

## UMKM SOCIALISATION: CONCRETE STEPS FOR VILLAGE COMMUNITY SERVICE

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### Abstract

The MSME socialisation programme in the village aims to introduce and develop small businesses in the rural environment. This activity is conducted to improve the village economy by providing villagers with basic knowledge and skills about Micro, Small and Medium Enterprises. In this programme, villagers are given materials on the basics of MSMEs, how to start a business, and simple marketing strategies. In addition to theory, participants are also invited to practice directly, such as making a business plan and learning how to promote a business that is suitable for small businesses in the village. The implementation of the programme involved collaboration between universities, local entrepreneurs, and the local government. This was done so that participants could gain many perspectives and real-life experiences. The results of the programme can be seen from the increased interest of villagers to start a business, the emergence of various new business ideas, and the increase in economic activities in the village. It is hoped that this MSME socialisation can provide long-term benefits for the economic development of the village.

**Keywords:** MSMEs, Socialisation, Community Service, Village Economy

### Introduction

Micro, Small and Medium Enterprises (MSMEs) play a strategic role in national economic development. MSMEs not only play a role in economic growth and labour absorption, but also in the distribution of development outcomes. MSMEs are the backbone of the national economy because of their ability to create

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jobs, encourage innovation, and contribute significantly to Gross Domestic Product (GDP). (Sudjatmoko et al., 2023).. In Indonesia, MSMEs contribute more than 60% of GDP and absorb more than 97% of the labour force. The existence of MSMEs also plays an important role in reducing economic inequality, as this sector opens opportunities for people from various backgrounds to participate in economic activities. (Hayati & Hartini, 2024)..

In addition, MSMEs have high flexibility and resilience in the face of economic change. This was proven during the economic crisis, where MSMEs were able to survive and even became the saviour of the national economy. MSMEs also play a role in encouraging entrepreneurship and creating innovation. Many creative ideas and innovative products are born from the MSME sector. In the context of regional development, MSMEs have a strategic role in optimising the potential of local resources and strengthening the regional economy. Thus, MSMEs are not only economically important, but also have a broad social impact in community empowerment and regional development. (Nurchayati et al., 2022)..

However, this huge potential of MSMEs has not been fully realised, especially in rural areas. Several factors are behind the importance of socialising MSMEs in villages, including: 1) Economic disparity: There is still a significant economic gap between urban and rural areas. MSMEs can be a solution to reduce this gap by creating jobs and increasing the income of rural communities. 2) Lack of understanding: Many rural communities do not understand the concept of MSMEs, their benefits, and how to start and manage a small business. This causes the economic potential in villages to not be optimally utilised. 3) Lack of access to information: Limited access to information in the villages means that people do not know about government programmes that support MSMEs, as well as market opportunities that can be exploited. 4) Low interest in entrepreneurship: Lack of role models and understanding of entrepreneurship has led to low interest among rural communities to start their own businesses. 5) Limited capital and knowledge: Many villagers have business ideas but are constrained by limited capital and knowledge in managing the business. 6) Untapped local resource potential: Villages in Indonesia have a variety of potential natural and cultural resources that can be developed into unique and competitive MSME products. 7) Urbanisation: The lack of employment opportunities in villages encourages people, especially the younger generation, to urbanise. MSME development can be one of the solutions to curb urbanisation. 8) Digital era demands: In the digital era, MSMEs are required to adapt to technology. However, many rural communities do not have adequate

digital skills. 9) Impact of the COVID-19 pandemic: The pandemic has hit the economic sector, including in rural areas. MSMEs can be an alternative livelihood for the affected communities. 10) Community service programmes: Universities and other institutions have a responsibility to perform community service. Socialisation of MSMEs is one concrete form of community service that can have a long-term positive impact. (Syamdy et al., 2023); (Husodo, 2023).

Based on this background, the socialisation of MSMEs in villages is an important and strategic step in efforts to empower the economy of village communities. Through this socialisation, it is expected to increase the understanding, interest, and ability of village communities in developing MSMEs, which will ultimately contribute to improving welfare and reducing economic disparities.

## **Research Methods**

The study in this research is the literature research method. Literature research method, also known as literature study or literature review, is a research method that focuses on collecting and analysing information from various existing written sources. (Robbani, 2022); (Syawie, 2005).

## **Results and Discussion**

### **MSME Concept**

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the economy in many countries, including Indonesia. MSMEs are defined as productive businesses owned by individuals or business entities that fulfil certain criteria in terms of assets and turnover. In Indonesia, these criteria are regulated in Law No. 20/2008 on MSMEs, which divides businesses into three categories based on the amount of assets and annual turnover. (Mas'ud et al., 2023)..

