

COMMUNITY COLLABORATION IN UMKM SOCIALISATION: A SERVICE STRATEGY FOR VILLAGE INDEPENDENCE

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Abstract

Community participation in the development of Micro, Small and Medium Enterprises (MSMEs) is essential to support the sustainability of the village. There are situations, where local government, civil society, academia and businesses interact systematically so that effective support is available for the purpose of MSMEs. They include training, consulting, technology, and market access. All these are targeted at increasing the ability of the MSMEs to expand and develop sustainably. Through this, interlinking horizontal structures amongst the MSMEs can be established creating positive impact on the economy of the village. There is always efficiency that exists when working in partnership within the MSMEs and they improve competitiveness. In addition, this partnership also creates chances for the MSMEs to enhance the local market with more qualified products which can become local landmarks and also attract shoppers within the region and beyond. The collaboration promotes a spirit of business cooperation among businesspersons and helps son comprehensiveness in business practice. They allow MSMEs to assist each other and pool resources, which is crucial for weathering economic storms. As observed in the intervention through the community collaboration in this service strategy, there are great positive long term benefits particularly in instilling mental independence and sustainability of the villages. Such participation also enhances or

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fosters a sense of belonging to and the drive to develop the village among its inhabitants and builds a coherent social structure. All necessary economic, social and cultural resources are available to a village, enabling it not only to subsist but also to prosper and adjust to global changes and this making the essence of community participation an important strategy for development.

Keywords: Community, MSME Socialisation, Service Strategy, Village Independence.

Introduction

According to Haryadi and Hodijah (2022), Micro, Small, and Medium Enterprises (MSMEs) can be defined as business units classified according to enterprise scale and that constitute the large segment of Indonesian economy. And normally the classification is based on the number of workers, the asset value, and the annual turnover among other things which differ from one country to the other. In the context of Indonesia, ministers' decision No. 90/2001 will be followed wherein micro, small and medium enterprise development act 20 2008 defines their classification: micro enterprises do not exceed net worth of a total of IDR 50 million where the value of land and buildings is excluded as well as the annual sales of IDR 300 million at most; Small Enterprises net worth range is more than IDR 50 million to IDR 500 million and yearly sales proceeds ranges More than 300million to 2.5 billion IDR; Whereas, Medium Enterprises range net worth over IDR 500 million and less than IDR 10 billion in tenor with annual sales of Between IDR 2.5 billion to 50 billion (Sari et al., 2024). They are also significant contributors to the nation's GDP, not only in terms of job creation as they utilize a lot of human resource (Arditiya et al., 2021).

The importance attached to small, medium, and micro enterprises (MSMEs) in Gross domestic product GDP and employment especially in rural settings cannot be over emphasized. Small and medium enterprises in rural areas also have considerable socio-economic benefits to the communities. One of the key benefits is employment creation for the rural population, who often have limited job opportunities (Suprihatin & Nailufaroh, 2023). With the existence of MSMEs, the various skills and potentials of the people can be utilized, thus there exists reduction in the unemployment levels in the village. The range of employment opportunities created by the MSMEs ranges from agricultural and livestock activities, crafts and small business industries in turn enhancing the income and living standards of the rural folks (Cahyani, 2023).

Moreover, MSMEs are also contributing to the economic base of rural settlements by fostering business and product expansion. They stimulate innovation within the region, add value to the local products, and optimize the supply methods. The products derived from rural MSMEs are capable of suffering competition at the local, national, or even international levels. These assist in boosting region's economy through effective utilization of region's target markets and development of appropriate goods. Hence, the MSME sector in rural regions is not just a source of different livelihoods for many individuals but rather the very nexus of sustainable rural transformation.

Regardless, a good number of MSMEs in the rural areas still face various constraints in expanding the scope of their business such as lack of market, capital, technology and managerial skills. Community participation in promotion and support of MSMEs is one of the strategies that may be used in solving this problem. Meanwhile, the participatory approach opens up more avenues and channels that may be explored and tapped into by local social businesses to build a viable and self-sustaining business ecosystem. Promotion of MSMEs by the people also educates and sensitizes the entrepreneurs but reinforces social cohesion and broad business relations at the community level.

