

DRIVING THE VILLAGE ECONOMY WITH SOCIALISATION AND MENTORING OF UMKM

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Abstract

Improving the village economy through socialisation and mentoring of Micro, Small, and Medium Enterprises (MSMEs) is a strategic approach that has proven to be effective and sustainable. Hence, the importance of socialisation as a tool to provide an in-depth understanding of entrepreneurship to village communities. Through this comprehensive education, local communities can understand the benefits and techniques of starting and growing a business, which in turn, can improve their standard of living. More than just providing basic knowledge, socialisation fosters passion and confidence, which are often barriers to starting a business. Village MSME mentoring offers ongoing support in various aspects of business such as technical operations, management, marketing, and access to resources. With the right mentoring, village MSMEs can utilise technology, improve product quality, and implement effective marketing strategies. Mentors also assist in long-term business strategy planning, financial management, as well as building a wider market network including e-commerce. All of these contribute to improving the competitiveness of village MSMEs at the local, regional and national levels. In conclusion, socialisation and mentoring of MSMEs is a very effective instrument to drive the village economy. Proper education and ongoing support allow village MSMEs to thrive, thereby contributing significantly to the local economy. This not only improves individual welfare but also strengthens the village economy as a whole, making it more independent and resilient in the face of economic challenges. Investing in MSME socialisation and mentoring is a strategic move with positive long-term impacts, creating more prosperous and highly competitive villages.

Keywords: Economic Wheel, Village, Socialisation, MSME Assistance.

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Introduction

The village economy in Indonesia generally still faces challenges and limitations that hinder its progress. In many villages, the vast potential of local resources is not optimally utilised, and access to markets, capital and information is limited (Aslan, 2019). Villagers often rely on low-productivity subsistence agriculture, leading to insufficient income and low quality of life.

One potential solution to overcome this problem is through the development of Micro, Small, and Medium Enterprises (MSMEs). MSMEs have a strategic role in improving the welfare of rural communities because they can create jobs, increase income, and encourage village economic growth (Handayani et al., 2023).

MSMEs (Micro, Small, and Medium Enterprises) have a vital role in the village economy. They function as the driving force of the local economy that can absorb a lot of labour. In the village context, MSMEs provide opportunities for communities to engage in productive economic activities, which in turn can increase household income and reduce poverty levels (Armiyadi et al., 2024). In addition, MSMEs enable economic diversification in rural areas, so that communities are not solely dependent on the agricultural sector. Furthermore, MSMEs often focus on locally-based products or services that utilise natural resources and local wisdom, thus adding economic value and creating unique products that are competitive in the market (Alam et al., 2022).

Besides the economic aspect, MSMEs also play a significant social role. They provide a platform for local innovation and entrepreneurship and encourage active community participation in village development. With MSMEs, rural communities have the opportunity to develop skills and managerial capabilities that are critical for long-term sustainability. MSME assistance and socialisation can spur motivation and entrepreneurial spirit, create a sense of community, and strengthen social networks among villagers (Masrurroh et al., 2024). Through MSME empowerment, villages can develop into more dynamic and resilient environments, able to face economic challenges more effectively and sustainably. However, the development of MSMEs in villages is often hampered by a lack of knowledge and skills in business management, technology, access to markets, and the ability to access capital (Luebaeludong, 2021).

In this context, socialisation and mentoring of MSMEs are very important. Socialisation aims to raise awareness among village communities of the importance of MSMEs and the economic opportunities that can be exploited. Meanwhile, mentoring provides the technical and managerial support needed for MSMEs to grow and develop sustainably (Yana et al., 2023).

The MSME socialisation and mentoring programme also aims to create a conducive business ecosystem in the village. This includes skills training, access to information technology, assistance in accessing capital, and facilitation of partnerships with various parties, including the government, private sector, and financial institutions. With this programme, villages are expected to become more economically independent and able to make the most of local potential (Triani et al., 2023).

However, the implementation of these programmes is not without challenges. Some of the obstacles that are often faced include the low level of education in the villages, limited infrastructure, and resistance to change from local communities. Therefore, a comprehensive and collaborative approach between various stakeholders is needed to overcome these obstacles and achieve the goal of sustainability of MSMEs in rural areas (Lukitawati & Ismail, 2021).

Through this background, the socialisation and mentoring of MSMEs plays a key role in driving the village economy. This initiative not only adds economic value but also improves the overall quality of life of rural communities.

