



Counseling and technical guidance for business feasibility study of mandiri sejahtera joint business group (kube) kemlagigede village

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INFO ARTIKEL

Abstract

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KUBE has a very important war in the village economy. In Kemlagigede Village there are 3 Joint Business Groups (KUBE) that have been formed, but all of them are relatively slow growing. This shows that the Joint Business Group in Kemlagigede Village needs to be fostered and developed in order to increase the activity and productivity of the Joint Business Group as a catalyst for driving the village economy, so it is necessary to develop other businesses that are economically profitable. This community service is carried out using an outreach approach with the FGD method and technical guidance for all members of KUBE Mandiri Sejahtera understanding and technical guidance related to the following: 1) Vision and mission as well as strategic plans which will become the basis of reference for managing the Joint Business Group; 2) Mapping the potential, problems and opportunities for developing Joint Business Groups; 3) Understanding of business feasibility studies; Understanding of Marketing Management; Understanding of Financial Management and Accounting; 4) Understanding of the organization and its management.

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Introduction

In order to realize improvements in the welfare of rural communities, the establishment of KUBE has a very important role in the village economy. Joint Business Groups (KUBE) are groups of poor families that were formed, grew and developed based on their initiative in implementing Productive Economic Enterprises

(UEP) to increase family income and social welfare. Legal basis for Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 25 of 2015 concerning Joint Business Groups

In Kemlagigede Village there are 3 Joint Business Groups (KUBE) that have been formed, but all of them are relatively slow growing. This shows that the Joint Business Group in Kemlagigede Village needs to be fostered and developed so that there is an increase in the activity and productivity of the Joint Business Group as a catalyst for driving the village economy.

One of the Joint Business Groups in Kemlagigede village, Turi District, Lamongan Regency is KUBE MANDIRI SEJAHTERA. This Joint Business Group has been active since early 2020, and started operating with capital of IDR. 10,000,000,- with 20 members. Currently, the Joint Business Group is utilizing all of this capital to provide its members with capital to start businesses and develop existing businesses using a capital loan system from KUBE Mandiri Sejahtera. This business was chosen because all the members of Kube Mandiri Sejahtera are mothers and most of them do not have additional income apart from their husbands who are agricultural laborers. Considering the strategic role of the Joint Mandiri Sejahtera Business Group in Kemlagigede village, of course it is not enough to just rely on this business which has very slow capital turnover, while there is still a lot of other potential that can be developed in this village, so it is necessary to develop other businesses that are economically profitable. However, to develop this business requires the readiness of the Joint Business Group management to explore and assess the feasibility of the business to be developed, including efforts to attract cooperation from external parties, both government and private.

Based on this background description, academic assistance is needed for Joint Business Group managers in developing their managerial abilities through Technical Guidance for Joint Business Group Management, by providing understanding and transfer of skills in making Joint Business Group Business Feasibility Studies (SKB).

RESEARCH METHODS

This community service activity was carried out in the Mandiri Sejahtera Joint Business Group (KUBE) Kemlagigede Village which is engaged in the credit business. This community service activity is carried out by providing counseling and technical guidance for preparing financial reports for business feasibility studies in the Bersama Kube Mandiri Sejahtera business group. The implementation of activities can be explained as follows: a. Initial survey conducted to find out the obstacles faced by partners. b. Preparation Stages: Preparation for this activity includes several procedures, namely preparing materials, preparing activity equipment, arranging licensing documents. c. Implementation of activities, actions or implementation of technical guidance for preparing business feasibility study reports. d. Evaluation, after implementing the activity, the team carries out an evaluation with the following activities: seeing the results of the report that has been made whether it is in accordance with the partner's situation and reviewing what needs to be improved and re-evaluating.

RESULT

Based on the results of an initial survey with the head of Kube Mandiri Sejahtera Kemlagigede Village, Mrs. Siti Muyasaroh, it is known that Kube Mandiri Sejahtera

is running well in its activities, but the management does not really know whether the Kube business can be said to be healthy and worth running or not. In the 2 years of its journey, Kube Mandiri Sejahtera has implemented several aspects in the feasibility study of a business, however, from a legal aspect, Kube Mandiri Sejahtera only has a license to operate from the village, there are no other permits that protect it and in terms of the marketing aspect, Kube Mandiri Sejahtera is still around members in the village have not yet opened up members from outside the village, from these several obstacles, the head of Kube Mandiri Sejahtera hopes that from this community service activity with counseling and technical guidance, business feasibility studies will be the start of an evaluation of Kube Mandiri Sejahtera to develop further and improve. Several aspects are felt to need to be developed and updated to broaden the selection of Kube members and expand Kube Mandiri Sejahtera into a business group that can help more members. Because basically the Joint business group helps members to develop. The more members there are, the bigger the independent prosperous group will be. This community service activity consists of outreach activities and BIMTEK making business feasibility study reports at Kube Mandiri Sejahtera, with frequent models and technical guidance in making business feasibility study reports.

DISCUSSION

that the technical aspects of Kube Mandiri Sejahtera technology still use a manual recording system. For this reason, the team provided community service to provide a solution for making bookkeeping via Microsoft Excel to make it easier to report finances in the following year. The chairman of Kube Mandiri Sejahtera, Kemlagigede Village, Mrs. Siti Muyasaroh, is known to know that Kube Mandiri Sejahtera is running well in its activities, but the management does not really know whether the Kube business can be said to be healthy and worth running or not. In the 2 years of its journey, Kube Mandiri Sejahtera has implemented several aspects in the feasibility study of a business, however, from a legal aspect, Kube Mandiri Sejahtera only has a license to operate from the village, there are no other permits that protect it and in terms of the marketing aspect, Kube Mandiri Sejahtera is still around members in the village have not yet opened up members from outside the village, from several obstacles, the head of Kube Mandiri Sejahtera hopes that from this community service activity with counseling and technical guidance, business feasibility studies will be the start of an evaluation of Kube Mandiri Sejahtera to develop further and improve. Several aspects are felt to need to be developed and updated to broaden the selection of Kube members and expand Kube Mandiri Sejahtera into a business group that can help more members.

CONCLUSION

The technical guidance activities above were attended by all 23 members of Kube Mandiri Sejahtera. Apart from Bimtek, this activity also often takes the form of business which is suitable for developing Kube apart from the credit sector. From this activity, it can be seen that the members are enthusiastic about developing business ideas and business developments that are in line with the rural market share and can be carried out by mothers. Because all members of Kube Mandiri Sejahtera are housewives. The activity then continued with the preparation of a business feasibility study report carried out by the chairman, secretary and treasurer of Kube Mandiri Sejahtera, completed by the community service team. After the report has been completed, the community service team looks back at the report results and reviews them for deficiencies in several aspects that need to be updated.

From this report, it was found that the technical aspect of Kube Mandiri Sejahtera technology still uses a manual recording system. Therefore, the team provided community service to provide a solution for making bookkeeping via Microsoft Excel to make financial reporting easier in the following year.

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