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## **Generating Micro, Small and Medium Enterprises in a Pandemic Period with Innovation and Technology**

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### **Abstrak**

Seminar “Membangkitkan UMKM di Masa Pandemi dengan Inovasi dan Teknologi” adalah kegiatan untuk memberikan pengetahuan dan gambaran mengenai bagaimana cara bertahan bahkan mengembangkan usaha di saat serta paska terjadinya covid-19 yang menyebabkan perekonomian menurun, agar dapat mempertahankan dan meningkatkan kesejahteraan masyarakat. Adapun tujuan dari pelaksanaan kegiatan yang dilakukan ini adalah Membangkitkan para UMKM untuk mampu bersaing di masa pandemi agar usaha tetap berjalan, Para UMKM mampu bersaing dengan Competitor pada saat pandemi dengan memanfaatkan Teknologi, Meningkatkan kreatifitas dengan melakukan Inovasi, Mampu Meningkatkan Media sosial untuk sarana Promosi, Mampu Meningkatkan Kemampuan Para UMKM dari sisi pengelolaan keuangan, Para UMKM lebih memahami sistem Pengolahan Keuangan dan Para UMKM lebih memahami bagaimana proses pembiayaan Modal

**Kata Kunci:** *UMKM, Ekonomi, Inovasi, Teknologi*

### **Abstract**

*The seminar "Generating MSMEs in a Pandemic Period with Innovation and Technology" is an activity to provide knowledge and an overview of how to survive and even develop a business during and after the occurrence of COVID-19 which caused the economy to decline, in order to maintain and improve people's welfare. The purpose of the implementation of this activity is to awaken MSMEs to be able to compete during the pandemic so that businesses can continue to run, MSMEs are able to compete with Competitors during a pandemic by utilizing technology, Increasing creativity by innovating, Being able to improve social media for promotional facilities. , Able to Improve the Ability of MSMEs in terms of financial management, MSMEs better understand the Financial Processing system and MSMEs better understand how the process of capital financing*

**Keywords:** *MSME, Economy, Innovation, Technology*



## **Introduction**

Covid 19 has an impact on all sectors, one of which is the economic sector. MSMEs are the ones who are most affected by the COVID-19 pandemic. With the decline in the income of MSMEs, they must survive in this situation. To maintain their business, MSME actors must be able to innovate and utilize technology to promote or increase creativity in their business, in order to increase their sales volume.

The low technological ability and the ability to innovate in entrepreneurship, for MSME actors, is one of the causes of hampering the economic growth of MSME actors, especially in the Sepatan Tangerang urban village area. The development of technology is currently growing rapidly and our MSME actors have not been able to compete with other MSMEs that are already growing. And increasingly swift in using technology.

MSME actors must be able to see their opportunities, weaknesses and strengths in their business. Innovating is not only limited to products but also related to promotion and marketing, by utilizing digital technology, MSME actors can introduce their products through online media such as Whatshaap, Instagram, Facebook. not only selling offline, MSMEs do not yet have the level of resilience and flexibility in dealing with the covid 19 pandemic. This is due to the low ability to access technology and understanding of business strategies. MSME actors are successful because they join the entrepreneurial community. The existence of a community of entrepreneurs, MSMEs is not only limited to increasing knowledge, but so that they can strengthen each other, assist in meeting production materials, including promoting business.

The steps taken are to provide assistance and guidance to SMEs. This guidance is carried out due to good cooperation between students who are carrying out Real Work Lectures (KKN) with officials and the local community. Without facilitation from both parties, the implementation of this training cannot be carried out.

The location of the coaching carried out in Tarikolot Village, Sepatan District, Tangerang Regency, where almost 50% of the people of Tarikolot Village have businesses, it's just that the businesses that have been pioneered do not have superior products and do not yet have an MSME platform.

With the implementation of this activity, it is hoped that it can provide benefits to MSMEs in the Sepatan Village, Tangerang City, to be able to survive and revive the businesses of MSMEs in the current Pandemic Period with innovation and technology.

