

SUSTAINABLE COMPANY PROFILE DEVELOPMENT FOR MSMEs IN JAKARTA

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Abstract

The purpose of this research is to assist SMEs in creating a sustainable company profile as an information medium that is needed today and is expected to be used as a solution, means of information, and promotion needed by companies, considering that a company profile is an asset that can be used to enhance an image or image. from the company to establish cooperation with relations, institutions and other relevant agencies. As a result of the pandemic, many MSMEs have sprung up around us and when a marketing opportunity for these MSME products came and were asked to immediately send their company profiles, many could not send them, because they did not have a company profile. It's really unfortunate considering that several opportunities have to be let go, because this is a very good opportunity to increase the credibility of these MSMEs. The research method used is a mixture of quantitative and qualitative with descriptive analysis techniques. This research was conducted from July to November 2022, for 5 months. The research population is only 1 MSME located around the West Jakarta area. Data collection tools and techniques are study guideline questionnaires, interviews, and focus group discussions (FGD). The results of the research have made a company profile where the contents and information in it have been mutually agreed upon using Canva tools, so that it can be changed later if there is new information that needs to be filled in.

Keywords: *company profile, canva, promotional assets, MSMEs*

1. INTRODUCTION

The contribution of MSMEs to the Indonesian economy is no longer in doubt. MSMEs have a labor absorption rate of around 97% of the entire national workforce and have a contribution to the gross domestic product (GDP) of around 57%. However, the classic issues surrounding financing and business development are still inherent in MSMEs. The government noted, in 2014, out of 56.4 million MSEs throughout Indonesia, only 30% were able to access financing. Of this percentage, 76.1% obtained credit from banks and 23.9% accessed non-banks, including savings

and loan businesses such as cooperatives. Until 2021 this number continues to increase and could reach 64.2 million units spread across various sectors. It is recorded that 99.99% of business units in Indonesia are MSMEs. Where there are 63.4 million micro business actors, 783.1 thousand small business actors, and 16.9 thousand medium business actors. It is estimated that around 60% -70% of the entire MSME sector does not yet have access to financing through banking.

Providing training ranging from managing financial management to marketing to the market for MSMEs is a tough task carried out by the Government (Mochamad Reza Rahman; Muhammad Rizki Oktavianto, 2021), therefore Bina Nusantara University tries to accommodate this training by helping several MSMEs in the area Yogyakarta by providing training on how to make the UMKM Company Profile.

When a marketing opportunity for MSME products comes and they are asked to immediately send their company profile, many MSMEs cannot send it, because they do not have a company profile. It's really very unfortunate because some opportunities have to be let go, because this is a very good opportunity to increase the credibility of these MSMEs. Actually, what is the problem with MSMEs who don't want to take the time to make a company profile as a representation of their business description to buyers.

Buyers will provide an initial assessment of the company from the company profile they have obtained, therefore an attractive company profile needs to be considered, but basically what buyers need is complete information about the company as proof that the company exists and can be contacted. The government has often appealed to the relevant offices or agencies to provide marketing training related to the Company Profile first, before they provide marketing materials that are more general and more expandable, where the company profile training is in the simplest form before the MSME is able to create a neater, more attractive and prettier profile.

So far, MSMEs have only sent "perfunctory" company profiles to buyers, of which many buyers have been forced to refuse. Many buyers judge a company based on its company profile and we fully understand that.

1.1 Definition of SMEs

Understanding MSMEs through Law no. 20 Article I of 2008 concerning Micro, Small and Medium Enterprises as follows. (Suci et al., 2017).

- 1) Micro businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro businesses as regulated in this Law.
- 2) Small business is a productive economic enterprise that stands alone which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of medium or large businesses that meet the criteria small business as referred to in this law.
- 3) Medium business is a stand-alone productive economic business carried out by individuals or business entities.

The causes of the difficulty in developing MSMEs are because entrepreneurs are less able to take advantage of and expand market opportunities and access, weak capital structures, and limited access to sources of capital, limitations in controlling and access to information technology, weak organization and management, and inadequate facilities and infrastructure (Rismawati, 2009).

1.2 Definition of Company Profile.

According to Asih Prihandini, Nadia Seba; (2021), Company profile is information media needed at this time which is expected to be used as a solution, means of information, and promotion needed by companies. Company profile is an asset of an institution or company that can be used to enhance an image or image of the company to establish cooperation with other related companies,

institutions and agencies. A generic company profile is a medium for conveying information visually with attractive animations that increase the attractiveness of prospective clients to learn about and get to know a company (Maimunah, 2012).

