

## The Role of Entrepreneurs, Management and Intellectual Property Rights in Improving Micro Business Competitiveness in Rancatungku Village

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### ABSTRACT

**Purpose** - The purpose of Community Service (PKM) is for a workshop on the role of entrepreneurship, management and registration of Intellectual Property Rights (HKI) in increasing the competitiveness of micro-enterprises in Rancatungku village. **Methods** - The workshop method begins with a preliminary survey, observations of business houses, interviews with micro-enterprises, licensing arrangements, and preparation of presenters. **Result and discussions** - The workshop was held in the Rancatungku village hall on February 27, 2022, which was attended by Micro Business actors, especially those engaged in the culinary field such as pastries and sponge cakes. The workshop program is divided into three, namely enlightenment on the importance of entrepreneurship for micro-enterprises; introduction of management aspects from production, packaging, transformation technology in marketing culinary products, external capital and recognition of production ownership. **Conclusion** - The result of PKM activities is their high interest in being given training on packaging, branding and marketing in subsequent PKM activities so that they can penetrate supermarkets and have high purchasing power across countries.

**Keywords:** entrepreneurship, management, intellectual property rights

### INTRODUCTION

Micro-enterprises are believed to be the savior of the country's economy. The economic history of Indonesia shows that the number of Micro Enterprises is quite large and has a high contribution to both employment and income generation (Noor Shodiq Askandar, 2018). Judging from the spread of Micro Enterprises not only in cities but also in villages (Tambunan, 2014).

Rancatungku is one of the villages in Pameungpeuk District, Bandung Regency, which has several micro-enterprises engaged in various sectors such as tailors, screen printing, grocery and culinary. Rancatungku village is classified as a developing village with a population of 1200 people and a land area of 250 hectares which is divided into 11 RW and 39 RT (Supriatna, 2021). Behind the natural potential and high population, the number of Micro Enterprises is predicted to be relatively low. Even though only a few of them have a high desire to improve their potential, they are able to compete inside and outside the village of Rancatungku.

The main focus is reflected in Micro Enterprises in the culinary field, whether they have been produced for a long time or are just developing. From a survey conducted by the implementing team of students of the Islamic Economics Study Program, University of Muhammadiyah Bandung in February 2022, there are two modern culinary micro-enterprises that are growing. Then there are traditional food micro businesses such as opaque and grocery stores as well as rice stalls

scattered around the village office. Even in this village there are still market snacks such as bugis, awug, nagasari and ali agrem with a very distinctive appearance and taste.

Considering that micro-enterprises are the backbone of the Indonesian economy (I Gusti Ayu Purnamawati, 2021), we as lecturers from the Center for the Study of Empowerment of Micro, Small and Medium Enterprises (MSMEs) in collaboration with the Center for the Study of Intellectual Property Rights (HKI) to conduct Community Service (PkM) activities in Rancatungku village which are programmed +/- 1 year. The problems that arise from micro business actors are that they only produce and have not paid attention to strengthening the entrepreneurial spirit to penetrate a wider market, the application of technology in product marketing and product ownership patenting.

Based on these three problems, PkM activities must be carried out in stages in order to achieve optimal outcomes. In accordance with the planning with the village and entering the end of the Real Work Lecture (KKN) program, it was agreed to hold a workshop activity initiated by the Center for the Study of MSMEs and Intellectual Property Rights. The main goal is to further strengthen the entrepreneurial spirit, digital-based product management and patenting of culinary products produced by Micro Enterprises in Rancatungku village.

