



STRATEGY OF SALES VOLUME EXPANSION FOR MSME GROUP IN BANTARJAYA VILLAGE, RANCABUNGUR - BOGOR

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ABSTRAK

The main problem of a small industry is not only to achieve a stable high level of performance but also to maintain a position in the market while competing with all the unexpected challenges that will come. the situation in Bantarjaya Village, several problems can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. Efforts to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. this needs to be done by providing knowledge and skills in applying pilot-based marketing management methods to increase revenue. And support coaching motivation and managerial and entrepreneurial skills. Currently, MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Like, dodol, rangginang, and other pastries, in the home food product industry. Trading services are of course very important so that society continues to develop in a better direction. However, until now his team together with all the human resources of the Bantarjaya village government have continued to struggle to achieve unfinished work programs. Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenarios, imminent population increase, political instability, economic crises, and innovative new technologies in the world.

Kata Kunci

Green Product Management, Sales Force, MSME, Green Campaign, Bantarjaya Village

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BACKGROUND

Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenarios, imminent population increase, (Asih et al., 2021; Soelton et al., 2022) political instability, economic crises, and innovative new technologies in the world (Vizano et al., 2022). The main problem of a small industry is not only to achieve a stable high level of performance but also to maintain a position in the market while competing with all the unexpected challenges that will come.

MSMEs play a strategic role in realizing the economic development of developing countries, including our country, by increasing the level of national income, creating jobs, and contributing to the diffusion of innovation (Vizano et al., 2022; Asih et al., 2022; Tafiprios et al., 2022). However, SMEs suffer from a lack of resources (Soelton et al., 2022), which forces them to adopt innovation as a means of competing with large firms through their behavioral superiority (Vizano et al., 2022). Based on the RBV, EO can be seen as a critical path for leading companies to achieve superior performance through innovation, because the dominant entrepreneurial philosophy motivates companies to continuously generate new ideas and develop performance-enhancing innovations (Ramli et al., 2022; Yuliantini et al., 2022; Risman et al., 2022).

In this sense, innovation as a dynamic capability is related to entrepreneurial behavior. In addition, empirical research on SMEs is still limited compared to large companies (Ramli & Soelton, 2018; Wahyono et al., 2022), especially in developing countries (Soelton et al., 2022; Asih et al., 2022), although companies in developing countries are an integral part of global supply chains and also experience the negative effects of supply chain disruptions (Astini et al., 2022). During the current pandemic, the impact is enormous for the MSME sector. Therefore, MSMEs need special attention from the government because they are the largest contributor to GDP and can be a mainstay in absorbing labor, substituting consumption, and production of semi-finished goods.

Bantarjaya is a village/kelurahan in Ranca Bungur District, Bogor Regency, West Java Province 16311. Bantarjaya has an area code according to the Ministry of Home Affairs 32/01/34/2001. Bantarjaya consists of several villages namely Bantarkambing Village, Moyan Village, and Babakan Village. Bantaarjaya itself has 2 Setu, namely the Moyan setu and the Babakan setu.

Currently, MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Like, dodol, rangginang, and other pastries, in the home food product industry. Trading services are of course very important so that society continues to develop in a better direction. However, until now his team together with all the human resources of the Bantarjaya village government have continued to struggle to achieve unfinished work programs.

The graph below illustrates the potential strengths of Bantarjaya Village, Rancabungur District, which has a great opportunity to develop pilot MSME sustainability from its community.





Picture 1: Potential Strengths Bantarjaya Village, 2023



Picture 2: People Distribution of Rancabungur District, 2023

According to Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs): Micro Enterprises are productive businesses owned by people and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law. Micro Enterprises have the criteria of a maximum asset of 50 million and a turnover of 300 million. A small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of medium or large businesses that meet the business criteria. small. as referred to in this Law. Small businesses have asset criteria of 50 million to 500 million and turnover of 300 million to 2.5 million. Medium Business is a productive economic business that stands alone, which is



carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or large businesses with a total net worth or Annual Tax Return as regulated in this Law.

Uno (2021); Ramli et al., (2020) present this green marketing mix strategy including green consumption, green products, green advertising, green distribution channels, and green prices. Green products have been shown to reduce harmful side effects, reduce toxic substances, reduce health problems, increase recycling, and increase levels of environmental friendliness (Uno et al., 2021). Research conducted by Asih et al (2022) said green marketing variables have a significant influence on the decision to buy green products. In addition, in their research Saratian et al. (2022) also mentioned that green marketing has a positive and significant influence on green product purchasing decisions. This research will focus on green products because the concern about the importance of environmental safety and environmental issues causes public awareness of the importance of consuming green products (Risman et al., 2022; Arief et al., 2021; Saratian et al., 2022).

