

DEVELOPED VILLAGES, DEVELOPED UMKM: A SERVICE AND SOCIALISATION PROGRAMME FOR LOCAL ECONOMIC GROWTH

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Abstract

The 'Desa Maju, UMKM Berkembang' programme is a community service initiative that aims to improve local economic growth through the development of Micro, Small, and Medium Enterprises (MSMEs) in villages. In the context of sustainable economic development, MSMEs play a vital role as drivers of the grassroots economy. However, MSMEs in rural areas often face various challenges, including limited access to capital, markets, technology, and modern management knowledge. Thus, the 'Desa Maju, MSMEs Berkembang' programme has demonstrated the effectiveness of a holistic approach in the development of rural MSMEs. The programme has not only succeeded in improving the economic capacity of individuals and groups, but has also contributed to strengthening the overall economic structure of the village.

Keywords: Advanced Village, Emerging MSMEs, Service Program, Socialisation, Local Economic Growth.

Introduction

Village development is one of the priorities in Indonesia's national development agenda. Villages as the smallest unit in the government structure have a strategic role in promoting economic growth and community welfare. Village governments are responsible for managing local resources, implementing development programmes, and bridging community interests with higher levels of government (Alam et al., 2022). Through village autonomy, the village government has the authority to regulate and manage the interests of the local community based on origins and customs recognised in the national government system (Rusli, 2024).

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In addition, villages also play an important role in strengthening democracy at the local level. Through the mechanism of village deliberation and direct election of village heads, villagers can actively participate in decision-making and the selection of their leaders. Villages are also a place to preserve cultural values and local wisdom that become the nation's identity (Saratian et al., 2024). In the context of national development, the role of villages is further strengthened by the Village Fund, which allows village governments to be more independent in planning and implementing development according to local needs and potential. However, reality shows that many villages are still lagging behind in terms of economy, infrastructure, and human resources (Wardani et al., 2024).

Micro, Small, and Medium Enterprises (MSMEs) have proven to be the backbone of the national economy and play an important role in labour absorption and poverty alleviation. At the village level, MSMEs have great potential to be the driving force of the local economy (Latianingsih et al., 2022). In addition, MSMEs also play a role in utilising local resources and traditional wisdom to create unique products that have added value. This not only increases the income of village communities, but also strengthens village identity and economic independence. MSMEs in villages also have the potential to be a driver of innovation and creativity, which in turn can drive sustainable economic growth (Dwi et al., 2023).

Furthermore, rural MSMEs have a strategic role in strengthening national economic resilience. By absorbing local labour and using local raw materials, MSMEs in villages can reduce dependence on imports and create shorter and more efficient value chains. This is not only beneficial from an economic perspective, but also from an environmental perspective as it can reduce the carbon footprint of long-distance transport (Nurhayati et al., 2023). In addition, a strong presence of MSMEs in villages can prevent excessive urbanisation by creating attractive economic opportunities in rural areas. As such, the development of MSMEs in villages is of key importance in realising more equitable and inclusive development across Indonesia. However, many rural MSMEs face constraints such as limited access to capital, technology, market information, and management skills (Hayati & Hartini, 2024).

Community service and socialisation programmes are one of the efforts to bridge the gap between the potential of villages and MSMEs and the existing reality. Through these programmes, it is expected that there will be a transfer of knowledge, technology, and skills needed to develop MSMEs and encourage local economic growth.

Research Methods

The study conducted in this research uses the literature research method, which is a research approach that relies on existing written sources to investigate and analyse a topic. This method involves collecting, identifying, compiling, and analysing various data found from reliable literature sources. (Caglayan, 2021); (Heriyanto, 2018).

Results and Discussion

Advanced Village Concept

An advanced village is a rural development concept that describes a village condition that has achieved a significant level of welfare and progress in various aspects of community life. The characteristics of developed villages are generally characterised by adequate infrastructure, good access to education and health, diverse and productive economic activities, and a high level of community participation in village development (Aslan, 2019). Developed villages are also characterised by their ability to optimally manage local resources, adopt appropriate technology, and have effective and transparent village governance. In addition, developed villages have strong socio-cultural resilience, able to preserve local wisdom while remaining open to innovation and positive change. The existence of developed villages not only has an impact on improving the quality of life of local communities, but also plays a role in reducing the gap between villages and cities, as well as supporting more equitable and sustainable national development (Ahyani et al., n.d.).

