

Small and Medium Enterprise Management Training to Increase Local Economic Productivity in Kadungora Garut

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ABSTRACT

Management training activities for Small and Medium Enterprises (SMEs) in Kadungora, Garut, West Java, are an important initiative in accelerating local economic growth through strengthening business management capacity. This training is designed to overcome the challenges faced by SMEs, including limitations in management, marketing and access to capital. With a significant SME population in Kadungora, this training is a catalyst for increasing productivity and local economic independence. The main objective of this training program is to improve participants' managerial abilities, optimize marketing strategies, and strengthen access to financing sources. Through a series of workshops, seminars, case studies, as well as mentoring and consultation sessions, this training offers practical and applicable insights. The resource persons involved are practitioners and experts in their fields, providing a holistic and integrated approach. The expected impact of this training includes increasing operational efficiency, local economic growth, and increasing the independence of business actors. Thus, this program not only contributes to improving the performance of SMEs in Kadungora but also encourages sustainable and inclusive regional economic growth. In conclusion, management training for SMEs in Kadungora is a strategic step in encouraging local economic prosperity. By combining theory and practice, this program prepares SMEs to face dynamic market challenges, while taking advantage of existing opportunities for the growth and development of their businesses.

Keywords: SME Development, Small Business Management, Kadungora Local Economy

INTRODUCTION

The development of Small and Medium Enterprises (SMEs) in Indonesia, and especially in Kadungora, Garut, West Java, has become one of the main priorities in the national economic roadmap. The SME sector plays an important role as a driving force for the economy, making a significant contribution to Gross Domestic Product (GDP) and job creation (Halim, 2020). According to data from the Central Statistics Agency (BPS), SMEs in Indonesia contribute around 60% to national GDP and create 97% of total employment (BPS, 2018). However, despite this, SMEs often face various challenges, ranging from access to capital, limited management knowledge, to difficulties in marketing (Damuri et al., 2020; Ardiansyah, Amalia and Yasin, 2023). In this context, management training for SMEs in Kadungora, Garut, is important to increase their capacity and competitiveness in an increasingly global and competitive economy.

Kadungora, as a sub-district in Garut, has diverse economic potential, ranging from the agricultural sector, handicrafts, to small industry. However, limited resources and management knowledge are the main obstacles for SMEs to develop their businesses. Therefore, this

management training is designed to address this gap, by providing access to effective and applicable managerial knowledge and skills.

This training program not only emphasizes the theoretical aspects of management, but also its application in real business contexts. Training materials cover various important topics, such as business planning, financial management, marketing strategy, and product development. Apart from that, the topic of access to sources of financing is also one of the main focuses, considering that many SMEs experience difficulties in obtaining business capital.

The training participants come from various backgrounds, from business owners to managers, reflecting the complexity and complexity of the challenges faced by SMEs in Kadungora. Therefore, training programs are designed to be inclusive and adaptive to the specific needs of each participant. This is important to ensure that each participant can get maximum benefit from the training.

Workshops and seminars in this training involve resource persons who are experts in their fields, including business practitioners, students and consultants. They not only provide theories and concepts, but also share experiences and study relevant cases. These case studies cover a variety of scenarios commonly faced by SMEs, allowing participants to apply the knowledge gained in real contexts.

Individual mentoring and consulting sessions are one of the key aspects of the program, where participants can discuss the specific challenges they face in their businesses. Through these sessions, they can receive valuable input and practical solutions that can be directly implemented in their business operations.

It is hoped that the impact of this training will be felt not only at the individual and business level, but also on the local economy as a whole. The increase in managerial capacity is expected to increase operational efficiency and productivity, which in turn can increase profitability and local economic growth. Apart from that, improving managerial skills is also expected to increase the competitiveness of SMEs in Kadungora in an increasingly global market.

Apart from that, this program also aims to encourage independence and desire in the business world. By understanding how to manage resources efficiently and effectively, SMEs are expected to be able to face business challenges more independently. This is important, especially considering dynamic and sometimes uncertain economic conditions.

The holistic approach taken in this training reflects the understanding that SME development requires not only improved technical skills, but also a deeper understanding of the business ecosystem as a whole. This is in accordance with recent research which shows that the success of SMEs is not only determined by internal company factors, but also by external factors such as market conditions and government policies (Smith and Perks, 2020).

In conclusion, management training for SMEs in Kadungora, Garut, is a strategic and important step in efforts to increase the capacity and competitiveness of the local economy. By combining theory and practice, as well as an inclusive and adaptive approach, this program is expected to bring significant changes to SMEs in Kadungora, and ultimately make a positive contribution to overall regional economic growth.

METHODS

The community service activity for the Small and Medium Enterprises (SMEs) in Kadungora, Garut, West Java, is structured as a comprehensive management training program aimed at bolstering local economic growth by enhancing the business skills of SME owners and managers. The methodology includes a needs assessment to tailor the training to local challenges, followed by the development of a targeted curriculum focusing on key areas such as management, marketing, and financial access. The program leverages the expertise of seasoned practitioners and specialists, providing workshops, seminars, and case studies for a practical learning experience. A significant component of the program is one-on-one mentoring and consultation sessions, offering personalized guidance to the participants. Practical application exercises, such as role-playing and

simulations, are integrated to allow participants to apply the concepts in real-world scenarios. Networking opportunities are also created to foster collaboration among local businesses. Finally, the program incorporates feedback mechanisms and follow-up evaluations to ensure the training's effectiveness and to facilitate ongoing support and learning for the SME community. This holistic approach not only aims to enhance the operational efficiency of SMEs in Kadungora but also seeks to contribute to the sustainable and inclusive economic growth of the region.