❖ **Partner's Problem**

Based on the analysis of the situation in Bantarjaya Village, several problems can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. Efforts to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. this needs to be done by providing knowledge and skills in applying pilot-based marketing management methods to increase revenue. And support coaching motivation and managerial and entrepreneurial skills.

Community service activities aimed at Bantarjaya village residents aim as follows a. Able to create and grow awareness of product innovation, b. Able to increase the value of sales volume, c. Able to develop relationships in the wider sales chain, d. Motivates managerial and entrepreneurial skills.

Based on the presentation of the implementation team in solving problems that occurred in Bantarjaya villagers, it can be seen that they were very enthusiastic and participatory in participating in the training. The contributions that will be made by partner groups in supporting this activity are: a. There was good cooperation between Bantarjaya villagers and the activity implementing team, b. The partner community is very interested in and appreciates this activity, c. High motivation from bantarjaya residents as training participants

METHOD

The Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation, and monitoring stages. The following are the details of the steps to be taken:

The target of this activity is the implementation method used in this activity in the form of training. The participants were invited to come to an online meeting. Purposes of Activities this activity aims to give knowledge to participants in saving money in the long run, although the cost of production, in the beginning, is generally greater, helping participants market their products with new market access is environmentally sound consumers who buy products with high quality and environmental commitment and improve pride and confidence of participants for their industry's responsibility to the environment. Benefits of Activities Participants understand how to Save money in the long run, Participants know their markets and improve the ride and confidence of participants in their Industry's.



RESULT AND DISCUSSION

❖ Results

This activity is part of the Mercu Buana University KKN which requires linkages between Community Service Institutions and human resource development, especially in the Jakarta area and its surroundings. In the community of Bantarjaya Village – Rancabungur, Bogor Regency, the participants are micro-entrepreneurs who are members of small and medium enterprises in all sub-districts and residents who already have start-up businesses. The target of counseling and mentoring activities is to understand the expansion of sales of green products, product innovation, and a sustainable sales chain. We carry out various explanatory steps using a basic language model that the community can immediately understand, as we do in the extension process in general. The activity took place on 15 February 2023 at the Bantarjaya Bogor village hall, including an exhibition of products for business actors who were already running.

Delivery of Training Materials

First, the team conducted a feasibility survey of the service location, licensing coordination for the implementation of activities, and a good response from locals for the implementation of activities at the start of the implementation of community service activities. The goal of this first step is to give convenience in terms of exposure to the target audience and surroundings, as well as technical assistance if necessary. On Wednesday, February 15th, 2023, a community gathering was convened. Mercu Buana University's Faculty of Economics and Business cooperated with Universiti Malaysia Terengganu on a community service initiative. The first presentation, titled "Green Management Expansion" was given by Prof. Dr. Yusliza Mohd Yusoff from Universiti Malaysia Terengganu led this activity, and my team gave a presentation titled Strategy of Sales Volume Expansion for MSME Group in Bantarjaya Village, Rancabungur – Bogor, this activity was done to give an overview before the team discussed the desired exposure to ensure that everything ran smoothly and that the knowledge-sharing process was well received by the community.



Picture 3: Program Implementation activities, 2023





Picture 4: SME's Participants, 2023



Picture 5: Lecturer Team UMB, UMT Malaysia and UMB Students, 2023

❖ Discussion

The socialization process was followed by active interaction with participants in the form of questions and answers and discussions where this interaction is important to build a focused professional attitude of the community, which can later be used to illustrate the importance of Extension Assistance in managing sales expansion and green-based product innovation. The team paid attention to the different levels of community education and tried to explain them in simple language while at the same time trying to create emotional intimacy so that the process of delivering the material could be conveyed. This condition must be anticipated by providing a kind of counseling with a higher percentage of practice by demonstrating harmonious implementation during lectures. UKM members must also understand the value and benefits of the importance of the halal label and use environmentally friendly product ingredients. this activity was attended by 70 participants consisting of the committee and sub-district officials in Rancabungur Bogor.

CONCLUSION AND RECOMMENDATION

❖ Conclusion

The community service at the Faculty of Economics and Business, Mercu Buana University, which was held on Wednesday, 15 February 2023 in collaboration with Universiti Malaysia Terengganu Jakarta, went well and was successful. The event was attended by 70 participants. The event was interesting and communicative. According to the participants, this program is very useful because the material provided can add insight and is also useful for improving business performance. The material is also presented in simple sentences so that it is easy to understand. The material discussed by the speakers was how to manage the expansion of product sales and innovation based on environmentally friendly products. The benefit of this training is to increase sales of business products.

❖ Recommendation

Continuous training activities are needed so that mentoring can run more optimally. Assistance activities are needed for participants who can take advantage of the routine schedule of community activities in the SMEs.

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APPENDIX



Source 1: SME's Diversification Product, 2023



Source 2: SME's Diversification Product, 2023

