

DEVELOPING THE POTENTIAL OF KEMBARAN HAMLET THROUGH SOCIALIZATION OF INCREASING COMMUNITY INTEREST IN ENTREPRENEURSHIP

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Abstract - *The development of community potential in the field of entrepreneurship is an activity to increase community interest in fulfilling life needs and solving problems experienced by the community. Activities are carried out through the Community Service Program (KKN) which is a community service-based activity to increase student empathy for the conditions of society and the environment. The 111th batch of UIN Sunan Kalijaga's regular KKN was implemented in Kembaran Hamlet, Pekutan Village, Mirit District with service methods such as counseling, training, demonstration and group assistance. The results showed a positive response and high active community participation in the socialization work program with the theme of developing the potential of Kembaran Hamlet through socialization of increasing community interest in entrepreneurship and business legality for MSMEs in Kembaran Hamlet.*

Keywords : *Community Service, Community Potential, Entrepreneurship*

1. INTRODUCTION

Potential is the ability and strength of individuals and groups, both physical and mental, which has the possibility to be developed if trained and supported by good facilities (Habsari, 2005). The development of community potential in the field of entrepreneurship is aimed at increasing community potential in the field of entrepreneurship in the community in Kembaran Hamlet. Activities carried out in accordance with procedures and participatory empowerment models have been carried out including socialization of increasing community interest in entrepreneurship and legalization of business for MSMEs in Kembaran Hamlet. The synergy of local governments, universities, the private sector, and the community is one of the keys to the success of community service programs.

Universities is the main instrument in producing the quality of the nation's creative and innovative resources. KKN is a form of education by providing learning experiences for students to live in the community, directly identifying and dealing with community problems as well as efforts to increase the content and weight of education for students and to get greater added value for higher education. For universities, the implementation of KKN is carried out with the intention of increasing the relevance of higher education to the development and needs of the community for science and technology and art to carry out development and improve student perceptions of the relevance between curriculum material on campus and the reality of development in society.

The MSME sector has a very important role in the economic progress of a region which can be seen from various aspects. First, the number of industries is large and found in every economic sector. Second, its great potential in employment (Indonesia, 2020). Seeing the great potential possessed by MSMEs, a strategy from the government is needed in its empowerment. Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, article 3 states that the purpose of the business world is to build a national economy based on equitable economic democracy. The government plays a role in directing, guiding, protecting and fostering an atmosphere and climate that supports the growth of the business world. Community empowerment is basically the main idea of the theory of people-centered development, which in its implementation is translated into a community empowerment approach, namely an approach that provides wider opportunities for local communities to participate more in development according to their potential (Soetomo, 2011).

The problems experienced by MSMEs in Kembaran Hamlet in utilizing the potential of natural resources and human resources are: a. Lack of suitable raw materials for making products, in order to maintain quality; b. Not yet able to maximize product innovation; c. Not yet optimal in packaging; d. There is no promotion through digital media; e. Some businesses do not yet have business legality.

2. METHOD

A. Time and Place

This community service activity in the form of KKN (Real Work Lecture) was carried out during the period July - August 2023, located in Kembaran Hamlet, Pekutan Village,

Mirit District, Kebumen Regency.

B. Target Audience

The target audience of this program is the general community of Kembaran Hamlet and the specific targets are Business Groups, Village-Owned Enterprises (BumDes), and Individual Businesses.

C. Service Method

The service was carried out in several stages, including observations and visits to the location to obtain information on the potential that can be developed and the problems that must be resolved. Based on the results of observations and interviews with community leaders, several problems faced by the Kembaran hamlet community, especially in the economic field, were identified, including: a. Village-Owned Enterprises and household business groups are not active; b. Product packaging is not attractive and lacks durability; c. The marketing method still uses direct marketing so that the marketing reach of the product is very limited; d. Management and the process of recording the entry and exit of money are still lacking, causing unclear profit and loss from the business; and e. Knowledge of the marketing method is still lacking.

3. RESULTS AND DISCUSSION

This program received a positive response from the people of Kembaran Hamlet, as evidenced by the large number of participants in the socialization of developing the potential of Kembaran Hamlet to increase community interest in entrepreneurship and business legality for MSMEs in Kembaran Hamlet.

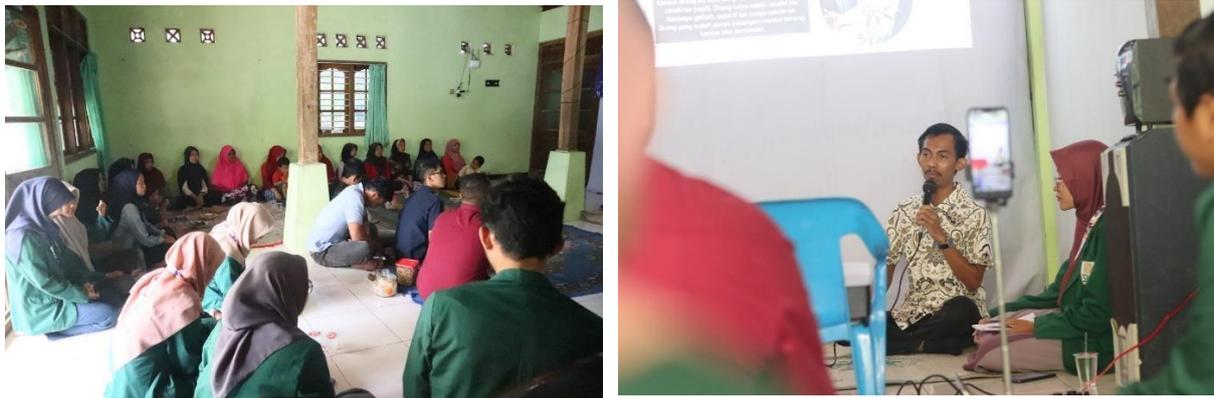


Figure.1 Socialization of the development of the potential of the people of Kembaran Hamlet in the field of entrepreneurship.



Figure.2 Submission of NIB certificate (Business Identification Number)

The obstacles in implementing this program are the lack of community insight into the advantages of entrepreneurship and the lack of insight of MSME owners regarding the importance of business legality. In addition, there is still a need for basic understanding of digital literacy and promotion through digital media can be used. The solutions offered to overcome these obstacles are: a. Provide education on the advantages or benefits of entrepreneurship, in order to increase public interest in entrepreneurship; b. Register business legality for MSME owners. The benefits obtained by MSMEs if they have business legality include: a. Easier access to People's Business Credit (KUR); b. Obtaining training; c. Business getting legality; d. On target in obtaining government programs; e. Ease of entering the official community.

4. CONCLUSIONS

Community service activities can develop the potential of the community in Kembaran Hamlet in entrepreneurship. The development of community potential in entrepreneurship is expected to be able to increase MSMEs in Kembaran Hamlet, thus achieving economic strengthening through MSME empowerment. This work program produces several outcomes, including: a. Increased interest of the people of Kembaran Hamlet in entrepreneurship; b. MSMEs get a business legality certificate in the form of an NIB (Business Identification Number).

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