

## UMKM AND VILLAGE SYNERGY: A COMMUNITY SERVICE MODEL FOR SUSTAINABLE GROWTH

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### Abstract

The synergy model between Micro, Small and Medium Enterprises (MSMEs) and villages as a community service strategy to promote sustainable growth. This model emphasises the importance of collaboration between MSMEs that have innovative potential and high adaptive power with abundant resources in villages, to create new economic opportunities and improve the welfare of local communities. The findings from this study found that the synergy between MSMEs and villages brings not only economic benefits, but also significant social impacts, by improving the skills, knowledge and social cohesion of village communities. While the benefits are many, the implementation of this model faces challenges such as infrastructure limitations and skills gaps. Therefore, support from various parties, including the government, financial institutions, and educational institutions, is needed to create an ecosystem that supports and encourages the success of this synergy. This research confirms that the synergy of MSMEs and villages is a strategic approach that is not only innovative but also important in realising inclusive and sustainable economic growth.

**Keywords:** MSME and Village Synergy, Community Service Model, Sustainable Growth

### Introduction

Inclusive and sustainable economic growth is one of the main priorities in the development efforts of various countries, including Indonesia. One effective strategy to achieve this goal is through synergies between Micro, Small and Medium Enterprises (MSMEs) and village communities. This is to create inclusive

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and sustainable economic growth. MSMEs have a vital role in the national economy through job creation, increasing gross domestic product (GDP), and innovation at the local level. (Fatari et al., 2021). When MSMEs synergise with village communities, they are able to tap into abundant local resources, including labour, raw materials, and local knowledge. This collaboration allows MSMEs to improve operational efficiency and expand their market reach through the support of village communities, which in turn also benefit economically from the presence of MSMEs (Alam et al., 2022). (Alam et al., 2022).

Besides the economic aspect, this synergy is also important from the perspective of social development and community empowerment. By working together, MSMEs and village communities can develop their capacity through training, technology transfer and skills development. This not only improves the quality of life of rural communities, but also promotes the sustainability of local cultures and traditions that might otherwise be lost without adequate economic support. (Khaeruman & Hanafiah, 2021). Through the community service model, in which academia, government, and the private sector take part, the synergy between MSMEs and village communities can create a mutually supportive ecosystem and contribute to sustainable growth. However, despite the strategic role of MSMEs in the national economy, there are a number of issues and challenges faced by both MSMEs and villages in Indonesia. (Yuliana et al., 2022)..

Villages often experience significant economic disparities compared to urban areas. Limited infrastructure facilities, difficult access to capital, and limited knowledge and technology are the main obstacles to economic growth in villages. (Aslan, 2019).

MSMEs in Indonesia contribute significantly to Gross Domestic Product (GDP) and employment. However, many MSMEs are still classified as traditional and face various challenges such as limited capital, less professional management, limited market access, and low adoption of modern technology. (Siregar et al., 2024)..

The quality of human resources in villages still needs to be improved, both in terms of education, skills, and knowledge of business opportunities. The development of human resources related to entrepreneurial skills and business management is very important for the progress of MSMEs and villages. (Hidayat et al., 2023).

The COVID-19 pandemic has had a major impact on the global economy, including MSMEs, which are one of the most affected sectors. Many MSMEs in

villages have experienced a decrease in income, and some have even had to stop their operations. (Hayati & Hartini, 2024)..

The synergy between MSMEs and village communities has great potential to create sustainable growth. Through the community service model, academics, government, and the private sector can collaborate to empower the rural economy. Local product development, digital marketing, skills training, and market access are some of the aspects that can be optimised through this synergy. (Yazid et al., 2023).

By looking at the various challenges and potentials that exist, a community service model is needed that can encourage synergy between MSMEs and villages. This model is expected to be a solution to existing problems, as well as encourage inclusive and sustainable economic growth.

## **Research Methods**

The study in this research uses the literature method. Literature research method, or often referred to as literature review, is a research technique conducted through the collection, evaluation, and interpretation of various relevant written and digital sources to understand the scope and depth of a particular topic or issue. (Firman, 2018); (Suyitno, 2021).

