

PKK Creativity in Increasing MSMEs Sales Turnover in Medan Sunggal

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ABSTRACT

This research aims to develop PKK creativity in increasing MSME sales turnover in Medan Sunggal. In Increasing PKK Creativity in improving MSMEs in the Medan Sunggal PKK environment to support government programs in creating entrepreneurs and improving their quality. Globally, this training aims to increase entrepreneurial abilities and improve the quality of management and financial governance for micro, small and medium enterprises. (MSMEs) can operate independently. Planning, implementation, and evaluation are the three stages that go through to complete this work. Provided two meetings which were attended by 25 participants from MSME actors in the environment. PKK Medan is single. The results and discussion of this activity teach MSME players about entrepreneurship education, effective marketing strategies, and simple financial management. They also learn about the various financing schemes they can use.

INTRODUCTION

In the era of globalization and growing economic dynamics, Micro, Small and Medium Enterprises (MSMEs) in Medan Sunggal face various challenges that require innovative solutions. Even though MSMEs are the backbone of the local economy, they often experience difficulties in increasing their sales turnover. In the midst of changing consumer trends, intense market competition and the impact of technology, a creative approach is needed to empower MSMEs. The Family Empowerment Post (PKK) has great potential as an agent of change in supporting MSMEs in Medan Sunggal. PKK, as an organization that focuses on empowering families, can be a catalyst in increasing MSME sales turnover through implementing creative strategies. However, the success of implementing PKK creativity in increasing MSME sales turnover has not been fully explored.

It has become a reality that micro, small and medium enterprises (MSMEs) are very important for the Indonesian economy. Apart from that, they have proven capable of overcoming economic problems, such as the global recession that hit several countries, including Indonesia. In situations like this, small and medium enterprises (MSMEs) are able to maintain stability and even continue to contribute positively to the national economy. MSME players remain resilient and exist in running their businesses even though global economic turmoil and recession hit. This phenomenon is not only recognized in seminars, workshops and other scientific activities at universities, but also has a real impact on regional economic growth. Small industry, where MSMEs gather, has an important role in increasing state tax revenue.

In an effort to strengthen the Micro, Small and Medium Enterprises (MSME) sector in Medan City, the Department of Cooperatives for Small and Medium Enterprises, Industry and Trade (Koperasi UKM Perindag) noted that by the end of 2022, as many as 38,343 MSMEs were registered in the Cooperative Data Collection System application and UMKM (SIMDAKOP). Of this number, 1,875 MSMEs have registered as fostered by the Industry and Trade UKM Cooperative, showing interest and need to receive guidance and support from the government. Based on the Community Service that has been carried out, the creativity of MSMEs in Medan Sunggal is optimistic that the number of registered MSMEs will continue to increase until June 2023. In its efforts to provide better guidance, the UKM, Industry and Trade Cooperative Service is focusing on registering MSMEs as mentors, of which 488 are in of which have obtained a Business Identification Number (NIB). NIB is important proof of legality and is the main requirement in processing People's Business Credit (KUR) loans and other permits. The importance of NIB for MSMEs is to ensure legality and smooth running of business. The UKM, Industry and Trade Cooperative Service continues to encourage MSMEs, especially those that have been assisted, to take care of NIB in order to increase their access to various facilities and government support.

In order to increase MSME participation, the Department of Cooperatives, UKM, Industry and Trade actively carries out outreach activities through sub-districts and sub-districts. They highlight the benefits of being coached, explain the coaching that will be provided, and provide information related to programs that can help the growth of MSMEs. This effort is made to ensure that every MSME in Medan City can utilize its full potential and be involved in the development programs provided by the government. This service aims to explore the role of PKK creativity in overcoming the challenges faced by MSMEs in Medan Sunggal. Obstacles such as lack of market access, lack of understanding of consumer trends, and inability to adopt new technology are the focus of Service. By understanding in depth these obstacles, it is hoped that this service can provide valuable insight to develop creative strategies that can be implemented by PKK to increase MSME sales turnover.

