TECHNOLOGY DEVELOPMENT OF ENTREPRENEURSHIP TRAINING FOR UMKM ACTIVITIES BASED ON EXCHANGE OF BUSINESS ACTIVITIES (PERKASA) IN PASANGGRAHAN VILLAGE, KASOMALANG DISTRICT SUBANG DISTRICT

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Abstract

Training technology based on the exchange of business actors is a development of training technology. This exchange-based training technology aims to increase the capacity of individuals and groups. This training technology results from a combination of training and comparative studies. This study aims to analyze the results of the implementation of training technology based on the exchange of business actors in Pasanggrahan Village, Subang Regency. The method used in the research is qualitative research with the Participation Action Research (PAR) method. The targets observed in this study are UMKM actors. The UMKM involved are UMKMs that have potential and are starting their business (at the middle level). The result of this study is that there is an changed/efective from the implementation of exchange-based training technology for business actors, including increasing the knowledge capacity of business actors in developing their business, the occurrence of cooperation between UMKM actors, and adding insight to develop the business they have to be more advanced. Training based on the exchange of business actors can be one of the enrichments that can be used as an alternative to improving training technology and can be an interesting method in the development of social work practice science with the community.

Keyword:
Training, Capacity, UMKM, Social Work Technology Engineering

INTRODUCTION

Poverty is the biggest social problem in this country, so far poverty has been a frightening specter. Poverty is the root of social problems. This problem can affect other social problems and vice versa" (Edi Suharto, 2011).

The causes of poverty in Indonesia as quoted from the Central Statistics Agency (BPS), namely; (1) lack of employment opportunities, (2) unequal income of the population, (3) low level of public education, (4) low health status, (5) higher cost of living, (6) lack of attention from the government. Based on the National Economic Survey in September 2020, the percentage of the poor population rose to 10.19 percent, an increase of 0.41 percent from March 2020 and an increase of 0.97 percent in September 2019. The percentage of the urban poor in March 2020 was 7.38 percent, rising to 7.88 percent in September 2020. Meanwhile, poverty in rural areas in March 2020 was 12.82 percent, rising to 13.20 percent in September 2020.

One of the areas in Indonesia that still has poverty rates is West Java Province. which is currently ranked 23rd out of 34 provinces. Poverty in 2020 in Subang Regency itself is 9.31% or as many as 149,080 people, this number has increased from the previous year of 8.12% or as many as 129.020 people. Most of the poor families living in Subang Regency work in the informal sector such as farmers, farm laborers, ranchers, livestock workers, traders and private employees. Their income since the Covid-19 pandemic has decreased.

From the amount of data above, the problem of poverty still cannot be solved, the evidence is that from year to year the poverty rate is increasing, existing social work technologies are still unable to answer the problems that occur in the field. It is necessary to have a compact cooperation between the community and the parties who become facilitators in solving poverty in Indonesia.

Subang Regency has abundant natural resources, but with these abundant resources it has not been able to increase the economic progress of the district and in particular raise the standard of living of the community as a whole. This can be seen from the average level of education of the population, the high level of poverty of the population, inadequate job opportunities, and many other problems that accompany the nation's journey towards economic prosperity. To increase the prosperity of the community, improvements are needed in various sectors, especially those that directly affect the improvement of people's welfare, one of which is the proliferation of human resources.

Human resources are all humans involved in an organization in seeking the realization of the organization's goals (Sayuti, 2000). In human resources, there are components of human resources, including entrepreneurs, leaders, and employees. Entrepreneur is anyone who invests his capital to earn income and the amount of income is uncertain depending on the profits achieved by the company. One of the efforts made by entrepreneurs is UMKM.

The existence of micro, small and medium enterprises (UMKM) in Indonesia has a very strategic role in improving the country's economy. This can be seen from the large number of workers working in this sector, the high contribution to the formation of the gross domestic product (GDP) of the national economy, and helping to reduce public unemployment..

Research conducted by Kuncoro (2009) explains that the number of people who work in UMKM shows the large role of UMKM in helping to overcome the problem

of unemployment. The same thing is expressed by research conducted by Latifi (2012) which shows that micro and medium industries contribute to job growth and increase people's income. Aside from being a driving force in overcoming unemployment and creating jobs, more than that, this sector has proven to be able to survive in the midst of the economic crisis that hit several countries in the world when compared to large companies.

