
ABDIMAS

Jurnal Pengabdian kepada Masyarakat
<https://journal.unnes.ac.id/journals/abdimas/>

Increasing the Capacity of Human Resources and MSME Governance Through the Implementation of Business Continuity Plan in Tambakrejo Village

S Martono*, Margareta Rahayuningsih, Sucihatiningsih Dian Wisika Prajanti,
Arief Yulianto

Universitas Negeri Semarang, Indonesia

*Corresponding author: martono@mail.unnes.ac.id

Abstract

The presto milkfish business activities in Tambakrejo Village are hampered by floods and tidal waves. Floods and tidal waves result in decreased productivity, disruption of the flow of goods and services, and damage to supporting infrastructure. One of the business units affected by the flood and tidal waves is the Enaxmen UMKM managed by Mrs. Kurnia (Target Partner). Based on information from partners, the disaster that occurred became a serious threat because it greatly disrupted production activities, even at certain times it could not produce because there was no supply of raw materials. The period of 2020-2021 when Covid-19 occurred was a major blow to partners because of the decrease in turnover and production by more than 50% . The problem , based on the conditions above, is that partners are very vulnerable to shocks (disasters) that occur, especially since partners also do not have standard procedures in dealing with these problems . Another problem is that partner marketing is still limited in scope, on the other hand, partners also do not have the capacity to promote products, so that it indirectly has an impact on low product branding. The capacity of Tambakrejo Village MSME actors in managing their business through the implementation of *the Business Continuity Plan* has increased well . This can be seen from the increasing understanding of MSME actors in planning business continuity amidst the potential for natural disasters . This needs to be done considering that the Tambakrejo Village area is an area that is very prone to flooding, tidal flooding, and fires . MSME actors have also understood online marketing to increase the capacity of the products produced.

Keywords: MSME Governance, *Business Continuity Plan* , Digital Marketing, Tambakrejo

INTRODUCTION

In 2017, Tambakrejo Village was inaugurated by the mayor as the Thematic Village of Milkfish Center in Semarang City. Milkfish processing business activities have long been pursued by Tambakrejo residents, milkfish raw materials are widely processed into various types of food such as presto milkfish, tofu meatballs, steamed milkfish, boneless milkfish, crispy milkfish, otak-otak and pepes. There are 12 Home Industries recorded that continuously produce processed milkfish. The average production of presto milkfish business ranges from 10-20 kg per day, with income ranging from IDR 250,000 to IDR 1,000,000 per day, and the number of workers working in this field is an average of 3-5 people per business unit.

Presto milkfish business activities are hampered by the condition of the area which is often affected by flooding and rob. Floods and rob disasters result in decreased productivity, disruption of the flow of goods and services and damage to supporting infrastructure [1] . One of the business units affected by the flood and rob disaster is the Enaxmen UMKM managed by Mrs. Kurnia (**Target Partner**). Based on information from partners, the disaster that occurred became a serious threat because it greatly disrupted production activities, even at certain times it could not produce because there was no supply of raw materials. The period of 2020-2021 when Covid-19 occurred was a major blow to partners because of the decrease in turnover and production by more than 50%, this problem was also widely experienced by the food processing industry sector [2] . The background is the availability of raw materials and restrictions on community activities.



Figure 1. Flood and tidal conditions disrupt and cut off access (left) and flood conditions in front of the partner's location (right)

Partner Profile, Enaxmen UMKM was founded in 2018 with a focus on various processed milkfish products, including soft boned milkfish, otak-otak, crispy boneless milkfish, boneless milkfish pepes, smoked boneless milkfish and milkfish crackers. The main production equipment in milkfish processing owned by partners is quite complete, including LTHPC Presto Milkfish with a capacity of 30 kg (1 unit), fish meat grinder chopper with a capacity of 10 kg per hour (1 unit), steamer with a capacity of 10 kg (2 units), frying pan with a diameter of 30 cm (2 units), 1-burner woosh compost (1 unit), 200 l freezer (1 unit), and vacuum sealer machine (1 unit).



