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INCREASING SELF CONFIDENCE OF ENTRY LEVEL SMALL & MEDIUM ENTERPRISES (SMEs) IN GADING KULON, DONOKERTO, TURI, SLEMAN

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ABSTRACT

self Small and Medium Enterprises (SMEs) known as a simple organization which organized by limited people and limited resources. Due to their limitation, a package of effort for them must be simultaneously done especially in building their self confidence. The aim of this event is to motivate an entry level of SME's in Gading Kulon, Donokerto, Turi, Sleman who established their organization in a short time and has a high level of hesitation in running their business. By grouping them into a small team, a focus group discussion built to find their problems in Marketing Mix scheme. The result shows that by giving them motivation after understanding their own product characteristics, the level of self confidence has increased

INTRODUCTION

The growth of Small and Medium Enterprises (SMEs) in Yogyakarta are well increased. Based on the data from the Disperindagkop Yogyakarta, there is a 2.38% of potential SMEs that grow every year. This figure is clearly enough to illustrate that SMEs stretched to be shown in audiences. The anticipation of the euphoria of the ASEAN Economic Community (MEA), which was touted since 2015 must have been taken into consideration by various parties to prepare everything, especially the government. The Center of ASEAN Studies of UGM stated that SMEs have become the backbone of the economy in ASEAN countries. Evidenced by the large percentage of SMEs in ASEAN which reach 96% of the total existing sector. The results of the analysis shows that in order to deal with free markets, the classic problems that still arise within the internal SMEs are limitations in such areas as limited knowledge of markets, organization and management, legalization, network marketing and design innovation as well as capital limitations.

In response to this, the Head of Dinas Perindustrian dan Perdagangan Sleman, Tri Endah Yitnani has several programs in 2017. One of the program is the provision of mentoring in new entrepreneurs including

business skills training, product manufacturing, marketing techniques and the most important is entrepreneurship motivation. In line with the Sleman Government program, this study has aim to provide entrepreneurship motivation to SMEs especially SMEs that have recently formed but have a strong desire to grow in Sleman regency. More specifically, SMEs that become partners in this research is one of the SMEs located in Dusun Gading Kulon, Donokerto, Turi which in fact is very close to the source of raw materials, the local potential, salak.

Salak as the main commodity of the people in Kecamatan Turi must be the biggest source of income because the majority of people are livelihood as salak farmers. The cold climate, the contour of the land in the form of mountainous areas causing salak plants to grow fertile. The abundance of plantation products forced the people to market their salak before they could decompose. Meanwhile, if sell them in the form of fresh fruit, residents must accept the low price. If marketing itself, the residents must also want to expand out considering almost all the people are competitors, they have the same activity as a salak trader. As that reason, they need to

take some innovations that can add value from the fruits, not only to be a market commodity as a fruit, but also as a process that provides value added.

Indriyati et al (2015) started to form a group of SMEs as an implementation of the Gender-Empowering Poverty Alleviation Model Through Sociocultural and Environmental Approaches in Sleman. A group of UKM Ngudi Rejeki was formed, consisting of women with strong desire to entrepreneurship. The main product of this SME is dodol salak and brownies salak. As a recently formed SME, with different social and educational levels among its members, it is certainly a challenge to be able to exist and be consistent in engaging in an entrepreneurial world filled with a climate of competition within it. SMEs who are not able to innovate and meet the market desire will lose by each other who always think dynamic. Therefore, starting with restoring the initial commitment of its members to entrepreneurship, this research has aim to generate interest and motivate the group of UKM Ngudi Rejeki in Dusun Gading Kulon, Donokerto, Turi , Sleman by combining the recognition of self potential and products potential. The hope is, by knowing the potential of self and products, SMEs will be motivated to improve itself and refocus on the original goal. As SMEs continue to focus on the initial commitment to entrepreneurship, SMEs will be more confident in stepping and avoiding the fear of failure.

