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Education and Assistance for Strengthening Micro Business Institution at GKI EMAUS Surabaya

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Abstract

The community service is carried out to increase the knowledge of small business owners related to entrepreneurship. The form of community service implementation has carried out education and assistance to achieve all aspects of business, significantly increasing business profits. The community service partner is a member of the GKI EMAUS church who has a small business in Surabaya. They sell their products in food and beverages with most church members. This series of activities consisted of preparation and implementation until the evaluation phase, which took three months from November 2021 to January 2022. The community activities also involved the students using the service-learning method. The lecturer teams provide the material as the implementation of the course. Furthermore, together with the lecturers, the students did the community service in education and business strengthening for three months. MSME partners from GKI EMAUS feel many benefits, such as recording financial transactions, improving the formation of the right product price, and documenting the products. The results of community service are felt to have a high impact on partners because there have been improvements in small business management and sales.

Keywords: Education, Assistance, Micro Business, Servicer Learning, Entrepreneur Management

INTRODUCTION

Education for small businesses is critical, and it cannot be separated from all business owners, incredibly entrepreneurial (Leach and Melicher, 2012). The business owner can improve the ability to sell the products and generate profit through entrepreneurial education. Improving the ability through entrepreneurial education will be a crucial factor to boost the business owner mindset to be more competitive and innovative (Memarista, 2016). With a non-formal or formal education, the entrepreneur will have an excellent strategic business for trading. Examples of education for small business owners include training in financial management, financial recording, operational management, and marketing management.

Since the number of small businesses is increasing nowadays, the government supports them with several policies, especially in Surabaya. The number of micros, small and medium enterprises (MSMEs) in Surabaya is tens of thousands. The Cooperative and MSME Service of Surabaya City noted 40.679 business owners during 2021 (Mubyarsah, 2021). The government of Surabaya carried out many pieces of training and donated funds to provide education for small businesses. Through the empowerment of micro-enterprises, the government can help people who experienced layoffs and lost their income that may be affected by the outbreak of COVID-19.

The National Economic Recovery policy encourages the re-growth of small businesses. The government of Surabaya provide a lot of grants for start-up business also. Furthermore, business loans and loan repayment relief may help their business financial problems. The government is also

trying to increase the cooperation between the banking institutions, ministries, financial technology, institutions, local governments, and all business actors.

The government also encouraged the cooperatives and trade offices to develop micro, small, and medium enterprises (MSMEs). Since the business owners areas the people's economic engine. It may help economic growth and recovery (Wijayanti et al., 2021). By cooperating with various parties for providing the solutions supports the MSMEs to advance the class. Social assistance in East Java also becomes the community economic empowerment program. Doing the cooperation with various parties, the micro-business will be helped to maximise their competencies and innovations. Even the government asked for collaboration with the universities to provide education and mentor SMEs. Starting with their daily business operation, payment, delivery, administration, and digitalisation in small businesses.

Many universities also do community service programs with small businesses based on the government program above. One of them is Universitas Katolik Widya Mandala Surabaya, which collaborates with the small business owned by the GKI EMAUS congregation. The church members have an online canteen today, consisting of a collection of small food and beverages businesses. Canteen online established since the pandemic COVID-19 hit all countries. Before the pandemic, the GKI EMAUS congregation opened the canteen every Sunday. Yet, since the pandemic COVID-19, limited health protocols restrict the number of communities. So thus, the canteen is closed and carried out with an online system, yet it is not optimal. Related to the information, the lecturer and student team from Universitas Katolik Widya Mandala Surabaya are doing the community service by sharing education and assistance for strengthening micro-business institutions at GKI EMAUS Surabaya with service learning.

METHODS

Community service is done by using service learning. The service-learning method is part of an educational process in the university. The lecturer and the students are directed not only to explore the lecture material but also to apply the material to be helpful for the surrounding community. The learning model is a practical application of knowledge development through processes and activities (Hanifah, 2021).

By doing service learning for community service, the lecturer team and the students give the education and assistance for strengthening micro-business institutions at GKI EMAUS Surabaya. There are five small businesses, five students, and five lecturers that have joint activities. The small business is engaged in the food and beverage sector. The small business names follow the community service: Thegestiroyals, Coffers, Lina's Kitchen, Patita Surabaya, and Dapur Devi. This community service takes all the activities by online system. Online meetings have done the education with zoom and Google meet. Besides, the assistance for strengthening has been done by weekly coaching. The community service is carried out in three months, from November 2021 until January 2022.