Through this service, it is hoped that a more comprehensive understanding will be formed about the potential for PKK creativity as a catalyst for local economic growth. Apart from that, this service is expected to provide practical views and concrete solutions for MSMEs, PKK and local governments to overcome the challenges faced by MSMEs in Medan Sunggal. In this way, this dedication is not only a contribution to academic literature but also has a positive impact on a practical level. It is hoped that the results of this service can become the basis for developing more effective policies and empowerment programs that can increase the sales turnover of MSMEs, so that in the end they can create a more resilient and sustainable economic ecosystem in Medan Sunggal.

IMPLEMENTATION AND METHODS

The Community service Method has three stages, such as class action service:

a) Stage

I: Planning

Planning begins by communicating and collaborating with partners, including the head of RT Medan Sunggal and MSMEs. We will explain the plan for implementing this community service program as well as coordinating the time and place of implementation, methods, number of participants, materials and equipment needed. This process is carried out until all elements are completely ready for the implementation stage, so that there are no more obstacles or obstacles in preparation. It is hoped that at this stage there will also be good coordination between the team and partners.

b) Stage II

Phase II: The process is divided into several activities.

- Presentation: The team will give a presentation about entrepreneurship, management skills, and financial management.
- It is expected that MSMEs will gain the knowledge and ability to implement this, thereby increasing their competitiveness in PKK Medan Sunggal.

c) Stage III:

Reflection: The aim of this stage is for MSMEs to increase their competitiveness by having partner participants who can supervise their business management and financial reports. There are several ways that can be used to achieve this. For example, you can ask them to fill out a questionnaire regarding future benefits with suggestions as a form of feedback or feed back from partners. You can also give them the opportunity to learn how to create financial reports and determine product prices.

RESULTS AND DISCUSSION

The community service activity for MSMEs in Medan Sunggal was attended by 25 people from various MSMEs in Medan Sunggal. This community service activity was carried out twice, including creativity and assistance to increase the turnover of MSMEs. Participants come from various business sectors, including business actors in the food and beverage sector, clothing, creative industries, and hydroponic businesses. This activity aims to provide insight and skills to MSME players so they can increase their competitiveness and business turnover.

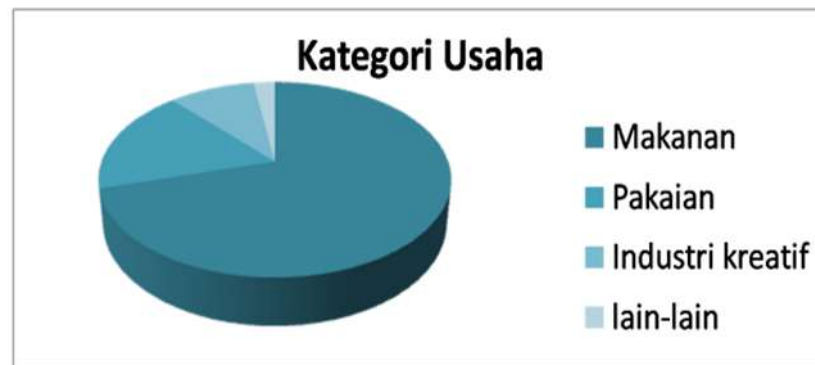


Figure 1. Business Categories

In the first session, participants were given insight into the concept of womenpreneur, where participants were taught that women not only have responsibilities as housewives, but can also become successful entrepreneurs. This understanding is in line with current economic development trends, where women play an important role in the world of business and entrepreneurship. In line with Kartajaya's (2014) view, there are three main groups that have a significant influence on business dynamics, namely women, teenagers and internet users. Increasing creativity to increase the turnover of MSMEs in Medan Sunggal, especially by focusing on developing entrepreneurial skills such as diversifying variants and cultivating an entrepreneurial spirit (Adibah, et al., 2020). In accordance with Ciputra's (2011) view, the entrepreneurial spirit involves several key elements, such as interest, independence, market sensitivity, calculated risk taking, the ability to think creatively and innovatively. creative & innovative), persistence, and high ethical standards in running a business.