As the smallest administrative political subdivision with a definable boundary, villages have a critical function to offer in curbing the challenges of establishing MSMEs by means of community service activities. The interlinking of village administration, village communities, and non-state actors can hasten the movement of village economies towards self-sustainability (Sari et al., 2024). But, in practice, this collaboration has not been realized well as intended. There are still many villages without a clear and defined service programme that can systematically support MSME activities. The reasons for this, however, include uncoordinated individuals and inactiveness of the community (Jaya et al, 2024).

This research, therefore, seeks to understand and develop a service strategy which is based on community collaboration looking at MSME promotion as a means towards achieving independence in villages. Finding innovative and workable solutions for other villages in Indonesia where the situation is the same in terms of local empowerment of the MSMEs is what is expected through this initiative.

Research Method

In this study, the author used the literature research method. Literature research is a research method that focuses on collecting and analysing data from various written sources to answer research questions or solve specific problems. (Hidayat, 2009); (Afiyanti, 2008); (Syahrizal & Jailani, 2023).

Results and Discussion

Theories and Basic Concepts of MSME Characteristics and Village Independence

The classification in terms of capital and number of people, especially the workforce and a business, is always prolonged by the use of the term Micro, Small and Medium Enterprises (MSMEs). For instance, all MSMEs fall most often into three categories including the micro- enterprises small-enterprises and medium enterprises. In Indonesia, this definition is under Law No. 20/2008 on MSMEs (Fikram & Kustiningsih, 2022). The micro-enterprise is the lowest classification that uses most of the assets of not exceeding IDR 50 million and maximum turnover not exceeding IDR 300 million per year, small enterprise has assets and turnover from more than IDR 50 million to IDR 500 million and from more than IDR 300 million to IDR 2.5 billion and medium-sized enterprises have turnovers from IDR 2.5 billion to IDR 50 billion and assets of more than IDR 500 million to IDR 10 billion (Sahabuddin et al, 2024).

Despite working in a similar environment, MSMEs possess certain traits that set them apart from large enterprises. The first point is that the management of MSMEs is often done by the owner, or the founder, and who undertakes the daily managerial responsibilities. The second is that fewer employees translate to uncomplicated and fluid organizational structures which helps them operate effectively when there are shifts in the business environment. The third is where resources like capital, technology, and markets are more difficult to access than in big businesses Enterprises (Desmawan, 2023). Notwithstanding this advantage of income diversification, MSMEs have come up with opportunities in unleashing creativity and offering better customer satisfaction. Given the employment opportunities that MSMEs provide and their impact on the economy, MSMEs should be assisted by the government and different organizations to develop further (Ariningrum et al., 2024).

Village self reliance is defined as the capability of a village to mobilize and exploit its potential and resources in order to satisfy the needs of the people within that village so as to attain self prosperity. This concept includes economic, social,

and environmental aspects, where the village is able to manage development activities, exploit resources, enhance its economy, and handle the village administration with community involvement (Khoirudin et al., 2022). Independence of the village also implies that the villages can decide on the scope and areas of development by their own capabilities and local parameters, without heavy reliance on outside help. Such activities directed towards attaining village self reliance generally involve capacity building and community empowerment, strengthening of village institutions as well as working with different stakeholders including the central and local governments (Aslan, 2019).

Community collaboration is a strategy by which a number of individuals or organizations in a given community work together for a common purpose that serves the interest of the community. All stakeholders – comprising local communities, NGOs, government or private sector – actively take part in the action, the same way they do in every other field (Darumurti et al., 2023). The advancement helps to create constructive dialogue, co-operation, and optimal utilization of resources shared. Development of infrastructures, enhancement of healthcare and education, securing community rights, or environmental protection are some community collaboration objectives (Widodo & Setyonugroho, 2023).

There are some particularities of community collaboration to mention. To begin with, the parties have a common aim, which has been agreed upon by them all. Kendal et al (2020) further mention the importance of three other attributes of collaboration; fourth, clear goal identification promotes effective communication, participation and collaboration between the various parties. Fifth, the ethnic communities are said to be a big backbone of the project since they assist in implementing most of the programs and activities (Putri, 2022). Additionally, these collaborations often involve the competent use and management of resources, which could include human resources, natural resources or financial resources. The final sixth one, the resource. Therefore, community flexibility in equity practice could be perceived in terms of creating productive interplay, responsibility sharing and common attainment of expected results (Winarsih et al., 2023).

