

Research Article

The Strategy of the Micro Business Assistance Program for the Snack Market Sektor Through Business Development Lectures in the Framework of Implementing Independent Learning on an Independent Campus (MBKM)

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Abstract.

Problems that can be identified are related to micro business activities in the snack market stall sector, namely the difficulty of marketing the products of market snacks sold in the stalls, because they only rely on traditional marketing and do not yet have an established brand; the absence of partners who act as mentors and collaborators in establishing a representative cake shop, and the lack of business capital or investment for the establishment of a cake shop for branding cakes for market snacks to upgrade. The study aims to initiate the establishment of a Pasar Snack Cake Shop in the city of Bandung as a branding strategy through clear stages by involving KBU-MBKM students under student business project in a real learning process, so as to achieve a link and match between the world business with the campus as an implementation of Merdeka Learning, Merdeka Campus. The solutions to the problems offered by the proposed activities are: i) providing direct tutorials to snack producers on product packaging, online marketing in collaboration with digital business partners such as Shopee export who have collaborated with the PKM Team in fostering MSMEs in West Java; ii) initiating the establishment of a representative cake shop in Bandung City by conducting a business feasibility study; iii) looking for investors for establishing a cake shop, so that its existence has long-term value.

Keywords: mentoring, street food stalls, business development lectures (KBU), Merdeka Learning Merdeka Campus (MBKM)

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1. Introduction

Facing today's dynamic and dramatic changes certainly requires a learning climate that is more flexible, innovative, fun, and in accordance with their passions, so that their talents can develop quickly, because of the facilities, systems and learning culture that accommodates this. The effort to be carried out is to improve the KKNI-based curriculum for 2016/2017 which is in line with the "Merdeka Learn Campus Merdeka" curriculum from the Ministry of Education and Culture. The mandate of the Independent Learning Curriculum of the Independent Campus, namely the right to study for three semesters outside the Study Program needs to be implemented.

However, in its implementation, more flexible policies are needed to capture the aspirations of the needs of each student, therefore some of these options need to be developed so that the essence and ideals of implementing an independent curriculum for independent learning in an independent campus can achieve optimal goals, both individual goals and objectives. students, Study Programs, Universities and National. Business Development Lecture is an activity in order to build a suitable relationship with MSME actors in the city of Bandung, in order to realize a dynamic and innovative learning system for one semester so that students and lecturers get very valuable experience which can later bring the future of education to be more varied and able to seize opportunities, so that graduates have knowledge of business operational systems by learning from MSMEs and vice versa students can provide solutions to MSME problems, so that there is a symbiotic mutualism between MSMEs and students, lecturers or the campus world.

Based on these circumstances, a conceptual explanation of the problems of unemployment for educated workers, which are currently being highlighted by the community, is very much needed. Conceptual explanations are expected to be able to place problems in their true proportions, especially regarding the function and position of the education system in relation to employment issues. Starting from the assumption that the increase in the unemployment rate is caused by the failure of the education system, it is necessary to have certain approaches in education and the concept of Link and Match needs to be revived in the education system.

Difficulties have been experienced since the beginning of March 2020. The impact began to be felt in the second week of April 2020. Several conditions that occurred in the field according to data from the Ministry of MSMEs of the Republic of Indonesia [1] stated that (1) sales decreased, as many as 774 cooperatives and MSMEs (68 %) occurred in DKI Jakarta, Banten, West Java, Central Java, East Java, DIY, North Sumatra,

West Sumatra, Riau, Bengkulu, Bali, West Kalimantan, East Kalimantan, North Sulawesi, Central Sulawesi, South Sulawesi, South Sumatra, and South Kalimantan; (2) the difficulty of raw materials, or as many as 63 cooperatives and SMEs (6%) including West Java; (3) distribution is hampered, as many as 111 cooperatives and MSMEs (10%) including West Java; (4) capital difficulties, as many as 141 cooperatives and MSMEs (12%) including West Java; (v) production is hampered, as many as 42 cooperatives and SMEs (4%).