Research conducted by Basri (2002) reveals that UMKM are able to survive because 1) they produce consumer goods, especially non-durable goods. This group of goods is characterized by a relatively low demand for changes in income; 2) the majority of small businesses rely more on non-banking financing in terms of funding; 3) small businesses generally carry out strict product specialization in terms of the production of certain goods; 4) the formation of UMKM as a result of the many layoffs in the formal sector due to the prolonged economic crisis.

Behind the large role of UMKM,

UMKM still have several unsolved problems. These problems include the lack of quality human resources, lack of guidance and guidance from related parties, low technology, insufficient capital resources, traditional management, inadequate infrastructure, difficulty in obtaining raw materials, difficulty in obtaining business permits or legal entities, the difficulty of marketing the products produced, and other problems.

From these problems, Various trainings are needed to increase the capacity of UMKM actors. Training is a systematic and organized procedure, which learns about technical knowledge and skills. This is in line with Puspita's opinion (2018) which says that training is part of education that involves the learning process to acquire and improve skills outside the applicable education system, within a short period of time. relatively short and with a method that prioritizes practice over theory. While the scheme in training according to Sedarmayanti (2017) is as follows:
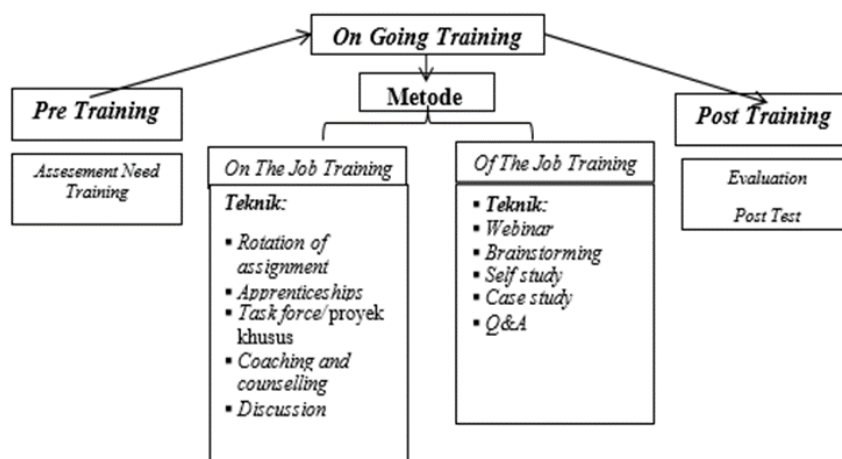

Figure 1 Training Scheme

Weaknesses found in the initial training model were that the community, especially business actors, lacked insight and knowledge about how to manage a business,

they relied on their abilities from experience and self-taught learning outcomes with minimal knowledge. They run a business still in the traditional way, lack of practice during

training, there is no role model that can provide examples and role models for trainees. This requires innovation in training in order to obtain benefits and achievements in the training activities.

Referring to the practical experience of changing the research community, the initial training model was deemed to be less efficient and effective so that improvements or engineering were needed. According to Sugeng Pujileksono, et al (2021), social work technology engineering is the process of designing, modifying, developing, or creating new technologies to improve existing processes or functions. The researcher designed a training technology based on the exchange of business actors to answer the previous training technology gap. The researcher hopes that the community can increase their entrepreneurial capacity so that they can get out of the poverty line and can prosper independently. Capacity building here is defined as the process by which individuals, groups, organizations, institutions and communities improve their abilities (Anni Milen, 2004).

This design has a target for UMKM actors with the aim of increasing the entrepreneurial capacity of UMKM actors, with this design it is hoped that business actors can have more expertise and knowledge and can have a wide network of relationships from the results of this training design. Entrepreneurship is defined as the process of creating something different in value by using the necessary time and effort, assuming the accompanying financial, psychological, and social risks, and receiving financial rewards and personal satisfaction. (Masykur Wiratmo, 1996). Based on the results of discussions with business actors, stakeholders, and the local village government, it was found that there were opportunities to improve entrepreneurial

skills and knowledge through exchange-based training for business actors that aimed to increase business while boosting the income of the surrounding community through UMKM business actors, the end result of which would encourage the surrounding (rural) community can be more empowered and prosperous independently. Therefore, the authors are interested in taking the title of the thesis "Development of Entrepreneurship Training Technology Design for Micro, Small and Medium Enterprises based on business actors exchange in Pasanggrahan Village, Kasomalang District, Subang Regency."

