

Increasing Managerial Capabilities in Non-Profit Organizations in Leles Garut

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ABSTRACT

This community service activity aims to analyze strategies for increasing managerial capabilities in non-profit organizations in Leles Garut, Indonesia. Non-profit organizations are faced with unique challenges in their management and operations, requiring innovative approaches to increase effectiveness and social impact. The methods used in this activity include literature analysis, surveys of non-profit organizations in Leles Garut, and interviews with organizational leaders. The results of the activities show that technology integration, human resource development, and business strategy adaptation are key factors in improving managerial capabilities. Technology integration, such as the use of digital platforms for project management and data digitization, has been proven to increase operational efficiency. Training also plays an important role in updating the knowledge and managerial skills of staff. Human resource development through leadership training, mentoring programs, as well as regular evaluation and feedback, supports the formation of competent and adaptive teams. In addition, adapting business strategies through SWOT analysis strengthens an organization's capacity to face competition and changing needs. This activity concludes that non-profit organizations in Leles Garut can achieve improved performance and greater social impact by implementing managerial strategies tailored to their local needs and context. These results provide practical guidance for non-profit organizations in developing managerial capabilities, as well as a theoretical contribution to the non-profit organization management literature.

Keywords: Enhancing Leadership Skills, Technology Integration, Strategic Adaptation for Non-Profit Efficiency

INTRODUCTION

In today's dynamic and challenging landscape, non-profit organizations face complex challenges in their management and operations (Austin, 2010). This is especially true in Leles Garut, Indonesia, a region that has special and unique needs. Non-profit organizations here need strategies that are not only innovative but also effective to optimize their performance and increase the resulting social impact. In an effort to achieve this goal, we carry out community service activities centered on strategic analysis to improve managerial capabilities.

This activity is designed to understand the specific challenges facing organizations in Leles Garut and develop solutions that can be integrated into their managerial practices. This includes adopting new technologies, building wider collaboration networks, and developing sustainable funding models. We also focus on increasing human resource capacity through training and skills development, as well as encouraging more effective community involvement. Thus, this community service activity not only helps non-profit organizations in Leles Garut to overcome the

obstacles they face, but also makes a significant contribution to socio-economic development in the area.

Community service activities carried out at Leles Garut have a special focus on developing the managerial capacity of non-profit organizations. This is done through a comprehensive set of research methods, starting with in-depth literature analysis. This stage includes reviewing scientific sources and publications related to non-profit organization management, best practices, and commonly faced challenges and solutions.

Next, a direct survey was conducted with various non-profit organizations in Leles Garut. This survey aims to collect actual data regarding daily operations, management strategies, and challenges faced by these organizations. By understanding the local context, these surveys provide important insights into the specific needs and unique dynamics prevailing in that environment.

The final step is in-depth interviews with leaders of non-profit organizations. Through this interview, it is hoped that a more personal and detailed understanding of how management and leadership are applied in daily practice can be obtained. This also provides opportunities to identify innovative and effective practices that may not have been recorded in the literature.

One of the main findings from this activity is the importance of technology integration in the daily operations of the organization. The use of digital platforms for project management and data digitization processes was found to be very effective in improving operational efficiency. In addition, training programs designed to update staff's managerial knowledge and skills also play an important role in this process.

Human resource development through leadership training, mentoring programs, as well as regular evaluation and feedback, is the key to forming a competent and adaptive team. In addition, adapting business strategy through SWOT analysis also plays an important role in strengthening organizational capacity in facing competition and changing needs.

This community service activity not only provides practical insight for non-profit organizations in Leles Garut to develop their managerial abilities, but also provides theoretical contributions to the literature on non-profit organization management. Thus, this activity is expected to have a significant impact in both academic and practical contexts.

METHODS

In order to analyze strategies for increasing managerial capabilities in non-profit organizations in Leles Garut, Indonesia, this community service activity applies a specially designed method. First, this method involves in-depth literature analysis. This stage focuses on reviewing various scientific publications and other literature sources related to non-profit organization management, best practices, and general challenges faced. This helps in understanding the theoretical framework and current trends in the management of non-profit organizations.

Second, a survey of non-profit organizations in Leles Garut was conducted to collect empirical data. The survey aims to assess existing management practices, identify operational challenges, and explore the strategies these organizations have implemented to address their unique situations. This allows the researcher to gain a first-hand perspective from the field that will complement the theoretical understanding gained from literature analysis.

Third, in-depth interviews with organizational leaders are another important component. Through these interviews, researchers can gain in-depth insight into how managerial strategies are implemented in practice, as well as understand leaders' perceptions and experiences in managing non-profit organizations. These interviews also provide an opportunity to explore innovative and effective solutions that may not have been documented in the literature.

