



## **MENTORING AND PIONEERING MSMES IN THE FARMER GROUP (MEKAR JAYA) IN THE FORM OF AN TARO BENENG LEAF PROCESSOR AS AN ALTERNATIVE TO TOBACCO LEAVES FOR RAW MATERIALS OF HERBAL CIGARETTE PRODUCTS IN PALANYAR PANDEGLANG VILLAGE BANTEN**

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### **ABSTRACT**

*Some residents of Palanyar Village are farmers and taro leaf businesses, but the management is still simple and not managed systematically and well planned, so it has not been able to provide maximum results. This assistance aims to increase competitiveness from small and medium-sized industrial businesses to independent small industries based on creative industries to increase product added value and attract the market. Methods of implementation through discussion, practice, mentoring, monitoring and evaluation. The results of this assistance show that not all tiny and medium tobacco industry businesses in Palanyar Village, which have not taken care of circular licenses, halal certificates, produce product innovation and online marketing, due to limited funds and human resources.*

**Keywords:** Health protocol; Pandemic Period; Awareness;

### **INTRODUCTION**

The high number of job seekers in Indonesia is not directly proportional to the number of jobs, so many people throughout Indonesia are trying to create breakthroughs to increase competitiveness to advance the economy in their respective regions. No wonder more and more business actors emerged in the small and medium enterprises (MSMEs) industry sector. The MSME sector has a vital role for economic growth in Indonesia.

The influence of the contribution of MSMEs is quite significant to the development of the national economy, it turns out that this sector still holds some fundamental problems. MSMEs are still weak in the application of business management, the quality of human resources is still limited, related to weak business capital access to financial institutions and sustainable marketing processes. Some of the obstacles small entrepreneurs face are limitations in the field of capital, market access, access to applied technology, business management and still lack of entrepreneurial spirit among small and medium-sized businesses. Most actors run businesses traditionally and are hereditary efforts of their people, making it challenging to develop. This happens because of the uncertainty of the importance of managing the business or business professionally.

An essential factor that determines success in developing a business is the application of business management management. Many businesses can not develop because of poor business management. So that a lot of business capital owned long ago business actors will run out also if they can not manage properly. The business should be able to continue to grow and develop if laid out properly and systemized. However, most business owners only run the business without direction, goals, and a well-planned strategy. Most business owners only run a business, not build a system that directs definite implementation measures, so they have to work for life to keep the business running.

Palanyar residents produce taro beneng leaves to help the family's economic income. This home business has excellent potential to be developed. Because the market demand that already exists today is quite large, namely from various corners of Pandeglang Regency. However, the management of taro beneng leaf business is still straightforward and not appropriately managed, and has not implemented systematic and well-planned business management. Small and medium-sized industrial businesses if managed with the implementation of sound business management, it will develop into a more extensive and advanced tobacco industry so that it can open jobs, to reduce the unemployment rate in the Palanyar Village area itself, besides that it can absorb the existing workforce outside Palanyar Village. The increase in the economy is not only for small and medium-sized industrial businesses in Palanyar Village, but also affects the increasing economy of Cipeucang Pandeglang District and surrounding areas.





***Figure 1: showing the process of making "tobacco from beneng taro leaves" is still simple***

By looking at the above problems, it is necessary to provide empowerment to improve business management for small industrial businesses in Palanyar Village. Most people have livelihoods as taro leaf businesses, farm workers, vegetable farmers, goat farmers, goldfish and catfish cultivation, etc. Palanyar village is identical to the manufacture of tobacco from beneng taro leaves because of the many beneng taro plants planted or grow wild.

However, the ability to manage business management owned by small and medium-sized industrial businesses, can still be classified not good. Most of the taro leaf business actors still run the business as a side job has not been used as a permanent business. Most of the taro beneng leaf business actors do not yet have a license, the packaging of taro beneng tobacco used has not had exciting innovations and the marketing process is only limited around Pandeglang, has not been able to get out of Pandeglang Regency. In contrast, the potential of taro beneng leaves produced by business people in Palanyar Village is very large to market taro beneng tobacco to other districts such as Serang Regency, Lebak and Tangerang and even Jakarta. By looking at the background above we hope for a change in a better direction than before.