The Desa Maju concept is a rural development paradigm that aims to improve the quality of life of rural communities in a holistic and sustainable manner. It emphasises the development of local potential, community empowerment, and capacity building of village institutions (Wisesa & Lawang, 2023). Desa Maju does not only focus on the development of physical infrastructure, but also pays attention to social, economic, cultural, and environmental aspects. This concept refers to the creation of independent, productive, and competitive villages, where people have good access to education, health, technology, and economic opportunities (Achmad et al., 2023).

In its implementation, the Advanced Village Concept involves various integrated strategies and programmes. These include developing a creative economy based on local potential, improving the skills and capacity of human resources, strengthening village institutions, and utilising information and communication technology to support more effective village governance. Desa Maju also emphasises the importance of active community participation in the process of planning, implementing and evaluating village development. Thus, the concept not only aims to improve material welfare, but also to build a sense of ownership and pride in the

village, as well as strengthen the social and cultural resilience of the village in the midst of modernisation and globalisation.

Definition and Role of MSMEs

MSMEs, or Micro, Small, and Medium Enterprises, are business sectors that play a vital role in the economy of a country, including Indonesia. MSMEs are defined as productive business units that stand alone and are managed by individuals or business entities with a relatively small to medium scale. Based on Law No. 20/2008 on MSMEs, the criteria for micro businesses have maximum assets of IDR 50 million and a maximum turnover of IDR 300 million per year, small businesses have assets of IDR 50 million to IDR 500 million with a turnover of IDR 300 million to IDR 2.5 billion per year, while medium-sized businesses have assets of IDR 500 million to IDR 10 billion with a turnover of IDR 2.5 billion to IDR 50 billion per year (Kandis et al., 2024).

The role of MSMEs in the economy is significant. First, MSMEs act as the driving force of the national and regional economy. This sector is able to absorb a large number of labour, thus contributing to reducing unemployment and poverty. MSMEs also play a role in equitable economic development, as these businesses are spread across various regions, including rural and urban areas (Faidati et al., 2021). Thus, MSMEs help reduce economic disparities between regions and create more equitable economic growth.

Second, MSMEs play an important role in enhancing innovation and creativity. Due to their smaller scale and flexibility, MSMEs are often more adaptive to market changes and are able to produce innovative products that suit local consumer needs. This not only encourages domestic product diversification, but also has the potential to create products that can compete in the global market. In addition, MSMEs also play a role in preserving and developing traditional products and local wisdom, which in turn can strengthen the cultural and economic identity of a region (Jocom et al., 2021).

Third, MSMEs have a strategic role in strengthening national economic resilience. This sector has proven to be more resilient to economic shocks than large-scale enterprises. This was seen during the 1997-1998 economic crisis and the 2008-2009 global crisis, where MSMEs were able to survive and even become the pillar of the national economy. In addition, MSMEs also play a role in increasing the competitiveness of the national economy through their contribution to non-oil and gas exports. With their unique and diverse characteristics, MSMEs are able to produce products that have high added value and the potential to penetrate international

markets, thereby helping to increase the country's foreign exchange (Permana & Dewi, 2023).

Fourth, MSMEs play an important role in promoting entrepreneurship and community empowerment. The sector provides opportunities for individuals to start and grow their own businesses, thereby creating new jobs and increasing community incomes. MSMEs are also often a platform for the development of entrepreneurial skills and experience, which in turn can foster sustainable economic growth. In addition, MSMEs are often a means to empower certain groups in society, such as women, youth and communities in remote areas, thereby contributing to poverty alleviation and improved social welfare (Devi & Kumalasari, 2024).

Fifth, MSMEs have a role in strengthening supply chains and local economic ecosystems. These enterprises are often suppliers of raw materials or components to larger industries, thereby creating linkages between economic sectors. This not only promotes production efficiency, but also helps create added value in the production chain. In addition, MSMEs also play a role in driving the local economy through buying and selling transactions and money circulation at the community level, which in turn can increase purchasing power and overall community welfare (Saputra et al., 2023).

In conclusion, MSMEs have a very important and multidimensional role in a country's economy. Starting from being a driving force of the economy, a source of innovation and creativity, a pillar of national economic resilience, a driver of entrepreneurship and community empowerment, to strengthening supply chains and local economic ecosystems. Given this strategic role, the government and various stakeholders need to continue to support and develop the MSME sector through various targeted policies and programmes. This includes providing access to finance, improving the capacity and skills of MSME players, facilitating market access, and creating a conducive business environment. With the right support, MSMEs can continue to grow and contribute even more to economic growth, welfare equality, and increased national competitiveness.

Local Economic Growth

Local economic growth is an important aspect of a region's development. It refers to the increased economic capacity of a region to create wealth for its local population and improve their quality of life. Local economic growth focuses not only on macroeconomic indicators, but also on microeconomic aspects that directly impact local communities (Desmawan, 2023).

