

Empowerment of The Wood Furniture Craftsmen in Increasing The Income of Joint Business Group "Sido Makmur"

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Abstract

As a small enterprise, KUB "SIDO MAKMUR" faced many problems, as is generally faced by most of MSMEs in Indonesia. This community service program tries to find out the causes of those problems and try to give the solutions for those various problems. The lack of production equipment, limited skills in product design, limitations in terms of marketing, and also limitations in access to financial institutions due to the non-bankable business are the problems that are found by the team and become the focus of this community service program. Our team provides many methods in order to solve the problems. Such as 1) production equipment assistance. 2). Provide product design training. 3). Providing internet-based product marketing training. 4). Providing Training in making proposals for capital assistance to various financial institutions and companies and assisted in channeling these proposals. At the end of the Training, a training satisfaction survey was conducted for the participants. From the survey results, it was concluded that various Training had a positive impact on increasing motivation, knowledge, and internet marketing skills of the members of KUB "SIDO MAKMUR."

Keywords: bankable, Internet Marketing, product design, empowerment



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I. INTRODUCTION

At the core of the concept of empowerment is the idea of power. The possibility of empowerment depends on two things. First, empowerment requires that power can change. If power cannot change, if it is inherent in positions or people, then empowerment is not possible, nor is empowerment

conceivable in any meaningful way. In other words, if power can change, then empowerment is possible. Second, the concept of empowerment depends upon the idea that power can expand. This second point reflects our common experiences of power rather than how we think about power. When employees are empowered, their confidence degree and self-reliance will increase. This extra confidence is a good thing because it creates job satisfaction and high levels of productivity. However, in some cases, confidence levels can be taken too far and end up crossing the line into arrogance. Arrogant employees are difficult to deal with, don't take direction well, and can become insubordinate. Working in this type of work environment takes its toll on employees, and they once again become dissatisfied with their job, and productivity levels decrease.

The Joint Business Group (KUB) "SIDO MAKMUR" chaired by Mr. Samino, as a partner in this Community Service Program, is a business group engaged in the productive economy with 20 members as wood furniture craftsmen. This KUB is located in Pengkol Village, Nglipar District, Gunung Kidul Regency. The location of the partners is in an area where the topography is fluctuating, like most areas in the mountains. Pengkol Village, with several hamlets including Dusun Gagan and Dusun Geger has long been known as centers of carpentry. This household carpentry business has indeed become a hereditary job.

This group was founded in 2013 and was formed with the aim of providing a forum for wooden furniture craftsmen so that it would make it easier for them to procure raw materials and market their products. One of the advantages of the furniture industry is that it is relatively cheap with a target market share of middle to lower consumers. Craftsmen can sell their wooden furniture at a lower price because the raw materials used come from Mahogany and Acacia wood, which is widely grown in the village. There are two types of sales systems in this KUB, the first system where the members pay cash first, the products produced by the KUB are then sold around the Gunung Kidul area, while the second system is by the KUB members taking wooden furniture first, then after the product sold, they will pay to the KUB, but with a slightly higher price when compared to them paying cash in advance.

The process of marketing the products at the beginning of this business was carried out using bearers on the right and left of their shoulders. They carried the furniture to be carried around to various surrounding villages. At this time, along with the increasing economy, and also with better access to village roads in Nglipar and its surroundings, the craftsmen began to market their products using motorbikes. In a day, a wooden furniture seller will go around on a motorbike to explore almost half of the Gunungkidul area, such as the villages in Nglipar, Ngawen, Semin, Karangmojo, Ponjong, Semanu, Wonosari, and Player districts. In addition, craftsmen sometimes market their products to Klaten Regency and have also marketed their products to Ponorogo Regency when there is an order. The craftsmen are not familiar with the online sales or marketing system as it has now become an effective marketing method. Household furniture from KUB is actually sold at low prices. The important thing is that it sells quickly and the money rotates quickly. Sometimes it doesn't even get an important return immediately and can be used to meet household needs.