The Role of MSMEs in Village Economic Development

The importance of Micro, Small, and Medium Enterprises in the rural areas cannot be overstated. In most of the rural areas where unemployment is mostly higher than in urban centers, MSMEs have been the backbone in job creation (Khambali et al., 2023). Where there are MSMEs, rural populations also have access

to more and different types of opportunities, slowing down the trend of migration to towns which is an advantage to rural dwellers. Furthermore, MSMEs also develop local skills and competencies in a form of training and human resource development that adds to the improvement of life standards in the society (Yazid & Ismawati, 2022).

MSMEs are notably contributing to the local economy through a number of business activities, which include agricultural products, craft, tourism and local processed goods. These MSME products are often made in a way that is distinctive and above market value: They not only satisfy the needs of the rural community markets, but they also have the potential to be sold out of the region hence improving revenue (Aisyah et al, 2024). Many village economic development efforts have also seen MSMEs serve as vectors of new ideas and concepts into the economy by changing the prevailing production processes and methods to the more effective, resource efficient and environmentally sound ones (Sawitri et al., 2022).

Moreover, MSMEs act as agents of rural community development as well. Many MSMEs are engaging in various partnership and cooperation programmes with village governments and there are others, which make a favourable business environment and encourage business and village economy growth (Karsa & Marpudin, 2022). In this regard, MSMEs are also active towards social causes which are allied to development of women and the underprivileged, youth entrepreneurship training along with protection of traditional practices. Ashish Khambali et al. (2023) also assert that MSMEs help enrich lives and cultural heritage of rural areas, since they coexist with noneconomic functions completely.

However, together with technical advances, the MSMEs from the village have started utilising technology and digitalisation as a way of enhancing their operational efficiency. Rather, with ICT, the MSMEs get to widen its market, manage business well and provide better services to their clients (Rachmawati et al., 2023). In Perspectives, against this, the emergence of the internet has created avenues such as e-commerce where products from villages can be sold to the entire country and even abroad. The incorporation of this technology is not only necessary for increasing revenue for the SMEs but also aids them in coping with conditions like the COVID-19 pandemic and its related effects (Rahayu, 2022).

Besides technology, MSMEs in the villages need over and above collaborative efforts with the state, money-giving organizations and the corporate sector. Usually the government is engaged in such initiatives and it implements assistance programmes, training and other facilities to support MSMEs's potential

growth and development (Arum, 2023). Similarly, these organisations are essential to MSME in terms of credit provision that is affordable, in terms of interest rate or in terms of credit packages. However, the corporate sector can complement those efforts through investment and strategic relationships that foster up product diversification and development. This synergy serves to ensure that the MSMEs are at least assisted with an ecosystem that aids them toward achieving periods of sustainability and growth too (Nurkarim & Dewi, 2022).

In all, MSMEs are crucial to the rural economy as they contribute to the economic development of a village. MSMEs manage to meet certain economic needs of rural areas because they create jobs, generate localized incomes and empower communities. It has been established that digital and technological innovations are essential in maximizing the capabilities of rural MSMEs whereas linkages to diverse stakeholders are critical in ensuring the optimally operational and sustainable. Hence, concern on the MSME sector in the villages is realistic and should be sustained if the economic development is to be inclusive and long lasting.

Community Service Strategy

The approach in community service can be done through various integrated strategies that involve active collaboration between the government, academia, the private sector, and local communities. Participatory approaches are key to success, where communities are directly involved in the identification of needs, planning, and implementation of empowerment programmes (Ginting et al., 2023). This ensures that the solutions implemented are appropriate to local conditions and potential, and increases community ownership and responsibility for the outcomes. In addition, the utilisation of technology and innovation in community service can accelerate the transfer of relevant knowledge and skills, thus helping communities become more independent and prosperous in the long term (Hidayati et al., 2022).

The strategy of empowering MSMEs through training and mentoring can start by identifying the specific needs of MSMEs in each region. Training programmes can then be designed to target critical aspects such as business management, digital marketing, product development and finance. The training should be facilitated by experienced experts and practitioners, and use interactive and practical approaches to make it easier for participants to understand and apply (Sunyoto et al., 2023). In addition to face-to-face training, online training modules can also be utilised to reach more MSME actors, especially those in remote areas. With comprehensive and relevant training materials, MSME actors will gain the

necessary knowledge and skills to manage their businesses more efficiently and productively (Gunawan, 2023).