## **Results and Discussion**

### **Concept of Micro, Small, and Medium Enterprises (MSMEs)**

Micro, Small, and Medium Enterprises (MSMEs) refer to a category of businesses that are grouped based on a number of criteria such as the number of workers, assets, and annual turnover. MSMEs are the backbone of the economy in many countries, including Indonesia, as they contribute significantly to job creation and improving people's welfare. (Akbar et al., 2024). In general, micro enterprises typically have a workforce of less than 10 people and maximum assets of around IDR 50 million, while small enterprises have a workforce of between 10 and 50 people with maximum assets of around IDR 500 million. Medium-sized enterprises, on the other hand, include businesses with a workforce of between 51 and 250 people and assets of up to IDR 10 billion. (Achmad et al., 2023).

Other characteristics of MSMEs include operational flexibility and the ability to adapt quickly to market changes. MSMEs are often owner-operated with simple and informal management structures. Operational funding tends to come from internal sources or microloans, and they have limited access to capital markets or

large bank loans. Nonetheless, MSMEs have great potential for innovation and product development due to their proximity to local consumer needs and preferences. In addition, MSMEs often play an important role in supporting the local economy, both through the provision of goods and services and as part of a larger industrial supply chain (Subiyakto et al., 2017). (Subiyakto et al., 2022)..

MSMEs play a crucial role in the national economy, especially in terms of job creation and reducing unemployment. By providing employment opportunities to various levels of society, MSMEs contribute to increasing household income and welfare. In Indonesia, MSMEs dominate the business structure with a very large percentage and absorb the most labour compared to other types of businesses. (Alfiady et al., 2022).. This makes MSMEs one of the main drivers of economic growth and equitable development in various regions, including remote areas that have not been reached by large industries. (Isnaini et al., n.d.)..

In addition to job creation, MSMEs play an important role in innovation and economic equity. These small-scale enterprises are often the source of new ideas, creative product development, and service quality improvements that are adaptive to market trends. MSMEs also serve as supply chain pillars for both local and export industries, helping to improve the competitiveness of national products in the international market. (Yumai et al., 2024).. Supporting MSMEs, whether through capacity building, access to finance, or government policies, will strengthen the foundation of a more inclusive and sustainable economy. In the global context, the competitiveness of MSMEs also puts the national economy in a more strategic position to adapt to the dynamics of the world economy. (Nawangsih, 2021).

In order to increase the contribution of MSMEs to the national economy, various efforts need to be considered by the government, the private sector, and the community. The government is expected to continue strengthening policies that support the sustainability and growth of MSMEs, such as providing wider access to financing, entrepreneurship training, and developing relevant infrastructure. In addition, cooperation with the private sector, including large corporations and fintech providers, can open up opportunities for mutually beneficial partnerships. This helps MSMEs to access a wider market and implement digital technology in their daily operations. (Sukarja, 2022).

On the other hand, the community and MSME players themselves must also be proactive in improving competitiveness through technological adaptation, improving product quality, and adjusting business strategies in accordance with market dynamics. Good and innovative business management will be the key to

survive and thrive in the midst of increasingly fierce competition. With the right support and long commitment from all parties, MSMEs can continue to play a vital role in strengthening the national economy and improving the overall welfare of society. (Sahabuddin et al., 2024)..

As such, MSMEs play an essential role in the national economy through job creation, unemployment reduction, and innovation that drives local and national economic growth. The flexible and adaptive characteristics of MSMEs allow them to react quickly to changes in the market and consumer needs. To maximise the potential of MSMEs, continuous support from the government, private sector, and the community is required in the form of supportive policies, strategic partnerships, and capacity building of MSME players themselves. Thus, MSMEs can continue to be the driving force of an inclusive, equitable, and sustainable economy.

## **Village Development**

### **Village Development Concept**

Village development is a systematic and sustainable effort to improve the welfare of rural communities through the improvement of economic, social, cultural, and environmental conditions. This concept involves various aspects, ranging from improving basic infrastructure such as roads, bridges, and health facilities, to developing human resources through empowerment and training. In essence, village development aims to create equitable development so that every village community can enjoy the results of development, increase the capacity of villagers to actively participate in the development process, and empower local potential so that it can make a maximum contribution to the economic development of the village and surrounding area. (Desmawan, 2023).