Based on the results of a direct interview with Mr. Samino, as chairman of the KUB "SIDO MAKMUR" and several members, the following problems can be identified:

1. The problem of limited equipment is also a major obstacle to the development of this KUB. Outdated equipment makes the working time longer, and sometimes the production result is less smooth.

2. The lack of skills in a good administrative system and accountable bookkeeping makes it very difficult for this KUB to obtain capital assistance from financial institutions.
3. The lack of skills in the preparation of capital assistance proposals has made this KUB less touched by various forms of capital assistance that are currently being offered by companies and government agencies. Only once have they ever received equipment assistance from Disperindagkop, Gunungkidul Regency, and even then, it is currently in a damaged condition.
4. In the field of marketing, which is still conventional, it makes the marketing area of this KUB business less extensive.

II. LITERATURE REVIEW

Empowerment is an economic development concept that encapsulates social values. In that frame of mind, efforts to empower people can be seen from two sides. : first, creating an atmosphere or climate that will enable the community's potential to develop (enabling). Second, strengthening the potential or power possessed by the community (empowering). This strengthening includes concrete steps and involves providing various inputs, as well as opening access to various opportunities that will make the community more empowered. 1). The existence of special programs for people who are less empowered is an absolute necessity because general programs that apply to all do not always touch this layer of society.

The ultimate goal of community empowerment is to make the community independent, enable, and build the ability to advance towards a better life in a sustainable manner. Empowerment of the people's economy is not only the responsibility of the government but also the responsibility of the community, especially those who are more advanced because they have previously had the opportunity and may even have obtained facilities that were not obtained by other community groups. The acquisition of facilities and business opportunities, as well as this assistance that we will offer in the Community Partnership Program with partners of the Joint Business Group "SIDO MAKMUR."

The problem that always faced by MSMEs was not only in the capital sector. This shows that the factor of business capital for MSMEs is not the only problem faced, although capital flows quite a lot to MSMEs. If not followed by coaching, especially about how to use the aid received, then MSMEs will tend to be unsuccessful. The low quality of human resources among furniture craftsmen in Pengkol village is due to the lack of funds they have. The presence of the Community Service Program carried out by the Team of the Yogyakarta National Development University "Veteran" is in order to help provide solutions to various problems faced by partners. On production problems, partners are given new production tools, while on the marketing side, they can be provided in the form of internet marketing or e-commerce training. The importance and influence of technology and information can be seen from the results of research presented by Pradadani (2017) regarding the influence of technology and information, in this case, digital marketing, on increasing the sales volume of home industry products for PKK mothers in Singosari Malang. The need for internet-based marketing is the right solution in times like these. Several studies have shown how effective internet media is if it is used as a marketing medium. One type of marketing that utilizes existing media on the Internet is viral marketing or viral marketing. Viral marketing is a word of mouth marketing model using the Internet

or the Internet Word of Mouth. Viral means a virus that spreads rapidly. On the Internet, viral marketing is a marketing technique that induces a web site or internet user to convey a marketing message to other sites or internet users, potentially creating rapid (viral) sales growth through the message. Internet technology can be utilized in small business management, both for business interests and for the interests of other stakeholders in empowering small businesses, in the form of an e-marketing portal managed by government agencies and small business associations. Internet and modern technology also transformed the way people behave, interact, communicate, and purchase. Big data has become not only the business reality but also the reality of each Consumer that has to adapt to the informational age and develop new patterns of behavior.

Entering the Internet market, companies are actually taking the veil of a massive market and new-age audience that cannot be ignored (Grubor, 2018). Online marketing offers an enormous amount of possibilities for companies. It is an evolving world, which is why the constant development of strategies is necessary. It is much easier for the customer to find substitution from competitors on the Internet because of the minimal effort a person has to make to get to another website. Every internet page is full of different kinds of touchpoints as advertisements and offers, which make it hard for companies to guide potential buyers to a certain website without losing them through their way of Internet (Schwarzl,2015). Based on these thoughts, the team from UPN "Veteran" Yogyakarta helps partners in the process of developing markets for a wider target market through information technology tools. It is hoped that in this way, the target market will become wider.

