Entrepreneurship-Based Economic Potential Development in Mekarsari Village, Cibalong District, Garut Regency

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Abstract

Mekarsari Village, Cibalong District, Garut Regency. Mekarsari Village has a variety of local economic potential that can be utilized to improve the standard of living and welfare of the local community. To make this happen, targeted and sustainable strategic steps are needed. In this article, we identify the economic potential that exists in Mekarsari Village, including natural resources, local expertise, superior products, and market opportunities that can be used as a basis for entrepreneurial activities. Additionally, this article outlines concrete steps that can be taken to encourage entrepreneurial growth in the region. Some of the steps proposed include training and entrepreneurship development programs for village residents, intensive assistance and guidance in the initial stages of business establishment, as well as the formation of cooperatives or joint business groups to strengthen their bargaining position and expand market access. Product diversification, innovation, and effective promotion and marketing are also important parts of the entrepreneurship-based economic development strategy in Mekarsari Village. This service also highlights the importance of collaboration with external parties, such as government agencies, research institutions, universities and private companies, as a means of supporting economic development at the local level. In this context, financial management and accountability are also important factors that need to be considered in order to maintain sustainability and sustainable business growth. Through these structured steps and approaches, it is hoped that this article can provide guidance and inspiration for stakeholders to jointly contribute to advancing the local economy in Mekarsari Village, creating new jobs, and improving the quality of life of the community as a whole.

Keywords: *Development of Economic Potential; Entrepreneurship.*

A. INTRODUCTION

Economic dynamics in villages are often considered slow in comparison with economic growth in cities (Arfianto & Balahmar, 2014). However, through village economic structuring and escalation strategies, local economic potential can be optimized by utilizing available resources efficiently, effectively and wisely (Jatmiko, 2020). These empowerment efforts must be adapted to the context of the village environment and the needs of the community, in order to achieve equitable and sustainable prosperity and prosperity for the entire village community (Chaerudin et al, 2020). With a holistic and sustainable approach, the village economy can become a growth engine capable of improving the quality of life and strengthening local economic resilience (Mangowal, 2013).

Economic development in villages can be achieved through various approaches, one of which is by encouraging the growth and development of

entrepreneurship (Adi & Mulyadi, 2019). This refers to establishing a dynamic and inclusive business ecosystem, as well as creating a fair business environment through supportive policies. These policies must be designed to facilitate business and entrepreneurial growth, improve access to capital, and encourage innovation in various sectors (Rukmana et al., 2023). Through this approach, economic development driven by entrepreneurship can have a positive impact on village communities, strengthen local economic competitiveness, and realize sustainable economic prosperity for the entire community (Hatu, 2010).

Promoting an entrepreneurship-based economy in villages is not just a strategy, but is also a real effort to build an inclusive economy by involving all levels of society (Pada et al., 2022). Through entrepreneurship, local economic potential can be optimized, create job opportunities, and increase the income of village communities evenly (Muzaqi & Hanum, 2020). Apart from that, this approach also provides a basis for creating better welfare and social justice at the village level, ensuring that every individual and group benefits from the economic development process in a fair and sustainable manner (Diana et al., 2023). Thus, developing entrepreneurship in villages is not only about creating jobs or increasing income, but also about strengthening social cohesion and building a solid economic foundation for village communities (Pradani, 2020)

Mekarsari Village, located in Cibalong District, Garut Regency, is a beautiful portrait of natural and cultural diversity in Indonesia. This village is rich in natural resources, local expertise and superior products which have great potential to develop the local community's economy. However, like many other rural areas, Mekarsari Village also faces challenges in optimizing this potential and improving the welfare of its people.

Mekarsari Village is one of the villages in Garut Regency, to the west of the Cibalong District, with an area of 2,941.51 Ha. Administratively it is divided into 4 (four) hamlets, namely Hamlet I: Ciawi, Hamlet II: Wanasari, Hamlet III: Rancahayam, Hamlet IV Bangshadow. The four hamlets are divided into: 10 (ten) Rukun Warga (RW) and 40 (forty) Rukun Tetangga (RT).