One of the main keys in encouraging local economic growth is the development of leading sectors that are in accordance with the potential and characteristics of the region. This may include the development of natural resource-based industries, tourism, traditional crafts, or service sectors that are relevant to local and regional needs. By optimising local potential, a region can create jobs, increase community income, and attract investment which in turn will boost overall economic growth (Heri et al., 2023).

The role of local government is crucial in supporting local economic growth. The government can act as a facilitator and catalyst by creating a conducive environment for business development and investment (Sukma, 2024). This includes the provision of adequate infrastructure, supportive regulations, and capacity-building programmes for local businesses. In addition, co-operation between the government, private sector and communities is also important to ensure that local economic growth strategies are in line with the needs and aspirations of local communities (Yusuf, 2023).

Innovation and technology also play an important role in driving local economic growth in this digital era. The utilisation of information and communication technology can help local businesses to expand market reach, improve operational efficiency, and create innovative new products or services. Therefore, efforts to improve digital literacy and access to technology for local communities and businesses is one of the key factors in a sustainable local economic growth strategy.

Community Service Programme

The Community Service Programme is one of the important pillars in the Tri Dharma of Higher Education, which aims to apply science and technology directly to the community. This activity becomes a bridge between the academic world and social reality, allowing academics, students, and higher education institutions to contribute significantly to community development and empowerment (Yulianti et al., 2023). Through this programme, various forms of activities can be carried out, ranging from counseling, training, mentoring, to the development of appropriate technology that suits the needs of the target community (Rahmawati et al., 2023).

The success of a community service programme is not only measured by how much impact it has on the community, but also by the reciprocal learning process that occurs. For programme implementers, direct experience in the field provides new insights and a deeper understanding of social realities and development challenges. As for the community, the programme opens up access to knowledge, technology and innovations that can improve their quality of life. Thus, community service

programmes are not only beneficial in the short term, but also have the potential to create sustainable change through community empowerment and capacity building.

The Importance of Socialisation in MSME Development

Socialisation plays a crucial role in the development of Micro, Small and Medium Enterprises (MSMEs). It serves as an information bridge between the government, supporting institutions, and MSME actors. Through effective socialisation, various programs, policies, and opportunities aimed at advancing the MSME sector can be well conveyed to the target audience (Sulaksono et al., 2023). This includes information on access to financing, skills training, technology assistance, and related regulations that can affect MSME operations. With a comprehensive understanding, MSME actors can make more informed decisions and utilise the various resources available to develop their businesses (Tumini et al., 2023).

Furthermore, socialisation plays an important role in building a stronger and more integrated MSME ecosystem. Through socialisation activities, MSME actors have the opportunity to interact with each other, share experiences, and build networks. The forums created from socialisation activities can be a platform for collaboration between MSMEs, exchange of innovative ideas, and even potential business partnerships (Yusnita et al., 2022). In addition, socialisation can also raise awareness among the general public about the importance of supporting local MSME products, which in turn can expand the market for small and medium enterprises (Wahyuningsih et al., 2023).

In the context of the digital era, socialisation for MSME development also includes education on the use of technology and digital platforms. This is particularly important given that digital transformation has become a necessity for MSMEs to remain competitive in the global market (Slamet & Hidayati, 2022). Through socialisation, MSME players can gain knowledge about e-commerce, digital marketing, digital payment systems, and various tools and applications that can improve their operational efficiency. Thus, socialisation not only plays a role in disseminating information, but also in preparing MSMEs to face challenges and take advantage of opportunities in the digital economy era.

Programme Impact on Local Economic Growth

Programmes designed to promote local economic growth have a significant impact on many aspects of community life. One of the most obvious impacts is the increase in employment. When these programmes successfully stimulate economic

activity, whether through MSME empowerment, infrastructure investment, or the development of regional leading sectors, it directly creates new employment opportunities (Ambarwati et al., 2024). Increased employment not only reduces the unemployment rate, but also increases people's purchasing power, which in turn drives the local economy faster. In addition, these programmes often also facilitate training and skills development, improving the quality of the local workforce and regional competitiveness in the long run (Herlambang et al., 2024).

Another significant impact is the increase in locally generated revenue (PAD). Programmes that successfully drive local economic growth generally result in increased business activity and economic transactions. This directly contributes to an increase in local tax and levy revenues (Mustafa et al., 2024). With higher PAD, local governments have more resources to reinvest in infrastructure development, public services, and other social programmes. This positive cycle creates a multiplier effect, where increased public investment further stimulates economic growth, creating a more conducive environment for business and investment (Rohimah & Muslim, 2024).

