

SOCIALISATION OF UMKM AS A FORM OF SERVICE FOR VILLAGE ECONOMIC INDEPENDENCE

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Abstract

The socialisation of MSMEs as a form of community service aims to encourage village economic independence through increased capacity and participation of local communities. This initiative focuses on developing the knowledge and skills required to manage small and medium enterprises that have the potential to create jobs and increase the income of village communities. By utilising local potential and existing resources, the programme is expected to strengthen the village economic structure and reduce dependence on the central economy. The outcome of this socialisation is expected to create a sustainable business ecosystem and improve the overall welfare of the village community.

Keywords: socialisation of MSMEs, dedication, economic independence, village.

Introduction

Village economies are often marginalised in the flow of national economic development. Many villages in Indonesia are still dependent on the agricultural sector and tend to have limited access to modern economic resources. On the other hand, Micro, Small, and Medium Enterprises (MSMEs) have proven to be the backbone of the national economy that is able to survive in the midst of various economic crises. (Alam et al., 2022).

While MSMEs play an important role at the national level, their potential in rural areas has not been fully utilised. Many rural communities do not understand how to develop their small businesses to become more competitive. Socialisation of MSMEs is often hindered by a lack of adequate information, education and training. (Khaeruman & Hanafiah, 2021)..

Lack of understanding of how to effectively manage MSMEs has resulted in low productivity and competitiveness of village businesses. This results in low per

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capita income and limited employment opportunities for villagers. As a result, many villagers choose to urbanise to find work in the city, which in turn leads to new social and economic problems. (Yuliana et al., 2022)..

Village economic independence plays an important role in sustainable development and improving the quality of life of rural communities. It enables villages to manage local resources more effectively, which in turn improves productivity and the local economy. When villages are able to utilise their local potential-both in terms of natural resources and community skills-they can reduce dependence on external assistance and become more resilient to national and global economic fluctuations. In addition, economically self-sufficient villages are able to create new jobs, reduce unemployment rates, and increase the per capita income of their communities. (Siregar et al., 2024)..

Furthermore, village economic independence contributes to social stability and poverty alleviation. By having a self-sustaining economy, villages can more effectively finance basic infrastructure and vital public services such as education, health, and transport. This not only improves the quality of life of villagers but also increases their capacity to participate in broader economic activities. Moreover, by creating sustainable economic opportunities, villages can retain their population, reducing over-urbanisation that often creates new social problems in urban areas. Village economic independence is, therefore, a key element in inclusive and sustainable regional development. (Hidayat et al., 2023).

The main problem to be solved through the socialisation of MSMEs is to increase the awareness and knowledge of village communities on the importance of professional business management. The goal is to empower the village economy, create jobs, and reduce dependence on the agricultural sector. (Hayati & Hartini, 2024)..

Micro, Small and Medium Enterprises (MSMEs) play a vital role in village economies by being the main drivers of local economic activities. MSMEs often utilise local resources such as agricultural raw materials, handicrafts and services, which in turn create jobs for local communities. By providing various products and services needed by the community, MSMEs play a role in increasing the income and purchasing power of villagers. In addition, the presence of MSMEs also helps in the dissemination of new technologies and skills acquired through on-the-job training and practice, thereby increasing the capacity and competence of the local labour force. (Yazid et al., 2023)..

Furthermore, MSMEs play an important role in reducing poverty and economic inequality in villages. Through inclusive economic activities, MSMEs can attract various community groups, including women and youth, to engage in productive activities. By improving the economic well-being of rural communities, MSMEs also help in their social and cultural strengthening. MSMEs often support local social and cultural activities through active participation and financial contributions, which strengthens social cohesion and local identity. (Akbar et al., 2024).

Thus, this research to examine the development and empowerment of MSMEs in villages is a strategic step to achieve sustainable and equitable economic development.

Research Methods

The study in this research uses the literature research method. The literature research method (also known as literature review or literature study) is a research approach that relies on the analysis of written sources to answer research questions or generate understanding of a particular topic. (Jelahut, 2022); (JUNAIDI, 2021).