Based on this data, food and beverage products still have very good prospects after Covid 19 [2]. With sales patterns that are no longer traditional, it will be able to increase the sales volume of micro businesses in the snack market stall sector [3]. The problems found in the field at last year's PKM were: the image of street food stalls in Bandung City was still low and less competitive when compared to other food images. The main step that needs to be done is to improve the image of the micro-enterprise sector in the snack market by forming a cake shop as a branding strategy. Any e-commerce ecosystem is a digital wallet or payment system that is trustworthy and simple to use and can be a good solution [4].

This Partnership PKM is a continuation of last year's PKM, where based on the final results, MSMEs still need assistance in marketing their products, in particular how the products produced by the MSME market snacks can be promoted, namely by establishing a representative cake shop with a business model approach better by involving collaborative partners to realize the goals and ideals of MSMEs [5]. Given the enormous potential of this business in increasing the economic capacity of small communities due to: (i) its ability to absorb local agricultural raw material supplies; (ii) its ability to absorb labor for both the stalls, production and marketing; (iii) create a website to sell products online; and (iv) the opportunity to establish a cake shop that has a good brand and can compete with established cake shops in Bandung, such as cakes Kartika Sari, Amanda, Labella, and others.

With the problems mentioned above, the solutions that can be proposed as solutions are as follows:

1. The Unisba PKM team and KBU-MBKM students together with partners and other stakeholders will provide assistance in improving the branding of micro businesses in the snack market stall sector through the development of a digital marketing system.
2. Conduct a SWOT analysis and the right Business Model in order to compile a Business Feasibility Study for the establishment of a Representative Cake Shop to increase branding in the city of Bandung.

2. Method

To achieve the objectives of this PKM activity, the methods used are as follows:

2.1. Participant Recruitment Technique

This PKM participant recruitment technique is to continue the participants who have been registered in last year’s PKM, starting with the Cooperation with the Indonesian Food and Beverage Entrepreneurs Association (ASPAMI) under the guidance of the Bandung Chamber of Commerce, where the Indonesian Bangkit PKM participants have been identified as many as 13 owners. micro-enterprise hawker market stalls spread across the city of Bandung. Then collect detailed data related to the profile of each participant in order to know in real terms the constraints, potentials, and motivations with the current conditions, this is done to facilitate the tutorial in the next activity.

2.2. Implementation Method

Based on the partners’ main problems and the output targets to be achieved, the solution offered/method used is to provide an integrated business clinic which includes:

TABLE 1: Implementation Method.

No	Method	Technique	Implementers involved
1	MSME Assistance	Provide assistance in designing marketing through digital marketing from students participating in the KBU-MBKM Business Project	PKM Team, ASPAMI Facilitator by Kadin Bandung, and KBU-MBKM Participating Students
2	BMC SWOT Analysis	Conduct BMC SWOT analysis on both internal and external factors, and make business strategy planning recommendations	PKM Team and KBU-MBKM Participating Students
3	MOU of funding by investors and stakeholders	Conducting MOU with Partners and stakeholders to participate in business investment	The PKM team, ASPAMI, Kadin Bandung, and KBU-MBKM participating students

3. Results and Discussion

With the experience that the Team has, which oversees the Management Laboratory in carrying out various activities, including carrying out Business Development Lectures,

Entrepreneurship Workshops, has also held expertise training in the field of Digital Marketing, business management, and various community services in the culinary field for returning migrants. in West Java.

3.1. Assistance of Micro Enterprises in the Snack Market Sector through Development of Digital Marketing Systems to Improve Branding

The first stage, before PKM assistance is carried out in improving the branding of micro businesses in the market snack sector, the PKM Team recruits student participants for the Independent Business Development Lecture (KBU) Merdeka Learn Campus (MBKM). enter the interview stage. After passing, the student must fill in the course conversion form for the three students. After all administrative processes are completed, the student must fill out the MBKM guardianship in the Unisba EMBKM Sisfo system at the beginning of the semester. Before going into the field, the Head of the Management Study Program gave an official letter to Aspami and Kadin to give permission to the three students to carry out a mentoring project for the UMKM sector in the snack market sector through KBU-MBKM.

The second stage, the PKM team of lecturers and students held a coordination meeting before going into the field to map the problems faced by the micro-enterprises in the market snack sector and discuss the projects that will be run by KBU-MBKM participating students. Also determine the stages and requirements that must be met by students to pass the MBKM conversion course a maximum of 20 credits.