1. Observation

This community service takes the small business at the GKI EMAUS as the partner. Based on the initial assessment carried out on July 25, 2021, the small business at the church has two main problems: the term of recording financial transactions and business management. The business owners find it challenging to make financial records, post-production techniques, and find a sustainable target market, especially for sales momentum in the outbreak of COVID-19.

2. Education

The community service begins by providing material to the students and business owners at GKI EMAUS. The sharing education has been done by using zoom and google meet. The lecturer team gives the courses about financial management, information system management using Microsoft Excel, financial reporting analysis, small business management, and marketing management.

3. Assistance

Small business assistance in the GKI EMAUS is interpreted broadly as assisting, directing, and supporting individuals or groups. It has been done by cooperating to solve the problem, make financial reporting, make a poster for marketing strategy in Instagram, and evaluate the business development.

RESULTS AND DISCUSSION

From the observations on July 25, 2021, the community service team made a learning module to compile the materials explained at the zoom meeting. The lecturer team divided tasks to educate the small business partners of GKI EMAUS Surabaya. The learning module consisted of financial management, information system management using Microsoft Excel, financial reporting analysis, small business management, and marketing management. The student’s team also help to assist the small business partner and the lecturer team in documenting the activities such as making the financial report, pictures for promotion and analysing the business management. An excellent financial reporting analysis may help the business owner reach more debt to fund their business (Ross et al., 2019).

Attached here below are the results of the community service about the education and assistance for strengthening micro-business institutions at GKI EMAUS Surabaya as the result of problem solutions that the lecturers and the students team provide.

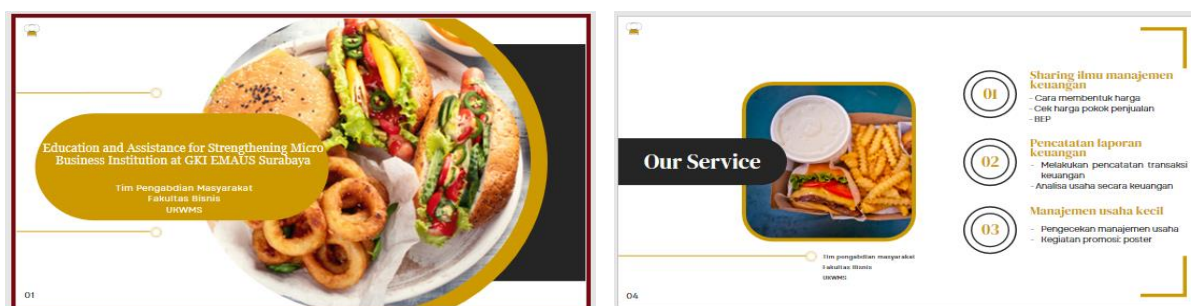


Figure 1. The Material of Education of The Community Service
Source: The Community Service Documentation

The education will provide a briefing in the form of knowledge for financial transaction bookkeeping for improving reporting quality. The lecturer team consisted of Faculty of Business Universitas Katolik Widya Mandala Surabaya lecturers. The following are the names of the lecturers who provide learning materials, Gesti Memarista, S.E., M.SM. (Digital Business Management), Annisa Alfa Setyawan, S. Ak., M.SM. (Management), Dirgantara Dahana Mokoginta, S. Ak., M.AK. (International Business Accounting), Natalia Kristina, S.Ak., M.Ak. (Accounting), and Visi Suajaningati Kristyanto, S.E., M.E. (International Business Management).

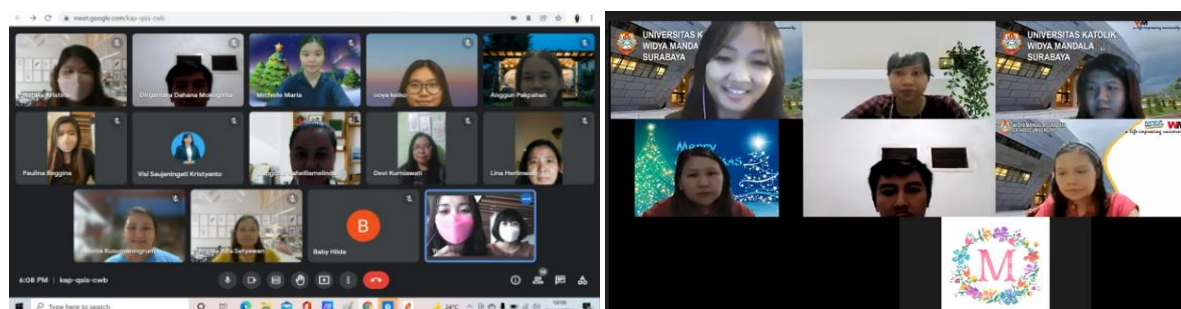


Figure 1. Online Meetings with the Universitas Katolik Widya Mandala Surabaya Team of Lecturers, Students, Partner of Micro Business from GKI EMAUS Surabaya
Source: The Community Service Documentation

