

## Training of Marketing and Hr Development Program for Msme Touch in Mandalasari Village, Garut Regency

Dewi Yulianti Indah<sup>1</sup>, Heru Setiawan<sup>2</sup>, Muhammad Iqbal Baihaqi<sup>3</sup>, Billy Putra Marchegiani<sup>4</sup>

<sup>1234</sup> Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Pasundan

Email: [dewiyuliantiindah@unpas.ac.id](mailto:dewiyuliantiindah@unpas.ac.id)

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### ABSTRAK

Salah satu UMKM di Kab. Garut Provinsi Jawa Barat yang memiliki produk unggulan ada di Desa Mandalasari Kec. Kadungora, yaitu UMKM tahu. Tetapi UMKM pengrajin tahu ini memiliki permasalahan dalam kegiatan usahanya yaitu belum optimalnya pada bidang pemasaran dan manajemen SDM, karena masih kurangnya pengetahuan pelaku usaha. Metode pengabdian berupa pelatihan program pengembangan yang dilaksanakan baik secara daring atau synchronous (waktu yang bersamaan) maupun luring asynchronous (waktu yang tidak bersamaan). Pelatihan diadakan selama 4 kali pertemuan dengan variasi 1 kali materi dan 3 kali praktik terbimbing, sehingga peserta mampu memperbaiki pengelolaan usahanya. Berdasarkan jumlah peserta, terdapat 60% yang berhasil memenuhi target. Evaluasi kegiatan pengabdian dinilai dari tiga aspek yaitu, penyelenggaraan pelatihan, kualitas narasumber dan kualitas tutor sesi praktik. Evaluasi peserta terhadap pelatihan, sehingga pelatihan ini memberikan dampak positif bagi peserta pelatihan.

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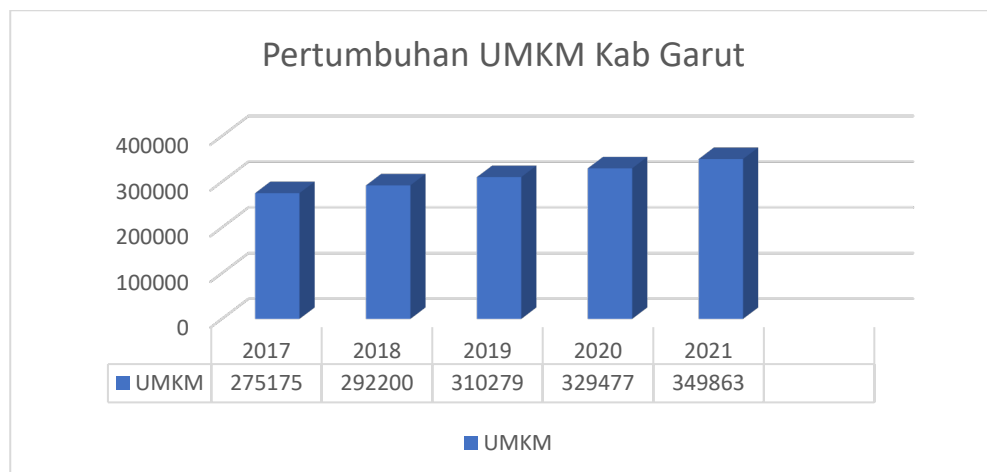
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### ABSTRACT

One of the SMEs in the district. Garut, West Java Province, which has superior products, is in Mandalasari Village, Kec. Kadungora, namely SMEs know. However, this tofu SME craftsman has problems in their business activities, which are not yet optimal in the field of marketing and HR management, because there is still a lack of knowledge of business actors. The method of service is in the form of development program training which is carried out either online or synchronously (at the same time) or offline asynchronously (not at the same time). The training was held for 4 meetings with variations of 1 time of material and 3 times of guided practice so that participants were able to improve their business management. Based on the number of participants, there were 60% who managed to meet the target. Evaluation of service activities is assessed from three aspects, namely, the implementation of training, the quality of resource persons, and the quality of tutors in practice sessions. Participants evaluate the training, so that this training has a positive impact on the trainees.