Mekarsari Village is the tertian village of 11 villages in Cibalong District. Geographically, Mekarsarari Village has a large area and has adequate natural resources and has great potential to be processed and utilized optimally. However, this requires maximum process, time and performance. The population of Mekarsari Village as of the end of December 2017 was 7,229 people, there was a population growth rate from 2016 of 10%. Population growth is due to population increase caused by the influx of people from other areas due to marriage, and natural population growth (birth). Almost 75% of Mekarsari Village residents who are married and in their productive age are participating in the Family Planning (KB) program. With the increasing rate of population growth, the residential conditions in Mekarsari Village are increasingly dense, this is evidenced by the large number of agricultural lands being converted into residential areas. In general, the economic conditions in Mekarsari Village are quite good, seen from the potential for the average population

to have a decent livelihood so that the standard of living is improving even though there are a few percent who can be categorized as less than adequate and are listed as poor. With the various aid programs rolled out by the government, both the central government and regional governments, this has brought about significant changes in the Mekarsari Village area.

Inclusive and sustainable economic growth is one of the main development goals at the village level (Mas et al., 2021). Entrepreneurship is considered effective in moving the wheels of the economy and empowering communities in managing their local potential (Karlina et al., 2019). Entrepreneurship plays an important role in creating jobs, increasing income, and improving the quality of life of people at the local level (Widjajani et al, 2015).

The potential for the local economy is diverse, ranging from abundant natural products, unique traditional skills, to superior products that have the potential to attract market interest (Mustanir, 2019). Apart from that, we will review strategic steps that can be taken to encourage the growth of entrepreneurship in this village, so that the community can be more independent and empowered in managing its economic potential (Sulaeman, 2020).

The development of entrepreneurship-based economic potential in Mekarsari Village does not just present new business opportunities, but also involves harmony between economic development and environmental preservation and local culture. Therefore, a sustainable and environmentally sound approach is the main focus in this article. Collaboration between the government, community, educational institutions and the private sector will be the key to success in realizing the vision of developing economic potential in Mekarsari Village (Kirana & Artisa, 2020). All parties must work together and be committed to creating a conducive environment for entrepreneurship development, job creation and improving community welfare (Suman et al., 2019).

One of the natural resources that Mekarsari Village has is bananas. From these bananas, the residents of Mekarsari Village make processed banana sales. Processed banana sales are a type of traditional food or snack that is popular in several regions in Indonesia. Banana sale is made from bananas that have been peeled, then cut into thin slices and processed by salting or soaking in a salt solution. This soaking process aims to preserve the bananas so they last longer and become a tasty snack.

Processed banana sales in Mekarsari Village, Garut Regency, have different characteristics and methods of preparation from processed banana sales in other areas. Every region in Indonesia has variations and special recipes for preparing traditional foods, including banana sales. although in general, the steps in making banana sales will be similar to those described previously. The people of Mekarsari Village use local types of bananas or certain banana varieties that are more often available in the area. Apart from that, the recipe for the salt solution used to soak bananas can also differ according to the tastes and traditions of local people.

The banana sale produced in Mekarsari Village has a distinctive taste and is unique in the way it is served. Village communities usually maintain authenticity and distinctive characteristics in processing traditional food so that it remains rooted in

their local culture. Several culinary entrepreneurs selling bananas in Mekarsari Village have been running their business for quite a long time. However, businesses run by craftsmen are never free from the problems they face.

Some of the problems he faced were related to business aspects, especially business management. Based on the problems faced, the problems faced by culinary businesses in Mekarsari Village can be identified, namely that the marketing carried out so far has only been conventional and uses third parties. Production, especially many orders but not fulfilled due to limited equipment owned and related to finances, banana sales business operators do not have financial records.

B. METHOD

Entrepreneurship-Based Economic Potential Development Activities in Mekarsari Village, Cibalong District, Garut Regency, in its implementation the Team will carry out activities based on several methods. The methods implemented will be through several methods including: Training (Lectures, Discussions, Demonstrations) and Technical Guidance (Bimteks).

The following is an explanation of each science and technology method that will be applied:

1. Training

   Training or training is a method that is given in order to provide knowledge and certain things that are brought by a trainer (Gendro Salim, in Complete business guide, media synergy, Jakarta. 2010). This training method is divided into three stages over three years as follows:

   a. Training Part 1 (One) of training in the form of marketing, will be given a conventional understanding first after that an explanation will be given in online marketing.
   b. Training Part 3 (three): Training regarding finances related to simple record keeping.