The purpose of community service in the form of empowerment in the form of assistance in the implementation of business management, among others: to improve business management skills so that they can compete with other business actors, create quality products by health standards, understand the creation of licenses, understand the creation of halal certificates, be able to implement marketing strategies both conventional and online marketing, thus the business of small and medium-sized taro beneng leaf industry players can run well. Thus, with the development of the efforts of small industry players of taro beneng leaves, businesses carried out can reduce the unemployment rate and increase the economy of the people of Palanyar Village and surrounding areas, increase entrepreneurship awareness and improve the quality of human resources.

In order to achieve high effectiveness in the community service and empowerment program in the form of business management assistance, it will involve several parties including: taro beneng leaf business actors, farmers groups, Palanyar Village officials, community leaders, RW, RT, speakers from the Pandeglang District Health Office, The Cooperative Office and MSMEs of Pandeglang Regency, the Pandeglang Regency

Industry and Trade Office, the successful MSMEs at the Pandeglang Regency level and Banten province.

## METHOD

The methods used in community empowerment service activities in the form of business management assistance to taro beneng leaf business actors in Palanyar Village, including by conducting interviews of RW and RT palanyar villages and palanyar village officials to gather information about the potential of the village and the condition of palanyar village community as a built village. Furthermore, interviews were also conducted with several managers or artisans of taro beneng leaves and taro beneng farmers themselves to determine their response to the design of business management capacity building assistance activities to small and medium-sized industrial enterprises (UKM) of beneng taro leaves. The interview results showed a positive response both from palanyar village officials and managers of small and medium-sized industrial businesses and they were willing to become participants following business management assistance in the framework of business development.

In this case group of 61 Student Work Lectures (KKM) bina Bangsa University, the team of devotion and empowerment determines programs that support the growth and development of small and medium industrial businesses in this case the taro beneng leaf business actors in Palanyar Village of Cipeucang District of Pandeglang Regency. The service team previously got enough data through the interview process both to palanyar village officials and small and medium-sized industrial businesses in Palanyar Village.

To provide maximum assistance to the business actors of taro beneng leaves, the empowerment service team (KKM Team) contacted apt sources in the field that will be conveyed to the taro beneng leaf business actors including speakers from the Pandeglang District Health Office to provide education on the management of product distribution permits. Another source is a motivator who has been trained in providing mentoring and guidance to develop Small and Medium Industrial Enterprises. KKM UNIBA Group 61's service team determined the motivators of the Cooperative Service and Small and Medium Micro Enterprises and from the Pandeglang District Industry and Trade Office. Furthermore, the serviceman determines the sources are small and medium enterprises that have been successful at the district and provincial levels. Mentoring activities are carried out in the place of taro leaf business actors, with a predetermined schedule. As for the method of mentoring and mentoring in the form of presentations by sources, discussions, case studies, making tobacco from taro beneng leaves more practically, producing good quality, and applying online marketing and marketing strategies. After conducting further assistance activities, monitor and evaluate the preparation of business actors for submitting requirements to the Health Office for taro beneng leaf business actors who do not have a distribution permit and evaluate the understanding of the taro beneng leaf business actors before and after being assisted. The next activity is to assist in the application of a circular license permit if there are among the taro leaf business actors who want to submit requirements and monitoring is carried out after mentoring activities to see more deeply the level of understanding and follow-up actions taken by taro beneng leaf business actors, after getting assistance.