## **METHOD**

The implementation of the first phase of PkM is also part of the last KKN program for the Sharia Economics Study Program which is scheduled on February 27, 2022 in the hall of the Rancatungku Village Office. Then to be able to make it happen, the following steps are needed:

1. Preliminary survey in January 2022 through communication with the Head of the Village regarding the development of Micro Enterprises in Rancatungku village.
2. Observation of business houses around Rancatungku village that produce opaque, grocery and rice stalls.
3. Interviews with modern micro culinary entrepreneurs assisted by students of the Islamic Economics study program to get a clearer picture of their obstacles, opportunities and challenges.
4. Contacting the Head of the Village to obtain permission to invite the workshop of Micro Business actors on the agreed day, time and place.
5. Prepare presenters according to expertise in the field of entrepreneurship, management and intellectual property rights.
6. Manage the presenter's assignment letter from the Institute for Research and Community Service (LPPM) University of Muhammadiyah Bandung.
7. Implementation of PkM activities according to the agreement on February 27, 2022 at 13.00-17.00 in the village hall of Rancatungku.

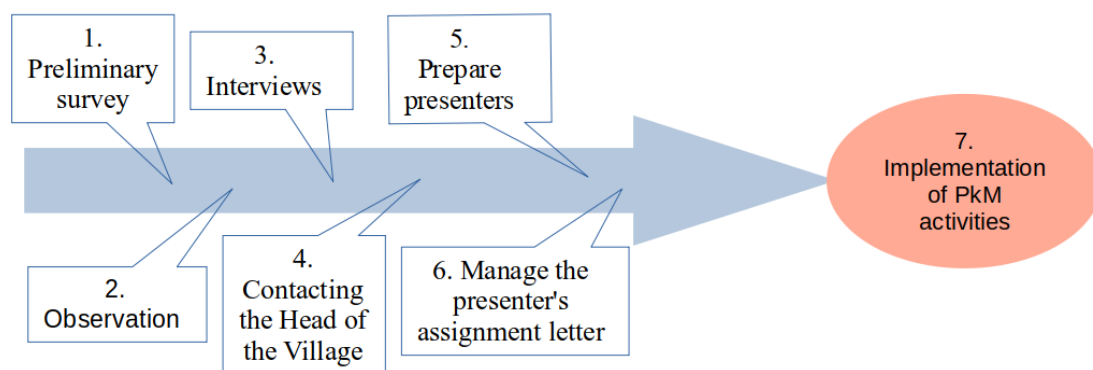


Figure 1. The Steps of the Implementation Of The First Phase of PkM

Based on this process, it is hoped that PkM activities can explore their wishes which must be followed up by the Study Center of the University of Muhammadiyah Bandung. In fact, there will be sustainable cooperation as the principle of development programs in Indonesia (Helin Garlinia Yudawisastra, 2021).

## RESULTS AND DISCUSSION

### Contract

Workshop activities carried out by the MSME Study Center and HKI in collaboration with students of the Faculty of Islamic Religion in accordance with the agreement with the Village Head and micro-entrepreneurs are programmed at the end of February (27/2/2022). The main factor is considering the density of the implementation of the main KKN student program that must be completed, so it is used as the closing activity of the Thematic KKN implementation schedule at the end of the odd semester for the 2021/2022 academic year. This moment is considered very appropriate because it is the culmination of activities that can increase the added value of the village economy through the work of micro-enterprises and all related parties (Djali et al., 2018).

### Implementation

This PkM activity is the first stage of all PkM programs scheduled from February 27 to November 27, 2022, entitled the presence of SOEs as foster fathers to synergize with MSMEs in order to improve the welfare of Rancatungku village. To be able to streamline the implementation of the workshop, the three presenters immediately presented with their respective emphases as follows:



**Figure 2. The Three Presenters**

Dr. Sugiartiningih, S.E., M.Si: Enlightenment of entrepreneurship for Micro Businesses to excel. The purpose of this enlightenment is to motivate Micro Business actors to never give up on the challenges they face both in terms of production, marketing, finance and so on. The entrepreneurial spirit that is already owned by micro business actors must be improved by continuing to innovate and be creative and not be afraid of failures that may have to be passed before achieving great success (Noor Shodiq Askandar, 2018). Micro-enterprises must have broad insight into entrepreneurship to be able to compete in the international market as an effort to improve the welfare of the nation (Murni, 2013).