Research Method

The study in this research uses the literature research method. This method is an approach used to compile and analyse literature relevant to the research topic. Literature sources used include academic journals, books, articles, and research reports. (JUNAIDI, 2021); (Abdussamad, 2022); (Wekke, 2020).

Results and Discussion

Definition of MSMEs

Micro, Small, and Medium Enterprises (MSMEs) are businesses that are small to medium-sized in terms of number of employees and annual revenue. In general, MSMEs are divided into three categories, namely micro, small, and medium enterprises, each with certain limitations that differ from one country to another. In Indonesia, this is regulated in Law No. 20/2008 on MSMEs (Evizal, n.d.). Micro enterprises are business units with asset criteria of maximum IDR 50 million and annual turnover of maximum IDR 300 million. Small businesses have assets of IDR 50 million to IDR 500 million and a turnover of IDR 300 million to IDR 2.5 billion. Meanwhile, medium-sized enterprises have assets of IDR 500 million to IDR 10 billion and a turnover of IDR 2.5 billion to IDR 50 billion (Anis et al., 2024).

The characteristics of MSMEs include relatively small capital, simple management, and direct owner involvement in daily operations. MSMEs generally

focus on local services and often have high flexibility in customising products or services to market needs. In addition, they usually experience limitations in terms of access to finance, technology and broader markets (Maulana et al., 2022). However, MSMEs play an important role in the national economy, including in the provision of employment and income distribution. They are also often the motors of innovation and entrepreneurship, especially in the invention of new products or services that fulfil the special needs of local communities (Siswadhi et al., 2023).

Micro, Small and Medium Enterprises (MSMEs) and large enterprises have fundamental differences in several key aspects such as scale of operations, capital and management. First, the size and scale of operations are very different between MSMEs and large enterprises. MSMEs generally have a smaller number of employees and revenue when compared to large enterprises. For example, large enterprises usually have hundreds to thousands of employees, while MSMEs usually only have a few to tens of employees. In addition, the capital used by large enterprises is much larger than MSMEs, allowing them to make larger investments, access advanced technology, and expand globally (Fahrudin et al., 2022).

Second, management and organisational structures also differ between MSMEs and large enterprises. MSMEs are usually managed directly by the owner with a simple and flexible management structure. Decisions can be made quickly as they do not need to go through many levels of hierarchy. On the other hand, large enterprises have a more complex management structure with various divisions and departments that handle specific functions such as marketing, finance and operations. They also tend to have more formalised operational procedures and policies to ensure consistency and efficiency at scale. In addition, large enterprises are more likely to have better access to global markets, capital from large investors, and stronger business relationships with suppliers and distributors (Karta, 2021).

The role of MSMEs in the village economy

MSMEs have a significant role in driving the village economy. One of the main contributions of MSMEs is the provision of employment for rural communities. With the existence of MSMEs, villagers do not need to migrate to big cities to look for work, which can reduce the level of urbanisation and maintain social stability in the village (Wahyudi & Prayetno, 2021). Various types of businesses, such as handicrafts, agriculture, livestock, and locally-based culinary businesses, provide sustainable economic opportunities for rural communities. The existence of MSMEs also helps increase the purchasing power of local communities, which in turn encourages local economic growth (Widiastuti et al., 2024).

In addition, MSMEs play a role in the utilisation and preservation of local resources. Many MSMEs in villages are based on local potential, such as agricultural products, forest products, and handicrafts. This not only increases the added value of local products, but also preserves local culture and traditions. MSMEs also facilitate access to goods and services for rural communities that may be difficult to reach if they have to buy from big cities. Thus, MSMEs directly contribute to improving the welfare of rural communities, poverty reduction, and inclusive and sustainable development in rural areas (Rahayu¹ et al., 2023).

Furthermore, MSMEs also play an important role in the development of village infrastructure. The presence of MSMEs can encourage the development of public facilities such as roads, electricity, and communication facilities needed to support business activities. The government and the private sector are often moved to improve infrastructure in villages that have high economic potential due to the presence of MSMEs (Achmad et al., 2023). For example, good road access can help the distribution of agricultural products and handicrafts to a wider market. Adequate infrastructure, in turn, strengthens a village's ability to attract additional investment and provides a conducive environment for economic growth (Suprpto & Putri, 2020).