Company profile is a form of communication that can be done in the business sector. Business communication skills are an absolute must-have skill as explained in the following statement, that strong business communication skills are essential for the success of any organization regardless of its size, geographic location and mission. Business communication is related to the internal culture and external image of the organization. Therefore, it is important to determine what is communicated, by whom, and at what level the communication takes place.

1.3 Definition of Sustainability Development Goals.

The Sustainable Development Goals (SDGs) are a world-scale development program that are universal in nature, without any dichotomy between developing and developed countries. This is a form of shared concern for building a global vision that sustainable development is an obligation for all countries in the world. The SDGs concept itself was born at the Conference on Sustainable Development held by the United Nations in Rio de Janeiro in 2012 (Ishartono; Santoso Tri Raharjo; 2018). The SDGs were born as a response to a shared concern for creating a just, safe and sustainable planet for all human beings to fight for life on earth, both for current and future generations. The SDGs reflect the moral principle that no country should be left behind while other countries experience prosperity; every individual and country is responsible for playing their part in conveying the global vision of the SDGs (Osborn, Cutter, and Ullah 2015).

In the implementation of sustainable development. The SDGs have 17 goals which are reflected in 169 targets and 241 interrelated indicators. To succeed and make the SDGs a program capable of providing universal welfare, the SDGs have 3 dimensions/pillars of sustainable development, namely: (Murniningtyas and Alisjahbana 2018).

- 1). Social pillar, human development in the social sphere;
- 2). Economic pillar, economic development;
- 3). Environmental pillars, including biodiversity.

In maintaining the balance of these three dimensions of development, the SDGs have 5 main foundations, namely humans, planet, prosperity, peace and partnerships, which want to achieve three noble goals in 2030 in the form of:

- 1) End poverty,
- 2) Achieve equality,
- 3) Addressing climate change.

In this case Poverty is still an important and major issue, apart from the other two achievements. To achieve these three noble goals, 17 Global Goals have been compiled, as follows.



Sumber: <https://sischools.org/sis-kg/the-united-nations-sustainable-development-goals-explained/> (2020).

Figure 1. Sustainable Development Goals

1.4. Research Questions

1. What is the mechanism for creating a sustainable Company Prolife according to the Sustainable Development Goals?
2. What is the mechanism for making the Company Profile?

2. RESEARCH METHODOLOGY

The research method used is a mixture of quantitative and qualitative methods with descriptive analysis techniques. This research was conducted from July to November 2022, for 5 months. The research population is 1 MSMEs in the West Jakarta. Data collection tools and techniques are study guideline questionnaires, interviews, and focus group discussions (FGD), all of which are conducted online.

Implementation Method

The training method used in the Impactful PkM program, training in compiling a company profile for MSMEs in the West Jakarta area, is carried out in the following stages.

1. Participant registration stage

MSME participants register/register through the Google form provided by the campus, through the management department in collaboration with the Comdev Binus center.

2. Survey stage (need assessment)

This implementation aims to determine the needs of target partners who are the need to market the products of the SMEs that are the subject of our research.

3. Training stage

Program participants take part in material presentations online and onsite.

4. Discussion stage

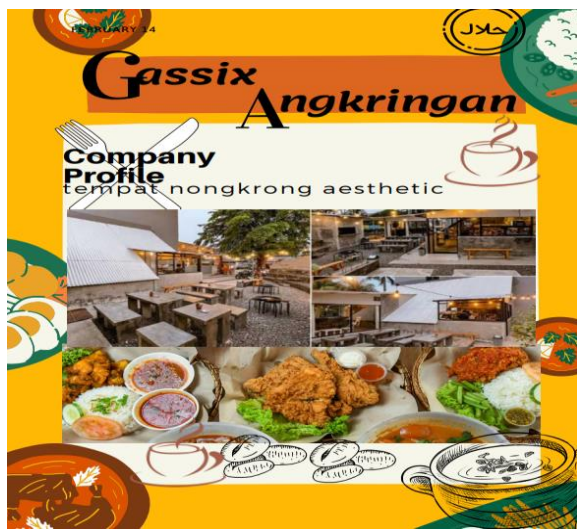
Participants discuss or ask questions related to the material presented.

5. Execution Stage

The training participants will get the final Sustainability Company Profile that has been mutually agreed upon.