METHODE
A. Research design

The researcher used a qualitative approach and the Participatory Action Research (PAR) method with descriptive research type to obtain in-depth and detailed information about the development of technology design for entrepreneurship training programs for UMKM entrepreneurs in Pasanggrahan Village, Kasomalang District, Subang Regency.

The Participatory Action Research (PAR) method is an effort to try out ideas into practice to improve or change something in order to get a real impact from the situation (Nurul Zuriah, 2007). In this study, efforts to try out ideas in overcoming the problem of poverty by implementing entrepreneurship training for UMKM business actors. The entrepreneurship training is expected to be achieved through a series of activities carried out jointly between researchers and the poor and stakeholders (village officials, PKK cadres and members of youth organizations). While participatory, becomes the main pressure in this research. Through the involvement of participants (Stakeholders) in each stage of the research, it is hoped that participants will not only participate in

research activities, but create meaning and awareness to feel ownership and responsibility for the processes carried out in research..

B. Explanation of Terms

An explanation of terms is needed so that the reader does not misunderstand in interpreting the concepts used in the study. Explanation of terms in this study include:

1. Program design is a written proposal through the process of analyzing the situation, planning strategies and structures regarding the plan for making a program that will be implemented in order to produce thorough preparation.
2. Training is part of education that involves the learning process to acquire and improve abilities or skills in a relatively short time and with methods that prioritize practice over theory.
3. Entrepreneurship is an ability that will later be given to the community, especially the poor in an effort to create, create, and carry out a business to support the income of the poor.
4. Poverty is one of the social problems in which a person's inability to meet their daily needs.

C. Data Types and Sources

Sources of data in this study are primary and secondary data sources. Primary data sources in this study are sources that are directly obtained by researchers from predetermined informants or participants. The data obtained by researchers in the field from representatives of selected UMKM business actors and stakeholders living in the Pasanggrahan Village area using various data collection techniques. Data sources were determined and selected purposively with the criteria of participants having UMKM, special and unique processed food products from the area, actively participating in FGDs organized by researchers. The number that will be used as data sources is 9 people. In this study, the primary data source is the represented UMKM business actors. Secondary data sources are sources that do not directly provide data to researchers. Sources of data obtained through documents such as journals, theses, literature books relevant to poverty alleviation through entrepreneurship training. Secondary data is used as a reference in conducting research in the field, to analyze data and design intervention models.

D. Data Validity Check

The validity of the data is checked by using the credibility test, transferability test, dependability test, and confirmability test.

E. Data analysis

The data analysis used is qualitative data analysis technique, namely by working with the data obtained and information about entrepreneurship training programs for the poor. Information data obtained from information is carried out continuously until the data is saturated which is considered reliable to answer the research focus. Qualitative data analysis techniques can be carried out interactively through the process of data collection, data reduction, data presentation and conclusion drawing/verification. The analysis of interactive model data according to Milles and Huberman in the book Sugiyono (2018) is as follows
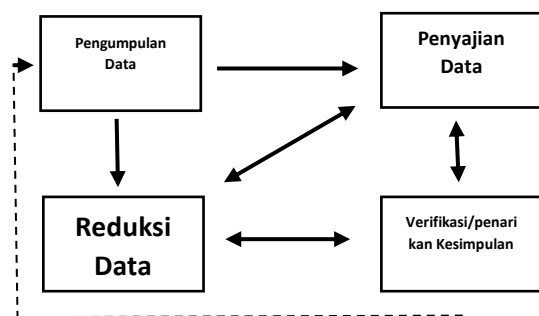

Figure 2. Data Analysis Flow

F. Data collection technique

Data collection techniques in this study used observation, in-depth interviews, focus group discussions/FGD. The observation technique is through direct observation of certain objects related to data collection on the problems to be studied. Observations were made on social situations that included actors, activities and places. The data collected and obtained by researchers is by directly seeing, hearing and participating in activities with UMKM business actors.

The in-depth interview technique is carried out by asking a number of questions that have been systematically arranged in the interview guide to participants about the entrepreneurship training program for UMKM business actors. This interview was conducted by UMKM business actors to obtain information according to the topic of the problem. The focus group discussion/FGD technique through this focused discussion activity, researchers want to obtain the views of UMKM business actors, community members, village officials and other parties. Information on discussion participants as information will complement each other so that they can provide an assessment of the entrepreneurship training program efforts for SMEs. In addition, discussion is also a tool to verify and test the validity of several types of data.

