

THE EFFECT OF PRODUCTION AND MARKETING ASSISTANCE ON THE DEVELOPMENT OF MICRO, SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

One of the functions of higher education is as a medium for transferring knowledge to the community, namely research and community service. Through this program, the author conducted a research entitled the effect of production and marketing assistance on the development of micro, small and medium enterprises at UD. Seger Prosperous Banyuwangi Regency. The method used in this research is direct observation to the field. The results of this study, that the influence of production and marketing assistance on the development of micro, small and medium enterprises (UD. Seger Makmur Banyuwangi Regency), there is a significant increase in the quantity and quality of production with equipment innovation. Meanwhile, in terms of marketing, with the planned promotion there is a significant increase in the quantity of new customers, wider market coverage and increased revenue.

Keywords: Assitance, production, marketing.

INTRODUCTION

For almost two years, the COVID-19 pandemic has attacked the entire world, including Indonesia, of course, with this great disaster, many sectors have been affected by the COVID-19 pandemic, especially the economic sector. The impact caused by this epidemic is that many large and small companies have gone out of business, thus adding to the long list of unemployed as a result of layoffs by bankrupt companies. In addition to large or small companies, micro, small and medium enterprises are more affected by the COVID-19, ranging from the price of raw materials which are very rare and expensive to sales turnover which has decreased drastically.

UD. Seger Makmur in Banyuwangi, which is engaged in the beverage sector, is also affected by the covid 19 pandemic, namely the turnover generated from month to month decreases. In 2021 the author will do community service, especially in micro, small and medium enterprises, one of which is UD. Seger Makmur service here, the writer first analyzes what indicators make UD. Seger Makmur turnover has decreased, so that it can provide the right

solution for conducting training and assistance in this beverage business so that it can continue to run in the midst of the Covid 19 disaster.

After the analysis was carried out and found the right formulas to help this beverage business, the author immediately made a schedule of activity plans that would be applied to UD. Seger Makmur for approximately 6 months. Community service activities carried out by the author are providing training and assistance starting in terms of production and marketing. Because at the time of analysis, the indicator of declining turnover in UD. Seger Makmur is located in the production and marketing department. So the author consulted with the owner of UD. Seger Makmur will provide training and assistance to the production and marketing departments.

In the course of community service activities for 6 months, it intrigued the author to conduct research on the results during community service more deeply. The research conducted by the author is how the influence of production and marketing assistance on the development of micro, small and medium enterprises. (Case Study, UD. Seger Makmur Banyuwangi Regency). From this research, it is hoped that it can add to the repertoire of scientific knowledge that can be adopted by the wider community to develop their business, especially businesses that are experiencing difficulties and those that are just being pioneered.

From the description of the background above, the main problem can be formulated as follows: How is the influence of production and marketing assistance on the development of micro, small and medium enterprises. Based on the formulation of the problem, the purpose of this study was to determine the effect of production and marketing assistance on the development of micro, small and medium enterprises. (Case Study, UD. Seger Makmur Banyuwangi Regency).

According to the Ministry of Agriculture (2004), mentoring is an activity in community empowerment by placing assistants who act as facilitators, communicators, and dynamists. Meanwhile, according to Purwadarminta (2000: 8) is a process of accompanying and accompanying closely, friends and brothers, and living together in joy and sorrow, hand in hand in facing life in achieving the desired common goal. From the above understanding, it can be concluded that mentoring is an activity carried out to the community through a process by accompanying the community activity which acts as a facilitator to achieve a goal.

The word product comes from English, namely product which means something produced by labor or the like. In business, products are goods or services that can be traded. In marketing, a product is anything that can be offered to a market and can satisfy a want or need. (Kotler and Armstrong, 2001). According to Tjiptono (2002) suggests that conceptually the product is the subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers, in accordance with the competence and capacity of the organization as well as purchasing power. Meanwhile, according to Angipora (2002: 151) is anything that can be offered to the market to satisfy a want or need. From several expert opinions, it can be concluded that a product is something in the form of goods or services that can be offered or traded to meet a community need.

According to Jay Heizer and Barry Render (2004), "Production is activities that relate to the creation of goods and services thorough the transformation of input into output". Meanwhile, according to Agus Ahyari (2001) production can be interpreted as an activity that can give rise to additional benefits or new benefits. The addition of these benefits is divided into various kinds, among others; 1. Time benefits, 2. Shape benefits, 3. Place benefits, 4. Combined benefits from the benefits mentioned above. Another definition of production is the end result of a process or

economic activity by utilizing several inputs or inputs. With this understanding it can be understood that production activities are defined as activities in producing output by using certain production techniques to process or process inputs in such a way (Sukirno. 2002). From the opinions of some of these experts, it can be concluded that production is an activity in the process from input to output so that it can produce a product, either goods or services that have added value.

