



The Role of MSME Workshop by KKM Tematik in Efforts to Increase Productivity of Ketapang Village Community in Mauk District

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Abstrak

Di masa pandemi covid-19 ini masih banyak masyarakat yang angka produktivitasnya menurun akibat covid-19 yang melanda Indonesia sejak dua tahun lalu dan dampaknya berimbas pada perekonomiannya. Oleh karena itu kuliah kerja mahasiswa (KKM) Tematik Universitas Sultan Ageng Tirtayasa adalah memberikan *workshop* atau pelatihan kepada masyarakat untuk tetap produktif di masa pandemi. Populasi kegiatan di desa Ketapang adalah seluruh warga tetapi sasaran yang dituju adalah ibu-ibu dan orang dewasa di desa Ketapang dapat produktif sehingga dapat membuat lapangan pekerjaan dan dapat memanfaatkan potensi desa berupa hasil laut untuk membuat makanan frozen seperti dimsum dan lain-lain. Metode pelaksanaan KKM ini yakni program berorientasi kepada pendampingan masyarakat dalam bidang ekonomi, menggali potensi lokal, dan menggali potensi sumber daya manusia. Tujuan penelitian ini adalah untuk meningkatkan produktivitas masyarakat desa Ketapang di masa pandemi dengan diadakannya *workshop* UMKM penjualan dimsum. Beberapa hasil yang dicapai adalah pemahaman audiens terhadap UMKM, dan memberikan sosialisasi pelatihan cara pembuatan dimsum, serta membantu mempromosikan wirausaha warga.

Kata kunci: *Workshop UMKM, KKM Tematik, Produktivitas*

Abstract

During this COVID-19 pandemic, there are still many people whose productivity figures have decreased due to the COVID-19 that hit Indonesia since two years ago and its impact on the economy. Therefore, the Thematic Student Work Lecture (KKM) of Universitas Sultan Ageng Tirtayasa is to provide workshops or training to the community to stay productive during the pandemic. The population of activities in Ketapang village is all residents but the intended target is mothers and adults in Ketapang village can be productive so that they can create jobs and can take advantage of the village's potential in the form of seafood to make frozen food such as dimsum and others. The KKM implementation method is a program oriented to community assistance in the economic field, exploring local potential, and exploring the potential of human resources. The purpose of this study was to increase the productivity of the Ketapang village community during the pandemic by holding a dimsum sales MSME workshop. Some of the results achieved were the audience's understanding of MSMEs, and providing socialization of training on how to make dim sum, as well as helping to promote citizen entrepreneurship.

Keywords : *MSME Workshop, Thematic KKM, Productivity*



Introduction

A student is an intellectual individual who is involved in the academic world and spends their daily life with books, lecture notes, papers, and discussions as one of the implementations of the Three Pillars of Higher Education. The hope is that students become creative, innovative, critical, and dynamic individuals, as well as agents of positive change based on scientific truth that is approved by the Almighty God.

One of the mandatory things for students to do is to fulfill the Three Pillars of Higher Education. The Three Pillars of Higher Education consist of three things, namely Education, Research, and Community Service. Students will carry out the initial stage, which is education during their study period, the middle stage is community service during the Student Work Program (KKM), and the final stage is research during the preparation of the thesis.

Currently, we as students who are members of the 01 Thematic KKM group at UNTIRTA are fulfilling the Three Pillars of Higher Education. The implementation of the Thematic KKM at UNTIRTA, our group is located in Ketapang Village, Pecinan Village, Mauk District, Tangerang Regency. Ketapang Village is a coastal area where the majority of the population work as fishermen. It is only natural that this coastal village gets a lot of seafood such as fish, crabs, and the most important one is clams which are the main source of income for the village.

With the abundant sea produce, we were moved to organize an SME (Small and Medium Enterprise) workshop program aimed at increasing the productivity of Ketapang Village residents by providing training for selling dim sum. It is hoped that Ketapang Village residents can utilize the potential of the abundant sea produce to be sold as dim sum and other frozen foods. This can improve the economy of Ketapang Village during the pandemic.