MSMEs play a very important role in the national economy. The sector absorbs a large number of labour, contributes significantly to Gross Domestic Product (GDP), and aids income distribution. MSMEs are also known to have better resilience to economic crises compared to large enterprises, due to their flexibility and high adaptability to market changes. (Rachman et al., 2024)..

In their development, MSMEs face various challenges such as limited access to capital, technology, and markets. However, in today's digital era, MSMEs have a great opportunity to grow through the utilisation of information technology and e-commerce. Digitalisation of MSMEs can expand market reach, improve operational efficiency, and facilitate access to financial services. (Riatun et al., 2023)..

The government and various stakeholders play an important role in supporting the development of MSMEs. Various programmes and policies have been implemented to strengthen this sector, such as the provision of people's business credit (KUR), entrepreneurship training, marketing facilitation, and tax incentives. With the right support and utilisation of technology, MSMEs are expected to continue to grow and contribute more to the national economy.

### **The role of MSMEs in the village economy**

MSMEs (Micro, Small, and Medium Enterprises) have a very important role in driving the village economy. As the driving force of the local economy, MSMEs provide employment for rural communities, reduce unemployment, and prevent excessive urbanisation. By utilising local resources and traditional wisdom, MSMEs in villages can produce unique products that have high selling value, such as handicrafts, speciality foods, or processed agricultural products. (Indriastuti & Wahyuni, 2022)..

MSMEs also play a role in increasing the income of rural communities. Through their business activities, MSME actors can earn a better income compared to working as farm labourers or manual workers. This increase in income not only impacts the welfare of the families of MSME actors, but also has a multiplier effect on the village economy as a whole. When community income increases, purchasing power will also rise, which in turn will stimulate the growth of other businesses in the village. (Widiasih et al., 2024)..

In the context of village development, MSMEs act as a catalyst for innovation and creativity. MSME actors in villages often have to think creatively to overcome various limitations, such as access to capital, technology, or markets. This leads to innovative ideas in product development, production processes, or marketing strategies. These innovations are not only beneficial to their own businesses, but can also inspire and be implemented by other businesses in the village, creating a positive domino effect for village economic development. (Fatonah et al., 2021)..

Furthermore, MSMEs have a strategic role in strengthening village economic resilience. With a variety of MSMEs, the village economic structure becomes stronger and less dependent on a single sector. This makes the village economy more resilient to external shocks, such as fluctuations in agricultural commodity prices or economic crises. In addition, MSMEs also have the potential to be a means to develop the potential of a village into a tourist village or production centre, which in turn can increase the village's original income and the overall welfare of the community. (Sudira et al., 2024)..

MSMEs in villages also play an important role in preserving and developing local culture. Many MSMEs are engaged in handicrafts, traditional culinary, or other local wisdom-based products. Through their business activities, MSME players not only generate income, but also help maintain cultural heritage and transmit it to the next generation. This is important for maintaining village identity and creating a unique attraction that can be an added value in local economic development. (Oktaviani & Lestari, 2023).

The role of MSMEs in the village economy is also reflected in their contribution to equitable development. MSMEs spread across different areas of the village help distribute economic activity more evenly, rather than being centred in one spot. This can reduce economic disparities between areas within a village and create new centres of growth, which in turn encourage the development of infrastructure and public facilities in various corners of the village. (Batubara et al., 2024).

In today's digital era, rural MSMEs have a great opportunity to grow through the utilisation of information and communication technology. E-commerce and social media open up wider market access for village MSME products, allowing them to reach consumers beyond the village area, even up to the national or international level. This not only increases the income potential of MSMEs, but also introduces the village to a wider audience, which can have a positive impact on the development of other sectors such as village tourism. (Septiandika et al., 2023)..

In conclusion, MSMEs have a very important multidimensional role in driving and strengthening the village economy. As local economic drivers, employment providers, sources of innovation, and cultural preservation, MSMEs contribute significantly to improving the welfare of rural communities and overall village development. The role of MSMEs is becoming increasingly strategic in the digital era, where technology opens up new opportunities for business development and market expansion. Therefore, support for the development of MSMEs in villages, both from the government and the private sector, is an important key in realising independent, prosperous, and competitive villages in the modern era. By strengthening MSMEs, villages will not only become objects of development, but can become active subjects that contribute significantly to the national economy.

