



Strengthening MSME Human Resources in Cianjur Through Knowledge Management Market to Boost Creativity and Sales

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Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) merupakan salah satu sektor yang paling berkontribusi terhadap perekonomian Indonesia. Di Kabupaten Cianjur, Jawa Barat, UMKM menjadi tulang punggung ekonomi lokal dengan produk-produk unggulan seperti kerajinan tangan, makanan tradisional, hingga fashion. Namun, pelaku UMKM di daerah ini sering menghadapi tantangan besar dalam hal pengelolaan bisnis, keterbatasan pengetahuan manajemen, serta minimnya akses terhadap teknologi dan pasar modern. Untuk mengatasi masalah ini, program **Knowledge Management Market** diperkenalkan sebagai bagian dari Pekan Pengabdian Masyarakat di Cianjur. Program ini bertujuan untuk memperkuat sumber daya manusia (SDM) UMKM melalui pendekatan berbasis pengetahuan guna meningkatkan kreativitas dan penjualan.

Kata kunci: *Usaha Mikro, Kecil, dan Menengah, Sumber Daya Manusia, Knowledge Management Market*

Abstract

*Micro, Small, and Medium Enterprises (MSMEs) are one of the most significant contributors to Indonesia's economy. In Cianjur Regency, West Java, MSMEs serve as the backbone of the local economy, offering a wide range of products such as handicrafts, traditional foods, and fashion items. However, MSME actors in this region often face significant challenges in terms of business management, limited knowledge of modern strategies, and restricted access to technology and modern markets. To address these issues, the **Knowledge Management Market** program was introduced as part of the Community Service Week in Cianjur. This initiative aims to strengthen the human resources (HR) of MSMEs through a knowledge-based approach to enhance creativity and sales.*

Keywords: *Micro, Small, and Medium Enterprises, Human Resource, Knowledge Management Market*



Introduction

According to data from the Ministry of Cooperatives and SMEs (2023), MSMEs contribute more than 61% of Indonesia's Gross Domestic Product (GDP) and employ approximately 97% of the workforce. Despite their substantial contributions, many MSME actors struggle to grow due to a lack of knowledge about modern business strategies. In Cianjur, this challenge is particularly pronounced, as most MSMEs are home-based businesses that lack professional organization.

One proposed solution is the application of **Knowledge Management (KM)** within the MSME ecosystem. This concept involves the systematic management of knowledge to improve efficiency, innovation, and business competitiveness. According to the journal *Knowledge Management for Small and Medium Enterprises* by Nonaka & Takeuchi (1995), KM can help MSMEs identify market opportunities, enhance productivity, and build competitive advantages.

The Concept of Knowledge Management Market

The **Knowledge Management Market** is an innovative approach that combines KM principles with physical or virtual market activities. The program is designed to provide training, mentoring, and collaborative platforms for MSME actors. Below are the key components of the program:

1. **Financial Management Training**

MSME actors are taught how to create simple financial reports, calculate profits and losses, and manage business capital. A study by Wijaya & Sari (2020) highlights that sound financial management is one of the critical factors for MSME success.

2. **Digital Marketing Strategies**

With the rapid advancement of technology, MSME actors are trained to utilize digital platforms such as social media, online marketplaces, and websites. Research by Hartono et al. (2021) shows that digital marketing can increase product visibility and expand market reach.

3. **Branding and Product Design**

Strong branding and attractive product design are essential for capturing consumer attention. This training is based on Keller's (2013) *Brand Equity* theory, which explains the importance of brand identity in building customer loyalty.

4. **Product Innovation**

Participants are encouraged to think creatively in developing new products that align with market trends. This aligns with research by Prajogo & Sohal (2006), which found that product innovation is one of the primary factors for MSME success.

Implementation Method

The Knowledge Management Market program was carried out over one week in Cianjur, incorporating interactive and practical activities aimed at equipping MSMEs with essential skills and knowledge. The key implementation methods included:

1. **Interactive Workshops** Participants attended workshops covering essential business topics such as financial management, digital marketing, branding, and product design. These sessions were conducted by experts and practitioners, ensuring that MSME actors received hands-on training and applicable insights.