Implementation Method

The thematic KKM activity of Sultan Ageng Tirtayasa University (Untirta) was conducted in Ketapang Village, Mauk District, Tangerang Regency. This activity was carried out from July 18 to August 18, 2022. The stages of the Untirta Thematic KKM cycle carried out by the team were as follows: (1) initial socialization and social reflection; (2) social mapping and community organization; (3) participatory planning (cantif) and program synergy; and (4) program implementation (Pepro) and monitoring evaluation (Monev).

To apply this method, we began with initial socialization to identify the problems and programs in the village. Then, we analyzed the data and created programs that were suitable for the community's needs. Our programs consisted of two types: main work programs and supporting work programs. In the main work program, we conducted UMKM workshops, stunting socialization, and PHBS socialization in schools. In the supporting work program, we conducted teaching programs for Islamic elementary schools (MI) and kindergartens (TK), tutoring with fun learning, restorative justice, Friday cleaning (jumsih), gymnastics, religious lectures, and a 17th of August competition.

Table 2. Implementation method

No.	Work Programe	Implementation method
1.	Workshop UMKM	<p>The UMKM workshop program was conducted on August 11, 2022. This program is a training activity carried out by one of the UMKM in Ketapang village, namely Mrs. Siti Robiyatul Aliyah, who sells and also acts as an agent for frozen foods such as dim sum, otak-otak, and others. By utilizing the sea catch, Mrs. Siti Robiyatul was able to increase productivity during the pandemic and improve the UMKM in Ketapang village by establishing her business.</p> <p>The activity was held in the Ketapang village hall, with the dissemination of materials on UMKM and training on how to make dim sum. The audience who attended also participated in making dim sum and tasting the dim sum they made.</p>

Result and Discussion

One of the main programs of Group 01 of the Thematic KKM of Sultan Ageng Tirtayasa University in Ketapang Village, Mauk District, Tangerang Regency is the UMKM workshop. The activity is based on the decreasing productivity of the Ketapang Village community since the COVID-19 pandemic, which has had an impact on the economy. Therefore, the UMKM workshop is an appropriate activity to be carried out by the Ketapang Village community.

To help address the issue in Ketapang Village, one of the programs we carried out was to propose a UMKM workshop or training for the Ketapang Village community to the Village-Owned Enterprises (BUMDES) of Ketapang Village. After coordinating with BUMDES, we were directed to further coordinate with one of the UMKMs in Ketapang Village, namely UD. Mahesa Jaya (Frozen Food and Fish Processed Products). After this further coordination, we finally held a UMKM workshop at the Ketapang Village Office Hall to provide UMKM materials and training on how to make and market dim sum (Frozen Food) in the market.



Figure 1. Workshop UMKM

The purpose of this training is to realize a productive community during the COVID-19 pandemic as an internalization process for existence and essence towards quality human resources, and to strengthen the bond between students and the

community. The training material includes how UD. Mahesa Jaya started their business until they had their own branded product with halal label.



Figure 2. Workshop UMKM

The training held at the Ketapang Village Office Hall, Mauk District, Tangerang Regency on Thursday, August 11, 2022 lasted for 120 minutes and was attended by all members of the thematic KKM Group 01 of Sultan Ageng Tirtayasa University Serang, all officials of Ketapang Village Pecinan, all residents of Pecinan Village, and all local community organizations. Through this training, the implementation team provided understanding and training on micro, small and medium enterprises (MSMEs) as well as training on how to make dim sum so that residents can understand about MSMEs and can make dim sum themselves, which is expected to be one of the business opportunities that can be undertaken by the Ketapang Village community.



Figure 3. Workshop UMKM

Conclusion

From the results of our efforts, after the people of Ketapang village participated in the training that we conducted there, they now have a better understanding of UMKM and the process that needs to be undertaken to start a business. The people of Ketapang village also have a better knowledge and understanding of the process of making dimsum and other frozen foods.

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