In addition to direct economic impacts, these programmes also have significant social effects. Inclusive local economic growth can reduce social and economic disparities within communities. Programmes that focus on empowering marginalised groups or developing disadvantaged areas can help to even out the distribution of development benefits (Sawitri et al., 2022). Furthermore, local economic success often increases people's sense of pride and identity in their region. This can encourage active citizen participation in local development, improve social cohesion, and create a more stable and secure environment. Ultimately, the holistic impact of these programmes is not only seen in the economic growth figures, but also in the improvement of people's overall quality of life and well-being (Megahastuti & ..., 2023).

MSME Development Model for Local Economic Growth

The development model of MSMEs (Micro, Small, and Medium Enterprises) is a key strategy in driving local economic growth. One effective model is the industry cluster approach. In this model, MSMEs operating in the same sector or value chain are grouped together geographically. This grouping allows for collective efficiency, where MSMEs can share resources, knowledge and infrastructure (Fagustina, 2023). For example, a batik industry cluster in Pekalongan or a furniture cluster in Jepara. This cluster model not only improves the competitiveness of individual MSMEs, but also creates a strong economic identity for the area, attracting investment and encouraging innovation (Indana & Sukidjo, 2020).

The second important model is the integration of MSMEs into global supply chains. In the era of the digital economy and globalisation, connecting local MSMEs with global markets is becoming increasingly important. This model involves training MSMEs in international production standards, facilitating access to global e-commerce platforms, and building partnerships with large companies that have extensive distribution networks (Triwiyanto et al., 2023). Programmes such as export training, product certification, and international trade shows are important components of this model. The success of this model can be seen from the increasing number of MSMEs that are able to export their products, as happened in the Indonesian specialty coffee industry which is now recognised in the global market (Muttaqin et al., 2023).

The third approach is the business incubation and acceleration model. This model focuses on creating an ecosystem that supports the growth of innovative start-ups and MSMEs. Business incubators provide co-working spaces, mentoring, access to investor networks, and various other business support services. Business accelerators, on the other hand, offer short-term intensive programmes designed to accelerate the growth of established MSMEs (Seniwati et al., 2024). This model is highly effective in fostering innovation and entrepreneurship at the local level. Examples of the success of this model can be seen in Indonesia's major cities, where incubators and accelerators have spawned many tech start-ups that contribute significantly to the national digital economy (Wardani et al., 2024).

The final model to consider is an inclusive finance and financial technology (fintech) approach for MSMEs. Access to capital remains a major challenge for many MSMEs. This model involves developing financial products tailored to the needs of MSMEs, such as microfinance schemes, peer-to-peer lending or crowdfunding (Herry et al., 2023). The integration of fintech in traditional banking services also allows MSMEs to gain access to financial services more easily and quickly. The success of this model can be seen from the increasing financial inclusion among MSMEs and the growth of the fintech sector that supports MSMEs in Indonesia. With better access to capital, MSMEs can invest in business expansion, technology, and human resources, ultimately contributing to stronger and more sustainable local economic growth (Robiyanto et al., 2022).

Conclusion

The 'Advanced Village, Developing MSMEs' programme can be summarised in the following three paragraphs:

First, the programme has demonstrated that community service and socialisation have a crucial role in driving local economic growth through the development of MSMEs in villages. Through various training, mentoring and knowledge transfer activities, the programme has succeeded in increasing the capacity and skills of MSME players in the villages. This not only increases the productivity and competitiveness of MSMEs, but also opens up new opportunities for village communities to actively participate in economic activities. As a result, there is an increase in the income and welfare of village communities, which in turn contributes to broader local economic growth.

Secondly, the programme confirms the importance of a holistic and sustainable approach to MSME development in villages. It is not enough to provide capital assistance or technical training, the programme also covers other important aspects such as digital marketing, financial management, and innovative product development. Moreover, the programme also builds supporting ecosystems for MSMEs in villages, including strengthening local institutions and facilitating access to wider markets. This comprehensive approach has proven effective in creating a strong foundation for sustainable MSME growth.

Finally, the success of the 'Desa Maju, MSMEs Berkembang' programme demonstrates the importance of collaboration between various stakeholders in village economic development. The programme involves cooperation between village governments, academics, the private sector, and local communities. This synergy not only maximises available resources and expertise, but also ensures that interventions are tailored to local needs and potential. Furthermore, the programme has proven that village economic empowerment through MSME development is not only about economic improvement, but also about building the independence and resilience of village communities in the face of global economic challenges.

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