Results and Discussion

MSMEs in the Economy

Micro, Small, and Medium Enterprises (MSMEs) is a concept that refers to a category of businesses based on the size and scale of their operations. MSMEs can be defined as productive businesses owned by individuals or business entities that fulfil certain criteria based on the number of employees, assets, and turnover. Micro enterprises usually have less than 10 employees and maximum assets of around IDR 50 million. Small businesses have employees between 10 and 50 people with assets between 50 million and 500 million rupiah, while medium-sized businesses have employees between 50 and 300 people and assets up to 10 billion rupiah. These criteria may vary depending on the regulations in each country. (Hayati & Hartini, 2024).

MSMEs play a vital role in the economy, especially in developing countries like Indonesia. Not only do they provide employment for the community, but they also support economic equity and drive innovation. MSMEs are often more flexible and can adapt quickly to market changes compared to large enterprises. Therefore, many governments and financial institutions provide support through various

programmes, such as microcredit, entrepreneurship training, and business mentoring, to help MSMEs grow and stabilise. (Nurchayati et al., 2022)..

MSMEs play a very important role in the economy, especially in developing countries. One of the main roles of MSMEs is as a significant provider of employment. With a small to medium scale of operations, MSMEs can absorb a large amount of local labour, which in turn reduces the unemployment rate. In addition, MSMEs are also often the first platform for entrepreneurs who want to start their business, thus encouraging the growth of a culture of entrepreneurship and innovation in the community. Moreover, as MSMEs are spread across various sectors and regions, they also contribute to economic equality, narrowing inter-regional disparities, and improving the overall welfare of society. (Husodo, 2023).

The function of MSMEs in the economy is not only limited to job creation and economic equity, but also includes significant contributions to the Gross Domestic Product (GDP). MSMEs are involved in various sectors such as trade, manufacturing, agriculture, and services that are important pillars of the national economy. Through innovation and quick adaptation to market changes, MSMEs also act as drivers of healthy competition and sustainability in the market. As such, they help improve the quality of products and services available to consumers. In addition, MSMEs often have greater flexibility in the face of economic crises, allowing them to keep going and supporting economic stability in difficult times. (Syamdy et al., 2023)..

Overall, MSMEs play a crucial role in the economy through extensive job creation and significant contribution to Gross Domestic Product (GDP). In addition to helping reduce unemployment, MSMEs also play a role in improving economic equity between regions and sectors, as well as promoting a culture of entrepreneurship and innovation. Through their flexibility and ability to quickly adapt to market changes, MSMEs not only maintain healthy competition and economic sustainability, but also offer solutions for economic stability in times of crisis. Thus, the support and development of MSMEs is an essential strategic measure for inclusive and sustainable economic growth.

Village Economic Independence

Economic self-reliance is the condition in which an individual, community or country can fulfil its economic needs independently without depending significantly on external assistance. This includes the ability to produce its own goods and services, manage its natural and human resources effectively, and create

sufficient employment opportunities for its population. Economic self-reliance also means having a stable financial system, effective economic policies, and competitiveness that can withstand the global market. With economic independence, an entity is able to create prosperity and welfare for itself by optimising its potential in a sustainable manner. (Rachman et al., 2024)..

Indicators of village economic independence can be seen from several key aspects that reflect the village's ability to manage and develop its economy independently. One indicator is the level of productivity and diversification of the village economy. High productivity in sectors such as agriculture, livestock, fisheries, and home industry indicates that the village is able to optimally utilise its natural and human resources. Village economic diversification, which is the ability to not only rely on one economic sector, but to have multiple sources of income, is also an important marker of economic independence. This helps the village to remain stable and less affected by market fluctuations or disasters in one particular sector. (Indriastuti & Wahyuni, 2022)..