RESEARCH RESULT

Strengthening the development of training technology to produce maximum use of technology requires discussions with various parties. The results of several meetings with the focus group discussion method/FGD and in-depth interviews with UMKM actors and several stakeholders resulted in formulas for improving the technology developed. The implementation was carried out in April – June 2022 in two villages in the Subang Regency area. As for the business actors involved as many as 4 UMKM with different product backgrounds, ranging from glass chips, bakpia, pineapple, palm sugar, and various processed products from pineapple. In its implementation, several stages are carried out, including
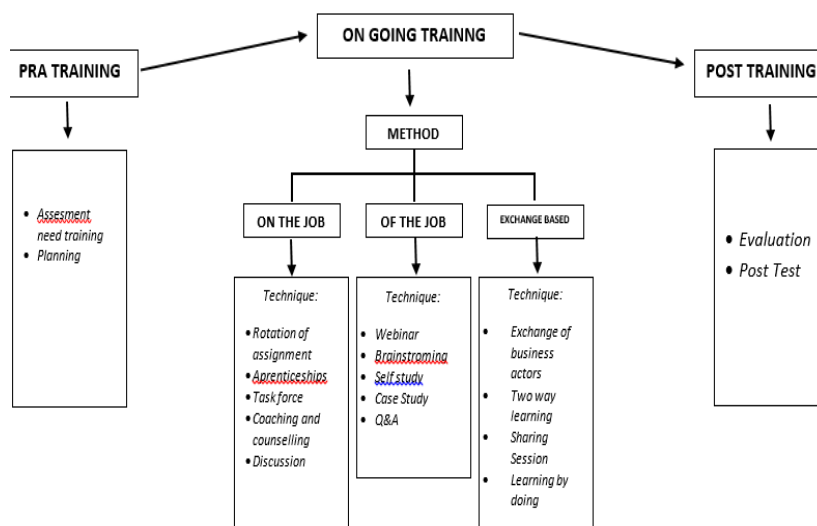
A. Early Design Technology

Figure 3 Initial Design

The technological design above is the result of a literature study on the Community Change Management practicum report conducted by researchers at Poltekesos Bandung, Applied Masters Study Program. The technology is an initial design that will later be developed and refined. In this technology design, there has been a development from the previous training technology design, where researchers add exchange-based methods in training. The technology design has been tested theoretically in the community change management practicum session.

C. Technology Design Development Planning

B. Identification of Needs

Researchers held a needs identification stage which was carried out with UMKM actors to find out what needs were needed in the field. The results of the discussion agreed that the needs of UMKM business actors in conducting training include:

1. Innovation in training so that it is not boring with material exposure
2. Want continuous activities after training
3. Streamline time and maximize activities with the shortest possible time.
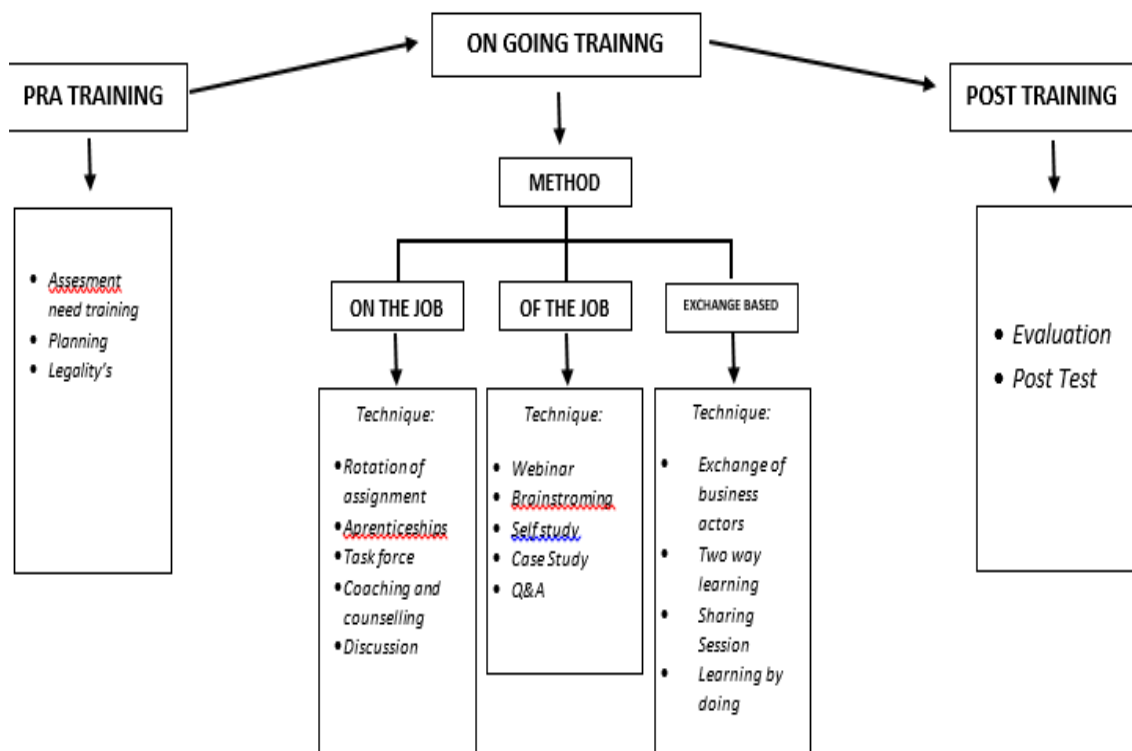4. Practice directly in the field in the training.