Through this approach, participants are expected to develop the attitudes and skills needed to become successful entrepreneurs. By emphasizing values such as creativity, innovation, perseverance and integrity, it aims to shape MSME players into strong and ethical business leaders. In the next session, technical matters related to increasing promotional capabilities through social media will be discussed. MSME players will be given an in-depth understanding of marketing strategies for their products effectively using social media platforms. One important aspect that will be discussed is giving an attractive brand name so that it is easy for consumers to remember. Apart from that, participants will be taught about the importance of product packaging that meets standards. An effective marketing strategy includes not only the product itself, but also how the product is presented to consumers via social media. Therefore, it will be emphasized that good packaging not only maintains the quality of the product, but also makes it attractive to potential consumers.

In this context, MSME players will receive practical guidance for creating interesting content on social media, using available promotional tools, and understanding market trends and preferences that can be optimized. Increasing the creativity of MSME players is expected to provide practical skills that can be directly applied by MSME players in increasing the visibility and attractiveness of their products in the digital world. On the third day, the focus was focused on financial management techniques for MSME players. In accordance with the principles of financial accounting standards for entities without public accountability, first discussing practical ways to make simple financial reports using the SAKETAP scale. This is emphasized as an important step, because correct, accurate and high-quality financial reports are essential for all types of businesses, including MSMEs, to understand and assess the information as a whole. Furthermore, it is emphasized that financial reports are not only administrative tools, but also a source of information that can support business decision making. All businesses, whether they are micro, small, medium, or large, can optimize the benefits of well-crafted financial reports to improve performance and sustainability.

By increasing creativity to increase the turnover of MSMEs in this area, it is hoped that MSME players will gain a deeper understanding of the importance of effective financial management for the growth of their business. They are directed to apply SAKETAP principles in preparing financial reports in order to manage and optimize the financial aspects of their business. This aims to empower MSME players with practical financial skills that can be applied directly in the daily operations of their business. In the context of "PKK Creativity in Increasing MSME Sales Turnover in Medan Sunggal," financial reports are a key aspect in showing the accountability of micro, small, medium and large business actors. Creativity in financial management, as taught through the PKK program, not only supports efforts to increase MSME sales turnover but also has a positive impact in terms of business actors' accountability to the state and banks.

In the tax framework, correct and accurate financial reports are proof of business actors' responsibility for tax obligations. By presenting detailed financial reports that comply with tax regulations, MSMEs in Medan Sunggal can ensure their compliance with applicable tax regulations. This is an important step in building a good image in the eyes of the authorities and society. Apart from that, financial reports also play a crucial role when MSMEs need funding to expand their business through banking. Banks and financial institutions generally require complete and accurate financial reports as a basis for evaluating business feasibility and investment risks. By being creative in preparing financial reports, MSMEs can provide a more attractive and convincing picture to banks, increasing their chances of getting the necessary financial support. In order to increase creativity, which was attended by 25 MSMEs in the Medan PKK area, Sunggal had a special focus. This main aim is to improve the quality of management and financial governance of MSME players. It is hoped that understanding and improving skills in the production process, marketing and preparing financial reports can have a positive impact on increasing sales turnover.

On the first day, there was special emphasis on the motivational aspects of business and the role of women as womenpreneurs and housewives. The spirit of business is instilled as an important foundation, while empowering women as entrepreneurs and household managers is the main element in creating an environment that supports the growth of MSMEs. Pkk Creativity in Increasing MSME Sales Turnover is a vehicle for fostering entrepreneurial spirit among MSME players, by emphasizing the values of creativity and innovation that can be applied in their daily business management (Watrianthos, et al., 2020). Through improving management, improving production processes, and strengthening financial reports, it is hoped that MSME players can optimize their sales potential and contribute significantly to local economic growth in Medan Sunggal.