In addition, access to financial services and adequate infrastructure are also important indicators of village economic independence. The availability of facilities such as village banks, cooperatives, and microfinance institutions increases the ability of villagers to access business capital and investment, which in turn boosts local economic growth. Adequate infrastructure-including roads, bridges, markets, and transport facilities-eases access to wider markets and increases efficiency in the distribution of goods, thereby supporting village economic activity (Widiasih et al., 2019). (Widiasih et al., 2024). Other indicators include the level of community participation in economic decision-making, the quality of education and health that support work productivity, and the existence of sustainable and inclusive economic development programmes, all of which together describe the level of village economic independence (Fatonah et al., 2024). (Fatonah et al., 2021)..

Another important indicator in assessing village economic independence is the presence and role of village economic institutions. Institutions such as Village-Owned Enterprises (BUMDes), joint business groups (KUB), and Community Empowerment Organisations (LPM) indicate the existence of institutional structures that are able to encourage and support economic activities. The activity and function of these institutions in facilitating economic development in the village is a sign that the village has an organised mechanism to manage and develop local economic potential independently. The existence of an effective marketing and distribution network for village products also signifies economic independence, as

villages are able to connect local products with a wider market, even to the national or international level. (Sudira et al., 2024)..

In conclusion, village economic independence can be measured through various indicators that reflect the capacity of the village to manage and develop its economy independently. These indicators include the level of productivity and economic diversification, access to financial services and infrastructure, the existence and role of village economic institutions, and the effectiveness of marketing networks. By having all these aspects, a village can be considered economically independent because it is able to utilise its resources and potential optimally, is stable in overcoming economic challenges, and is able to create prosperity for its people in a sustainable manner.

Socialisation and Community Service

Socialisation is the process by which individuals learn and internalise the norms, values, behaviours and skills necessary to function as members of society. Through socialisation, individuals are introduced to the culture of their society, which is taught by agents of socialisation such as family, friends, schools, mass media and other social institutions. This process takes place throughout life and plays an important role in identity formation, building social readiness, and enabling one to contribute to community life effectively and meaningfully. Socialisation also helps in understanding roles and responsibilities within the broader social structure. (Oktaviani et al., 2023)..

Socialisation methods include various ways in which individuals learn about the values, norms and behaviours adopted by society. One of the most common methods is imitation, where individuals - especially children - copy the behaviour and attitudes of those around them. Through direct observation, they learn how to act and react in various social situations. Another frequently used method is **direct instruction**, where parents, teachers or other authority figures give directions and teach specific rules to follow. **Active participation** is also an important method, where individuals are directly involved in social activities and learn through personal experience, both in formal situations such as at school and in informal contexts such as everyday interactions with peers (Batubara et al., 2024). (Batubara et al., 2024).

Models of socialisation can vary depending on cultural context, environment and other factors. One well-known **model** is the **primary socialisation model**, which occurs in the early stages of an individual's life and is usually centred within

the family. The family is the first and most important unit of socialisation as basic values and norms are taught early on. Then there is the **secondary socialisation model**, which includes environments outside the family such as schools, workplaces and peer groups. In this model, individuals are introduced to more complex rules and norms that are useful in wider social interactions. (Septiandika et al., 2023)..

In addition to traditional methods and models, **mass media** and **social media** also play a significant role in the modern socialisation process. Television, radio, the internet and social media platforms such as Facebook, Twitter and Instagram are important socialisation agents that influence individuals' views, values and behaviours. Mass media not only disseminate information but also convey ideologies and norms that can shape social perceptions and actions. In this digital age, young people are often exposed to different cultures and values from different parts of the world, thus broadening their socialisation spectrum compared to previous generations. Social media also allows for more dynamic and real-time interactions, which affects the way individuals respond and adapt within their social environment. (Munawaroh et al., 2022)..

The concept of community service is a principle where individuals or groups endeavour to make a positive contribution to the community or society at large as a form of social responsibility. This includes various forms of activities that aim to help improve the welfare, education, health, and quality of life of the community. These activities can range from volunteering, counselling, free healthcare, skills training, to infrastructure development projects. This concept is based on altruistic values, solidarity, and social care, with the ultimate goal of creating positive change and empowering communities, especially those in disadvantaged or marginalised conditions. (Parantika et al., 2020)..