In addition, MSMEs also contribute to improving the skills and capacity of village communities. Through various business activities, communities are encouraged to develop technical, managerial and entrepreneurial skills. Training and mentoring programmes that are often organised by the government or non-governmental organisations also help strengthen the capacity of village MSMEs. This not only improves the productivity and quality of MSME products, but also increases the ability of village communities to compete in a wider market. A more skilled and educated community will certainly push the village economy in a more positive direction (Nabila & Ahdiyana, 2020).

Overall, MSMEs have a very important role in driving the village economy. Through providing employment, utilising local resources, developing infrastructure, and improving community skills, MSMEs contribute significantly to the welfare and progress of villages. In the long run, strengthening MSMEs in villages can be a strong foundation for inclusive, sustainable, and pro-local economic development. Therefore, support from various parties, including the government, private sector, and the community itself, is needed to continue developing and strengthening the role of MSMEs in the village economy.

Socialisation of MSMEs

Socialisation plays a crucial role in MSME development as it helps increase people's understanding and awareness of the importance of small and medium-sized enterprises in the local economy. The socialisation process can include disseminating information on business opportunities, relevant regulations, and the various support programmes available from the government and other institutions (Damaiyanti, 2022). With adequate knowledge, people become more motivated and ready to start and grow their businesses. In addition, through socialisation, MSME actors can become familiar with good business practices, including financial management, marketing, and product development strategies, all of which contribute to improving the competitiveness of MSMEs in the market (Adnan, 2021).

Furthermore, socialisation also serves to build networks and collaboration between MSME actors, communities, and other relevant parties such as government, financial institutions, and non-governmental organisations. Discussions and information exchange in various socialisation forums can create new opportunities for mutually beneficial cooperation and synergies (Evanthi et al., 2023). Through this collaboration, MSMEs can gain better access to resources, technology and broader markets, thereby accelerating business growth and development. Therefore, effective and continuous socialisation is a key element in creating an ecosystem that supports the sustainable development of MSMEs (Gunaish et al., 2024).

To implement effective socialisation methods, MSME actors and related parties need to utilise various communication channels that can reach a wide target audience. One method that can be used is the use of social media and other digital platforms. With high internet penetration rates, platforms such as Facebook, Instagram, and WhatsApp can be effective tools in disseminating information, educating audiences, and building MSME communities. In addition, the use of websites and blogs can also provide in-depth content on business tips, MSME success stories, and guidance on favourable regulations and policies. These online activities can be complemented by webinars and virtual workshops to provide hands-on training and skills to MSME actors (Hidayat et al., 2024).

In addition to digital methods, face-to-face strategies such as seminars, exhibitions and workshops still play an important role in socialisation as they build deeper and more personalised human interactions. Through these events, MSME players can directly interact with experts, mentors and fellow entrepreneurs to exchange experiences and knowledge (Ichsan et al., 2023). Q&A sessions and group discussions at face-to-face events can enrich participants' insights and solve problems they may face in business development. Furthermore, the formation of community

groups or associations of MSMEs at the local level will help strengthen networks and support among members, which in turn will accelerate the growth and development of MSMEs in the area. With a combination of digital and face-to-face methods, socialisation can be conducted in a more comprehensive and thorough manner (Setyawati et al., 2022).

In conducting socialisation, it is important to involve various stakeholders such as the government, large companies, educational institutions, and non-governmental organisations. Government involvement in providing clear regulations and support programmes can provide a sense of security and motivation for MSME players to continue to grow. Large companies can also play a role in providing mentoring, resources, and business collaboration opportunities that help MSMEs to be more competitive in the market (Meilariza & Delima, 2024). Education and training institutions can provide relevant skills development programmes while non-governmental organisations can be important intermediaries that connect MSMEs with resources and opportunities. With good collaboration between various parties, an ecosystem that supports the growth of MSMEs can be created more effectively (Rizal & Pakkanna, 2023).

In conclusion, effective socialisation is a key element in MSME development efforts. Various methods can be used, ranging from the utilisation of digital media to face-to-face strategies such as seminars and workshops. Through socialisation, MSME players can gain the knowledge, skills and networks needed to grow. Good cooperation among MSME players and support from various stakeholders such as the government, large companies, educational institutions, and non-governmental organisations will further strengthen the MSME ecosystem. Thus, well-conducted socialisation will improve the competitiveness and sustainability of MSMEs in the long term.

MSME Assistance

Mentoring is the process of providing ongoing guidance, support, and assistance by more experienced parties to less experienced individuals or groups in a particular field. In the context of MSMEs, mentoring usually involves mentors or consultants who assist businesses in various aspects such as business management, finance, marketing, and technology. Mentoring differs from regular training in that it is long-term and personalised, tailored to the specific needs of the business being mentored. The goal is to ensure that they can overcome the challenges they face and achieve sustainable growth (Yusnita et al., 2022).