The definition of a market according to the regulation of the Minister of Home Affairs is a meeting place for sellers and buyers to carry out transactions, a means of social cultural interaction for the community, and the economic development of the community (Permendagri, 2007). Meanwhile, Ariyanti (2013) in his research suggests that the market is one of the facilities for these trading activities. The existence of a market in an area has always been a focus point that functions as a center for the exchange of goods, starting from a group of traders in strategic locations who sell their wares in groups and then develop. From the above understanding it can be concluded that the market is a place where sellers and buyers interact with each other to exchange goods or services to meet their respective needs.

Kotler (2001:15), "Marketing is an activity of distributing goods or services from the hands of producers to the hands of consumers. According to WY. Stanton (1986: 25), Marketing is something that includes all systems related to the purpose of planning and determining prices to promoting and distributing goods and services that can satisfy the needs of actual and potential buyers. Meanwhile, according to Basu Sawsta and ibn, Sukotjo (2007:179) marketing is one of the activities in the economy and helps in economic creation. From some of the expert opinions above, it can be concluded that marketing is an activity in distributing goods or services from producers to consumers which aims to meet economic needs.

RESEARCH METHODS

This research is qualitative by analyzing the influence of production and marketing assistance on the development of micro, small and medium enterprises. (Case Study, UD. Seger Makmur). The methodology in this study is the case study method. Susilo Rahardjo & Gudnanto (2011: 250) case study is a method for understanding individuals which is carried out in an integrative and comprehensive manner in order to obtain a deep understanding of the individual and the problems he faces with the aim of solving the problem and obtaining good self-development.

A similar opinion was conveyed by Bimo Walgito (2010: 92) case study is a method to investigate or study an incident regarding an individual (life history). In this case study method, a lot of information is needed in order to obtain a rather broad material. This method is an integration of data obtained by other methods. Meanwhile, W.S Winkel & Sri Hastuti (2006: 311) stated that the case study in the context of guidance services is a method to study the situation and development of students completely and deeply, with the aim of understanding the individuality of students well and helping them in their further development.

This type of research is descriptive research with a qualitative approach because the mindset is not easy to observe directly and not easy to measure quantitatively (Montessori 2006:5). Data obtained from the beverage business UD. Seger Makmur, Dadapan village, Banyuwangi Regency, who is an entrepreneur as the object of research. The type of data used in this research is qualitative data. The data source used is primary data. While the data collection technique is using the method of mentoring, observation, interviews, literature study and documentation.

RESULT ANALYSIS

Based on the results of the authors conducted research for 6 months, by conducting direct observations and interviews with owners and employees of UD. Seger Prosperous Banyuwangi Regency. The influence of production and marketing assistance on the development of micro, small and medium enterprises. (Case Study, UD. Seger Makmur) seen from two (2) indicators, namely:

1. Assistance in Production

The following is a production chart for the last 5 months from July to December 2021.

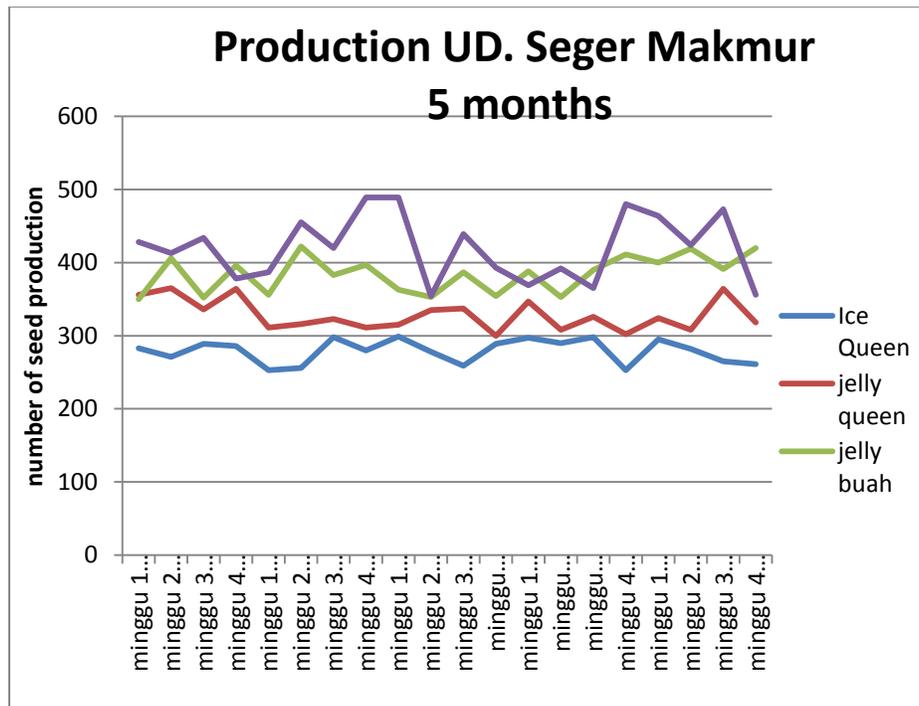


Figure 1. Production UD. Seger Makmur

From the graph above, it can be seen that after receiving training and mentoring, there was a significant increase in production. Where all beverage products produced increased, although the increase in the production of each product was not the same. Increased production of UD. Seger Makmur starts from 50%, 100% and there is even one product that has increased more than 100% in production, namely ice queen drinks and fruit jelly.

