

DELIVERING AND COMMUNICATING THE VALUE OF BUSINESS FOR MSME IN TANGERANG

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Abstract

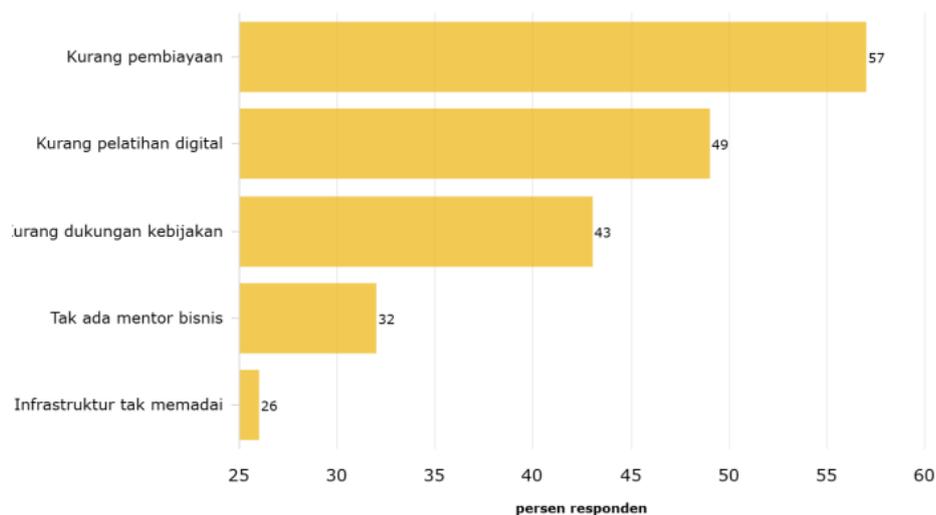
Strategies in maintaining a sustainable business along with changes in all factors such as changes in technology, market demand, economic conditions and other factors require MSMEs to carry out sustainable development to improve product or service quality so that they are able to compete with competitors. The condition of MSME competition which is relatively fast in following changes is a factor that influences the survival of MSME. In facing competition, MSMEs have strengths and opportunities along with facing weaknesses, challenges and obstacles that become limitations for MSMEs. The limitations faced by MSMEs have different levels of difficulty from each area where the business is carried out. One of the MSME communities in Tangerang has difficulty delivering and communicating business value or the advantages of its products and services. Factors that cause difficulty or failure for MSMEs are the lack of ability to communicate business value, lack of knowledge or basic communication, as well as the ability of MSMEs to carry out digitalization developments in their business. This study explains how to develop a communication strategy for MSMEs in delivering their advantages business value. The method used in this research is descriptive qualitative through interviews and observation. The result of this research is to provide education through socializations and workshops for MSMEs to be able to improve the quality of their communication in delivering business value through an effective communication strategy.

Keywords: MSME, communication strategies, value of business.

A. INTRODUCTION

In achieving competitive advantage, every business has a business strategy to survive in the long term. Business strategy will experience a change. These changes occur due to several factors such as economic conditions, market demand, technological developments and other factors that require businesses to keep up with these changes by carrying out continuous development to improve product or service quality so that they can compete competitively. Currently, there are still many business actors, especially MSMEs, who are not aware of their role as entrepreneurs in carrying out competitiveness (Ananda, 2022).

The condition of MSME competition which is relatively fast in following changes is a factor that influences the survival of MSME. In facing competition, MSMEs have strengths and opportunities along with facing weaknesses, challenges and obstacles that become limitations for MSMEs. The limitations faced by MSMEs have different levels of difficulty from each area where the business is run. Most MSME business people are still too focused on the trading process and ignore how to communicate the branding side of their products. This is caused by ego, closed nature, ignorance, and feelings of self-satisfaction with the products they sell (A Putri et al, 2022).



Source: Boston Consulting Group, Telkom Indonesia, August 2022 (Katadata)

Based on data from the Boston Consulting Group (BCG) and Telkom Indonesia reports, there were around 3,700 local MSMEs surveyed, the majority of whom were constrained by digital transformation due to a lack of financing. The next obstacle as shown in the graph is the lack of digital skills training, lack of policy support, no business mentors related to business skills that require mentoring or training. This needs to be done with the aim of encouraging MSMEs to survive and even be able to scale up, expand business in terms of quality and quantity. After scaling up, MSMEs can be competitive at the global level.

On the other hand, MSMEs also do not understand the benefits of a communication strategy for branding. Character as an entrepreneur is considered not strong because they have not received training and mentoring in communication strategies (Subekti et al, 2022). Business communication can be effective depending on skills in delivering and receiving business messages. By communicating in business, someone will be able to gain profit by increasing sales to customers. The role of business communication also requires experience in communicating, because it can help reveal personality and build good relationship and can change a person's attitude and behavior. Communication is also done to understand human attitudes and behavior.

One of the MSME communities in Tangerang, namely Kunciran Indah MSME Community, has difficulty delivering and communicating business value or their product excellence. This was conveyed through interviews and observations with the Head of the Kunciran Indah MSME Community. Factors causing the difficulty or failure of MSMEs are the lack of ability to communicate business value due to a lack of self-confidence from business owners, lack of knowledge or basic communication, as well as the ability of MSMEs to carry out digitalization developments in their business. So the basics and techniques needed for how to deliver the value of business with the aim of what is the product excellence owned by each business can be communicated properly and can be understood by those who receive explanations or good information to customers, investors and other related business parties.