2. Technical Guidance (Bimtek)

   Technical guidance (Bimtek) is an activity carried out after training activities are carried out. This technical guidance activity was provided to banana sales processing entrepreneurs in Mekarsari Village. The aim of this technical guidance is for banana sales business actors to be able to apply the results of the training with technical guidance and direction from trainers. Bintek is only done for finance or simple bookkeeping.

C. RESULTS AND DISCUSSION

1. Participation of Banana Sales Processed Entrepreneurs in Program Implementation

In implementing the program in the banana sales processing business to achieve solutions (solving) business management problems related to marketing, production and finance, if the majority of banana sales business actors (50%) can achieve the expected competency, namely being able to increase their banana sales

business so that the results obtained can increase business sales, can increase production and can increase understanding related to bookkeeping (finance). Apart from that, banana sale entrepreneurs have also contributed to this activity where banana sale entrepreneurs have taken the time to provide data.



Figure 1. Banana Fruit

2. Implementation of Monitoring and Evaluation

Implementation of Monitoring is an activity carried out by the activity implementation team in observing and monitoring the implementation of training, and Bintek which is carried out or carried out by instructors or assistants, while implementation of evaluation is an assessment activity carried out by the implementation team after the training program and guidance and business management related to marketing, production and finance in the banana sale processing business. This evaluation and monitoring is carried out to see the results of the implementation of activities. The results of this activity will become a reference for related parties to continue to provide benefits to both banana sales business actors and certain parties such as the local government and the Garut Regency government in particular.

Community service activities in the form of Entrepreneurship-Based Economic Potential Development in Mekarsari Village, Cibalong District, Garut Regency, which were carried out among banana sales entrepreneurs in Mekarsari Village, Cibalong.



Figure 2 Banana Processing Place

District, Garut Regency, began with conducting a survey first carried out by the Team. Where the Team coordinates with business actors, in this case the banana sales processing businesses located around Mekarsari Village, Cibalong District, Garut Regency. Based on the results of coordination with banana sales business actors, information was obtained that business actors experienced a decline in sales during the pandemic. Previously, these banana sales businesses ran businesses with always stable sales. However, since the pandemic began, banana sales businesses have been unable to run their businesses. In fact, business actors almost went out of business, because the production they carried out could not be sold and even marketing was closed. Efforts are always made by the business owner until finally the business partner offers to run the business together. From that moment on, the business that was being run started to run again by running the business in collaboration.

Several service activities have been carried out, including in the fields of marketing, finance and understanding entrepreneurship.

a. Training

In marketing activities, the team first carries out training for banana sale business actors, where banana sale business actors are given an explanation about conventional marketing, after that the business actors or in this case banana sale business actors are given an explanation of how online marketing is carried out. . After the team gave an explanation to the banana sales business actors and discussed, the banana sales business actors were given the opportunity to convey information regarding the marketing they had carried out. Based on the explanations given by banana sales business actors or business actors, so far banana sales business actors have received guidance from the government regarding online marketing, but in practice, banana sale business actors do not run it themselves due to difficulties. Therefore, banana sales business actors are assisted by other business partners in carrying out their online marketing. However, to complete and provide explanations to banana sales business actors, in this marketing the banana sale business actors are assisted by a team and given explanations to complement the marketing they carry out. The team also advised banana sales businesses to carry out marketing independently and not depend on other banana sales businesses. This is done to understand clearly and be able to have your own market in running your business without being involved with other parties. Based on the confessions of banana sales

business actors, banana sale business actors do not yet have their own website due to several technical obstacles related to inability or being more focused on production. To overcome the problems faced, banana sales business actors are given an understanding of simple online marketing via Facebook and Instagram with the business actors' user names. To be more independent, banana sales businesses are given training on how to create Facebook and Instagram. After that, the banana sales business actors were created with a Facebook link with an email address and given a password according to the wishes of the banana sale business actors.



Figure 3 Training Atmosphere

Next, the team carried out the next activity program, namely financial training. The training activity began by providing banana sales business actors with an understanding of the importance of keeping records in running a business. The banana sales business operators stated that while running the business, the banana sales business operators had received training regarding financial recording but because they were busy with production, this was neglected. However, the banana sales business operators asked one of their relatives to help with recording.