IMPLEMENTATION METHOD

The approach used to generate motivation is Focus Group Discussion (FGD) between SMEs and researchers. The aim of FGD is to create two-way communication about a predetermined problem to know what the constraints and what the potential in each and in the resulting product.

Target / Subject, Duration and Location

Participants of discussion are all of the members of UKM Ngudi Rejeki which consist of 13 women with researchers as moderator and assisted by students as

secretary. Participants are divided into two groups according to the resulting product. Considering the topic of the discussion focused on two things, namely self-potential and product potential, the researchers set up the duration of discussion for 3 hours with the same proportion for each potential. The location of the discussion was at the residence of the group leader of SMEs which in fact has been used as the location of SME production activities.

Procedure

In order to run the discussion smoothly, the researchers set the preparation stages. Preparation stages consists of designing the flow of discussion. The discussion instrument is illustrated in Figure 1 as follows:

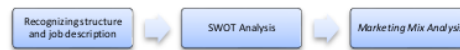


Figure 1. Discussion Flow

Based on Figure 1 above, the discussion instrument consists of three stages:

1. Recognizing the structure of SMEs and understanding the job description respectively

According to Robbins (2007), the organizational structure is a structure as a determination of how work is divided and grouped formally. The purpose of the establishment of an organizational structure is as a decision maker to run an alternative framework that will become the daily activities of the organization (Ivancevich, 2008). The organizational structure is closely related to the job description. At this stage participants are invited to discuss their own and other job description. Accompanied by the moderator, the participants will be judged in terms of cohesiveness of the answers and the suitability of the job with its description.

2. Analyzing SWOT
SWOT analysis is an important

strategic planning tool to help compare internal strengths and internal weaknesses of an organization with external opportunities and threats (Kurtz, 2008). The SWOT analysis phase is illustrated in Figure 2 below:



Figure 2. SWOT Analysis

The stages for SWOT analysis are stated as follows:

- a. Identify strengths (enterprise resources and competitiveness)
- b. Identify weaknesses (corporate resources and lack of competition)
- c. Identify opportunities (enterprise market)
- d. Identify threats (external to future business prospects)

The SWOT stage above is very important to improve the company's strategy by:

- a. Using the strengths and capabilities of the company as a pillar strategy
- b. Pursuing market opportunities that best suitable the company's strengths and capabilities
- c. Correcting weaknesses and weaknesses that can derail important market opportunities or heighten awareness of external threats of vulnerability
- d. Use the company's power to

reduce the impact of external threats

By analyzing the strengths, weaknesses, opportunities and challenges of the self, it look likes one effort to explore the potential of self. The main goal is SMEs can improve themselves and plan the next planning to move forward. Accompanied by the moderator, the SWOT analysis session is a continuation of the first session after the participants have successfully understood the organizational structure along with their job description.

3. Analyzing Marketing Mix

The marketing mix is a mix of four market strategies to recognize the potential of the product (Kurtz, 2008). The four market strategies are as follows:

a. Product

According to Situmorang (2011), products are everything that can be offered to the market to be noticed, obtained, used or consumed that can meet the needs or needs. There are five components inherent in a product, namely:

- i. Design / shape / pattern
- ii. Durability
- iii. Attration / privilege
- iv. Package
- v. Brand

After the moderator describes the definition and the components of the product, the participants are invite to discuss and analyze how the components that exist in the two products, namely dodol salak and brownies salak, have fulfilled all five elements.

b. Price

Price is the amount of value that consumers exchanged for the benefit of owning or

using a product or service (Situmorang, 2011). Price element is flexible that changes rapidly to adjust to market conditions. Using the price benchmark used by SMEs, the moderator invites participants to analyze whether the price already settled is able to: giving profits to the SMEs; increasing the number of sales; enlarging SMEs market share; and expanding SMEs marketing network. These questions should be discussed by participants who guided by the moderator.

c. Place

Royan (2009) states that place is the placement of products in such a way that the product is able to be purchased by consumers. Means, place is more talk about how the products are get to the hands of consumers. Guided by the moderator, participants are asked to analyze how the distribution model used so far, what are the constraints and obstacles.

d. Promotions

Place and promotions are related to each other. Place talks about where the product will be distributed, while the promotion is skewed toward what skills the seller has and what media to use. Whether from word of mouth, entrusted shop to shop, expanding into a large store, sold online or other innovative media. Discussion on promotion is more keen to know the ability of members of SMEs in mastering techniques / skills to market a product.