2. Assistance in Marketing

The following is a chart of cooperation for the last 5 months from January to May 2022.

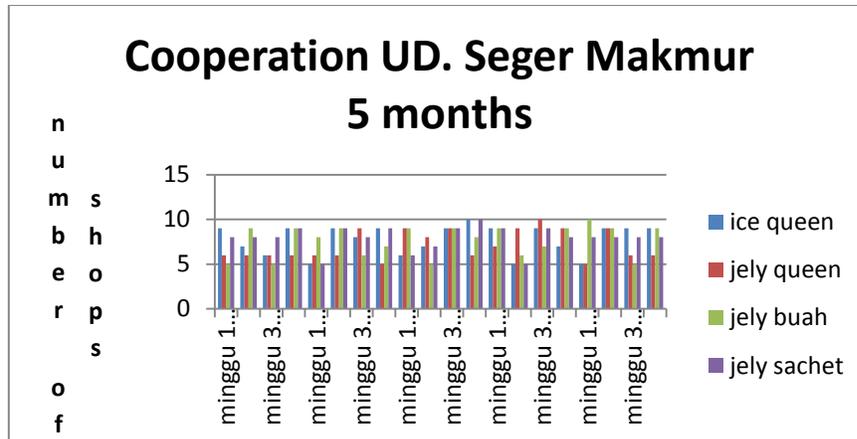


Figure 2. Cooperation UD. Seger Makmur

From the graph above, we can see that by providing marketing training by applying one of the marketing mixes, namely promotion every week to get new customers, both stalls and grocery stores. For ice queen product customers, the average customer is approximately 30 per month or 8 per week, while products such as jely queen, fruit jelly and jelly sachets have an average of approximately 25 customers per month or 6 per week. With the training and marketing assistance for 5 months, UD. Seger Makmur in promoting its products got the result of cooperation, namely 158 new customers/stores. UD. Seger Makmur has experienced an increase in the number of new customers, initially in 1 month it was not certain to get new customers, and the number of customers for 2 years of running the business only had approximately 50 customers, now by carrying out planned promotions to several places the result is that the number of new customers has increased by 158 new customers in a year. 5 months time. An increase in the number of new customers automatically increases UD's revenue. Seger Makmur by 67% of the marketing assistance.

INTERPRETATION

Based on the results of the analysis of the influence of production and marketing assistance on the development of micro, small and medium enterprises UD. Seger Makmur Banyuwangi Regency can be explained from the first two indicators in terms of production, Human resources in running a business is a very important indicator, at UD. Seger Makmur, the average education working at UD. Seger Makmur is a junior and senior high school, so serious thinking is needed for this business to survive. Production in this beverage business every day is no more than 200 seeds per product, this is due to several obstacles, especially in production equipment. With training and assistance on how to create better production equipment, employees can produce more of their products. The existing equipment is modified on the production equipment, so that the function is the same but the quantity obtained is more.

The second is in terms of marketing, that in a business of course marketing is also very supportive in the success of a business in getting the desired profit, so it is necessary to have a marketing strategy, so that the product can be accepted and recognized by potential customers. So far, UD. Seger Makmur in marketing its products is only limited to offering it to warungs, so it is very little known, for approximately 2 years running the number of customers is more than 50 stalls. Here UD. Seger Makmur, received training and marketing assistance, including by providing marketing strategies by collaborating with shops, agents, distributors or school cooperatives. In addition, the marketing is also not only through offline stores, but also using

online, namely, utilizing the existing marketplace on online media, Facebook, Instagram and stories on WhatsApp to reach a wider market, because nowadays almost everyone is playing social media. In terms of marketing, the owners and employees of UD Seger Makmur are given training and assistance in marketing their products to get a wider range of customers. In the marketing training for the owners and employees of UD Seger Makmur, a marketing plan was first made by choosing several places to be used as places to promote products and collaborate with shops or agents.

CONCLUSION

Based on the description of the research results and discussion of the influence of production and marketing assistance on the development of micro, small and medium enterprises UD. Seger Makmur Banyuwangi Regency can be concluded as follows:

The effect of production assistance on the development of micro, small and medium enterprises (UD. Seger Makmur Banyuwangi Regency). there is a significant increase in the quantity and quality of production with equipment innovation. It is proven that the production in this beverage business before receiving daily assistance was no more than 200 seeds per product, after receiving training and assistance, there was a significant increase in the production section. Where all beverage products produced increased, although the increase in the production of each product was not the same. ncreased production of UD. Seger Makmur starts from 50%, 100% and there is even one product that has increased more than 100% in production, namely ice queen drinks and fruit jelly.

The influence of marketing assistance on the development of micro, small and medium enterprises (UD. Seger Makmur, Banyuwangi Regency), there is a significant increase in the quantity of new customers and income. It is proven by the marketing strategy with the implementation of planned promotions during training and mentoring, there is a significant increase, namely getting a total of 158 new customers within 5 months and income increasing by 67% of monthly income. Whereas before receiving marketing assistance, he only had approximately 50 customers for 2 years of starting a business.

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