III. METHODS

The methods used in providing solutions for solving problems faced by partners are as follows:

- a. Providing production equipment assistance to replace damaged production tools. With the new equipment, it is hoped that the members will be moved and excited again in production, because with the new equipment, the same work can be completed in a shorter time, so for KUB members who are mostly farmers, they can share their time with the work of cultivating fields.
- b. Training on new product design, trade administration as well as simple bookkeeping training so that the KUB's financial position and income statement can be clearly seen. It is hoped that having financial records or systematic bookkeeping will make it easier for KUB to gain access to capital assistance from various financial institutions.
- c. Training for the preparation of capital assistance proposals for KUB administrators so that it will help partners in their efforts to obtain capital assistance, both from government agencies and from companies through the Corporate Social Responsibility program.
- d. Online marketing method training.

IV. RESULTS AND DISCUSSION

Preparation in the implementation of this Internal Community Service activity begins with coordinating with all team members involved, the head of the members, and the students involved.

Starting with a coordination meeting after the signing of the contract agreement for the implementation of community service activities on July 8, 2020. All of the activities which were done in this program are :

Socialization of Activities

The outreach activities for partners are intended so that the entire series of activities that have been planned can be successful by involving the active participation of all members of KUB "SIDO MAKMUR." This socialization activity was witnessed by Pengkol Village Officials.

Provision of Production Equipment Assistance



Figure 1. Giving of Production Equipment

The next activity is product design training. Through this Training, it is hoped that partners can make more various models and designs of the wooden furniture they produce so that they can suit market tastes. Geographical conditions related to the Pengkol village let which are far from easy access to information make furniture craftsmen in Pengkol village less proficient in producing up to date products. They only monotonously produce wooden furniture such as cupboards, tables, chairs, beds with that model without ever making innovation.



Figure 2. Simple Bookkeeping and Product Design Training

Simple Bookkeeping Training Activities

The Joint Business Group "SIDO MAKMUR" has had a very difficult time accessing formal financial institutions to get an injection of funds to enlarge their business. The absence of neat bookkeeping records of the efforts carried out by the KUB "SIDO MAKMUR" has made this Joint Business Group very limited when it has to meet administrative requirements for submitting proposals for capital assistance from outside parties. Simple bookkeeping training is conducted in order to assist partners in keeping records of business income and expenses from time to time so that the financial position of this KUB can be clearly seen. Having a good bookkeeping record will then become information for prospective debtors who will provide capital assistance to partners. This step of providing Training on Simple Bookkeeping is also accompanied by Training on how to make a proposal for capital assistance so that when partners are faced with business development but face constraints with limited capital, they already have sufficient data and skills and knowledge bases about how-submitting a proposal for capital assistance, either from the government or from the private sector from the Corporate Social Responsibility (CSR) program. This activity was then continued with Training on the preparation of a capital assistance proposal, with the hope that after the partner has a good bookkeeping record that is bankable, the creditor's confidence will grow to lend his funds.

V. CONCLUSION

1. Having simple bookkeeping skills and knowledge of making capital assistance proposals are very supportive of the sustainability of a productive economic venture. Complete and detailed bookkeeping will be an analytical tool for business performance. The results of this analysis can later be used to make decisions and develop further business strategies. Complete bookkeeping will produce a precise analysis that will influence the decisions the company will make. Therefore, good

decisions must be based on complete financial information, and the accounting process will provide and provide clear financial information.

2. Better knowledge of marketing management can make the business better known because marketing management is the key to the continuity of the organization's business by carrying out its function as an implementation process and determining all aspects of a product at the beginning before being released to the public. Marketing management can also identify and fulfill what customers need so that it can benefit the company. In addition, companies can also understand what products are in high demand by the market, attract new customers, and not forget to retain existing customers by continuing to offer good quality products. Marketing management also serves as one of the supervisors for products that are being marketed.

VI. SUGGESTION

Continuously assistance to KUB "SIDO MAKMUR, as well as the need for ongoing program assistance in order to maintain the existence of this business, both from local government circles such as from the District Office of the Republic of Indonesia, Gunung Kidul, or from higher education institutions.

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