

Girirejo Village Micro Small And Medium Enterprises Empowerment Model Through The Wiradesa Program

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ABSTRACT

Background: The Village Sustainable Development Goals (SDGs) are an integrated effort that includes 18 development goals in solving village's problems. The SDGs are a real effort to accelerate sustainable development at the village level to create villages without poverty, hunger, and equitable national economic growth. One way to achieve this is by building empowered rural micro small and medium enterprises. Therefore, it is necessary to analyze the micro small and medium enterprises empowerment program to train village entrepreneurs to develop their businesses in a sustainable manner. This study aims to determine the right empowerment program to be applied to micro small and medium enterprises and identify stakeholders who help implement the program.

Method: Determination of the research area using a purposive method, namely village owned enterprises and meatball home industry in Girirejo Village, Imogiri, Bantul, D.I.Y. The sampling method was carried out by purposive sampling using certain criteria. The data used are primary and secondary data using data collection methods in the form of observation, interviews, and documentation.

Result: The results show that the empowerment programs that needed by micro, small and medium enterprises include production and operations management training, supply chain management training, digital marketing training, production and product development training, and marketing management training.

Conclusion: This empowerment program optimizes and develops existing MSMEs in Girirejo Village for the better, the scope of this program is to increase the capacity of human resources and business capacity.

Keywords: SDGs, Empowerment, micro small and medium enterprises

Strength**Table 1.** Girirejo MSMEs SOAR MatrixAspiration

1. Easy access to raw materials
2. Availability of manpower (Human Resources)
3. There is product diversification
4. Business network

1. Digital marketing

2. Opportunities to use production technology

1. Marketing through digital marketing
2. Sustainable production
3. Financial management and financial records

Result

1. Increased production capacity
2. Increased sales with digital marketing

Opportunities

Program: Empowering MSMEs through Managerial Training and Business Assistance in Girirejo Village, Imogiri District, Bantul Regency.

Table 2 Correlation Matrix between SOAR MatrixResult

1. Increased production capacity
2. Increased sales with digital marketing

1. Easy access to raw materials
2. Availability of manpower (HR)
3. There is product diversification
4. Business network

Opportunities

1. Digital marketing
2. Opportunities to use production technology

S – A

- 1.2.2 dan 3.2 Production and operations management training

- 2.3 Financial management and accounting training

O – A

StrengthAspiration

1. Marketing through digital marketing
2. Sustainable production
3. Financial management and financial records

- 1.2 Digital marketing training Stakeholders who have a direct interest in a policy and program.
- 2.2 Production training and product development Stakeholders who do not have a direct interest in a policy, program, and project but have concerns and concerns so that they have a voice and influence on public attitudes and government legal decisions.

- 4.1 Supply chain management training O – R
- 1.1 Marketing management training No . Stakeholder Type

Table 3 Stakeholders Type

Description of Stakeholders

Included in the stakeholders

1 Main

Stakeholders

2 Supporting Stakeholders

3. 3 Key

Stakeholders

Stakeholders who have legal authority in decision making.

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· Academics

· Experienced

Businessman

· Department of

Cooperatives, and SMEs,

Table 4 Stakeholder Analysis

<p>Quadrant III (Main Stakeholder) - Quadrant I (Supporting Stakeholders) Experienced Businessman Description: Quadrant I : <i>low interest and low power</i> Quadrant II : <i>high interest but low power</i></p>	<p>Quadrant III : <i>low interest but high power</i> Quadrant IV : <i>high interest and high power</i> Quadrant IV (Key Stakeholder) Department of Cooperatives, SMEs, and Industry Quadrant II (Main Stakeholder) UP. FMA Sidomulyo</p>
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Table 5 Variety of stakeholders

No.	Program	Stakeholder	Job description
1	Production and operation management training	Department of Cooperatives, SMEs, and Industry	Industry As a teacher and assistant UP. FMA Sidomulyo As a consultant
2	Supply chain management training	Department of Cooperatives, SMEs, and Industry	Department of Cooperatives, SMEs, and Industry
3	Digital marketing training	Department of Cooperatives, SMEs, and Industry	As a teacher and assistant
4	Production training and product development	Department of Cooperatives, SMEs, and Industry	As a teacher and assistant As a teacher and assistant UP. FMA Sidomulyo As a consultant
5	Marketing management training	Department of Cooperatives, SMEs, and Industry	Cooperatives, SMEs, and Industry
6	Financial management and accounting training	Department of Cooperatives, SMEs, and Industry	As a teacher and assistant As a teacher and assistant



Image 1. MSMEs in The Village of Girirejo

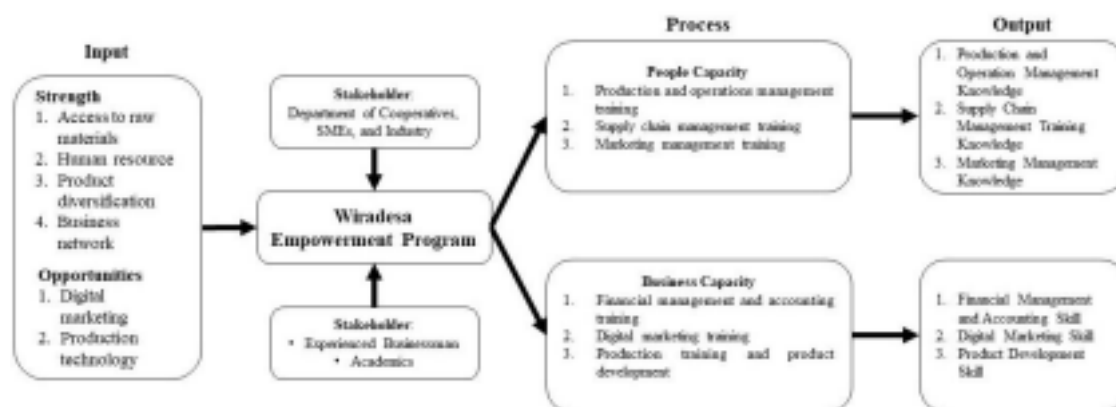


Image 2. Wiradesa Empowerment Program