So the FGD's flow can be explained in Figure 3 below:

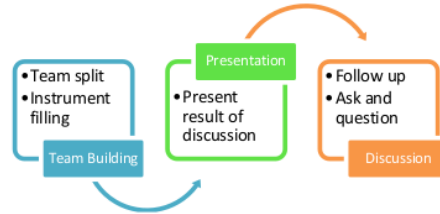


Figure 3. Flow of FGD

Figure 3 above presents the flow of FGD conducted by UKM Ngudi Rejeki. The total allocation time of 3 hours is use proportionately for the above 3 activities.

RESULTS AND DISCUSSION

UKM Ngudi Rejeki, headed by Mrs. Murniningsih has 12 members consisting entirely of women. The products are dodol salak and brownies salak. The self and product potential lesson are follow by all members of SMEs that have been divided into two groups, namely dodol groups and brownies groups.

Based on the results of the discussion for each stage, the data has obtained and shown as in Table 1 below:

Table 1. FGD Results

No	Stages	Dodol	Brownies
1.	Organization Structure & Job Description	Every participants are well understand their organizational structure and know each role in their organization.	Every participants are well understand their organizational structure and know each role in their organization.
2.	SWOT	All of the SWOT elements are well detected although still require direction to differ each other	All of the SWOT elements are well detected although each of element stated in the limited number

3.	Marketing Mix	Every participant find difficulty in determining Product and Promotion element.	Requires deep learning for successfully analyzing marketing mix properly.
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The table shows a summary of the results of discussions that have been implemented in the group of UKM Ngudi Rejeki. The discussion was arranged in a less theoretical dish but still refers to the science in question. This is due to the education level of members who are mostly high school graduates (both first and middle level). Submission of the discussion is more directed to casual chat so that every material delivered by the moderators can be absorbed well by all members of SMEs. Based on table 1, only the organizational structure & job description stages are best understood by all participants. This is a good sign considering the main foundation of an organization is to know and understand exactly what tasks and roles in the organization so that no overlapping of responsibilities and the division of tasks will certainly facilitate SMEs to perform their daily activities. The stages of the marketing mix are the most difficult stages for SME members. The young age of SMEs and the limited previous experience of entrepreneurship mostly be the cause of lack understanding of members at this stage. However, there are still many things that can be explored from SMEs Ngudi Rejeki for the future obtained optimal results in determining this marketing mix strategy. While the SWOT analysis is a fairly easy stage passed by members of SMEs. Members of the group divided into two products are quite good in recognizing the SWOT although not optimal for brownis salak group. Each member strives to convey what is a constraint, obstacle and able

to project their business in the future by looking at the opportunities and strengths that they have.

It can be concluded that the discussion for the three stages is well executed and the participants are very enthusiastic in answering questions from the moderator so the discussion becomes very lively. The discussion was closed by giving motivation to all members of SMEs to remain consistently in running their business. The spirit of the participants following the series of discussions from beginning to end shows great enthusiasm and shows tremendous loyalty to the organization, the SMEs it pursued. At the end of the event, all members of SMEs feel more confident in continuing the business because in each mind there is strong desire to develop and improve its business because they already knows the potential of self and potential products owned.

CONCLUSION AND SUGGESTIONS

Conclusion

The conclusion gained from this activity in order to recognize the potential of self and potential products is the SMEs will be more motivated to continue its business. The results obtained from self-potential and product potential can increase the level of confidence and entrepreneurial beliefs of all members of the group.

Suggestion

Furthermore, the addition of the duration of discussion should be taken into consideration so that details of SMEs can be further explored and also the solutions can be submitted as SMEs improvement materials.

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