## **Implementation Method**

Implementation of community service activities carried out in the form of seminars (workshops) with the theme: "Generating MSMEs in the Pandemic Period with Innovation and Technology". The activity was carried out on October 9, 2021 in the Sepatan Village, Tangerang Regency.

This community service activity really attracted the interest of the Tarikolot Village community, but considering the large-scale social restrictions so we only invited 20 residents of Sepatan Village who were representatives of several RWs, besides this seminar activity was attended by the head of Tarikolot Village and students KKN Muhammadiyah University Tangerang.

### **Stages of Community Service Activities**

1. Field Survey: Observations and interviews with the Village Head, regarding what is needed by the people of Tarikolot Village
2. Preparation:

- a. Preparation of materials, administration, materials, correspondence, proposals and others: Prepare proposals, assignment letters, activity permits, material preparation
  - b. Media preparation: LCD, Laptop, other administrative equipment
  - c. Leaflet preparation, powerpoint
  - d. Officer preparation: Division of duties and responsibilities
3. Implementation:
    - a. Conduct counseling
    - b. Practice lactation management
    - c. Checking blood sugar, blood pressure and others
  4. Evaluation

The schedule for the implementation of the "Generating Micro, Small and Medium Enterprises in a Pandemic Period with Innovation and Technology" can be seen in the table below:

Table 1. Implementation of Seminar Activities

Date / Time	Time	Agenda Activities
Saturday, Oct 11 2021	08.00-09.00	- Distribution of Snack Consumption to all Seminar Participants - Opening by the MC and reading the schedule - Recitation of the Holy Quran verse - Singing the mandatory Indonesia Raya anthem
	09.01-12.00	- Speech by the Head of Sepatan Village, Drs. Ahmad Khudori, SE.MM - Welcome by the Field Supervisor - Speaker 1 by Mrs. Nining Purwaningsih, SE., MM - 2nd Speaker by Mrs. Eneng Wiliana, SE.MM - 3rd speaker by Mrs. Dhea Zatira, SE.,MM - 4th speaker by Ms. Khorida, SE, M.Si
	12.00-13.00	Question and answer Rest, Prayer and Lunch Closing of the semina

## Results and Discussion

The location of the Community Service Activities is carried out in the Sepatan Village, Tangerang Regency, on Saturday 9 October 2021.



Figure 1. Seminar Activities

The criteria used in evaluating this community service activity include:

1. Active participation of participants during lectures during counseling sessions, through activities during discussions as well as feedback and attendance or attendance lists.
2. The application of the material carried out by the Tarikolot community in the application in the business of each participant

From the results of observations and interviews with several residents, and the head of the Sepatan Village, that the problems that exist in the community of Tarikolot Village residents are as follows:

- a. The need for product innovation to be used as a superior product for future business development,
- b. Difficulty in accessing business capital
- c. Difficulty in marketing the product (poor marketing)
- d. Low understanding of financial records

The purpose of the activity "Generating MSMEs in a Pandemic Period with Innovation and Technology" is to

1. Generating MSMEs to be able to compete during the pandemic so that businesses can keep running
2. SMEs are able to compete with competitors during a pandemic by utilizing technology
3. To further increase creativity by making innovations
4. Able to improve social media for promotion tools
5. Able to Improve the Capability of MSMEs in terms of financial management
6. MSMEs better understand the Financial Processing system
7. MSMEs better understand how the process of capital financing

## Conclusion

The development has not been carried out optimally, because in terms of human resources there is still a lack of professional personnel to assist business actors in coaching. As well as the limited number of participants who attended the seminar, so that the target participants were not maximized.

There is a need to provide maximum socialization to business actors regarding the need to get guidance, help increase MSME productivity, have a gallery to be able to

promote products from micro, small and medium enterprises and provide more professional staff to facilitate business actors in coaching.

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