In solving the problems faced by the Kunciran Indah MSME Community, the authors along with fellow Binus University lecturers held a community service program by conducting socialization activities and workshops in order to provide solutions to the challenges and obstacles experienced by members of the Kunciran Indah MSME Community by explaining how developing a communication strategy for MSMEs in conveying their superior business value. The benefit of this program is to provide education for Kunciran Indah SMEs to be able to improve the quality of their

communication in delivering business value through effective communication strategies with the aim of increasing branding and increasing confidence in the business value from each business.

B. IMPLEMENTATION AND METHODS

This community service program was held at the Kunciran Indah MSME Community - Tangerang. The participants who attended were members of the MSME community, numbering around 40 people whose average background was housewives who had MSME businesses. This community service activity is delivered by conducting outreach and workshops. The method used in this research is descriptive qualitative through interviews and observation. In this community service activity, it begins with the delivery of material and workshops containing demonstrations and exercises directly to participants who are members of the community. Socialization materials and workshops are related to the problems faced by Kunciran Indah UMKM, namely the limited knowledge and ability to train in communicating business values and advantages related to communication skills. So, as the organizer provides a solution for community members to practice public speaking through individual workshops/training to practice presentations and communicate in public, how each individual conveys and explains product or service descriptions and their advantages to customers or audiences in training workshops this. After carrying out these activities, it is expected that each individual as a business owner can be confident and acquire public speaking techniques as well as communication strategies in delivering business values as in the pitchdeck model related to related business presentations.

C. RESULTS AND DISCUSSION



Picture 1.1 Location of Outlet and Bazaar Activities of Kunciran Indah MSME Community

In observing the Kunciran Indah MSME Community which already has outlets located in Kunciran Indah District, Tangerang City. The Kunciran Indah MSME community service activity is carried out by holding outreach and workshops for members of the Kunciran Indah MSME Community located in Tangerang. The observation process was carried out by looking at the condition of the outlets that had just opened to the public in mid-2022 along with looking at the products being sold from the businesses of the Kunciran Indah MSME community members, most of whose community members sell food products. Observations were carried out in tandem with

conducting interviews with the Chairperson of the Kunciran Indah MSME Community and members who were present at that time.

During the interview process, the Head of the Community conveyed that during the existence of the MSME Community since 2018, which already has more than 40 members, there have been a number of obstacles and challenges faced by members of the MSME community as business owners. Some of these problems are related to digital marketing, leadership as an entrepreneur and effective communication. The problems to be addressed are prioritized related to how the communication strategy conveys business value due to a lack of confidence from members of the Kunciran Indah MSME Community in conveying or presenting products or services from their business.

After conducting observations and interviews, the Kunciran Indah MSME Community and the authors as representatives of Binus University Lecturers agreed to conduct socialization activities and workshops for members of the MSME Community to improve the quality of effective communication with material related to public speaking and leadership. The value of business relates to the business model of how to create and convey the advantages value of each business, so it's best if this basis can be explained clearly in advance.

The socialization activities for the presentation of the material and the public speaking workshop ran effectively and the participants were very interested and enthusiastic in participating in this community service activity. There is a willingness to develop so that every member of the community can receive workshops and materials well. The results of this socialization and workshop become an evaluation benchmark for each participant to carry out further learning related to communication strategy and business strategy.

D. SUMMARY

Conclusions

Based on the results of this activity it can be concluded that the participants in the socialization activities and community service workshops have the ability and willingness to develop in the future with the aim of increasing the competitive advantage of the business being run. From the existence of problems related to a lack of confidence in conveying the value of business from products or services owned related to how the right communication strategy is so that it can be conveyed and understood by customers and investors. With this activity going on, each member of the community can practice directly how to practice public speaking in presenting their business so that resource persons can immediately provide feedback on the evaluation results as a benchmark for further learning. The training on the topic of this communication strategy runs actively and effectively so that members of the Kunciran Indah MSME Community can directly experience the results of learning based on theory or the basis of communication, especially regarding public speaking along with direct demonstrations related to the material that has been studied.

From the conclusion of the results of the activities that have been carried out, the advice that can be given is that it is hoped that the members of the Kunciran Indah MSME Community can directly apply the techniques directly accompanied by frequent exercises so that they can improve the quality of self-confidence as entrepreneurs. This activity is expected to help members of the Kunciran Indah MSME Community to increase competitive advantage and increase knowledge sharing between related parties.

Suggestions

From the socialization and training activities that have been successfully carried out, there are several things that need to be developed in the future, namely the limited time available so that the time in the practice and mentoring process is still not long enough. The limited time is caused by

several factors, namely because most members of the community are housewives, so the time they have is limited to weekends. However, the enthusiasm and enthusiasm of the participants from the Kunciran Indah MSME Community to learn and develop their business is very high, so going forward we will make routine activities every month for mentoring and material assistance regarding business development by arranging a specific schedule according to the Kunciran Indah MSME Community members so that Assistance activities can be carried out regularly.

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