



SMALL BUSINESS MANAGEMENT TRAINING FOR RESIDENTS OF KARANGSARI VILLAGE, GROBOGAN REGENCY

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Abstract

The potential of one region will not become a competitive advantage for that region, if the people in that area do not have the ability to process every potential advantage they have. Therefore training is needed for residents living in the Karangasari Grobogan area. Training is given to Micro Business managers, both those who are just starting out and those who already exist, on the ability to analyze SWOT, read market opportunities, analyze markets, sell techniques, packaging and those related to obtaining business licenses.

Keywords- Swot Analysis, Market Analysis, Market Mapping, Target Market..

INTRODUCTION

Karangasari village is located to the west of Grobogan district, to be precise in the district Brati. Geographical conditions of this region in the form of plains. From the center of the capital city of Grobogan, the distance is \pm 10 km from the capital city of Brati District is 3 Km. Level of education in Karangasari Village quite adequate, many residents of Karangasari Village are currently junior high school graduates proceed to a higher level. not a few also achieve education to graduate from college.

For the potential of Karangasari Village itself, because the village's land area is quite large, some of the people of Karangasari Village have a livelihood as farmers with most of the agricultural products are rice plants. Not only that, in the Village Karangasari is also a brick-making center located in the hamlet panjun So as to create business fields as well as employment opportunities for the community around Panjunan hamlet. Then there are several groups agriculture, and food that forms and is incorporated in UMKM, UPPKS even though due to the pandemic period and one thing, the activity could not run well. There is also an artificial tourism potential in Karangasari Village, namely the Karangasari Geopark which was



just inaugurated in November 2020. For the location itself, Geopark Karangsari is located on the side of the Grobogan- Kudus highway, of course its existence it is very strategic. Although tourism is artificial, this Geopark has a tourist attraction because it presents pretty good selfie spots and Instagrammable for photography lovers. Not only that, with tourism This can be used as jobs for village youth and the community around as well as being able to develop what is the potential of the Village Karangsari itself.

Target Audience Problems

Marketing is very important for SMEs. There are still many MSMEs and Cooperatives who do not understand how to optimize marketing performance. In general they can produce, but they have problems in marketing. Small Business Management is related to marketing management, HR management, production management, and financial management. Related to marketing management, it is not only related to products, but also how to sell these products and establish cooperation with other parties, as well as how to promote the products produced (Yuesti & Dewi, 2023; Adnyana, Yuesti, & Dwiningtyas; 2022)

Solution Offered

The solutions offered to overcome the above problems are as follows:

1. Small entrepreneurs have the basic ability to recognize business opportunities and threats by being able to identify their strengths and weaknesses (SWOT Analysis)
2. Able to determine the target market and mapping market potential in a simple way.
3. Improving product quality. Improving product quality can begin with selecting the quality of raw materials.
4. Increase the ability to sell both conventionally and digitally.

ACTIVITY IMPLEMENTATION METHOD

Methods for implementing Community Service activities regarding Small Business Management Training for residents of Karangsari Village in Grobogan Regency. This training was carried out by modifying various learning methods: Lectures, Simulations, with Achievement Motivation Training (AMT) training techniques which were carried out in a simple manner according to the capacity of human resources in Karangsari Village. Lectures are conducted using multy media: computers, infocus, white boards, by showing power points, sample videos analyzing market opportunities, conducting a simple SWOT analysis to find potential areas around the village.

The method for implementing Community Service activities in the form of Small Business Management Training for Karangsari Villagers in Grobogan Regency, through several stages as follows:

1. First Stage



The team identified training needs in Karangasari Village, Grobogan Regency, which was synchronized with businesses that had been initiated by several potential residents.

2. Second Stage

After that, the material that has been selected is arranged for discussion with the participants and local village officials.

3. Third Stage

Arrange a schedule that is adjusted to the time allotted by management for employees, namely Saturday and Sunday.