In addition to training, ongoing mentoring is also essential in the MSME empowerment strategy. Mentoring programmes can include regular consultation sessions, mentoring by experts, and access to wider business networks. Competent mentors should be assigned to help MSME actors identify and overcome the barriers they face, and provide constructive feedback and innovative solutions (Titin et al., 2024). With this mentoring support, MSMEs can conduct continuous evaluation and improvement of their business models. This assistance not only builds individual capacity, but also facilitates collaboration and synergy between MSMEs, so that they can jointly face market challenges and improve competitiveness communally (Nugraha & Hafizh, 2024).

The role of technology in supporting MSME socialisation is vital, especially in the rapidly growing digital era. Technology allows MSMEs to expand their market reach through online platforms such as e-commerce, social media, and digital marketing applications (Syah & Anggraini, 2024). By using technology, MSMEs can reach a wider range of potential customers without geographical restrictions. In addition, technology simplifies the process of communication and interaction with customers, improves operational efficiency through automation, and provides data analysis that can assist MSMEs in making more informed and strategic business decisions. Technology also facilitates access to relevant information and resources, such as online training, educational materials, and business networks, all of which can promote the growth and sustainability of MSMEs amidst intense market competition (Praptitorini et al., 2022).

Effectiveness of Community Collaboration

MSME development as a service outcome, in the view of the theory of change, is determined by measurable indicators such as capacity, competitiveness and sustainability among others. Rather, one of the strategies that is commonly adopted is regarding training on skills and business management. However, this type of developing business management training, when appropriately designed and effectively carried out, can enhance the understanding and practice of business management of MSME actors (Setiawan, 2020). As per research, Training on Digital Marketing for the MSMEs diversifies their audience and market which eventually improves their sales. MSMEs are likely to become more creative and flexible to fit

into the constant changes in the market dynamics when they are provided with appropriate and enough knowledge and tools to work with (Ari et al., 2022).

Tackling problems rather is performed through methods which are sustainable in nature helps to develop maximum support systems for the MSMEs. This encompass a number of activities including business consultation, mentoring, and linking to the resources and networks. MSME businesses through mentoring are assisted in pinpointing the challenges and developing strategies to deal with the challenges (Riadi et al., 2022). MSMEs can seek reasonable advice from their mentors on their step in such a way as to formulate practical nitched strategies. Therefore, there are improved success rates among the MSMEs if such practices are institutionalized since training is not structured as a one-off training exercise but as one that goes on (Kurnianti et al., 2023).

The involvement of government, academia, the industry and the society is also vital for the effectiveness of the strategies used du ring service delivery. Programmes of this nature are often more comprehensive and more coordinated because they draw in expertise and resources from all the sectors (Hadi et al., 2022). However, further examples can also be provided, for instance, relations with universities can give a fertile ground for R&D and innovation, whereas relations with business can open doors to the markets and investments. The government by itself can assist as far as outlining the framework and providing both technical and financial assistance. This complementarity makes service programme solutions that are more robust, relevant and sustainable hence facilitating the growth and development of MSMEs (Adhani & Pujianto, 2024).

Continuous assessment and review are equally critical in the evaluation of the valance of the service strategies. Through regular evaluations, weaknesses and barriers in the administration can be recognized and rectified promptly. The perceptions of continued MSME participants, for instance, may be an effective strategy in modifying and strengthening the programme in the near future (Goenadhi, 2023). Evaluation includes measuring qualitative and quantitative criteria such as turnover, headcount increase, and business continuity which will aid in the motivation of better strategies in coming up or implementing new ideas effectively in the future. Such information would suggest how service delivery strategies should be altered over time for improvement. So, MSME would be able to develop optimally and prove their competitiveness in the domestic and international market (Putri, 2022).

Moreover, the approach of constructing networks as well as collaborations amongst MSMEs causes the service to be more effective. It is through networking that MSMEs can learn, face challenges, find solutions and develop new venture. Inter-MSME relationship such as buying raw materials together for better prices or sharing efficient management and technology can be carried out. By developing strong linkages, MSME do not only conduct their affairs but participate in a network that promotes healthy interaction between the different MSMEs. This minimizes business risks and enhances their competitive strength in the market (Susilowati et al., 2022).