## 1. Introduction

MSMEs have an important role in improving the community's economy. MSMEs assist the government in reducing the unemployment rate by creating new jobs for the community so that it can increase people's income and welfare. According to Law No. 20 of 2008, the definition of MSME is a productive business owned by an individual or individual business entity that meets the criteria for a micro-enterprise. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) in March 2021, the number of MSMEs reached 64.2 million with a contribution to the Gross Domestic Product of 61.07 percent or Rp. 8,573.89 trillion. MSMEs can absorb 97 percent of the total workforce and can collect up to 60.42 percent of the total investment in Indonesia. This explains that the MSME sector has a very large influence on the Indonesian economy, so it needs special attention. As important as the role of MSMEs is to improve the welfare of the community, MSMEs are required to be able to compete amid increasingly fierce competition conditions. This happens because of technological changes that are getting faster and developing, so with these conditions, MSME actors must compete with each other, not only between MSME actors but also with large companies. In general, every MSME must have an effort to meet consumer expectations to create consumers who are committed to using the products offered. SMEs will be required to create a competitive advantage. Competition in the modern era is very tight and can indirectly affect profits and have an impact on the growth and sustainability of these SMEs. MSME actors need to implement an effective marketing strategy. The implementation of a marketing strategy can start from the segmenting, targeting, and positioning stages and then apply the marketing mix. According to Kotler & Keller (2017) and can develop the quality of its human resources to survive and be able to grow and develop during intense competition. One of the regencies in West Java Province that has a large number of MSMEs is Garut Regency. Garut Regency has a strategic location as a buffer for the capital city of West Java Province, with a distance of 61.5 km from the West Java Provincial Government Center in Bandung and about 216 km from the Government Center of the Republic of Indonesia in Jakarta.



Source: <https://opendata.jabarprov.go.id>

**Figure 1.** Growth of MSMEs in Garut

Based on Figure 1, in 2017 it reached 215175 MSME actors, then in 2018 it rose to 292200 then in 2019 it rose to 310279 then in 2021 it rose to 349863 or an increase of 62% compared to 2017. This explains that the growth of MSMEs in the Garut Regency is experiencing growth every year. To achieve sustainable SMEs in Garut Regency, marketing strategies and human resource development

have a very important role so SMEs in Garut Regency are required to continue to improve creativity and innovation in promoting their products.

The quality of human resources can be measured by the Human Development Index. HDI is the Human Development Index (HDI) measuring human development achievements based on several basic components of quality of life. As a measure of the quality of life, HDI is built through a basic three-dimensional approach. These dimensions include longevity and health; knowledge, and a decent life. Based on the table above, the HDI of Garut Regency is ranked 25th out of 27 regencies/cities in West Java Province, this explains that the low quality of human development in Garut Regency needs special attention, therefore MSMEs are required to have human resource management. an effective way to achieve good performance.

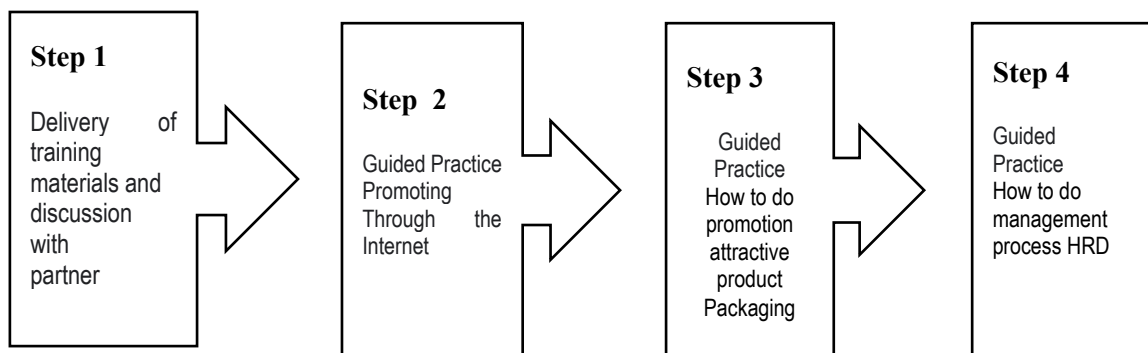
One of the SMEs in the district. Garut, West Java Province, which has superior products, is in Mandalasari Village, Kec. Kadungora. Mandalasari Village is a village located on the southern slopes of Mount Mandalawangi, with an altitude between 500-700 m above sea level (above sea level). Most of the area of Mandalasari Village is a mountain slope with a slope between 200 - 450. In the east it is bordered by the Charles River which is also the boundary with Hegarsari Village, and in the north by the Cigunung Agung River as well as the administrative boundary with the Karangmulya Village area. Excellent product in Mandalasari Village, Kec. This Kadungora is tofu. The SMEs of tofu craftsmen are expected to be a supporter of the village economy and can improve the welfare of the community. However, on the way, even though this tofu is the flagship product of SMEs, and tofu craftsmen in Mandalasari Village, it still has not been able to develop as expected. According to one of the tofu craftsmen, Mrs. Umi explained that the SMEs of tofu craftsmen in Mandalasari Village, on average, experienced several obstacles in their business including (1). Not yet optimal business activities in the marketing field, both conventional marketing and via the internet, (2). there is still a lack of knowledge of business actors in managing their employees or HR management. Based on the explanation of the problem analysis of the situation, it is necessary to empower through training for the business development of SMEs tofu craftsmen. Empowerment through this training activity is carried out by being preceded by the process of identifying the problems experienced and then looking for solutions for the development of the SME business of tofu craftsmen. Community Service Activities (PkM) aim to provide empowerment to MSME partner tofu craftsmen through training so that there are alternative solutions that can improve the business development of MSMEs tofu craftsmen through training services for marketing development programs and HR management following MSME businesses. According to Kotler & Keller (2019), One of the strategies in marketing is promotion, and promotion is part and process of marketing strategy as a way to communicate with the market by using the composition of the promotional mix "promotional mix".