4. Fourth Stage

Carry out training for 5 (five) days for 5-8 hours effectively a day, starting at 08.00 am to 17.00 pm or according to the agreement with the participants.

5. Fifth Stage

The team evaluates on an ongoing basis to ensure that the work program that has been implemented is in accordance with the implementation objectives. In addition, the team also ensures that the planned outputs can be achieved properly.

1. SWOT Analysis

Business people will understand the situation and condition of the business, if they understand the strengths, weaknesses, opportunities and threats in a business. This understanding is described in an analytical method called SWOT Analysis.



Figure 1. SWOT Analysis (Thompson and Strickland,2018.)

2. Mapping and Target Market

Understanding the market, mapping, selecting and setting market targets are skills that must be possessed by businesses of any scale. Therefore, in this community service, small entrepreneurs, both beginners and those who already have a business, are trained to be capable of conducting simple market analysis but following scientific and managerial principles.

The purpose of conducting a target market analysis is not only to provide information about potential customers. There are many benefits that a company can get if it succeeds in analyzing the target market accurately. See, some of the benefits of the following target market analysis.



1. Reaching the right target consumers

The main benefit of target market analysis is that the company is able to identify its target customers correctly. When conducting an analysis, a company can see a potential market for its business so that it is suitable to implement a strategy there.

Target market analysis also helps companies to select potential customers according to business needs. That way, companies are not careless in implementing marketing strategies because they have a more specific and clear target market. If the company knows examples of existing target market analysis, then it can be an example for the company.

2. Assist competitor analysis

Information about the target market will make it easier for companies to analyze competitors. When it knows which targets it has, the company will better recognize who its business competitors are through the products consumers use.

In addition, companies can also obtain data regarding the strengths and weaknesses of competitors. This data can be used by companies to develop their business by offering products or services that are not provided by competitors.

3. Finding business opportunities

How to do market analysis, namely through surveys or data research. In this way, the company may be able to find new opportunities that are potentially profitable for the business.

For example, the company finds a problem or deficiency in an existing business. Then, companies can take advantage of this gap by offering products or services as a solution. For this reason, companies also need to know examples of target market analysis in order to be successful in seizing existing business opportunities.

4. Minimizing risks

One of the biggest risks in implementing a marketing strategy is determining the target market that is not right. This will waste energy, time, and the company's budget because the strategy is unable to achieve the intended target. This is where the target market analysis comes into play by providing precise target information so that the company can minimize these risks.

5. Help long-term planning

The results of the target market analysis not only provide an overview of the market at that time, but also in the future. Information about the target market can also provide an overview of market movements.

RESULTS AND DISCUSSION

This community service is in the form of providing training to small entrepreneurs who already have businesses or beginners who are in the Karang Sari Village location to take advantage of the economic potential in the area. Therefore the strategic steps that must be taken are to carry out a SWOT analysis of the regional potential and carry out a T-need Assessment of the competencies needed by these small entrepreneurs. After carrying out a SWOT analysis and identifying the need for what training, then it is designed how the training methods will be given up to when the training is given, for how long and with instructors who



have what qualifications. Furthermore, training was carried out in a structured manner, with the classical method, AMT and case studies to solve every business problem faced by entrepreneurs. Small entrepreneurs are equipped with the ability to analyze market opportunities, explore regional potential, open business networks both conventionally and using virtual ones. After completing the training, these small entrepreneurs learn to compile a simple business plan by compiling a simple business proposal for each business they will be involved in. Business plans are made up to the preparation of every marketing step that will be carried out by the training participants.

Picture.2. Community Service Scheme in the form of Training

SUMMARY

After these, small entrepreneurs were given training, some time later they were able to identify potential businesses in their area, were able to observe closely what village potential was and what competencies were needed to manage this potential. Furthermore, even these entrepreneurs began to be able to set a simple target market, by making various efforts to distribute sales both conventionally and through online sales.

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