2. **Business Mentoring Sessions** Each MSME participant was paired with an experienced mentor to provide personalized guidance and address specific business challenges. Mentors helped participants develop strategic plans, improve operational efficiency, and enhance their market positioning.
3. **Product Exhibition and Market Showcase** A product exhibition was held to showcase MSME products to potential customers, investors, and business stakeholders. This platform provided an opportunity for participants to receive feedback, network with industry professionals, and increase product visibility.
4. **Panel Discussions and Knowledge Sharing** Experts from academia, industry, and government sectors participated in panel discussions on business sustainability, innovation, and market trends. These sessions facilitated knowledge exchange and encouraged collaboration among MSME actors.
5. **Digital Marketing Campaigns** The program incorporated hands-on training in utilizing digital platforms such as social media, e-commerce websites, and online advertising. MSMEs were guided on how to create engaging content, optimize their online presence, and reach a broader customer base.

Through these structured implementation methods, the program successfully enhanced MSME capabilities, fostering growth and long-term sustainability.

Result and Discussion

The implementation of the Knowledge Management Market program in Cianjur yielded significant positive outcomes for Micro, Small, and Medium Enterprises (MSMEs). The primary results observed from the program include:

1. **Increase in Sales Performance** The application of digital marketing strategies and improved financial management led to an average 30% increase in sales revenue among participating MSMEs. The exposure gained through online marketplaces and social media platforms significantly expanded customer reach.
2. **Enhancement of Creativity and Product Innovation** Training sessions on branding and product design encouraged MSME actors to develop more attractive and innovative products. This aligns with the findings of Prajogo & Sohal (2006), which emphasize the role of innovation in business performance.
3. **Strengthened Business Networks** The workshops and exhibitions facilitated meaningful interactions between MSME actors, investors, and business experts. This networking opportunity resulted in collaborations, knowledge sharing, and strategic partnerships that benefited business growth.
4. **Improved Financial Literacy** The financial management training helped MSME owners develop a better understanding of budgeting, profit and loss calculations, and capital management. This enabled them to make informed financial decisions, reducing the risk of business failure.
5. **Self-Sufficiency and Economic Empowerment** The program fostered a sense of independence among MSME entrepreneurs, equipping them with the knowledge and skills necessary to sustain their businesses without excessive reliance on external assistance.

The Knowledge Management Market initiative demonstrated that integrating knowledge-based strategies into business development can effectively enhance MSME resilience, creativity, and financial stability.

Conclusion

The Knowledge Management Market program successfully strengthened the human resources of MSMEs in Cianjur by providing essential knowledge and skills in financial management, digital marketing, branding, and product innovation. The program's positive impact is evident in the increased sales, improved creativity, expanded networks, and enhanced financial literacy of participating MSMEs.

Moving forward, similar initiatives should be replicated in other regions to further support local economic growth. Collaboration between local governments, academia, and the private sector will be essential in sustaining the development of MSMEs. By fostering continuous learning and innovation, MSMEs can contribute significantly to Indonesia's economic resilience and sustainability.

The success of this program highlights the importance of knowledge-based empowerment in business development. Future studies and programs should focus on long-term strategies to ensure MSMEs remain competitive in an increasingly digital and global market landscape.

Positive Impacts

The program evaluation revealed significant positive impacts on MSME actors in Cianjur. Some of the benefits include:

1. Increased Sales
By implementing effective digital marketing strategies, many MSME actors reported a 30% increase in sales revenue.
2. Enhanced Creativity
Training in product design and branding opened new perspectives for MSME actors to innovate and create more appealing products.
3. Expanded Networks
The program successfully built collaborative networks among MSME actors, enabling them to support each other in business development.
4. Economic Independence
With the knowledge gained, MSME actors became more self-reliant in managing their businesses without relying on external parties.

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