Figure 2. Partners are packaging processed milkfish products.

The production process in making processed milkfish products requires perseverance and tenacity from MSMEs. **Target partners** start the production process by selecting fresh fish measuring 200-250 g per fish from milkfish distributors in the Gayamsari District area. The amount of raw materials purchased is in accordance with the production capacity at that time. The fish are then cleaned and the bones are removed, except for otak-otak products which are immediately filleted so that they are easy to crush using a chopper. Furthermore, the boneless milkfish is marinated with kitchen spices. The time allocation for the production process from preparation to packaging in 1 (one) production cycle ranges from 2-6 hours. During the production process, partners have used Personal Protective Equipment (PPE), such as aprons, gloves, masks and head coverings.

The average partner **production capacity per production cycle reaches 20 kg or equivalent to 200 kg per month with various types of processed products. The product price is sold at a price range of IDR 70,000 - IDR 90,000 per kg.** In one year, the partner's business can reach a turnover of up to IDR 210,000,000. The partner's **business management** is quite good, where the partner has made bookkeeping records for the purchase of raw materials and product sales. However, on the other hand, there is still a need for tools to help MSMEs deal with crises such as disasters that often occur or reflect on Covid-19. So that partners are expected to be able to respond to improve to a certain level of operation after a disruption/disaster occurs. One of the tools that can be used is a business continuity plan document or *Business Continuity Plan (BCP)* [3].

Marketing of partner products has been carried out based on the order system and *open order program*. So far, partners have also used *WhatsApp stories* and Instagram to promote products.

The obstacles faced in marketing products are the limited supporting equipment in creating product photo content, in addition, partners also have difficulty in creating promotional themes and concepts. On the other hand, partners have not utilized website media in promoting their products, even though the use of websites can be as brand awareness [4] and increase brand credibility [5] .



Figure 4. Various processed milkfish products produced by partners

Based on the presentation of the situation analysis and priority problems of partners, **the aim of** this community service activity is to improve the capacity of human resources and governance of MSMEs through the implementation of *the Business Continuity Plan* .

METHODS

Based on the description of the problems that occurred with the partners, the program implementation method has the following stages.

Activity Stages

1. Initial socialization and coordination

Coordination is carried out to involve partners in planning, activities and evaluation of community service programs to be carried out.

2. Training and Mentoring in Compiling BCP Documents

Training and mentoring activities for preparing BCP documents are carried out using a theoretical and discussion approach as well as demonstrations of preparing BCP documents.

3. Digital Marketing Training and Mentoring

Digital marketing training and mentoring is carried out using a theoretical and discussion approach as well as demonstrations of creating digital content for product promotion.

4. Website and E-Catalog Facilitation

This activity is in the form of assistance in creating websites and product e-catalogs.

5. Mentoring

The assistance provided is in the form of monitoring and collecting input during the community service activities and providing support to partners after the training and empowerment activities have taken place.

6. Evaluation

Evaluation is carried out before and after the activity to determine the magnitude of the impact of the community service program that has been carried out.

Evaluation of the sustainability of the program is carried out after the service in the form of mentoring to obtain positive feedback between partners and organizers.

This evaluation was conducted through observation, interviews and document studies.

RESULTS AND DISCUSSION

In accordance with the theme of the community service "Improving Human Resources Capacity and MSME Governance Through the Implementation of *Business Continuity Plan* in Tambakrejo Village" which has been carried out, the following activity results were obtained:

Coordination of Activities

To obtain the results of the activities as planned together between the UNNES Community Service Team, the community service activities began with coordination with the Tambakrejo Village and the Tambakrejo UMKM management who are members of Gerai Kopimi. Coordination was carried out to align perceptions about the activities that would be carried out during the community service activities, the time and location of the implementation, and who would be involved in the activities.

