
INCREASING THE ENTREPRENEURIAL CAPACITY OF BUMDES MANAGEMENT IN BAJENG DISTRICT, GOWA REGENCY SOUTH SULAWESI

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Abstract

This service aims to increase the entrepreneurial capacity of BUMDesa administrators in Bajeng District through Management, Entrepreneurship, Marketing and Bookkeeping Training. To increase capacity in the field of management, participants were given training on how management functions that we know as POAC (planning, organizing, actuating, controlling) can be carried out properly in managing the resources owned so that organizational goals can be achieved effectively and efficiently. To increase capacity in the field of entrepreneurship to the trainees, material was given about: (1) entrepreneurial mentality, namely how to build a mental attitude that entrepreneurial actors must have so that they can compete in their business development (2) creative thinking, where BUMDes administrators must be able to take advantage of existing business opportunities by utilizing their resources (3) business management, each BUMDes administrator understands the analysis of the micro environment that affects (Competitor, New Entry, Buyer, Supplier), Product Life Cycle consisting of Introduction, Growth, Maturity, Decliner as a tool for justifying the business stages managed and being able to set the right strategy at each of these stages (4) Business Plan, Bundes Management is able to make a good business plan by considering the condition of the resources owned from the internal side and the opportunities and threats that exist from the side External To increase capacity in the field of marketing, the trainees were given material on how to determine effective marketing strategies used to increase sales turnover by utilizing the marketing mix consisting of 4P, namely: (1) product development in accordance with consumer tastes, (2) determination of competitive product selling prices (prices) in accordance with people's purchasing power, (3) choosing the right distribution channel (plice) so that poduk (4) choosing the right promotion mix in delivering information about the product to consumers For capacity building in the field of bookkeeping, the trainees were given an understanding of bookkeeping that can be applied in managing their business finances, with the following materials: (1) Accounting, providing an understanding of the basic equation of accounting which is a balance between the asset and asset sides, (2) Calculating and recording in bookkeeping, aiming for business actors to know the financial condition of the business they run

Keywords: BUMDesa, Management, Entrepreneurship, Marketing, Bookkeeping.

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INTRODUCTION

As the smallest political unit of the government, the village has a strategic position as a pillar of national development. Villages have a lot of potential not only in terms of population, but also the availability of abundant natural resources. If these two potentials can be managed optimally, it will provide welfare for the villagers [1]

The fulfillment of general welfare and the village economy must be the backbone that is built firmly. The development of village economic resilience requires awareness and joint efforts of all components at every level, both macro and micro. Not only economic resilience but also how development is able to define village adaptive welfare as welfare in accordance with the local wisdom of the village [2].

One of the new approaches that is expected to be able to stimulate and move the wheels of the economy in rural areas is through the establishment of economic institutions that are fully managed by village communities. In order for the existence of this economic institution not to be controlled by a certain group that has large capital in the countryside, the ownership of the institution is by the village and controlled together where the main goal is to improve the economic standard of living of the community [3]

Village-Owned Enterprises (BUMDesa) are institutions that are expected to be able to answer these challenges. Bumdes was born as a new approach with the aim of mobilizing and accelerating the village economy [4], based on the needs and potentials of the village [5]

In Bajeng District, Gowa Regency, South Sulawesi Province, there are 10 villages and 4 sub-districts, all of which have formed BUMDesa since 2016. of the 10 BUMDes are not all running according to the purpose of their formation and in general have not been able to contribute to the original income of the village.

In detail, 10 villages located in Bajeng District, Gowa Regency, South Sulawesi Province that have BUMDesa are as follows:

1. Village Tank Bajeng.
2. Panynyangkalang Village
3. Pabbentengang Village
4. Desa Maccini Baji
5. Desa Paraikatte
6. Maradekaya Village
7. Panciro Village
8. Bonto Sunggu Village
9. Lempangang Village
10. Bone Village

Partner Location: Bajeng District, Gowa Regency, South Sulawesi



25 km from Megarezky University Makassar Campus

Mr. Lisan, S.Sos., MM, as the deputy head of the Bajeng sub-district government, Gowa Regency, South Sulawesi province explained that the potential of the area is very fertile and there are many businesses that can be developed, especially in the agriculture, plantation, livestock and trade sectors, so that the Bajeng sub-district head, Mrs. Haerani Malingkai, S.Sos really hopes that BUMDesa in Bajeng sub-district can become a business entity in the village that is able to drive and develop the business potential in the area and contribute to the PAD of their respective villages.

The problem so far is that BUMDesa administrators do not have adequate capabilities in management, entrepreneurship, marketing of products produced and financial management, so that not all BUMDes can benefit. For this reason, increasing the entrepreneurial capacity of BUMDesa managers, including economic actors in the 10 villages in Bajeng District, needs to be improved through management, entrepreneurship, marketing and bookkeeping training that can be applied in the management of BUMDes in their respective regions.

So that by increasing entrepreneurial capacity through management, entrepreneurship, marketing and bookkeeping training, it is hoped that BUMDesa leaders will be able to develop the businesses they manage as well as increase potential businesses to be developed in their respective areas so that an improvement in the welfare of villagers is obtained as the goal of establishing BUMDesa.