Figure 4 Design Result planning

In the planning stage of the development of this technology design, researchers and business actors jointly design how the development of training designs can be in accordance with the needs required by business actors. The result of this design is a technology design called training for business actors based on business actor exchange (PERKASA).

This PERKASA training itself will later be implemented together so that it can be reviewed if there are still things that need to

be improved for improvement. What distinguishes it from the initial design is that there is a legality stage in pre-training, which aims to take care of licensing and signing cooperation in implementing PERKASA training

D. Technology Design Implementation

The implementation process is the peak stage of all stages, the results obtained from the implementation will describe how successful the development of the technology created is

Figure 5 Final Design of Training

The picture above shows how the PERKASA training implementation process begins, starting with an assessment of training needs such as In the PERKASA training implementation, it begins with the departure of UMKM actors from Pasanggrahan Village as many as 4 people go to Tambakmekar Village to conduct PERKASA training, the training theme raised is macro-level marketing strategy where participants get various strategies regarding marketing to gift shops, grocery stores, and other high-end stores.

After that, they were given hands-on practice at the gift shop so that they could understand how to market at the macro level in various ways to market properly and correctly. After the activity was completed, the participants were invited to go around introducing how UMKM in Tambakmekar Village do production. and exchange experiences and thoughts about working in the UMKM world. After that was completed, then the Tambakmekar Village section conducted training in Pasanggrahan Village, the training raised the theme of micro-level marketing strategy which the material included how to market to klontongan shops, small warung stalls, and others, after that they practiced in stores klontongan to carry out a micro level marketing strategy, after the

practice is complete they are introduced to how to produce in Pasanggrahan Village

The results of the implementation obtained include:

1. There is cooperation between UMKM actors in terms of marketing such as helping each other connect with shops and stalls to sell products.
2. There is collaboration in food processing innovations such as product taste, product raw materials, and product composition
3. The occurrence of exchanging ideas and ideas about UMKM such as how to process products, packaging methods, how to make packaging designs, how to do licensing related to product sales.

E. Final Design Technology Development

In determining the final model, the researchers and UMKM actors discussed to agree on the final model of PERKASA training as an improvement from the implementation that had been carried out. The discussion resulted in the final design which can be seen in Figure 5 as follows

In this final design it was mutually agreed on the addition of points including in the pre-training there was an additional planning whose purpose was to plan preparations and make a list of needs that will be used and involved in this PERKASA training, then there are additional legality's points which in this point deal with licensing and letter of cooperation with parties who will be involved in this PERKASA training, then in on going training there is an additional method in the training concept, namely exchange based, this exchange based is one of the training methods by exchanging business actors in the implementation of the training, in practice the business actors will make visits to each other's production sites and provide material and exchange ideas and experiences, at the end of the training there will be direct practice in the field to train the abilities of the

participants after the material is given. In the post-training stage, there are additional workshop points where these business actors are expected to be able to hold workshops at the place of business (factory/company) or in their business environment (village/sub-district), the aim is to share the knowledge that has been obtained with other business actors so that the same -sama can advance his business or can create a collaboration to advance his business.