Coordination and socialization activities were carried out together between the service team, the Tambakrejo village head and representatives of the Tambakrejo UMKM management. In the coordination it was agreed that the implementation would begin by involving all UMKM members in Tambakrejo. In addition, registration facilitation and halal assistance will also be carried out for UMKM that do not yet have a halal label.

Business Continuity Plan Implementation Training

The Business Continuity Plan Implementation Training was conducted in July 2024 with resource person Dr. Inaya Sari Melati, S.Pd., M.Pd., Lecturer in Economic Education, Faculty of Economics and Business, Semarang State University, who provided material on “ Planning Business Continuity in the Midst of Potential Natural Disasters ”. The activity was attended by 19 participants from various MSME actors, including: market snacks, processed milkfish, boxed rice, chips, cakes, and so on.

Training activities include introducing BCP to MSMEs, preparing BCP according to the characteristics of the business carried out by MSMEs. The resource person delivered material on making a Business Continuity Plan (BCP), namely a plan to anticipate risks in business. This material needs to be delivered, considering that the Tambakrejo Village area is an area that is very prone to floods, tidal waves, and fires . In his presentation, the resource person delivered about business risks, namely all unplanned or unexpected events, which have the potential to disrupt the continuity of important business functions for an indefinite period of time.

The resource person further explained that the main components in a business continuity plan are knowing business priorities, risk identification, emergency action plans, response identification, design and simulation, and plan socialization. The resource person then explained how to prepare a BCP/Business Continuity Plan.

To better understand the business conditions of each participant, each participant is then given a BCP- *Working Plan* , a questionnaire sheet consisting of steps for preparing a business continuity plan (*Business Continuity Plan - Working Paper.docx*). The resource person asked participants to identify business activities that have been carried out so far, identify business priorities including a list of superior products, priority product production activity flows, and a list of priority production equipment. Furthermore, participants were asked to identify possible business risks (floods, tidal waves, fires), a list of assets that need to be protected in the event of a disaster, and an emergency action plan consisting of disaster scenarios, risk analysis on business ventures, asset rescue plans, determining when the plan should be carried out, resources needed, and the person in charge of rescue activities.

By identifying their own needs and disaster risks that occur in their business, it is hoped that participants can be better prepared in facing the sustainability of their business, and can anticipate various disaster conditions in their environment. At the end of the material, the resource person asked participants to socialize to family members and business employees so that the business continuity plan is implemented optimally.



Figure 5. Delivery of *Business Continuity Plan* training by resource person



Figure 6. *Business Continuity Plan* material provided during training

Halal Facilitation for Tambakrejo Village MSMEs

The second material is "Halal Certification Assistance for MSMEs in Tambakrejo Village given by Muhammad Arif, S.Pd.I, M.Pd from the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religion. The resource person delivered material on the importance of halal certification for MSME actors. It was conveyed that with the existence of halal certification on the products produced, this will increase the selling value of the product, expand the reach of the product to the global halal market, provide peace of mind and trust for consumers, and provide legal certainty that the product is halal and safe and suitable for consumption/use.

Furthermore, the resource person provided assistance in registering for halal certification for MSMEs. In this activity, there were 19 MSMEs divided into 2 groups, namely checking the issuance of halal certificates for 6 MSMEs that had registered ([List of Participants in Submitting New Halal Certificates in Tambakrejo Village.docx](#)) and new registration for 13 MSMEs that had never registered ([List of MSMEs That Have Been Issued Halal Certificates.docx](#)).



Figure 7. Delivery of materials and assistance for halal certification for Tambakrejo Subdistrict MSMEs

In this activity, it was conveyed that there were 5 MSMEs that had been issued halal certificates in 2023, namely MSMEs in the name of Cisca Oktalia Maharani who has a meja mayung fish product with a halal certificate ID of 33110011549890823, Djoko Tri Santosa who has a layer cake and risol mayo product with a halal certificate ID of 33110011565180823, Sri Paryani who has a gubahan rice product, teriyaki chicken rice, and yellow rice with ID 33110011669210823, Sugiarto who has a putu ayu product, apem cake, pasung cake, and potato croquettes with ID 33110011398450823, and Eka Day Pramana with a presto milkfish product and a halal certificate ID of 33110008583580883.



