

KOLAM TOWN, DELI SERDANG DISTRICT EMPOWERMENT OF SMALL MEDIUM ENTERPRISES (UKM)

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ABSTRACT

This activity aims to improve the quality of financial accounting, the quality of packaging and the Small and Medium Enterprises (UKM) trademarks in Pond Village. The problems faced by Partners here are; (1) financial management can be said to be not maximal where only used paper is used, the calculations are only digging holes and closing holes (there is no calculation of capital and profits, it is not uncommon for capital and profits to be used for other purposes) and (2) packaging of banana chips using kilo sugar plastic so that the packaging often leaks, tears, and is not attractive and does not yet have a trademark. The solutions offered here, Partners are given training, education, mentoring, outreach, and submission of Appropriate Technology (TTG) regarding the problems faced by Partners. The method of implementing the service program will be carried out in an approach, namely obtaining initial information until the activity process is carried out by direct communication or through intensive communication tools with Partners, so that the implementation of activities can be carried out in a guided manner, with the main objective to improve the welfare of Partners in managing Small and Medium Enterprises (SME). UKM), namely banana chips business . manner, with the main objective to improve the welfare of Partners in managing Small and Medium Enterprises (SME). UKM), namely banana chips business.

Keywords: Empowerment Of Small Medium Enterprises (UKM), Kolam Town

I. INTRODUCTION

Kolam Village is a small town in the Percut Sei Tuan district that was founded in 1986 by Datuk Tengku Ulung. The location of Kampung Kolam is on the edge of the Percut River, with an area covering Bandar Setia Village to the present Bandar Klippa Village, entering Percut Sei Tuan District. Kolam Village has a long border with Saentis Village in the north, Bandar Klippa Village in the south, Bandar Setia Village in the east, and Sidodali Village in the west. The population of Pool Village is 14,872 people, consisting of 7,839 men and 7,033 women, with 2,403 heads of household (KK). 2016 (Profile of Pond Village). Based on the number of residents and households in the Pool Village above, most of them work as farmers/gardeners, construction workers/farmers, trade/self-employed, and a small number as employees. Civil servants/employees and civil servants (PNS). Professionalism in the kolam Village is a result of the community's desire to "Create a Prosperous Community kolam village".

The government's first step toward empowering the people is to provide them with resources to help them become self-sufficient. but mothers can also be entrepreneurs which can later help a better economy in a family. The Pond Village government is very supportive of positive home-based activities, for example in entrepreneurship, with the existence of Home-

Based Small and Medium Enterprises (UKM), these home-based businesses can take advantage of existing agricultural products in Pond Village, business owners are no longer difficult to find raw materials for their businesses. This is demonstrated by the presence of UKM, which has been instrumental in improving the lives of the people of Kampung Pool by repurposing old bananas. This UKM processes raw bananas into chips, this business has been established for the last 3 years. This UKM is able to produce 10 packs of banana chips every day, which are packed in plain clear plastic banana chips. Prices for banana chips range from Rp. 2,000.- (two thousand rupiah) to Rp. 10.000,- (ten thousand rupiah). The process of activities starting from the processing of financial raw materials, financial bookkeeping, packing of production results, to sales/marketing is done manually, namely financial bookkeeping using used paper, with a hole digging system (brand name, slogan, flavor variance, composition, illustrations, address, cellphone number, and other things related to branding).

There are several obstacles that are handled by UKM in Pool Village, ranging from financial management to business development. This is what is causing UKM in Kampung Pool not to grow as quickly as it should. However, the obstacles that exist can be overcome by extending the experts to fix the weaknesses of each field, ranging from financial management to building design. Where "a tenacity, wisdom, and creativity can build a business from nothing" (Sinamarata, 2012). As a result, a large number of UKM in Pond Village has the potential to grow even further, albeit with greater zeal, creativity, and efficiency in the workplace.

II. RESEARCH AND METHODOLOGY

A. forms of research

The study uses qualitative research methods in this study, the purpose of the study is to reveal facts, circumstances, phenomena, variables and circumstances that occur during the study and present them as they are.

B. Informant of research

The technique for eliminating an informant by using finality is selected because it selects certain ranks of people (informers) based on the needs of researchers and is thus deemed worthy of use as a source of information or source. As Jalaluddin Rakhmat put it, "intentionally, by picking out certain people as based on a given appraisal." (Rakhmat, 1997:81).

The location that will be the object of research is the village of Kolam, Percut sub-district, Sei Tuan, Deli Serdang regency, to be precise, in the house of one of the residents who owns a banana chip business, where the ingredients themselves are obtained from his garden.

C. data collection

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation

b. bibliography

D. data analysis technique

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain analysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomi analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. .(Sugiyono, 2008:294).

III. RESULT AND DISCUSSION

This research are the results of the panel discussion:

- 1) financial manual report,
- 2) Soft copy of trademarks,
- 3) trademark stickers,
- 4) cutting tools (carter and scissors),
- 5) printing machines (printers),
- 6) adhesive tools (sealer).

Here are the products that were obtained during the course of the project:

1. A book on business that has recently been published

The report book that I got contained the finances of a small micro banana chip business in the pond village. This report will later become my learning material for what a good financial report looks like so that a business activity runs well.



Figure 1. Book of financial reports

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2. Product description and brand



Picture 2.1 Product Packaging



Picture 2.2 Gambling Trademarks

Several steps are required to achieve the best possible results from a project. They are as follows:

- 1) Rational Financial Bookkeeping Expert: in training, education and mentoring activities carried out for UKM in Pond Village regarding the preparation of financial reports, economic expert, especially the economy of small and medium enterprises and
- 2) Rational Packaging Design and Product Design Expert : training, education, mentoring, and socialization that directly bring in Fine Arts and Design experts in packaging efforts, creating trademarks for SMEs in Pond Village.

IV. CONCLUSION

This research aims to improve the quality of packaging and trademarks, as well as the marketing quality of Small and Medium Enterprises (SMEs) in Pond Village. (2) packaging of banana chips uses kilo sugar plastic so the packaging often leaks, tears, and is unattractive and does not yet have the Mitra's services trademark including training, education, mentoring, socialization, and training in Appropriate Technology (TTG) for people with disabilities. Mitra is the author. (1) a guide to financial bookkeeping and financial bookkeeping using a ledger designed to calculate business finances, (2) a guide to financial bookkeeping using a ledger designed to calculate business finances, (2) packaging of banana chips already using thick plastic specifically designed for food dry so it doesn't leak easily, it's not easy (3) sales are online-based and can be marketed outside Pool Village. The following are the results of the Devotion to the People campaign: (1) a financial accounting guidebook, (2) a financial accounting ledger, (3) standardized plastic packaging specifically for dry foods such as banana chips, (4) brands trade (soft copy) and printed on sticker paper, (5) plastic packaging adhesive (sealer), (6) sticker paper cutting tools (karter knife and scissors), (7) tools for online marketing (laptop), (8) data modems for online marketing, and (9) sticker printing devices (printers). The execution of the program is carried out in a concise, detailed, and comprehensive manner using the approach method.

The emphasis on this page is on the dissemination of information from the beginning to the end of the process. the implementation of activities can be carried out in a guided manner, with the main objective to manage their Small and Medium Enterprises (SMEs), namely the banana chip business.

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