3. RESULTS AND DISCUSSION

The results of the discussion during the process of making a company profile required a lot of information and data from the Gassix Angkringan entrepreneur, where the information obtained became a reference in compiling a company profile using Canva tools, so that later if there is a change in information, it can be adjusted according to the circumstances.



MENU BEST SELLER

1. Gorengan



Aneka gorengan seperti mendoan, bakwan, tahu dan lain - lain menjadi pilihan menu angkringan untuk menemani nasi kucing.

2. Sundukan



Sate usus ayam, sate telur puyuh, dan sate jeroan menjadi menu favorit para pecinta kuliner. Sate yang dibuat dengan perpaduan bumbu kecap yang gurih di lidah.



MENU BEST SELLER

3. Sushi Nusantara



Sushi nasi isi udang atau ayam goreng renyah yang dibungkus dengan nori yang disajikan dengan kecap asin.

4. Nasi kucing onigiri



Paduan nasi kucing ala jepang yang berbentuk segitiga, yang didalamnya ikan salmon dan sambel kecombrang dengan dibalut rumput laut.



MENU BEST SELLER

5. Nasi bakar



Nasi dengan isian ayam, ikan peda maupun cakalang dengan campuran bumbu dan kemangi yang dibakar.

6. Es ketan hitam



Es ketan hitam terbuat dari bahan dasar ketan hitam yang di padukan dengan santan, sirup dan susu. Mengonsumsi ketan hitam dapat mengurangi kolesterol LDL.



MENU BEST SELLER

7. Wedang ronde



Wedang ronde adalah perpaduan tangyuan dan kuah jaje plus gula khas Nusantara. Tangyuan juga terbuat dari tepung ketan, bisa dengan isian atau polosan

8. Wedang jahe



Wedang jahe adalah salah satu minuman tradisional yang mampu menghangatkan badan, meningkatkan daya tahan tubuh hingga mengatasi beberapa gangguan pencernaan pada tubuh.



Gassix Angkringan

Makanan

:Aneka sundukan sate	5k
Nasi rames	25k
Nasi bakar	30k
Sushi Nusantara	50k
Nasi kucing onigiri	30k
Aneka gorengan	3k
Ceker	2k
Pepes tahu jamur	5k
Jadah gosong	2k

Minuman :

Wedhang jahe	15k
Wedang ronde	20k
Green tea coffe	10k
Es teh	5k
Kopi jahe	6k
Teh tubruk	5k
Wedang uwuh	7k
Es susu jahe	6k
Es ketan hitam	10k



PEMASARAN

Menjadikan konsumen sebagai orang marketing testimoni dari pelanggan yang dapat mempengaruhi konsumen lain.

- Melalui via live instagram**

Salah satu media sosial yang digunakan untuk promosi adalah instagram. Dari media ini dapat memperbanyak pembeli dengan cara live untuk menawarkan menu angkringan.


- Melalui media promosi**

Opening promo Gassix angkringan salah satunya menawarkan paket beli combo free aneka gorengan. Selain itu untuk setiap hari jumat Gassix angkringan menggratiskan jajanannya kepada para konsumen.





PEMASARAN

3. Grabfood, Gofood, Shopeefood



Gassix angkringan puri



Gassix angkringan puri



Gassix angkringan puri

Pembelian menu Gassix Angkringan sudah terdaftar pada aplikasi grabfood, gofood, dan Shopeefood. Aplikasi tersebut memudahkan para pecinta Angkringan karena menghemat waktu. Pada aplikasi terdaftar dengan nama Gassix angkringan puri.



Figure 2. Gassix Angkringan's company profile

4. CONCLUSION

The pandemic period has left many impressions on families who have lost their livelihoods, so to cover their daily lives, many of them have started to open businesses, one of which is a culinary business, namely Angkringan Gassix around the West Jakarta area, which serves soft

drinks for its guests. The causes of the difficulty in developing MSMEs are due to the inability of entrepreneurs to take advantage of and expand market opportunities and access, weak capital structure and limited access to sources of capital, limitations in mastery and access to information technology, weak organization and management, and inadequate communication skills . Business communication skills are becoming an absolute must-have skill and are critical to the success of any organization regardless of its size, geographic location and mission. Business communication is related to the internal culture and external image of the organization, therefore, it is important to determine what is communicated, by whom, and at what level the communication is done. One of the communication tools is the company profile, which in this online age is really needed by many MSMEs.

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