### **Socialisation and Community Education**

Community socialisation and education aims to increase awareness and understanding of the importance of MSMEs in village economic development. Through various extension programmes, seminars or workshops, villagers can

obtain information on business opportunities, the benefits of being an MSME actor, and the contribution of MSMEs to individual and community welfare. This is important to motivate more villagers to engage in MSME activities, both as business actors and as supporters of the local MSME ecosystem. (Septiandika et al., 2023)..

The education programme also focuses on developing the skills and capacity of the community in managing MSMEs. Practical trainings such as business management, digital marketing, financial management and product innovation can equip MSME players with the competencies needed to grow their businesses. This kind of education not only improves technical capabilities, but also builds the confidence of MSME players to compete in a wider market. (Munawaroh et al., 2022)..

Socialisation and education also play a role in building networks and encouraging collaboration among MSME players in the village. Through meeting forums or digital platforms, MSME players can share experiences, knowledge and resources. This creates a supportive ecosystem where MSME players can learn from each other, partner, and even create business synergies. Such collaboration is important to collectively strengthen the competitiveness of rural MSMEs. (Parantika et al., 2020).

In many cases, cultural barriers and traditional mindsets can pose a challenge to the development of rural MSMEs. Socialisation and education play an important role in overcoming this by introducing new perspectives on entrepreneurship and innovation. These programmes can help change people's views on business risks, encourage creativity, and instil an entrepreneurial spirit. (Sudrajat et al., 2023).. Thus, socialisation and education not only transfer knowledge and skills, but also help transform the culture and mindset of village communities to be more open to opportunities and challenges in MSME development.

### **Impact of MSME Socialisation**

Socialisation of MSMEs plays an important role in increasing community participation in MSME activities. Through various socialisation programmes, people become more aware of the opportunities and benefits of setting up or engaging in MSMEs. This encourages more individuals to start their own businesses or join existing MSMEs. This increased participation not only results in growth in the number of MSMEs, but also creates new jobs and increases local economic activity. (Hakim et al., 2024).

Another impact of MSME socialisation is the improvement of business quality and competitiveness. Socialisation programmes accompanied by training and mentoring help MSME players improve their knowledge and skills in various

aspects of business. This includes business management, product innovation, marketing strategies, and financial management. With this capacity building, MSMEs are better able to produce quality products and services, are more efficient in their operations, and are more competitive in the market. (Mauludin, 2021).

Socialisation of MSMEs has a positive impact on local economic empowerment. By increasing the number and quality of MSMEs, there is an increase in the circulation of money at the local level. MSMEs tend to use local resources and serve local markets, so the economic benefits are felt more by local communities. This creates a multiplier effect whereby an increase in the income of MSME players also increases the purchasing power of neighbouring communities, which in turn drives overall local economic growth (Rayyani et al., 2024)..

The impact of MSME socialisation is also seen in the social and cultural transformation of the community. Socialisation programmes not only transfer business knowledge, but also instil entrepreneurial values such as innovation, creativity and independence. This gradually changes the mindset of the community, from one that may have previously been more orientated towards formal employment to one that is more open to entrepreneurial opportunities. This change also has an impact on improving the social status of MSME players in the community, which in turn can encourage more people to engage in MSME activities.

### **Challenges and Solutions in Socialising MSMEs**

One of the main challenges in MSME socialisation is limited access to information and technology, especially in rural or remote areas. Many MSME actors do not have sufficient knowledge or access to up-to-date information on government programmes, market opportunities, or technological innovations that can help their businesses. (Aprilani et al., 2023).. To address this, the government and relevant agencies can develop more intensive outreach programmes, such as conducting roadshows to regions, creating MSME information centres at the village level, or utilising local media to disseminate information. In addition, training on the use of information and communication technology also needs to be improved to help MSME players utilise the available digital resources. (Widyastuti & Kusumawati, 2024)..

Another challenge in the socialisation of MSMEs is the resistance to change from some MSME actors. Many are already comfortable with their old ways of doing business and are reluctant to adopt new methods or technologies. To overcome this, socialisation programmes need to be designed with a more personalised and gradual approach. For example, by using a mentoring method

where successful MSME players can share their experiences and provide direct guidance to other MSME players. In addition, live demonstrations of the benefits of adopting new methods or technologies can also help reduce this resistance. (Yunas et al., 2021).

Limited human resources and funds are often an obstacle in the implementation of a broad and sustainable MSME socialisation programme. The government and relevant agencies may not have enough personnel or budget to reach out to all MSMEs in need. A solution to this problem could involve closer co-operation between the government, private sector and educational institutions. For example, large companies can be encouraged to provide support through their CSR programmes, while universities can be involved in providing training and mentoring as part of community service programmes. The use of technology such as e-learning platforms or webinars can also help reach more MSMEs at a lower cost. (Syafri & Erlina, 2018).