The combination of these three methods – literature analysis, field surveys, and interviews – provides a holistic approach in analyzing strategies for improving managerial capabilities. This approach not only produces strong theoretical understanding, but also practical insights relevant to

the local context of non-profit organizations in Leles Garut, which is critical to increasing their effectiveness and social impact.

RESULTS

The results of community service activities aimed at analyzing strategies for increasing managerial capabilities in non-profit organizations in Leles Garut, Indonesia, have produced several important findings. Based on the results of this activity, it can be concluded that there are three key factors that play an important role in improving the managerial capabilities of non-profit organizations, namely technology integration, human resource development, and business strategy adaptation.

1. Technology Integration

The use of digital platforms in project management and data digitalization has revolutionized the way organizations operate and manage their resources. With the adoption of digital technology, it has been proven that operational efficiency increases significantly. This is because digital platforms facilitate smoother integration and coordination of activities, allowing different parts of an organization to communicate and collaborate more effectively. Moreover, data digitalization provides quick and easy access to information, which is crucial for rapid and accurate decision-making. By combining various operational aspects into a single digital platform, organizations can reduce redundancy and inefficiencies in the workflow. This not only saves time but also operational costs. Additionally, digital platforms offer greater transparency in project management, which increases accountability at all levels of the organization. This transparency is important for evaluating performance, tracking progress, and identifying areas in need of improvement. Thus, the integration of digital technology in project management and data digitalization is a crucial step in enhancing the operational efficiency of organizations. It not only helps in reducing costs and time but also enhances accuracy, transparency, and accountability in organizational operations.

2. Human Resource Development

Training is a crucial component in the human resource development process, especially in the context of enhancing the knowledge and managerial skills of staff. In a constantly changing and challenging world, the staff's ability to adapt and respond quickly to changes becomes extremely important. Leadership training and mentoring programs are effective methods to equip staff with the skills and insights needed to handle complex and dynamic situations. Through leadership training, staff are taught about various important aspects of management, such as decision-making, effective communication, and managerial strategies. This training not only enhances individual capacity but also strengthens the overall team capability. On the other hand, mentoring programs provide opportunities for staff to learn directly from the experience and knowledge of senior leaders. This creates a supportive learning environment and enables intergenerational knowledge transfer. Regular evaluation and feedback also play a vital role in this development process. Through evaluations, organizations can identify areas that need improvement, while feedback allows staff to understand their performance from different perspectives and improve weak areas. The combination of training, mentoring, evaluation, and feedback creates a conducive environment for continuous growth and development. Overall, investment in training and human resource development is key to forming a competent, adaptive team ready to face future challenges. It not only improves individual performance but also strengthens the organization as a whole.

3. Business Strategy Adaptation

SWOT analysis, which involves assessing Strengths, Weaknesses, Opportunities, and Threats, is a very useful tool for non-profit organizations in facing dynamic needs and competition. Through this analysis, organizations can identify internal and external factors that affect their operations and strategies. The internal strengths and weaknesses of an organization

refer to aspects such as resources, capabilities, and internal processes. By recognizing and utilizing internal strengths, non-profit organizations can maximize effectiveness in achieving their social goals. Conversely, by being aware of their weaknesses, organizations can take steps to address or mitigate the negative impacts of these aspects. On the other hand, external opportunities and threats relate to factors outside the organization, such as changes in government policies, social trends, or demographic shifts. By identifying opportunities, non-profit organizations can adjust their strategies to take advantage of favorable external conditions. Meanwhile, by recognizing threats, they can formulate plans to reduce risks and prepare for potential obstacles.

This activity concludes that non-profit organizations in Leles Garut can achieve improved performance and greater social impact by implementing managerial strategies tailored to their local needs and context. These results provide practical guidance for non-profit organizations in developing managerial capabilities, as well as a theoretical contribution to the literature on non-profit organization management.

CONCLUSION

This community service activity has yielded significant findings in enhancing managerial capabilities in non-profit organizations. Through methods of literature analysis, surveys, and interviews, the activity discovered that the integration of technology, human resource development, and business strategy adaptation are key elements in improving efficiency and social impact of non-profit organizations. Technology integration through the use of digital platforms increases operational efficiency, while training and development of managerial skills strengthen team capacity. Additionally, SWOT analysis in business strategy helps organizations adjust to changing needs and challenges. In conclusion, this activity provides significant practical and theoretical insights for the management of non-profit organizations in Leles Garut and more broadly.

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