The stages that students will go through are as follows:



Figure 1: Flow Chart of Student Activities in the Micro Business Assistance Program in the Snack Market Sector through KBU-MBKM.

The third stage is to conduct FGD with partners, this FGD is carried out to explore information related to the problems faced by MSMEs and the steps that have been taken by Aspami and Kadin in fostering the micro business of this market snack sector, as well as the expectations of MSMEs towards the PKM Team. LPPM Unisba. This FGD was attended by all the PKM LPPM Unisba TEAM and students along with representatives from Aspami and MSMEs.

From the results of the FGD, it was concluded that the micro business in the snack market sector is still: (i) weak in terms of digital marketing to market their processed foods, (ii) not yet all members of Aspami UMKM have the same vision and mission in growing their business, because they are still short-term oriented, (iii) need help in sales/marketing to reach their market, (iv) support student projects to increase sales volume for SMEs. The atmosphere of the meeting can be seen as follows:



Figure 2: FGD with Partners to Map MSME Problems and Discussing KBU-MBKM Participant Student Projects.

In the fourth stage, students and a team of lecturers provide assistance by visiting the producer points of the market snack stall sector in the city of Bandung. This activity is carried out to look closely at the business conditions of MSMEs directly, both from the production, marketing, and financial aspects. From the results of the mentoring, there are several MSMEs that have been able to increase sales turnover, because in terms of packaging, taste consistency and quality have met the standards, these MSMEs have priority to be marketed through the KBU-MBKM program. The main product promoted is the "Kareueus" brand which produces various Bandung-style snacks such as cakes, chicken Fuff, pastels, Cheess and others. As shown in the following documentation:



Figure 3: FGD with Partners to Map MSME Problems and Discussing KBU-MBKM Participant Student Projects.

The fifth stage, the PKM LPPM Unisba Team provides assistance in making digital marketing, through social media, making videos and selling cakes at a cake shop in a mall in Bandung, this is done to increase sales turnover, especially to meet demand in the month of Ramadan. This year. See the youtube link as follows: https://youtu.be/1R-rRgj_OBg .

In the sixth stage, students run a "cake shop establishment" business project by choosing various MSME cakes that meet the criteria to be widely marketed, both direct sales and online sales. Because most of the cakes produced by SMEs are wet cakes, the consumers targeted by the KBU-MBKM student team are offices by ordering via online. The brand adopted by the students is "SnackBaar". Several student events have been carried out, such as meeting the needs of office meetings, as well as personal orders. The documentation of student activities can be seen as follows:



Figure 4: Snack stall display.



Figure 5: Snack stall display.

The seventh stage, structured and periodic assistance is carried out through several methods including online, hybrid, and offline. This mentoring activity was carried out by the Unisba LPPM PKM Team and also invited practitioners who were experts in their

fields. This was done to provide a different experience for SMEs, especially in making branding, where the branding was delivered by a master Franchise expert, namely Mr. Bhakti Desta Alamsyah as CEO of PT. Best Brand and Best Institute, as well as marketing topics were delivered by Ms. Septiana Estri Mahani, Finance Topics were delivered by Mr. Dr. Rusman Frenrika, and the topic of Business Motivation was delivered by Ms. Dr. Sri Suwarsi. These activities can be seen in the following documentation:

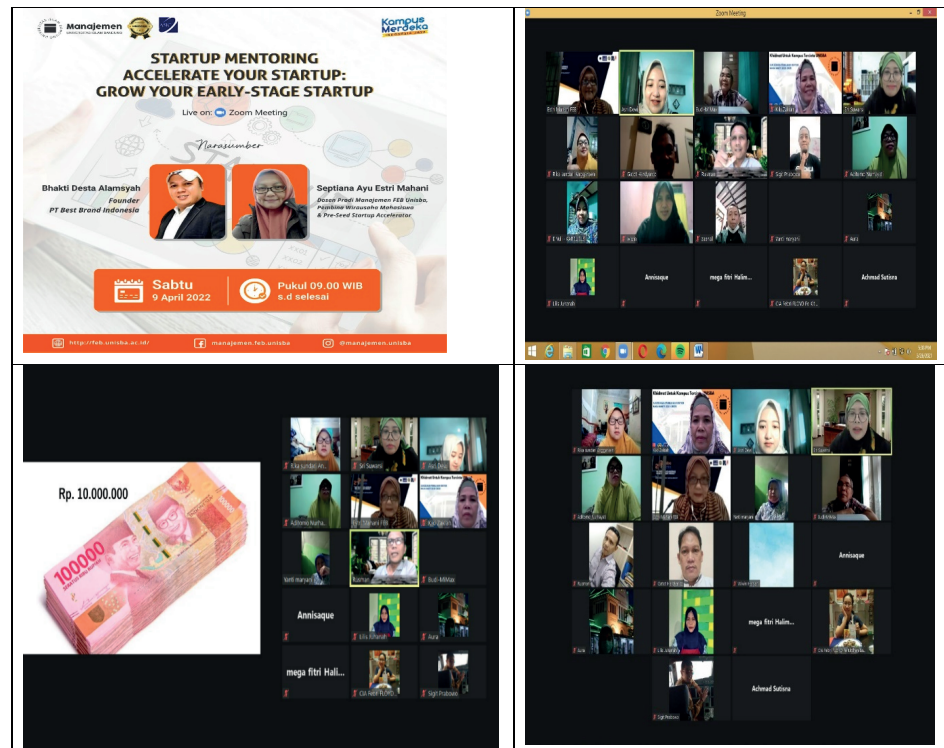


Figure 6: FGD with Partners to Map MSME Problems and Discussing KBU-MBKM Participant Student Projects.

3.2. Conducting a SWOT analysis and the right Business Model in order to prepare a Business Feasibility Study for the establishment of a Representative Cake Shop to increase branding in the City of Bandung

To set up a business is certainly not as easy as turning the palm of the hand, it requires a high effort accompanied by optimal efforts to realize it in innovative ways. For that we need a broad understanding related to this business, because the food business even though there is no death, but if we look at the culinary street food business map the level of competition is very tight, in addition to having to compete with branded cakes to cakes sold in the market. -traditional market. Therefore, it is necessary to carry out a SWOT analysis to develop the next strategy. SWOT analysis is SWOT stands

for Strengths (strengths), Weaknesses (weaknesses), Opportunities (opportunities), and Threats (threats), which is a form of descriptive analysis of situations and conditions (gives an overview). This analysis places situations and conditions as input factors, then grouped them according to their respective contributions. The SWOT analysis organizes the main strengths, weaknesses, opportunities, and threats of the snack market cake business into an organized list and presented in a simple grid.

Strengths (strengths) and Weaknesses (weaknesses) are derived from internal business in this field. In general, the strengths of the business in this field are: (i) production in the food sector is very easy with abundantly available materials; (ii) business in the food sector is familiar because the name and taste of this food has existed since ancient times; (iii) this food product supports culinary tourism in West Java, especially in the city of Bandung. However, business in this field also has its weaknesses, including: (i) the food business is not durable, especially for wet cakes, so the amount of production must be balanced with marketing; (ii) MSMEs engaged in this business are still lacking in business skills, especially mastery of social media in doing business; (iii) the products of these SMEs have not been standardized both in terms of taste and quality from time to time.

Opportunities (opportunities) and Threats (threats) are external things that affect the hawker market business or things that happen outside the wider market. Micro-enterprises in the snack market sector can take advantage of opportunities and protect against threats, but there are things that cannot be changed, for example, competitors, raw material prices, and shopping trends from customers. Based on the analysis of the PKM LPPM Unisba Team, the opportunities for this MSME business are: (i) people like traditional food which has been there for generations; (ii) this food business is easy to develop, with innovations in various flavors and packaging; (iii) Bandung city as a tourist city, is ideal as a place to develop culinary sector business and as a souvenir center. However, apart from having opportunities, this business also poses many threats, namely: (i) competition in the business is very tight, especially for the well-known and branded street food business in Bandung City; (ii) the lack of innovation in this market snack food product, both in terms of taste and packaging, will have an impact on consumers switching to similar products; (iii) because the actors in this field do not yet have high expertise in digital marketing, the sales of these MSMEs rely a lot on direct sales, so their marketing reach is still very limited.

