

Development of Community Economy-Based SME's Management in Pagerharjo Subdistrict in Supporting the Kulonprogo Purchase Program

by Kiromim Baroroh, Aprilia Tina Lidyasari, Sutopo

ABSTRACT

Kulon Progo, especially the Pagerharjo Samigaluh Kulonprogo area, is an area that has abundant natural resource potential. However, the many resources available in Pagerharjo Village have not been matched by the community's ability to empower them. This became the basis for the UNY Service Team to make observations to find out the problems that occurred in the MSME sector in Pagerharjo Village and then proceed with providing solutions to the problems that occurred. To achieve this goal, the UNY Service Team first conducted observations and FGDs to find out needs, regional potential, and problems that occur in the community and then provided solutions to problems that occurred in the MSME sector which involved stakeholders in Pagerharjo Village, including village heads, secretaries village, BUMDES director, KWT members, women's group (PKK), and community elders.

The steps taken before carrying out the assistance are as follows: 1) inculturation, 2) building an understanding of Pagerharjo Village stakeholders, 3) analyzing the causes of problems in the community, especially MSME actors, 4) Developing a problem solving plan through FGD, and 5) compiling a program for solving problems with partners.

Based on the results of the FGD, it is known that some of the problems that exist with partners are as follows: 1) problems in the human resource management aspect, 2) problems in the organizational management aspect, 3) problems in the production aspect, and 4) problems in the marketing aspect.

From the problems found, the UNY Service Team made 3 programs, namely: 1. HR Development: Creative solutions related to HR Development namely Workshops: Organizational conflict management, capacity building, management of digital literacy websites. - Initial meeting 1 was held before the workshop - Initial meeting 2 was held before the workshop - Workshop on organizational conflict management was held 2 times at the meeting hall on Bukit Menoreh with 40 MSME participants and housewives (21, 22 August and 2 October. - Capacity training building was held on 24, 25 September and 26 at Bukit Menoreh with 40 MSME participants and housewives. Continued on 24, 25, 26 October 2022. Digital literacy website management workshops were held 2 times (24-25 Sep 2022) on Menoreh Hill with 20 participants from young friends 2. Digital Media Development: Creative solutions related to Digitalization Development: wifi network development and web provision - Website management and digital literacy workshops are held 2 times basic and advanced (2-3 Oct 2022 for basic, while advanced 4, 5 November 2022) at Bukit Menoreh 20 participants from young friends - Online marketing workshop held 11 and 24 Sep 2022 meeting hall at Bukit Menoreh 20 participants from young friends. Followed by advanced online marketing training on: 22, 23 October 2022. The development of the partner wifi network is in the form of building 1 tower equipped with wifi and it has been 100% built. 3. Development of Production Equipment/Machines: Creative solutions related to machine/equipment procurement, Development of pullper machines to improve coffee quality, development of sharpening machines, Coffee scales, Packing/Siller machines, Sets of espresso coffee machines, Development of machines to increase production of chips (sharpening machines, grating machine), generator. - Engineering pullper machine to improve coffee quality has been carried out by producing 1 pullper machine unit. - The development of a grinding machine, a chopper to increase the production of chips has been carried out by producing 1 unit of machine - Procurement of coffee scales has been purchased 1 unit - Packing machine/Siller sealer has been purchased 1 unit - Espresso coffee machine set 1 unit has been purchased - Powder machine has been purchased 1 units - Genset has been purchased 2 units - Business space arrangement purchased 2 storefronts. All of the above activities including the purchase of equipment have been completed.

The output consists of 6 HKI namely Pullper machine guide, Chopper machine guide, 3 machine grating machine guide, Conflict Management Skills, Capacity Building Module and website creation module and digital literacy. 3 modules in Project ba

Kata Kunci: *SME's, ekonomi kerakyatan*