The dimensions of village development include various interrelated aspects. Firstly, the economic dimension which includes increasing agricultural productivity, developing small and medium enterprises, and diversifying the local economy to reduce dependence on one particular sector. Secondly, the social dimension which includes improving access to education and health, as well as activities that promote social welfare and inclusiveness. (Pugu et al., 2024).. Third, the environmental dimension that focuses on the sustainability of natural resources through environmentally friendly agricultural practices and nature conservation. Finally, the institutional dimension that addresses strengthening the capacity of village governments and the active participation of communities in decision-

making, thereby creating good and transparent governance to support sustainable development. (Lusianingrum et al., 2023)..

Indonesia's village development strategy focuses on a holistic and integrated approach to maximise local potential and overcome constraints. One of the strategies is through the implementation of the Village Law No. 6/2014 which provides more autonomy and budget to village governments to manage development. In addition, the Indonesian government encourages active participation and involvement of village communities in the process of planning, implementing, and evaluating development programmes. (Indupurnahayu et al., 2024).. The application of digital and information technology is also a key strategy to improve accountability and efficiency in resource management and public services. The alignment between central and regional level policies and local initiatives is expected to create more equitable and sustainable village development. (Sukma, 2024).

The Indonesian government has launched various programmes to support village development, one of which is the Village Fund Programme which is allocated directly from the national budget to villages across Indonesia. This programme aims to fund various basic infrastructure projects, such as the construction of roads, bridges, educational facilities, and health facilities. In addition, there are also other programmes such as the Cash Labor Intensive Programme (PKT) which is designed to create jobs for village communities by utilising local labour for infrastructure projects. (Amalia et al., 2024).. The Village Community Empowerment Programme (PPMD) focuses on building community capacity through training and mentoring to improve skills and competitiveness. The integrated approach of these programmes aims to create independent, prosperous and sustainable villages.

### **Sustainable Development**

Sustainable development is development that meets the needs of present generations without compromising the ability of future generations to meet their own needs. The concept was first popularised by the World Commission on Environment and Development through its "Our Common Future" report in 1987. Sustainable development encompasses economic, social and environmental dimensions that are interrelated and must be addressed simultaneously. The goal is to create harmony between economic growth, social inclusion, and

environmental protection, so that sustainability can be achieved for the long term. (Nuradhawati et al., 2024)..

The main principles of sustainable development include several aspects. The first is **sustainability**, which emphasises the wise use of natural resources so that they are not depleted for the future. Second is **inter-generational equity** that prioritises the rights and welfare of future generations. Third is an **integrated approach** that requires decision-making that considers economic, social and environmental impacts simultaneously. Furthermore, **community participation** is a principle that encourages the active involvement of all stakeholders in the development process. (Lubis et al., 2023).. Finally, the precautionary principle urges policy makers to exercise caution in actions that may cause irreversible environmental harm. These principles ensure that sustainable development is viable and achieves long-term goals that benefit all of society and the environment. (Royani et al., n.d.)..

### **MSME and Village Synergy Model**

The synergy model between Micro, Small and Medium Enterprises (MSMEs) and villages is a potential strategy to promote sustainable local economic development. By utilising the strengths and resources of each entity, this synergy can help increase productivity, create jobs, and reduce poverty at the village level. The main objective of this model is to create a mutually beneficial relationship between MSMEs and village communities, so that development can move more quickly and evenly. (Baroroh et al., 2021)..

One of the keys to a successful MSME-village synergy model is close collaboration and community empowerment. MSMEs can serve as economic drivers by utilising local raw materials, labour, and culture. On the other hand, villages can provide support in the form of favourable policies, skills training, and the provision of adequate infrastructure facilities. A concrete example of this collaboration is a handicraft or agro-industry business that uses local raw materials such as woven bamboo or agricultural products, which are then marketed by MSMEs with a wider reach. (Fahmie & Hayati, 2024)..