The importance of mentoring for MSMEs cannot be ignored as many small businesses lack adequate knowledge or experience in running a business. The presence of a mentor or consultant can provide practical and strategic guidance that can help avoid fatal mistakes and accelerate the learning process (Pertiwi, 2021). Mentoring also provides much-needed moral support and motivation, especially when businesses face difficulties. In addition, through mentoring, MSMEs can more easily access networks and resources that may have previously been difficult to reach. With the right assistance, MSMEs can not only survive in the midst of competition, but also be able to develop and make a greater contribution to the economy (Rulandari, 2023).

MSME assistance can take various forms, depending on the specific needs and stage of business development. One common form of mentoring is technical mentoring, where mentors or consultants provide training and guidance in technical aspects of operations such as inventory management, quality control, and production technology (Suprpto & Putri, 2020). In this mentoring, businesses gain highly technical knowledge and skills that can be directly applied in daily operations. Managerial mentoring is also an important form of mentoring, where the focus is on developing the managerial capacity of business actors such as strategic planning, human resource management, and financial and accounting management (Firmansyah, 2023).

In addition, there is also marketing assistance that helps MSMEs identify target markets, design effective marketing strategies, and utilise digital media to promote their products. This marketing assistance is particularly relevant in the current digital era, where the power of social media and e-commerce is immense (KOMALASARI et al., 2024). Other forms of assistance include networking assistance, which helps MSMEs to build and expand their business networks, including relationships with suppliers, distributors and other relevant parties. Capital access assistance, where businesses are given guidance in accessing sources of funds, whether from banks, investors, or grant programmes, is also crucial to ensure business sustainability and growth. With these various forms of assistance, MSMEs can overcome challenges and maximise opportunities to achieve success (Muttaqien & Sulistyan, 2022).

Furthermore, it is important for those involved in mentoring MSMEs to continuously evaluate and adapt. Mentoring is not a static process; therefore, there needs to be a periodic evaluation mechanism to ensure that the approaches and strategies applied are still relevant and effective. Mentors or consultants should be able to adjust their guidance based on changes in market situations, technological developments, and the specific needs of MSMEs (Budyastruti, 2021). In addition, it is

very important to build a good communication relationship between business actors and mentors, so that the mentoring process can run harmoniously and productively. With continuous evaluation and adaptation, mentoring can provide maximum benefits for MSMEs (Nurman et al., 2021).

In conclusion, MSME mentoring is a crucial process in helping small businesses to develop and compete in an increasingly competitive market. Various forms of mentoring, ranging from technical, managerial, marketing, networking, to access to capital, offer comprehensive solutions to the various challenges faced by MSMEs. Through continuous guidance, moral support, and access to wider resources and networks, MSMEs can significantly improve their capabilities. Therefore, investing in effective mentoring is a strategic move that not only benefits MSMEs but also has a positive impact on the economy as a whole.

Conclusion

Improving the village economy through socialisation and mentoring of MSMEs is a highly effective and sustainable strategy. By providing the right socialisation, villagers gain a better understanding of the importance of entrepreneurship and ways to start and grow micro, small and medium enterprises. This education opens up opportunities for villagers to innovate and run businesses that can improve their lives. More than just basic knowledge, socialisation also fosters passion and confidence in entrepreneurship, which is often a major obstacle in starting a business.

Assistance to MSMEs in villages not only helps in the technical aspects of operations, but also in management, marketing, and access to resources. With the right assistance, small businesses in villages can utilise technology, improve product quality, and adopt effective marketing strategies. Mentors can also assist in formulating long-term business strategies, managing finances, and networking with wider markets, including e-commerce which is increasingly relevant in today's digital era. All of these contribute to improving the competitiveness of village MSMEs so that they are able to compete not only at the local level but also regionally and nationally.

In conclusion, socialisation and mentoring of MSMEs is a very effective tool in moving the wheels of the village economy. With proper education and ongoing support, village MSMEs can thrive and contribute significantly to the local economy. This not only improves individual welfare but also strengthens the village economy as a whole, making villages more self-reliant and resilient in the face of economic challenges. Therefore, investing in MSME socialisation and mentoring is a strategic move that has a positive long-term impact, creating more prosperous and highly competitive villages.

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