In increasing MSME sales turnover in Medan Sunggal, MSME actors who also act as housewives are faced with unique challenges. The creativity developed by Mrs. PKK, as stated by Febriyantoro (2018), aims to enable participants to absorb information in a way that allows them to adopt an entrepreneurial spirit and mindset. This is an important key so that they can manage time effectively, calculate risks, think creatively, and build a business that is not only financially successful but also based on ethical principles. The creativity that is developed prioritizes the concept of effective time management, helping MSMEs achieve a balance between business demands and their role as housewives. The application of entrepreneurial principles is expected to produce the skills needed to manage risk, develop innovation, and understand market changes.

In the digital era, MSMEs are taught to make optimal use of social media in marketing their products. The use of platforms such as Facebook, Twitter, Instagram and the like are described as effective tools for helping customers find the products they are looking for. Through the use of social media, MSMEs can build a strong online presence, increase product visibility, and foster closer connections with potential consumers. In the continuation of the session, MSME players explored marketing management aspects as an integral part of "PKK Creativity in Increasing MSME Sales Turnover in Medan Sunggal." The focus of this session includes selecting an easy-to-remember brand and special attention to packaging design with the main aim of maintaining product quality and creating a strong attraction for consumers. This provides insight into the importance of creative and innovative marketing elements to increase the competitiveness of MSME products. MSME players are taught how to choose brand names that have high memorability, so that they are easily remembered and recognized by consumers. Apart from that, the emphasis on packaging design as a marketing strategy focuses on two main aspects, namely maintaining product quality and creating an attractive appearance.

By utilizing creativity in marketing management, MSME players are expected to be able to create a strong brand identity and attract market attention. Attractive packaging design not only involves aesthetic aspects but also plays a role in convincing consumers of product quality. Through the application of these concepts, it is hoped that the sales turnover of MSMEs in Medan Sunggal can continue to increase along with increasing consumer attractiveness and trust. In the final session, participants were given an in-depth understanding of the concept and application of financing for MSMEs, which concretely supports PKK Creativity efforts in increasing MSME Sales Turnover in Medan Sunggal. MSMEs in Medan Sunggal often face obstacles in terms of funding due to a lack of knowledge about how to find capital to support their businesses.

This training serves as a guide for MSME players to understand how to obtain funds to develop their business. The understanding provided is not only limited to banking options, but also includes alternative funding sources. Examples include business assistance funds from relevant ministries, small business strengthening programs from Regional Government DIPA, BUMN PKBL funds, facilities from universities, NGOs, cooperatives, business associations, and others.



Figure 2. Documentation of MSMEs in Medan Sunggal PKK Environment

CONCLUSIONS AND RECOMMENDATIONS

This activity provides significant support to MSME players by improving their financial management and governance capabilities. Participants are expected to not only have a business spirit and entrepreneurial thinking, but also be able to manage the dual role of business activities and family responsibilities. In the results, participants were able to implement effective marketing strategies by utilizing social media and chat platforms to promote their products. In Increasing PKK Creativity in Increasing MSME Sales Turnover in Medan Sunggal equips MSME players with the knowledge to create brand names that are easy to remember, so that products can be easily recognized by consumers. Additionally, they are taught to ensure the high quality of their products by designing packaging that complies with standards. It is hoped that these skills can empower MSME players to remain competitive in the local market.

This training brings significant benefits to MSME players by providing guidance in preparing good and accurate financial reports. Through this training, they are given an in-depth understanding of the importance of correct financial reports in their business financial management process. This not only helps in the day-to-day running of the business, but is also a key element in supporting the funding and financing process. Apart from that, this training provides insight to MSME players regarding various programs issued by various parties during the funding and financing process. This allows them to understand and access the various funding source options available, rather than just sticking to one source. In this way, MSME players can choose the program that best suits their needs and business situation in increasing Medan Sunggal MSME Sales Turnover.

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