PROBLEM IDENTIFICATION AND FORMULATION

Based on the analysis of the situation that has been stated above, the identification of problems and the formulation of problems in community service are as follows:

1. Knowledge about management is still very limited, so in this service training is carried out on how management functions (planning, organizing, actuating, controlling) can be carried out properly in managing the resources owned
2. Knowledge about entrepreneurship is still very limited, so in this service training is carried out on how to form an entrepreneurial mentality and make a business plan
3. Knowledge about product marketing is still limited, so in this service training is carried out on marketing strategies through the development of an effective marketing mix
4. The ability to manage finances is still lacking, so in this service is a bookkeeping training that is easy to implement (applicable).

OBJECTIVES, BENEFITS, AND TARGETS OF ACTIVITIES

Activity Objectives

The objectives to be achieved in this activity can be described as follows:

1. The trainees can know and apply management knowledge so that they are able to make good business planning, place people in the management of BUMDesa according to their capacity, carry out what has been planned to the maximum, evaluate how to implement the plan that has been made previously to make improvements and improvements in the next period
2. The trainees can know and form an entrepreneurial mentality in themselves and make a good business plan before the business is implemented so that the managed BUMDes can develop and become a forum for strengthening the economy of the village community in Bajeng District, Gowa Regency, South Sulawesi Province
3. Trainees can know and implement the marketing strategies that have been determined through the development of the marketing mix so that it has an impact on increasing the sales volume of the managed business.
4. Training participants can know and carry out simple bookkeeping in managing their business finances well so that it has an impact on increasing business profits while improving their welfare.

Benefits of Activities

This community service activity is expected to be beneficial for BUMDesa administrators in Bajeng District, Gowa Regency, South Sulawesi Province as follows:

1. Knowledge of management science obtained in this training can be applied in managing and developing BUMDesa in Bajeng District, Gowa Regency, South Sulawesi Province
2. The knowledge and entrepreneurial skills of BUMDesa administrators obtained through this training can be applied in managing and developing BUMDesa in Bajeng District, Gowa Regency, South Sulawesi Province
3. The knowledge and marketing skills of the management in developing BUMDesa in Bajeng District, Gowa Regency, South Sulawesi Province have improved as a result of this training.

4. Knowledge and skills of BUMDesa management about financial management through simple bookkeeping can make it easier to manage business finances correctly

Activity Targets

The targets of community service in this activity are as follows:

1. The trainees are able to apply management knowledge to the maximum in managing and developing BUMDesa in Bajeng District, Gowa Regency, South Sulawesi Province
2. The trainees are able to make a good business plan by considering the resources they have and the potential for business development in Bajeng District, Gowa Regency, South Sulawesi Province
3. The trainees are able to determine the marketing strategy of the products produced through the development of the marketing mix which consists of 4 P's, namely: (1) product development in accordance with consumer tastes, (2) determination of product selling prices that are competitive and in accordance with the purchasing power of the community, (3) choosing the right distribution channel (place) so that the produk produced is guaranteed to be available, (4) choosing the right means of promotion (promotion mix) so that information about the products produced reaches consumers.
4. Training participants are able to make simple bookkeeping through recording cash flow for the business they are running, so that from the cash in flow and out flow recorded, business actors can find out the profits and losses every month. Besides that, it is also able to separate personal money from business money so that there are no mistakes in the allocation or use of funds.
5. The four things mentioned above are the implementation of management science, business planning, marketing and bookkeeping are outlined in learning documents in the form of working papers from each participant whose format has been prepared by the service team so that it is hoped that after returning home from the training all participants can apply the material that has been given in their business management.

IMPLEMENTATION METHOD

This activity was carried out to partners, namely 10 BUMDesa with various kinds of business activities in each BUMDesa in Bajeng District, Gowa Regency, South Sulawesi Province.

The implementation method of this program is as follows:

Provision of Materials

The material provided in the activity to 10 BUMDesa partners in Bajeng District, Gowa Regency, South Sulawesi Province, in the form of knowledge about entrepreneurship for BUMDesa administrators to be able to manage and develop their businesses, appropriate marketing strategies are used to increase sales and simple bookkeeping that can be used in financial management, including how to apply for loans to obtain funding from financial institutions

For capacity building in the field of management, the service team provides the following materials:

1. Objectives, explaining how to set realistic and rational goals for a business to be developed so that these goals can be achieved with measurable time and cost
2. Effective and Efficient, explaining how to achieve the goals that have been set in advance precisely/successfully with the smallest possible sacrifice that can be minimized in terms of energy, cost, and time
3. Resources, explaining how to empower the resources owned consisting of human resources (man), raw materials (materials), available funds (money), tools used (machines), and how to manage businesses (methods) which are all limited to meet consumer needs (market)
4. Management Function, explaining how to carry out the management function consisting of POAC (planning, organizing, actuating, controlling) as a reference in making good planning, placing people in the management of BUMDesa in accordance with their capabilities, carrying out what has been planned to the maximum, evaluating how to implement the plan that has been made previously to be improved and refined in the next period