There is often overlap or a lack of coordination between the various institutions involved in MSME socialisation, which can lead to inefficiency and confusion among MSME actors. To overcome this, it is necessary to establish a coordinating body that can integrate various socialisation programmes from various institutions. (Cristina et al., 2022).. This body can play a role in developing a comprehensive MSME socialisation roadmap, avoiding duplication of programmes, and ensuring equitable distribution of resources. In addition, the development of an integrated database on MSMEs and the programmes that have been implemented can also help improve the effectiveness and efficiency of MSME socialisation. (Prasetyowati et al., 2024)..

### **Sustainability of the MSME Socialisation Programme**

The sustainability of MSME socialisation programmes is highly dependent on careful long-term planning. The government and relevant agencies need to develop a comprehensive roadmap with clear targets and milestones for the next 5-10 years. This planning should consider various aspects such as technological developments, market changes, and global economic trends. (Sutaguna et al., 2023).. With long-term planning, the socialisation programme can be implemented consistently and purposefully, so that its impact is more measurable and sustainable. In addition, long-term planning also allows for more efficient resource allocation and facilitates the process of periodic programme evaluation and improvement. (Lisaputra & Kusuma, 2024)..

To ensure the sustainability of the MSME socialisation programme, a strong supporting ecosystem needs to be developed. This involves building physical and



digital infrastructure that supports the growth of MSMEs, such as training centres, business incubators, and digital platforms for marketing and transactions. In addition, it is also necessary to build a solid network of cooperation between various stakeholders, including the government, private sector, financial institutions, and educational institutions. This strong ecosystem will ensure that MSMEs have continuous access to the resources, knowledge, and support they need to thrive, even after the formal socialisation programme ends. (Wijayanti, 2020).

The sustainability of MSME socialisation programmes can also be enhanced through empowering the MSME community itself. Encouraging the formation of strong MSME associations or groups can help create a mechanism for mutual support and knowledge sharing among MSME actors. The socialisation programme can be designed to train "champions" or leaders of the MSME community who can later become agents of change and mentors for other community members. With this approach, the process of socialisation and development of MSMEs can continue organically within the community, reducing dependency on government programmes and increasing long-term sustainability. (Mayasari & Suhendro, 2024)..

To ensure long-term sustainability, MSME socialisation programmes need to be integrated with broader macroeconomic policies. This involves aligning socialisation programmes with national economic development strategies, industrial policies and poverty alleviation programmes. For example, fiscal and monetary policies can be designed to support the growth of MSMEs, while regulations can be adjusted to create a more conducive environment for MSMEs. (Nurchayati et al., 2022).. By integrating MSME socialisation programmes into the broader policy framework, the government can ensure sustained and consistent support to the MSME sector and maximise its positive impact on the national economy as a whole.

## **Conclusion**

The socialisation of MSMEs is a strategic step in efforts to empower rural communities. Through this programme, village communities are introduced to the concept and opportunities of Micro, Small and Medium Enterprises (MSMEs) as a promising alternative livelihood. This socialisation activity does not only provide information, but also opens the villagers' minds to the economic potential that can be developed from local resources. With a structured and easy-to-understand approach, MSME socialisation can be a catalyst for changing the mindset of village

communities from subsistence economic patterns to more productive and market-oriented economic patterns.

In its implementation, the socialisation of MSMEs as a form of service to the village community involves various concrete aspects. This includes providing practical training on entrepreneurship, simple business management, and basic marketing strategies. The community service actors, both from academia, business practitioners, and government, collaborate to provide applicable knowledge and skills. They also assist village communities in identifying potential local superior products that can be developed into MSMEs. Furthermore, the programme is often complemented by assistance in the process of obtaining business legality and access to financing sources, so that village communities have a strong foundation to start and develop their businesses.

The impact of MSME socialisation as a concrete step of community service to the village community can be seen in the short and long term. In the short term, this programme can increase community enthusiasm and participation in productive economic activities. This is characterised by the emergence of new business initiatives at the village level. Meanwhile, in the long term, the socialisation of MSMEs contributes to improving the economic welfare of village communities, reducing unemployment rates, and diversifying village income sources. Moreover, the programme also plays a role in strengthening village economic resilience and reducing economic disparities between villages and cities. Thus, MSME socialisation is not only a form of community service that has a direct impact, but also a sustainable social investment for village development.

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