With the assistance in making application-based financial reports through the Microsoft Excel program, preparing books of account between income and expenditure, and compiling the product photos to make a poster for Instagram feed to make promotion. The assistance for strengthening the micro-business institution at GKI EMAUS Surabaya was also helped by the student's lecturers from the Faculty of Business Universitas Katolik Widya Mandala Surabaya.

The outcome target of this community service can increase the understanding of financial management. So that the partner management can run well, and the small business partner can increase the sales if they have excellent financial knowledge in the business management (Memarista, 2016). Attached below are the figures for strengthening micro-business institutions at GKI EMAUS Surabaya.

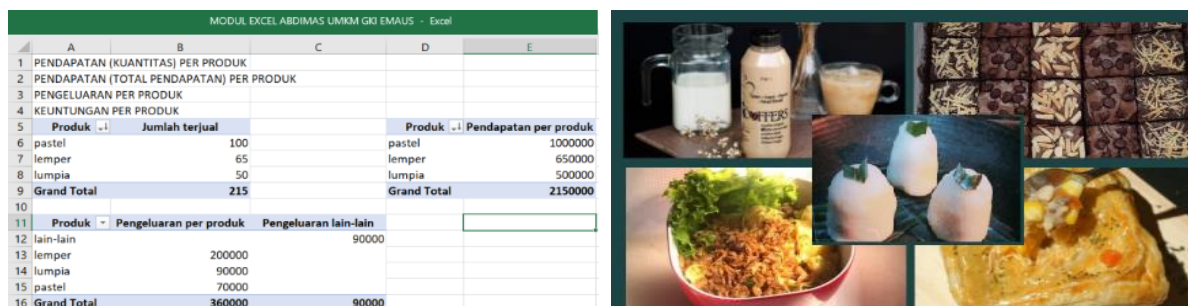


Figure 2. The assistance for strengthening micro-business institutions at GKI EMAUS Surabaya
Source: The Community Service Documentation

The obstacles encountered by the community service when implementing the education and assistance the partners such as:

1. Since the community service program has been done by the online system. Thus the internet network has a vital role. Sometimes, the internet network can be a constraint. It is due to the participant's locations being far enough to reach. Yet, the quality of internet connection is less stable, and the online meeting is dependent on the internet quota can be run out quickly.
2. The partner from GKI EMAUS Surabaya may not have optimal knowledge because of the internet network. They might leave the meeting before the event finishes. Furthermore, they are even joint even while working. Thus they were listening to the presentation while doing their primary job.

CONCLUSION

Since the pandemic COVID-19, many Indonesians have experienced difficulties with finances. This is because many economic sectors are affected by all existing government policies to deal with COVID-19. So, most small, medium enterprises owners are also impacted by it. This background creates the Universitas Katolik Widya Mandala Surabaya PPM Strategic Plan to help the community around the university through community service. The community service team consists of the lecturer, the student, and the partner of the community service team. The community service team from Universitas Katolik Widya Mandala Surabaya cooperated with the micro-business institution from GKI EMAUS based on service learning to give education and assistance. The community service offers financial management, accounting, marketing until small management business.

The community service results showed that sharing education and assistance for strengthening micro-business institutions at GKI EMAUS Surabaya with service learning gives the partners, students, and lectures.

1. For the partners, community service through service learning provides the partners with good academic knowledge to fulfil their needs. There is an increasing understanding and recording of financial transactions from this event more often. So that, the community service also builds a spirit of responsibility to the community that can support the government program in the community development.

2. For the students, the learning and teaching process at the campus is not only done in the classroom, but the students also apply their knowledge outside the classroom, such as in the community. The community service may also provide guidance and experience to determine the interpersonal improvement and interpersonal skills of success in various fields today. The student will have the opportunity to understand how harmony and tolerance will be created between university and community.
3. For the lecturers, the community service may enrich and more lively learning process. It allows the learning process to be more oriented on the process. The lecturer will have the opportunity to cooperate with other fields to make a new opportunity built in a multidisciplinary relationship. By connecting the community with the curriculum study university, the awareness of academic citizens can be awakened that related social problems and building innovations in educational curricula that can connect all the elements of the Tri Dharma.

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