Figure 8. Halal certification obtained by Tamabkrejo UMKM

Online Based Marketing

The next community service activity is online marketing training and mentoring for MSMEs in Tambakrejo Village. Marketing is an important part of MSME activities, because product marketing is the basis for positioning and promoting products. A successful product marketing strategy continues even after the product launch to ensure that people still know about the product and how to use it. By implementing the right marketing strategy, MSMEs can build wider brand awareness, increase sales, and become players who competitive in an increasingly competitive market. Consistency, innovation, and customer focus are the keys to success in marketing efforts for MSMEs.

Digital marketing makes it easier for consumers to buy without having to come directly to the store, provides comfort and convenience, and generates a positive response for MSME owners. Through digital marketing, Micro, Small and Medium Enterprises (MSMEs) can promote with easier access to consumers for wider business. Digital marketing also makes it easier for consumers so they don't have to go directly to the store to buy and can provide comfort and convenience so that MSME owners get a positive response.



Figure 9. Digital marketing training for UMKM actors in Tambakrejo Village

Digital marketing is easier, more affordable, more effective and more efficient with instant feedback through an interactive process. Advertisements that have been created can also be posted immediately. Digital marketing also makes it easier for businesses to follow marketing developments by observing consumer reactions. In addition, there are various ways to make it easier for consumers to find the information they need about a product offered before deciding to buy [16].

ACKNOWLEDGEMENT

Community Service Partnership Activity entitled " Increasing Human Resource Capacity and MSME Governance Through the Implementation of *Business Continuity Plan* in Tambakrejo Village" is a DPA fund service funding through LPPM UNNES in 2024, Contract Number: 633.26.2 / UN37 / PPK.10 / 2024 Dated February 26, 2024. Therefore, the author would like to thank LPPM UNNES for financing this service activity, so that it can be completed properly and smoothly.

CONCLUSION

Conclusion

From the results of community service that has been carried out, the following conclusions can be drawn:

The capacity of Tambakrejo Village MSME actors in managing their business through the implementation of *the Business Continuity Plan* has increased well . This can be seen from the increasing understanding of MSME actors in planning business continuity amidst the potential for natural disasters . This needs to be done considering that the Tambakrejo Village area is an area that is very prone to flooding, tidal flooding, and fires . MSME actors have also understood online marketing to increase the capacity of the products produced.

Suggestion

- a. Assistance is needed from related OPDs for the sustainability of MSME businesses in Tambakrejo Village, especially regarding BCP.
- b. In addition to increasing online marketing, to increase wider marketing, Tambakrejo Subdistrict product outlets are needed in nearby locations.
- c. There is still a need for legal business support, both PIRT and Halal, to improve the quality and market share of Tambakrejo Village MSMEs.