Furthermore, according to the company's resources, it is selected through a recruitment and selection process as the task of personnel management (McKenna & Beech, 2000). In an organization, human resources are one of the resources that include all people who carry out activities. In general, the resources contained in an organization can be grouped into two types, namely human resources and non-human resources (Gomes, 2003). According to Rowley, (2003), in other words, human resources are individuals who work in companies that are managed to achieve organizational goals, Human Resource Management activities, including: 'managing' people, such as preparing requirements and staff planning, recruiting and employee selection, 'development', such as conducting

training and setting up assessment systems; 'compensating', such as establishing non-financial salary and compensation systems, and 'relationships', such as those relating to rules and complaints, In line with government programs in the context of efforts to save MSMEs. According to the results of Sugiri's research (2020), states that in Indonesia, short-term strategies such as outreach activities to business actors or coaching to encourage business strategy innovation need to be carried out. government (Pratiwi, 2020), however, independent preventive efforts also need to be carried out. During the pandemic, MSME marketing communication strategies apart from using digital platforms should also be done conventionally, namely offline sales (Rulandari, Rahmawati, & Nurbaiti, 2020).

## 2. Method

The method of implementing this service activity is carried out in the form of development program training which is carried out either online or synchronously (at the same time) or offline asynchronously (at the same time). The training was held for 4 meetings with variations of 1 time of material and 3 times of guided practice, The implementation of this PkM is carried out in a series of stages of activities which are: carried out as shown in Figure 2, as follows:



**Figure 2** Steps of PkM Implementation Activities

After the Community Service Institute, Faculty of Economics and Business, Pasundan University has entered into a cooperation agreement with the Kadungora District, Garut Regency. On July 12, 2020, the PkM Team of the Faculty of Economics and Business, Pasundan University with partners held discussions online or online. In the preliminary stage, the team conducted interviews with partners, namely SMEs, and tofu craftsmen in Mandalasari Village. In addition, interviews were also conducted with the village head and the head of government affairs in the Mandalasari village. The goal is to find out the problems and obstacles faced related to business development carried out by SMEs, tofu craftsmen in Mandalasari Village, and marketing methods and human resource management.

Furthermore, based on Figure 1, the following are the stages carried out by the PkM Team consisting of 5 people in 1 team consisting of 4 lecturers and 1 student, namely 1 Team leader and 4 PkM Implementing members from the Management Study Program, Faculty of Economics and Business, University Pasundan. Phase 1, carried out on July 19, 2022, carrying out material delivery activities online or online. The training materials delivered during the PKM were divided into 2 topics, namely: materials on marketing development and HR management for MSMEs. Phase 2, carried out on July 23, 2022, the PkM FEB Unpas team carried out training activities related to partners with marketing development training materials through promotions with internet media. This business development training is intended so that business actors or MSME managers of tofu craftsmen have

the insight to develop businesses by providing new services in addition to the services already provided. also to gain a deeper understanding related to product marketing methods, both conventional marketing face-to-face or meetings between product sellers and customers or by way of online. namely between the seller and the buyer does not have to meet at the time of the offer or sale. Phase 3, carried out on August 6, 2022, the PkM FEB Unpas team carried out training activities related to partners with marketing development training materials through repackaging to make it more attractive. The PkM FEB Unpas team is helping to redesign the packaging, I hope consumers will be more interested in buying the product. Phase 4, carried out on August 30, 2022, the PkM FEB Unpas team carried out training activities related to partners with training materials for developing HR management for MSMEs. In this activity the PkM FEB Unpas team is helping how to create or compose an organizational structure, how to delegate or divide tasks to subordinates, and how to make rules, procedures, and work procedures for their business activities.