Based on what has been conveyed by banana sales business actors, then banana sales business actors are given a little understanding of simple bookkeeping. This is so that banana sales businesses can carry out their own records without having to ask for help from others. The recording form only consists of a date column, information column, income column, expenditure column and balance column. Apart from this, banana sales business actors are also given an understanding of determining the cost of production to be clearer about how much profit they make each month. Because banana sales business operators only submitted gross income of approximately 25 to 25 per month before the pandemic. 30 million. Deduct costs including salary costs for 5 employees, minus purchases of raw materials, auxiliary materials, electricity costs, etc. Banana sales business operators say they still have money for their children's

school fees and daily living expenses. But after the pandemic, I had to sell my motorbike to cover salaries, etc. Until the end there was no marketing and the product was not sold. However, there is still a way to go with collaboration. However, in conditions like these, banana sales business operators are still asked to keep simple records so that the business they are running is clear.

Entrepreneurship training can be carried out by providing understanding and skills to business actors in Mekarsari Village, especially those involved in selling bananas. In developing entrepreneurship, material is provided regarding the basic concepts and principles of entrepreneurship, as well as case examples and experiences from entrepreneurial practitioners who success, then discuss certain topics related to entrepreneurship. every business actor is asked to analyze the problems they face and find appropriate solutions based on entrepreneurial principles and then present product or service ideas to potential investors, or face crisis situations in business.

This training involves hands-on practical sessions in developing specific skills relevant to entrepreneurship, for example marketing, financial management or the use of technology. The main aim of entrepreneurship training is to improve participants' skills, knowledge and attitudes so that they are better prepared to face the business world and build a sustainable business.

b. Bintext

Continuing the previous activity, namely training, banana sales business operators were given simple bookkeeping methods. In carrying out simple bookkeeping, banana sales business actors understand how to record it, but banana sales business actors find it difficult to divide their time in recording because they are more focused on production. In the bintext, banana sales business operators are given the simplest cash book as follows. Apart from that, an explanation and understanding of how to determine the cost of production for each product is also provided.

D. CONCLUSION

The development of entrepreneurship-based economic potential in Mekarsari Village, Cibalong District, Garut Regency, has great potential to improve the economy and welfare of local communities. The following are several important discussions related to developing entrepreneurship-based economic potential in the village:

1. Identify Local Economic Potential:
   Discuss and identify the local economic potential that exists in Mekarsari Village, including natural resources, local expertise, superior products, and market opportunities that can be the basis for entrepreneurial development.
2. Local Government Policies and Support:
   Discuss the role and support of local governments in facilitating the development of entrepreneurship-based economic potential, such as providing access to capital, permits, training and coaching.

3. Formation of Cooperatives and Joint Business Groups:
   Discuss the benefits of forming cooperatives or joint business groups to optimize the use of local economic potential and increase product competitiveness.
4. Entrepreneurship Training and Education:
   Discuss the importance of entrepreneurship training and education for village residents who are interested in becoming entrepreneurs. Entrepreneurship education can be integrated into the local education system.
5. Role of Universities and Research Institutions:
   Discuss the possibility of collaboration with universities and research institutions to support product and technological innovation in developing economic potential in Mekarsari Village.
6. Access to Finance and Business Capital:
   Discuss challenges and solutions related to financial access for prospective entrepreneurs and business actors in Mekarsari Village. Discuss financing source options that are suitable for micro and small businesses.
7. Product and Marketing Diversification:
   Discuss the importance of product diversification and effective marketing strategies to reach a wider market, both at the local, regional and national levels.
8. Use of Technology and Innovation:
   Discuss the role of technology and innovation in increasing production efficiency, product quality and marketing in developing entrepreneurship-based economic potential.
9. Preserving Local Culture:
   Discuss how entrepreneurship-based economic development can be integrated with the preservation of local culture, thereby helping to maintain local identity and wisdom.
10. Measurement and Evaluation:
    Discuss the importance of regular measurement and evaluation of the results and impacts of developing entrepreneurship-based economic potential in Mekarsari Village.
11. Collaboration with External Parties:
    Discuss the importance of collaboration with external parties, such as government agencies, non-governmental organizations, private companies and other institutions to support the development of economic potential at the village level.

Developing entrepreneurship-based economic potential in Mekarsari Village requires collaboration and commitment from various parties to achieve sustainable results and have a positive impact on the local community. It is hoped that by carrying out empowerment activities for banana sales business actors, it can be revived and businesses can run again as before the pandemic.

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