## RESULTS

The mentoring activity was carried out for one day and filled by Mr. Hj. Dedi as the chairman of the Farmer Group. The day of assistance is determined after adjusting between Pak Yayat as a minor business actor of taro beneng leaves in Palanyar Village. The mentoring participants consisted of taro beneng leaf business actors and the chairman of the Farmers Group. At the beginning of the introduction activity first between the group 61 KKM Team with Mr. Hj. Dedi (Chairman of the Farmers Group) and Pak Yayat (Small business actor) continued to the taro beneng plant garden to see firsthand the planting and how to take taro beneng leaves that are ready to be used tobacco.



**Figure 2: The atmosphere of business management assistance to business actors"tobacco from taro beneng leaves"**

The first part, the group of KKM team 61 with Mr. Hj. Dedi (Chairman of the Farmer Group) and Mr. Yayat (Small business actor) to the taro beneng taro garden to see the beneng taro plant planted directly. Pak Yayat explained the beginning of the selection of beneng taro seeds to be planted, the plant's maintenance, and the selection of beneng taro leaves that are ready to be harvested and used as tobacco. The KKM team of group 61 also helps or jumps directly to choose leaves ready to harvest. Mr. Hj. Dedi also advises planting taro beneng in the garden to improve the quality of taro beneng itself and increase the planting of taro beneng.

In the second part of the KKM group 61 team with Mr. Hj. Dedi (Chairman of the Farmers Group) and Mr. Yayat (Small business actor) headed to the taro beneng leaves production site. Mr. Yayat explained from the beginning of production, the use of cutting machines, every process explained all. Then Mr. Hj. Dedi explained how to deal with problems such as sanitary hygiene where the management of taro beneng leaves, beneng taro leaf management equipment, buildings and facilities assessed such as production rooms, production room completeness, storage, production equipment, water sources, facilities and activities, pest control, employee habits, and others. The hope is that tobacco is ready to be sent to the Farmers Group with the best quality.

In the session to Mr. Hj. Dedi conveyed how to become a successful and independent business actor, how to create quality products so that they can be enjoyed and can be sent to the Farmer Group. In addition, it explains how to market a good and

correct product, with the implementation of the right marketing strategy and online marketing.

Evaluation of the success of this activity can be known through several indicators including:

1. Based on the evaluation results that in this case tobacco business actors from taro beneng in Palanyar Village, still do not know related to the management of tobacco shipments to the Farmers Group, make products according to the quality standards of the Farmers Group, create quality products that can be enjoyed and purchased by the wider community, how to implement the right targeted marketing strategy and the application of online marketing, and how to become a successful small and medium-sized business.
2. To find out the absorption and understanding of the mentoring material conveyed, business actors must ask several questions related to the material conveyed by the chairman of the Farmer Group. Based on the results of discussions, taro beneng leaf business actors finally understand how to produce products that meet the quality standards of the Farmer Group, how to create quality products, and market products with the application of the right marketing strategy and implement online marketing.
3. The monitoring activities of the first day of the service and the team took to the field to see the extent of the preparation of taro beneng leaf business actors, how to produce products by the quality standards of the Farmer Group, how to implement marketing strategies. Most of them are still doing improvements in the production house, the way of production and other techniques can not be made according to the conditions explained when mentoring by the chairman of the Farmers Group.
- 4.



**Figure 3: Uniba Group 61 KKM Team**

## CONCLUSION

This activity was carried out in Palanyar Village of Cipeucang District of Pandeglang Regency. The assistance showed that the assistance of production from the beginning of the cultivation of taro beneng until it became tobacco is needed to meet the quality standards of the Farmer Group. Taro beneng leaf business in Palanyar Village Cipeucang Pandeglang Subdistrict, there are still many who do not have deep knowledge and experience related to understanding the production process that

produces good quality and the application of marketing strategies and the application of online marketing to increase sales.

Several complaints faced by taro beneng tobacco business actors in Palanyar Village based on interviews are taro leaf businesses who want to get assistance to produce quality products, marketing strategies both conventional and online marketing.

Community service activities program of UNIBA Group 61 Community Community Team Of Palanyar Village, business management assistance to taro beneng leaf business actors, plus mentoring, monitoring, and evaluation activities lasted for one whole day.

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