Technology integration and innovation are critical components in this synergy model. MSMEs and villages should utilise information and communication technology (ICT) to improve operational efficiency and expand markets. E-commerce platforms and social media can be used to promote village products to a wider market, even internationally. In addition, training in the use of technology

for village communities can improve their skills, enabling them to support MSME operations more effectively. (Yusnita et al., 2022)..

The sustainability of this synergy model requires continuous evaluation and adaptation to changes. This can be done through regular monitoring and evaluation of MSME performance and its impact on village development. Support programmes, such as access to finance, technical guidance, and management training, also need to be provided to ensure MSMEs can continue to grow and adapt. (Kusumawati et al., 2021).. With continuous evaluation and adequate support, the synergy model between MSMEs and villages can significantly contribute to accelerating local economic development and improving community welfare (Nugraha et al., 2021). (Nugraha et al., 2021)..

The synergy between MSMEs and villages also faces various obstacles and challenges. One of the main challenges is limited resources, both financial and human. Many MSMEs still struggle to access capital for business development, while village communities may not have adequate skills to support more complex economic activities. In addition, infrastructure issues such as roads, electricity, and internet access are also often significant constraints. To overcome these barriers, cross-sectoral co-operation is required, including with the government and financial institutions, to provide comprehensive and sustainable solutions. (Ambarwati et al., 2024)..

The government and related institutions have an important role in encouraging and supporting the synergy model between MSMEs and villages. The government can establish pro-MSME and pro-village development policies, such as tax incentives, ease of licensing, and training and skills development programmes. In addition, financial institutions can provide access to funding with low interest rates or more flexible loan schemes. Education and training institutions also play a role in improving the capacity and capability of village communities so that they are able to participate more actively in economic activities initiated by MSMEs. (Triwiyanto et al., 2023)..

Taking lessons from successful cases can be a good guide in implementing this synergy model. Several regions in Indonesia have successfully implemented collaboration between MSMEs and villages with satisfactory results. For example, the independent village programme in Central Java that promotes local products through digital platforms, or the bamboo weaving craft project in Bali that has successfully penetrated the export market. By learning from these best practices,

other villages can adopt and adapt models that have proven effective according to their local context and capacity. (Yuliana et al., 2022)..

Thus, the synergy model between MSMEs and villages offers great potential in improving the local economy and community welfare. Through close collaboration, technology utilisation, and support from the government and related institutions, MSMEs and villages can strengthen each other and encourage more inclusive and sustainable development. Although there are various obstacles and challenges, with the right strategy and consistent implementation, this model can be an effective solution in empowering the local economy. The importance of continuous evaluation and adaptation to environmental changes should not be overlooked, so that this synergy remains relevant and provides long-term benefits.

## **Conclusion**

The synergy model between MSMEs and villages plays an important role in driving the local economy and improving community welfare. By combining the dynamic and adaptive potential of MSMEs with the rich and diverse resources of villages, this collaboration has the potential to create new business opportunities and improve the competitiveness of local products. In the long run, this synergy can be a key driver of sustainable and inclusive economic growth. In addition to the economic benefits, this model also brings significant social impacts. By being directly involved in economic empowerment efforts, villagers gain increased skills and useful knowledge. This not only increases individual capacity but also strengthens social cohesion within the community. A more dynamic and productive village life will be a solid foundation for long-term development.

However, the implementation of this model is not free from various challenges, such as limited resources, inadequate infrastructure, and skills gaps. To overcome these obstacles, synergy is needed not only between MSMEs and villages, but also collaboration with the government, financial institutions, and educational institutions. Support from various parties is essential in creating an ecosystem that supports and encourages the success of this synergy.

Therefore, the synergy of MSMEs and villages is not only a new approach in community service, but also a profound strategy to achieve sustainable growth. Continuous evaluation and strategy adjustments are needed so that this model continues to be relevant and effective in the face of dynamic environmental changes. With a strong commitment from all parties, this synergy has great potential to bring real and equitable progress to all villagers.

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