

AA micro business empowerment activities can be concluded:

1. This change appears from what before the assistance was carried out there was no sorting of organic and inorganic waste into organic and inorganic waste segregation.
 2. Before the empowerment of micro-businesses, AA had not provided the container for organic and inorganic waste into organic and inorganic waste containers.
 3. Before empowerment was carried out, it was not customary to dispose of closed garbage, so that after empowerment was used to covering garbage
 4. Before the community service was carried out, it was still using a leaky trash can and there was a tendency for the waste to come out of the garbage bin to become a more waterproof trash after the empowerment process.
 5. This empowerment has also civilized the owner of the AA Micro Business to clean up the smumah place.
- Inorder for the future the AA micro business activities can optimally carry out environmentally friendly business activities, it is suggested as follows:

1. It is necessary to continue to encourage efforts to change the behavior of clean living in the production process so as to create environmentally friendly production.

2. The City Government provides assistance for flowers / plants that can create a cleaner production environment because it produces a lot of O₂

3. It is necessary to encourage cleaning staff to pick up garbage in an orderly manner so that there is no accumulation of garbage that causes an unpleasant odor

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