REFERENCES

- Hidayatullah S, Mukhtali M. Study of Adaptability of Small and Medium Industries to Flood and Rob Disasters: Case Study of Presto Milkfish Industry Center, Tambakrejo Village, Semarang City. Tech PWK (City Area Planning). 2021;10(1):41–52.
- Novianto F. The Impact of the Covid-19 Pandemic on MSMEs in the Fish Processing Sector in Palang District. J Science Econ JIE. 2022;6(3):465–77.
- Mardanugraha E, Akhmad J. Resilience of MSMEs in Indonesia in the Face of Economic Recession. J Econ and Development. 2023;30(2):101–14.
- Sastika W, Suryawardani B, H. Hanifa F. Analysis of Website Quality, Brand Awareness on Trust and its Impact on Customer Loyalty. Adv Econ Bus Manag Res. 2016;15:472–8.
- Maharani D, Helmiah F, Rahmadani N. Counseling on the Benefits of Using the Internet and Websites During the Covid-19 Pandemic. Abdiformatika J Pengabdian Masy Inform. 2021;1(1):1–7.
- S. Martono, L. Putit, A. Yulianto, and S. Ridloah, "Are MSMEs Still Interesting? A Descriptive Analysis on Growth, Workforce, and Export of Indonesian MSMEs 2010-2018," in *Proceedings of the 3rd International Conference on Economics, Business and Economic Education Science, ICE-BEES 2020, 22-23 July 2020, Semarang, Indonesia* , EAI, 2021. doi: 10.4108/eai.22-7-2020.2307932.
- S. Martono and S. Prajanti, "Role of Optimism, Self-Efficacy and Motivation for Goals Achievement in Academic Resilience: Moderating Role of Institutional Support," *Eurasian Journal of Educational Research* , vol. 2022, no. 101, pp. 167–189, 2022, doi: 10.14689/ejer.2022.101.010.
- R. Hammam, M. A. A. Wahyudin, and A. Yulianto, "The Influence of Market Orientation, Entrepreneurial Orientation, and Product Innovation on Marketing Performance by Predominance Competitive Article Info," *et al /Journal of Economic Education* , vol. 11, no. 1, pp. 47–56, 2022, [Online]. Available: <http://journal.unnes.ac.id/sju/index.php/jeec>
- S. Martono, NA Wulansari, and M. Khoiruddin, "The role of empowering leadership in creating employee creativity: moderation-mediation mechanism," in *IOP Conference Series: Earth and Environmental Science* , Institute of Physics Publishing, June. 2020. doi: 10.1088/1755-1315/485/1/012060.
- S. Martono *et al.* , "Optimization of the knowledge management system through a tasktechnology conformity approach to encouraging employee performance: The moderating role of outcomes

expectations," 2023, p. 030031. doi: 10.1063/5.0154870.

- L. Hikmah, S. Dian, W. Prajanti, and E. Handoyo, "MSME Social Capital Based On ECommerce For Business Continuity In The Covid-19 Era Article Info," *Journal of Educational Social Studies JESS* , vol. 10, no. 2, pp. 50–57, 2021, [Online]. Available: <http://journal.unnes.ac.id/sju/index.php/jess>
- SDW Prajanti, D. Daud, S. Amin, Subiyanto, and F. Adzim, "A sustainable creative economic development model using a penta-helix approach based on local wisdom in Magelang City, Indonesia," *Visions for Sustainability* , vol. 2023, no. 20, pp. 239–275, 2023, doi: 10.13135/2384-8677/7917.
- Margareta Rahayuningsih, Stephani Diah Pamelasari, Nur Rahayu Utami, Wandah Wibawanto, Kartika Widyaningrum, and Widowati, "Ecoprint Training as a Diversification of Batik Products of the Puspendari Group in Ngesrepbalong Village," *Journal of Devotion to Your Country* , vol. 7, no. 2, pp. 337– 341, Nov. 2023, doi: 10.37859/jpumri.v7i2.6067.
- O. Subuatningsih, S. Prajanti, D. Setyowati, and A. Priyanto, "Community Based Entrepreneurship in Coastal Communities: The Impact on the Environment and Economic Empowerment," European Alliance for Innovation no, Jan. 2020. doi: 10.4108/eai.29-6-2019.2290391.
- S. Prajanti *et al.* , "Strategic Study of Inclusive and Sustainable Creative Economy Development in Semarang City," *Jurnal Riptek* , vol. 15, no. 2, pp. 86–101, 2021, [Online]. Available: <http://ripteck.semarangkota.go.id> BRIN. 2024. Benefits of Digital Marketing for UMKM Development. <https://ppid.brin.go.id/posts/manfaat-digital-marketing-untuk-pengembangan-umkm>