### 3. Results and Discussion

#### Results

After the PkM FEB Unpas team carried out training activities related to marketing and HR management for SMEs, tofu craftsmen in Mandalasari Village. It also explains the problems and strategies that can be done as a solution to the existing problems. The next step in implementing the activities of the PkM FEB Unpas team is to see the tofu production process. The partner area consists of several parts, so the question-and-answer process is carried out directly at the relevant production location points. In this section, the PkM FEB Unpas team can see the ingredients and production process of the tofu produced. Production-wise, the SMEs in Mandalasari Village are good and optimal tofu craftsmen by producing 21 tons of tofu per day. Quantitatively, this shows that the production capacity can support the sale of tofu in Mandalasari Village. Following in Figures 2a,2b,2c,2d,2e,2f,2g,2h, the production process of tofu at the point of production location is :



**Figure 2a** Soybean ready to grind



**Figure 2b.** Soybean milling process



**Figure 2c.** Soybean porridge ready to filtered



**Figure 2d.** Soybean porridge has been filtered ready to pres and print



**Figure 2e.** Soybean porridge has been printed and will be colored



**Figure 2f.** Natural color turmeric for tofu



**Figure 2g.** Tofu ready to be packed and sold

Furthermore, after the presentation of the material and questions and answers regarding marketing development, namely the promotion process via internet media, at this stage, a solution approach was carried out to the problems found by the PkM FEB Unpas team, namely that business actors or MSME managers of tofu craftsmen could add insight to develop businesses by providing new services in addition to the services already provided. also, gain a deeper understanding related to the method of marketing its products, both conventional marketing face-to-face directly between sellers of business actors or managers of SMEs, tofu craftsmen, and consumers or buyers, or by way of online. namely between the seller and the buyer does not have to meet at the time of the offer or sale.

## Discussion

Related to product packaging is carried out at partner location points. At this stage, a solution approach was taken to the problems found by the PkM FEB Unpas team. Based on observations at partner locations in terms of packaging tofu products. The PkM FEB Unpas team explained two aspects as a solution to increase the selling value of tofu products. The first solution is good packaging that can support the cleanliness of tofu products. In this aspect, the PkM FEB Unpas team explained that food hygiene can also be seen from the product packaging itself. The following in Figure 2h is the production of tofu that is ready to sell in plastic bag packaging without a name or brand:



**Figure 2h** Tofu in non-branded plastic bags and ready for sale

The second solution is neat product packaging that provides a clean visualization of the products purchased, especially food products. This is in line with the explanation of Theopilus, Damayanti, Yogasara, & Ariningsih (2018) where packaging that visually gives a clean impression is an important factor and can form a factor to buy. which are produced directly by partners and then sold directly with makeshift packaging. The following in Figure 2i is an example of tofu production that is ready to sell with branded and more attractive packaging:



**Figure 2i** Tofu in a plastic box and ready for sale

Another thing is also related to attractive product packaging that can shape consumer purchase intentions. Attractive packaging can support the product marketing process both conventionally and online, for example by using applications to market products (Christian, 2019a). Furthermore, training activities related to partners with training materials on HR management development for MSMEs. In this activity the PKM FEB Unpas team is helping how to make or compose an organizational structure, how to delegate or divide tasks to subordinates, and how to make rules, procedures, and work procedures for business activities of SMEs tofu craftsmen in Mandalasari village. The training was very enthusiastically attended by 25 participants of tofu SME business actors in Mandalasari village because the tofu SME business actors in Mandalasari village wanted to gain insight and additional knowledge and experience about marketing development training both conventional marketing and via the internet, as well as about management or manage its employees and HR management. Through this training, 60% of the participants or 15 entrepreneurs of SMEs tofu craftsmen in Mandalasari village can experience increasing marketing and management competencies for SMEs tofu craftsmen in Mandalasari village. The following in Figure 2j is a marketing and HR development training for SMEs tofu craftsmen in Mandalasari Village:



**Figure 2j** Marketing and HR development training for SMEs in Mandalasari Village Tofu craftsmen by the PkM FEB Unpas team



## 4. Conclusion

Based on the explanation of the introduction, the implementation methodology as well as the results and outputs, the conclusion that can be given is that in carrying out PkM activities for partners, it is necessary to identify the needs of partners. One effort that can be done is to make observations to look for problems experienced by partners. In this case, the problems found are the first. The business activities are not yet optimal in the marketing field, both conventional marketing and through the Internet, the second is the lack of knowledge of business actors in managing their employees or HR management. Based on these two problems, the PkM FEB Unpas Team uses this community service method in the form of development program training which is carried out either online or synchronously (at the same time) or offline asynchronously (not at the same time). The training was held for 4 meetings with variations of 1 time of material and 3 times of guided practice so that participants were able to improve their business management. The solution approach to the problems found by the PkM FEB Unpas team, namely that in addition to business actors or MSME managers, tofu craftsmen can add insight to develop businesses by providing new services in addition to the services already provided. also, gain a deeper understanding related to the method of marketing its products, both conventional marketing face-to-face directly between sellers of business actors or managers of SMEs, tofu craftsmen, and consumers or buyers, or by way of online. namely between the seller and the buyer does not have to meet at the time of the offer or sale. Furthermore, related to product packaging, good packaging can support the cleanliness of tofu products. then neat product packaging provides a clear visualization of the products purchased, especially food products.

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