Community service is also often an integral part of the responsibilities of educational institutions, companies, and non-governmental organisations (NGOs). In educational institutions such as universities, community service activities are often made mandatory for students as part of the learning curriculum, known as "Kuliah Kerja Nyata" (KKN) or "Community Service". Meanwhile, many companies run **Corporate Social Responsibility (CSR)** programmes as a form of their commitment to contribute to the welfare of the community. This service is not only beneficial for the community that receives it, but also for the individual or group that carries it out, as they gain meaningful life experience, social skills, and a feeling

of inner satisfaction for having played a role in improving the welfare of others. (Sudrajat et al., 2023)..

In addition, the concept of community service also includes an active role in public policy advocacy and sustainable development. Individuals and organisations can participate in social movements and campaigns that encourage policy changes to reflect the interests and needs of society. This can involve everything from environmental issues, human rights, to access to education and healthcare. As such, community service is not only limited to direct, physical activities, but also includes efforts to support broader, sustainable systemic change. (Hakim et al., 2024).

As such, community service is a commitment that involves various forms of contributions to improve the well-being and quality of life of communities. It is driven by altruistic values and a strong sense of social responsibility, and can be undertaken by individuals, educational institutions, companies, and non-governmental organisations. This service not only provides tangible benefits to the community receiving the assistance, but also enriches the experience and fosters a sense of inner satisfaction for those who participate. Through this service, it is expected to create positive and sustainable changes that are able to empower the community in the long run.

Effective Strategies for Socialising MSMEs

Socialisation of Micro, Small and Medium Enterprises (MSMEs) requires an effective strategy so that messages and information about products or services can be well conveyed to the target market. One strategy that can be done is to utilise social media as a promotional platform. Social media such as Instagram, Facebook, and TikTok have a very wide and diverse audience, which allows MSMEs to reach potential customers more effectively. By creating interesting, interactive and relevant content, MSMEs can increase branding, engagement and sales. In addition, collaborating with influencers or micro-influencers can expand the reach of promotions and attract more specific market segments. (Mauludin, 2021).

Furthermore, participation in local exhibitions and fairs is also an effective strategy for MSME socialisation. These events usually attract a large number of visitors and allow MSME businesses to showcase their products or services directly to the general public. In addition, these events also provide opportunities to network with other businesses and exchange information and experiences.

Through direct interaction with customers, MSMEs can receive constructive feedback for future product improvement and development. (Rayyani et al., 2024)..

In addition to social media and participation in local events, digital marketing strategies such as Search Engine Optimisation (SEO) and the use of Google Ads are also very important to increase MSMEs' visibility online. By optimising websites and content for search engines, MSMEs can improve their ranking on search results pages, making them easier for potential customers to find. Paid advertising such as Google Ads can focus on more specific targets, allowing MSMEs to reach people who are most likely to be interested in the products or services offered. The use of analytics tools also helps in understanding consumer behaviour and adjusting marketing strategies according to the available data. (Aprilani et al., 2023)..

Finally, building partnerships with local communities or relevant organisations can be another useful approach for MSME socialisation. By establishing strong relationships with the community, MSMEs can build a good reputation and gain support as part of the local ecosystem. Such partnerships can involve various forms of activities such as corporate social responsibility (CSR) programmes, community training, or environmental initiatives. With this approach, MSMEs not only gain promotional aspects but also strengthen community support, which can indirectly increase customer loyalty.

Conclusion

The socialisation of MSMEs is an important effort in driving the economy at the village level as a form of dedication to achieving economic independence. By providing knowledge, skills and resources to village communities, MSMEs can help create employment opportunities, increase income and reduce dependence on larger economic centres. In addition, through effective socialisation, village communities can better understand the potential that exists around them and how to utilise it for mutual prosperity.

The economic independence of villages achieved through the development of MSMEs also brings long-term positive impacts. With thriving MSMEs, villages can create dynamic and sustainable business ecosystems. This not only improves the standard of living of villagers but also strengthens the local economic structure in the face of various external challenges. Therefore, the socialisation of MSMEs not only serves as a tool for economic empowerment, but also as a tangible form of service that directly contributes to the progress and independence of the village.

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