The use of technical means of implementation of any of the options is also very important in the service strategy of MSMEs. During this course of technology applications, there emerged a considerable number of changes in the working of the MSMEs. Training for digitisation and integration of the information system is indeed most appropriate for the MSMEs in that it makes their operations efficient and less manual (Puspanita et al., 2023). For instance, the application of e-commerce gives MSMEs the ability to operate anywhere and any time regardless of regions boundaries. In addition, the technology provides statistical data analysis which enables MSMEs to make reasonable decisions in business and other related implications (Pratiwi & Puspanita, 2024).

Still, one may be prone to dismiss the difficulties that come with the implementation of the strategies. Some MSMEs might face challenges in the undertaking of training and supporting systems because of resource constraint and lack of necessary information. As a result, the service delivery approaches need to be able to open up different opportunities to all constituting varieties and settings of MSMEs (Afat & Kusufa, 2024). Appropriate marketing and communication practices with regards to the nature of MSMEs need to be put in place so that this service programme benefits all enterprises. In addition to this, campaigns to reduce inefficiency caused by lack of access to digital tools, targeted at MSMEs based in rural areas must also be implemented (Ritonga et al., 2022).

Hence, the composition of service strategies for the MSMEs can be more effective functioning as an integral part of the entire process involving all interested parties at every stage. The right kind of training, continuous provision of support, activity coordination among a number of sectors, follow up and evaluation with an organized framework, and also digital enhancement can promote the performance of the service. Even though there are cons associated with this course of action, it could if painstaking planning and execution of the plan to have a positive outcome

on the growth and sustainability of MSMEs be done. Because all MSMEs are able to tap their full potential and be able to withstand competition in the local and global spheres, the needs-centered approach guarantees that no MSME irrespective of size and location is left behind.

Implications for Village Independence

Increasing the effectiveness of service strategies for MSMEs has significant implications for village self-reliance. By empowering MSMEs through training, continuous mentoring, and implementation of digital technology, villages have a greater chance of developing a self-reliant and sustainable local economy (Danial & Manulang, 2022). Strong MSMEs can create more jobs for villagers, reduce unemployment, and increase local incomes. This directly contributes to improving the quality of life in the village and reducing the village's dependence on external assistance (Byomantara, 2024).

In addition, strong inter-MSME networking and collaboration can foster inclusive economic growth at the village level. When MSMEs within a village cooperate on economic activities, such as joint procurement of raw materials or marketing products collectively, they can achieve higher efficiency and greater competitiveness (Danial & Manulang, 2022). This collaboration can also open up opportunities for the development of distinctive village products that have high cultural and economic value, so that villages can develop a unique economic identity and attract tourists or a wider market. As a result, villages are able to become dynamic and innovative economic centres (Rozikan, 2023).

In the long term, the success of the strategy of dedication to MSMEs will foster a mentality of self-reliance and sustainability among village communities. Communities that are actively involved in the local economy tend to be more empowered and have a higher sense of ownership over the development of their village. They will be more prepared to face challenges and changes, and more creative in finding solutions to problems faced. Thus, village independence not only economically but also in social and cultural aspects can be realised, making the village an independent and resilient regional unit in the midst of global dynamics.

Conclusion

Socializing MSME business in the community is one of the service strategies that encourage village self-sufficiency. In this collaboration, stakeholders such as local government, community organisations, academia as well as business actors

can offer holistic assistance towards MSMEs development at the village level. Training, coaching, and providing technology and market access can improve the capacity of MSMEs to expand and develop in a sustainable manner.

Community collaboration can also form strengthening networks among MSMEs contributing positively to the village economy. Collaboration between the MSME's enhances operational efficiency as well as competitiveness. Besides, this partnership encourages the MSME's to explore and come up with such locally produced goods of high value and creativity which can be marketed to both the local and the tourists. Higher levels of collaboration among business people also foster the nurturing of a different business environment which is cooperative and free for all.

Over the long run, the delivery of services to the community with the help of strategies will gradually generate a mindset of autonomy and sustainability within the peoples residing in the villages. As the residents actively participate in the local economic life, they have a greater sense of responsibility for the development of the village and its infrastructure. Hence, the village is independent, not only in financial terms, and becomes self-reliant socially and culturally as well and hence, able to withstand the changing global environment.

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