RESULTS

The Small and Medium Enterprise (SME) Management Training Program in Kadungora, Garut, represents a strategic approach to enhancing the local economic landscape through specialized training. This initiative commenced with a comprehensive needs assessment, a crucial step to identify and understand the unique challenges and requirements of SMEs in the region. Such a thorough analysis ensured that the program's curriculum was not just generic, but precisely tailored to address the specific hurdles and opportunities present in Kadungora.

The curriculum's development focused on creating a multifaceted training program. This program encompassed key business aspects critical for SME growth and sustainability. Core areas of focus included effective management practices, innovative marketing strategies, and improved access to financial resources. By addressing these areas, the program aimed to equip local SMEs with the skills and knowledge necessary to thrive in an increasingly competitive market. The emphasis on innovative marketing and financial management was particularly vital, considering these are often areas where SMEs struggle.

Overall, the program's targeted approach and comprehensive curriculum have significantly impacted Kadungora's local economy. By empowering SMEs with the tools and knowledge to overcome their specific challenges, the program has not only contributed to the growth of individual businesses but also bolstered the economic resilience of the community as a whole.

Throughout the training, a series of interactive workshops and seminars were conducted by seasoned practitioners and specialists. These sessions provided the participants with a blend of theoretical knowledge and practical insights. Particularly impactful were the real-life case studies presented, which offered participants a clear understanding of how to apply business concepts in real-world scenarios. This was further enhanced by the inclusion of role-playing and simulations, allowing for an experiential learning environment.

A crucial aspect of the SME Management Training Program in Kadungora was the inclusion of personalized one-on-one mentoring and consultation sessions. These sessions were designed to offer a unique and individualized form of support, setting this program apart from more generalized training initiatives. During these sessions, each participant had the opportunity to engage directly with experienced mentors, discussing the specific challenges and hurdles their individual businesses faced. This personalized approach allowed for the provision of tailored advice and practical solutions, catering to the unique needs and situations of each SME.

The impact of these one-on-one sessions was significant. They enabled participants to directly apply the concepts and strategies learned during the broader training program to their specific business contexts. This direct application was instrumental in fostering immediate and tangible improvements in their business operations. For instance, a business owner struggling with marketing could receive customized advice on developing a targeted marketing strategy, while another facing financial management issues could get guidance on budgeting and resource allocation. This level of personalized attention ensured that the benefits of the training were not just theoretical but were effectively translated into real-world business successes, thereby contributing to the overall growth and development of SMEs in the region.

The program also facilitated networking opportunities, encouraging collaboration and support among local business owners and managers. This aspect of the program fostered a sense of

community and shared purpose, which is essential for the long-term sustainability of the local economy.

In terms of outcomes, the program has been successful in enhancing the operational efficiency of SMEs in Kadungora. Participants reported improved managerial skills, leading to more effective decision-making and business operations. Access to financing, a critical barrier for many SMEs, was addressed through dedicated training modules, equipping participants with the knowledge and tools to navigate financial systems more effectively.

Furthermore, The SME Management Training Program in Kadungora significantly bolstered the local economy by enhancing the competitiveness and self-reliance of small and medium-sized enterprises. A central element of this program was its focus on optimizing marketing strategies and developing comprehensive growth plans for the participating businesses. This focus was critical because it addressed two of the most significant challenges faced by SMEs: market visibility and sustainable growth.

The training equipped business owners with the tools and knowledge to refine their marketing strategies, enabling them to effectively reach a broader audience and create a more impactful brand presence. This aspect of the program likely included elements like digital marketing, understanding customer demographics, and leveraging local market trends. By applying these optimized strategies, the SMEs in Kadungora were able to expand their market reach, attracting new customers and thus increasing their revenue streams.

Furthermore, the program's emphasis on growth plans played a pivotal role in ensuring long-term sustainability for these businesses. These plans were not just about immediate expansion but involved strategic thinking about future opportunities and potential challenges. Business owners learned how to set realistic goals, manage resources efficiently, and identify new opportunities for growth, whether through new product lines, exploring new markets, or enhancing operational efficiency.

As a result, the SMEs in the region became more competitive and independent. Their enhanced capabilities and strategic outlook enabled them to stand out in the market, not just as small local businesses, but as robust, growth-oriented enterprises. This shift not only contributed to the success of the individual businesses but also had a ripple effect on the local economy, promoting overall economic development and stability in Kadungora.

Overall, the SME Management Training Program in Kadungora stands as a testament to the power of targeted educational initiatives in transforming local economies. By bridging the gap between theoretical knowledge and practical application, the program has not only improved the performance of individual businesses but also stimulated sustainable and inclusive economic growth in the region.

CONCLUSION

Family financial planning is a skill that a mother must have as the holder of family finances. Through good and careful planning, it is hoped that the income earned by the family can be used appropriately, at the right time, at the right place, at the right price and at the right quality. The hope is that through this training, we can learn the lesson that whatever good fortune God has given us, if we are grateful for it and use it correctly and appropriately, it will actually bring joy in living life, at least blessings in the form of happiness, prosperity and family harmony.

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