For capacity building in the field of entrepreneurship, the service team provided the following materials:

1. Entrepreneurial spirit, explaining the mental attitude that business actors must have so that they are able to compete in their business development
2. Think creatively, explain how BUMDes managers are able to see and break through existing business opportunities by utilizing their resources
3. Business management, explaining the understanding of micro-environmental analysis that affects businesses (competitors, new entry, buyers, suppliers, replacement goods), product life cycle consisting of 4 stages (introduction, growth, maturity, decliner) as a tool for justifying business stages and the right strategy at each stage of the business
4. Business plan, explaining good business planning by considering the resources owned from the internal side and the opportunities and threats that exist from the external side

Regarding marketing strategies to increase sales, the service team provided material on how to choose a marketing mix that is effectively used by adjusting the capabilities and conditions of the company from the internal side of the company and adapting to the needs and desires of consumers from the external side. The marketing mix variables that will be introduced to the BUMDesa management are:

1. Product, explaining how to create a product that has a competitive advantage (competitive advantage) and is in accordance with consumer tastes
2. Price, explaining how to price a competitive product by considering the cost of production or cost of goods sold (COGS) and the profit to be obtained (cost-plus pricing method)
3. Place, explaining how to choose the right distribution channel to use so that the products produced can be easily obtained by consumers, both through retail traders and distributors
4. Promotion, explaining how to choose an effective promotion mix in conveying and introducing products to consumers by considering the company's ability to spend promotional costs.

For bookkeeping materials to be applied in managing finances, the service team delivered the following material to the participants:

1. Accounting, provides an understanding of the basic equation of accounting which is the balance between the asset side (left) and the passive (right), if changes arise due to the occurrence of financial transactions, the balance must also be maintained. This is the basis for being able to do accounting such as journaling to presenting financial statements
2. Calculating, recording in the books, this aims to enable business actors to know the financial condition of the business they are running, to know the growth or decline of the business, to separate the money from the business from personal money, so as to prevent the closure of the business.

Training

From the material that has been presented about entrepreneurship, marketing and simple bookkeeping, participants are trained to make a business plan, pour out marketing strategies that have been set and simple bookkeeping in working papers that have been prepared by the service team as follows:

- a. Business Plan, a business plan outlined in a working paper that has been provided by the servicer, contains: the type of product to be sold, the customer to be achieved, the SWOT analysis approach, the marketing plan, the location of the business, the financial plan and human resources
- b. Cost-Plus Pricing Method, setting the selling price of products with the approach of production costs incurred, namely variable costs and fixed costs and adding to the expected profit or margin
- c. Creating products that meet the needs of the market, the right distribution channels in delivering products to consumers, promotional mixes that are in accordance with market conditions and the company's financing capabilities.
- d. Recording on the working paper which is a summary of all transactions contained in the cash book, cost of product price card and in the inventory book correctly which format has been prepared by the service team
- e. The notes on the working paper are the source of data for filling in the company's balance sheet and profit and loss statements whose format has been prepared by the service team, so that the trainees can find out the financial condition of their company in each desired period

ACTIVITY RESULTS

The training was carried out for 2 days, 1 day each of management and entrepreneurship training and 1 day of marketing and bookkeeping training attended by as many as 60 participants.

Time and place: management, entrepreneurship, marketing and bookkeeping training activities were carried out in the hall of the Bajeng District Office, Gowa Regency, South Sulawesi for 2 days, namely March 18 - 19, 2024

Participants were 60 people: each of 10 BUMDesa sent 4 people, 10 village heads in Bajeng District, 5 village assistants, 5 Staff from Bajeng District

Output:

- o Business plan documents by the participants
- o Document Participant worksheet

o Publication in service journals

Obstacles in Implementation: some participants arrived late so that the training process was slightly disrupted

Financing: All training costs are borne independently by the S1 entrepreneurship study program service team, Faculty of Digital Business Economics, Megarezky University

CONCLUSION

Community service has been carried out with the aim of increasing the capacity of the management of 10 BUMDes in Bajeng District, Gowa Regency, South Sulawesi Province through Management, Entrepreneurship, Marketing and Bookkeeping Training.

In the field of management, the students have been given training on how management functions (planning, organizing, actuating, controlling) can be carried out properly in managing their resources

In the field of entrepreneurship, participants are given training on how to form an entrepreneurial mentality and make a realistic and measurable business plan according to the business potential in their respective regions

In the field of marketing, participants were given training on how to determine the marketing strategy of the resulting product through the development of a marketing mix consisting of product, price, place, and promotion

In the field of bookkeeping, participants are given an understanding of bookkeeping, accounting, calculating and recording financial transactions so that BUMDesa management can find out the financial condition of the business that is run in each desired period

From the material that has been presented about management, entrepreneurship, marketing and simple bookkeeping, participants who have been trained can carry out management functions, make business plans, set marketing strategies, and simple bookkeeping in working papers that have been prepared by the service team.

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