Dr. Suparjiman, S.E., M.M : Production, packaging, capital and marketing for the business sector. The first objective is to emphasize management aspects that must be considered by micro-enterprises. For example, culinary production management, both in terms of uniqueness and production area boundaries, so as not to cause saturation for consumers. Second, the importance of packaging products according to standards so that they can be consumed at a higher level. Third is the importance of technological transformation for micro businesses to recognize digital marketing technology (Ridho et al., 2019). Fourth, the courage for micro-enterprises to respond to customer demands by utilizing appropriate external capital (Tanjung, 2017).

Apt. Rizky Dwi Larasati, M. Farm: Techniques for registering Intellectual Property Rights (HKI). The purpose of the presentation is to motivate micro business actors to register their products so that they have legal force and open up opportunities for further development.

The results of the presentation of this material received a high response from the PkM participants who were attended by five micro business actors who are in the culinary field. They are very enthusiastic to immediately proceed further at the training/assistance stage. According to the results of the discussion and observation of the product results shown, the expected training is as follows:

### **1. Packaging training**

Modern culinary products, both for pastries and sponge cakes, look superior in terms of taste and product diversification. First, micro-enterprises domiciled in RW 06 place more emphasis on pastries and sponge cakes made from eggs, bananas, sticky rice and purple sweet potatoes. In addition to a pretty good taste, the shape is also interesting, such as flowers, silkworms and so on.

Second, micro-enterprises living in RW 08 prioritize color variations for the various cakes they produce. For example, the production of stick cakes that are colored red and green is more popular with consumers compared to cakes that are colorless. Meanwhile, other snacks such as macronis have the same style as those traded in supermarkets but can be sold at lower prices.

From the diversity of these products, each micro business actor can produce more than five types of pastries. Likewise, traditional cakes which also have various types have advantages in terms of taste with a simple appearance. For example, Rancatungku opaque is known to be thicker and tastier because it is made from quality sticky rice imported from other villages.

Although the production side is good, the packaging looks very simple (Ridho et al., 2019). This reality requires assistance from the Study Center of the University of Muhammadiyah Bandung to package according to the standards in the next PkM.

## **2. Branding training**

The production of cakes produced by Micro Enterprises in the village of Rancatungku has so far not been properly branded. Based on the narrative of one of the Micro Business actors who had tried to provide a brand, it was rejected by the customer. Meanwhile, other micro-entrepreneurs stated that they have not thought about giving the brand again because there is no right idea. Likewise with the business of rice stalls, cakes and opaques, although they have been around for longer but have not wanted to put a brand on.

This phenomenon if left unchecked in the long term will be detrimental to micro business actors. It is very likely that their products will be taken and given another brand by competitors like what foreigners do with Indonesian products. Concerns about this condition require contributions from the Study Center of the University of Muhammadiyah Bandung to assist in mentoring the brand in the next PkM activity.

## **3. Digital marketing training**

Culinary marketing, especially pastries and sponges, relies on simple technology, namely WA with friends and buyers who already know and are used to buying their products. This ordering technique is proven to be able to receive quite high cake orders both on weekdays, especially before Eid.

Although this marketing technology has provided convenience, it is not yet optimal. Their culinary products should be able to penetrate supermarkets and other cities both at home and abroad. This limitation of mastery of marketing technology must be accompanied by assistance to micro business actors (Iswanti Nursyirwan et al., 2020). The Study Center of the University of Muhammadiyah Bandung must prepare the right digital marketing assistance for their condition in the next PkM activity.

Based on the three points above, it inspired the PkM Study Center team at the University of Muhammadiyah Bandung to help register PIRT (Home Industry Companies) as the target for this first phase of PkM activities. Even the audience is very enthusiastic to immediately hold further PkM activities so that micro-enterprises can trade at the supermarket level.

## **CONCLUSION**

1. Workshop activities on the role of entrepreneurship, management and registration of IPR for micro-enterprises in Rancatungku village have gone according to plan.
2. The response of micro business actors was very enthusiastic about the presentation of the material and asked for training on packaging, branding, marketing and PIRT registration as a basis for progress.

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