The addition of several activities or steps in each stage both pre-training, on-going training, and post-training aims to maximize PERKASA training technology engineering, so that this design can be a breakthrough in dealing with poverty problems through UMKM.

DISCUSSION

Base on the research, this research obtained the final engineering results to complement and develop research from training that was researched by previous researchers. Research conducted by Maman Sulaiman 2018, Lies Indriyatni et al. 2015, Ernawati 2014. Several weaknesses were found, such as the training was only conducted once with a knowledge transfer system to the participants, which means the system is only one-way, with the PERKASA training technology design providing an offer for the material delivery system to be carried out by giving each other insight, knowledge, and experience, which means a two-way knowledge transfer system that will make the participants more enthusiastic and not bored/bored and easier to capture the material presented.

The results of the next analysis, the researchers found that there was no continuity from the results of the training, when the training activities ended, at that time there was no continuity of the training, the

participants seemed to be confused when they got a material but when they were about to apply it they didn't know what to do, with PERKASA training participants can get continuity from the training activities in the form of collaboration with fellow UMKM who can later work together to trigger a joint activity either from collaboration or cooperation in certain things such as working together in terms of marketing, food processing innovation, and others.

Furthermore, the researchers found a drawback from the previous training in the form of the lack of opportunities for participants to share their experiences and insights, with this PERKASA training the participants will be more flexible in sharing experiences and insights during the training.

The engineering design of PERKASA's training technology is based on two theories, namely Social Exchange Theory and Social Learning Theory. The exchange of UMKM business actors in this design refers to the social exchange theory which explains that human relations are formed by the use of subjective analysis of profits, sacrifices, and comparisons of various alternatives. Self-interest and interdependence are at the heart of social exchange. This is the basic form of interaction when two or more actors have something of value to each other. Between one business actor and another business actor is mutually valuable and mutually beneficial to each other. The results (outcomes) are based on a combination of the efforts of both parties and mutually regulate and complement each other both from their experience and knowledge about the business they are running. Exchange does not only focus on relocating business locations, more than that, in the exchange there is a process of mutual learning (knowledge sharing).

Sharing knowledge between business actors in this design is in line with Social Learning Theory which explains that basically humans have the ability to think and organize or direct themselves so that they can also control the environment, besides humans are also shaped by their environment. Thus, individual behavior is learned through interactions with the environment, and the development of his personality depends on these interactions. In interacting, individuals make observations of other individuals. Learning by observation is called modeling. In modeling, there is a process of imitation of the model. In PERKASA's training design, each business actor is a model for the others, they give each other examples and imitate each other. Business actors share their business experiences, tips and tricks and other motivational tips. This observation learning process will make learning from each other, no one is superior, they both share and receive knowledge together. The lessons learned are expected to be able to provide positive changes in the UMKM they live in.

This design has a chance for success, because in practice there are many positive impressions given by participants such as the exchange which is very beneficial in upgrading their knowledge and skills not only through knowledge but also direct practice in the field. The knowledge gained is not only theoretical, but actually based on the experience of each business actor. However, during conducting the research, researchers still found several limitations, such as the lack of previous studies on training in the perspective of social welfare so that researchers have not been able to compare much between previous practices and current findings.

CONCLUSION

Poverty can be minimized, one of which is through UMKM where UMKM are

able to face various conditions, one of which is the Covid-19 condition. To achieve UMKM that are able to compete and have quality, it is necessary to enrich or add knowledge and expertise, one of the solutions is training. Training is a systematic and organized procedure, which learns about technical knowledge and skills. This is in line with the opinion. Training is part of education which involves the learning process to acquire and improve skills outside the applicable education system, in a relatively short time.

The weakness of this initial training model is that it is generally less efficient and effective due to unsatisfactory results and many indicators of deficiencies in this training which makes the training less of a big impact for the participants, especially business actors.

The results of the study resulted in a technology design called PERKASA training, the difference from training in general is in the pre-training stage adding planning and legality's points, then in the on-going training stage there is an additional method in training, namely exchange-based which includes various techniques, then in post-training. training there are additional workshops.

The final design result of PERKASA training technology engineering refers to social exchange theory and social learning theory to make this technology design theoretically strong.

PERKASA training can be an enrichment that can be used as an alternative to improve training technology and can be an interesting method in developing social work practice with the community

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55