Based on the SWOT analysis, students were assigned to help micro-enterprises in the snack market sector by creating a business model for the initiation of the establishment of a CAKE STORE to improve the branding of snacks for the UMKM market which is

incorporated with the Food and Beverage Association (Aspami) in Bandung City. The resulting Business Models are as follows:

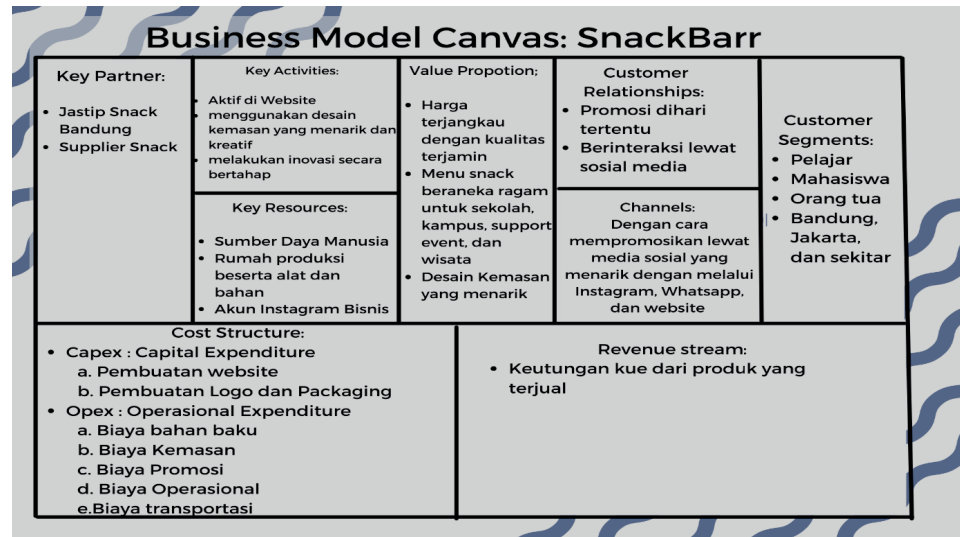


Figure 7: Canvas SnackBarr Business Model.

From the model, it can be explained the key stage of the strategies carried out, among others: Key Partners; Key Activities; Key Resources; Value Proposition; Customer Relationships; Channels; Customer Segments; Cost Structure; Revenue Streams. Furthermore, the complete Business Feasibility Study for the establishment of a SnackBarr Cake Shop is presented in appendix 1. The Feasibility Study will be carried out by KBU-MBKM participating students until the end of the semester, and will continue to be carried out after the end of the semester, with the same students and/or adding participants if this project succeed.

3.3. Providing assistance in realizing the process of establishing a Cake Shop as a sales center for SMEs in market snacks that pass the screening process.

To increase sales turnover, the KBU-MBKM student team started direct sales during the month of Ramadan by selling at the Cake Shop on Jalan Cisangkuy, Bandung. The activity of establishing a SnackBarr Cake Shop and selling cakes can be seen in the following documentation:

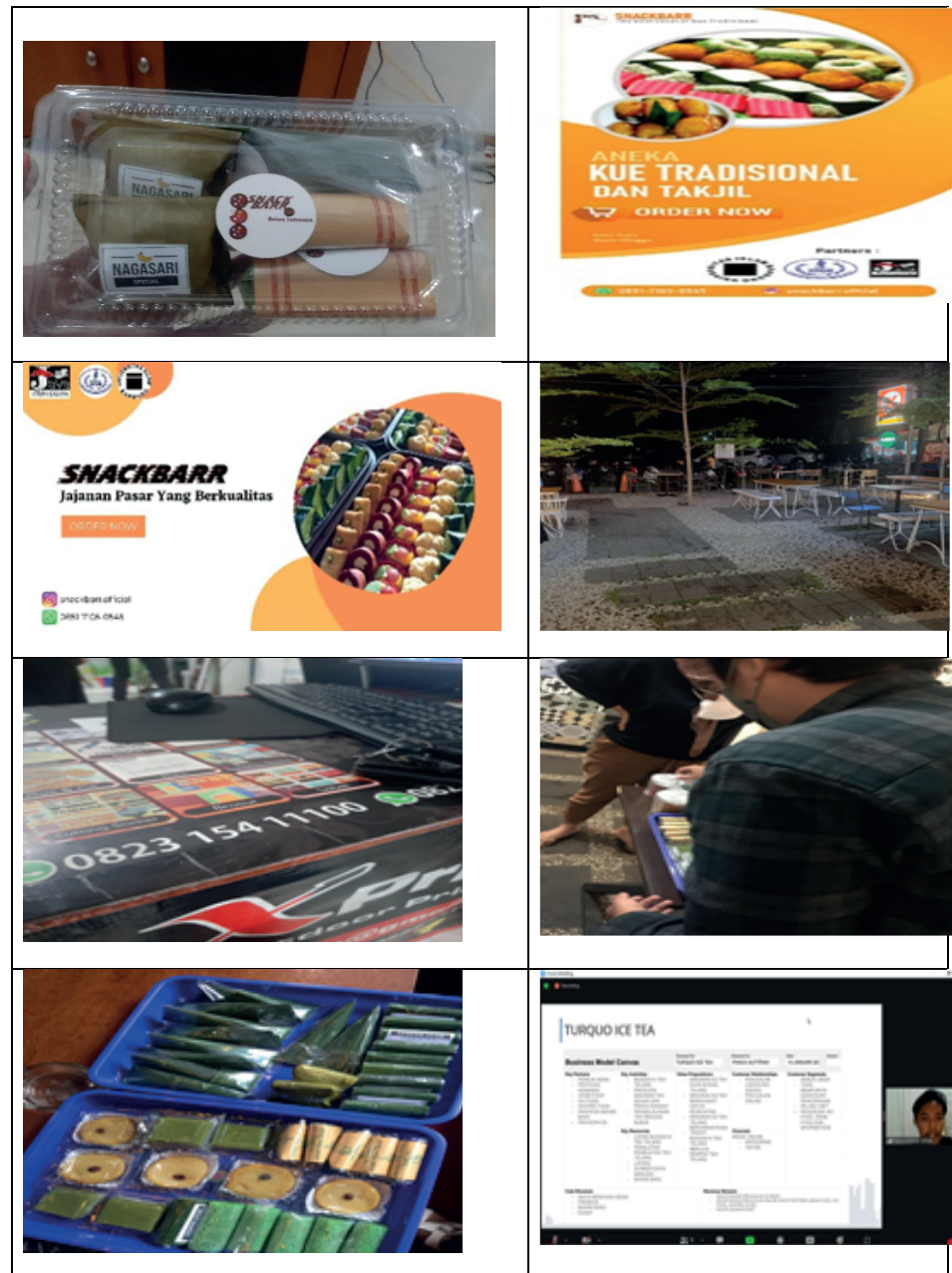


Figure 8: Market food stall.

4. Conclusion

That in order to achieve the objectives of the activities carried out in the Community Partnership Program (PKM), namely: "The Micro Business Assistance Program for the Snack Market Sector Through Business Development Lectures on the Implementation of Independent Learning on an Independent Campus", this activity is not just for a moment, but must be sustainable, the Team PKM Unisba will try to continue the project by involving students in the next semester and will also provide guidance through

an integrated mobile business clinic that has been carried out in the previous PKM. This PKM is a continuous service program in collaboration with Kadin Bandung, other business associations.

Providing assistance to micro snack businesses, either through direct guidance, or through online training, and also directly fielding students participating in the Business Development Lecture (KBU), as an effort to establish a symbiotic mutualism between students and micro entrepreneurs. So that your link to match between universities and the business world is realized.

The establishment of the SnackBarr Cake Shop which was initiated by a new student at the pioneering stage with a fairly good sales turnover, has returned its capital, along with the SnackBarr Cake Shop has won the trust as a supplier of PT. Uzma to meet the snack needs of the Unisba environment. Therefore, the sustainability of this program needs to be maintained, so that student businesses can develop, so that the existence of this cake shop becomes a means for micro-enterprises in the market snack sector to increase sales turnover and increase brand in West Java society in general and Bandung City community.

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