Empowerment Jaje Begina MSMEs in Sampalan Klod Village, Dawan District, Klungkung Regency

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Abstract. The MSME sector is expected to be able to become a new source of strength for the national economy in facing the crisis. However, MSMEs not only in Bali but throughout Indonesia experienced several obstacles during the COVID-19 pandemic. The purpose of this service activity is to provide solutions on how to increase sales during the pandemic by providing solutions in the form of in-class training on financial management and marketing management. At the same time preserving local culture and wisdom. The results of this PKM are to be able to increase sales and be able to make simple bookkeeping

Keywords: jaje begina; sampalan klod village; sales increase

1. Introduction

The COVID-19 pandemic has had a significant impact on all aspects of people's lives, economically, socially and culturally. Bali is not the only one experiencing this challenge, the whole world is facing the same difficulty. Bali's economic growth in the first quarter of 2020 was minus (1.14%), while in the second quarter of 2020 Bali's economy declined deeper to minus (10.98%). This slow growth was due to a sharp decline in revenue from Bali's main sector, namely tourism. The number of foreign tourists in Bali has decreased since the start of the pandemic to 99.97 percent in May 2020. Bali loses around IDR 9.7 trillion every month from the tourism sector alone. Based on data from Dinas Tenaga Kerja dan Sumber Daya Mineral Provinsi Bali, as of May 25 2020, a total of 71,313 formal sector workers have been laid off and 2,570 people have lost their jobs. Bali is rich in art and culture. This makes Bali has enormous potential in the development of the tourism sector and the creative industry. Nationally, the highest number of creative industry sub-sectors are culinary (41.47%), fashion (17.68%) and crafts (14.99%) (www.Bali.prov.go.id , 2020).

The MSME sector is expected to become a new source of strength for the national economy in facing the crisis. However, MSMEs not only in Bali but throughout Indonesia experienced several obstacles during the COVID-19 pandemic (www.money.kompas.com , 2021), such as: First, the decline in people's purchasing power which caused MSMEs to experience a decrease in income due to the absence of customers. Not to mention since there have been restrictions on people's mobility which has hampered everything. Second, there are distribution barriers caused by mobility restrictions.

This too, said Oke, made it difficult for MSMEs to distribute goods ordered or purchased by consumers. The third is the difficulty for MSMEs to access capital and financing because many MSMEs are not yet bankable. This is what makes many MSMEs forced to lend funds to moneylenders because of the difficulty of borrowing through formal financial institutions. Fourth, the difficulty for MSMEs to obtain raw materials and the fifth is production delays due to restrictions on labor movement. This obstacle is not only due to mobility restrictions, but also because many production machines are not yet sophisticated.

One of the villages that became the target of PKM activities was Sampalan Klod Village. Sampalan Klod Village is one of 12 villages in Dawan District and is located east of Semarapura City with a distance of 1.5 KM. Sampalan Klod Village is included in the Dawan District area, Klungkung Regency, Bali Province. This village is a lowland area with an altitude of 500 m above sea level, with the following boundaries: To the North: Central Sampalan Village, To the East: Gunaksa Village, To the South: Tukad Unda, To the West: Tukad Unda. The area of Sampalan Klod Village is 139,877 Ha. From this area, land use according to type is 9.00 Ha for housing and yards, 115,580 Ha for rice fields, 15,297 Ha for public facilities (www.Sampalanklod.desa.id , 2021).

Sampalan Klod Village is famous for its food product, namely Jaje Begina, where this is a very important food product in every Traditional Ceremony in Bali because it is used as one of the main elements in offering sodan and other offerings. Jaje Begina Klungkung is very famous because it uses authentic Balinese sticky rice without mixture and uses Balinese Dawan sugar as a coloring agent (for Jaje Begina Chocolate). Along with the development of technology, making Jaje Begina while still using original ingredients in Sampalan Klod Village, Dawan District, Klungkung is increasingly being abandoned. Until now, there are only 2 entrepreneurs who make Jaje Begina. For sales, they also have to compete with attacks from Jaje Begina from other districts who can sell at lower prices because they don't fully use real sticky rice and Dawan sugar.

Partner I, Mrs. Made Suwini (52), who is located in Sampalan Klod village, admitted that the difficulty experienced during the processing of Jajan Begina lies in the flame. If the fire in the stove burns bigger, the sticky rice steaming process will be faster. The technique used for steaming sticky rice which is the basic ingredient in making Jaje Begina still uses traditional tools, namely using a fire stove made of bricks and still using firewood. The next obstacle is that the other equipment is still very simple and most of it is not fit for use or is obsolete. Mrs. Made Suwini said that she could not buy new equipment because her business capital was more focused on buying raw materials whose prices continued to increase every day.

Mitra II, Mrs. Wayan Sukerti (56) experienced a similar problem in addition to using traditional equipment and increasing prices for raw materials, especially sticky rice and cooking oil. The obstacle that was presented next was that they could not sell at a higher price in accordance with the increase in the price of their staple goods because the collectors were still bidding at the same price. Because there are many competitors from other districts who are able to provide cheap prices, because in terms of raw materials they do not fully use Balinese sticky rice.

In addition to this, the biggest obstacle for the two partners is the weather factor, because in the Jaje Begine production process there is a drying process by drying it for approximately 2 to 3 days

under the hot sun. So that the availability of supplies is very influential on the weather. If the weather is rainy then they will not produce. The following is the documentation during the initial observation.

The problem faced by partners is that it is difficult to develop a business. Due to limited raw materials, sources of capital, lack of promotion, the bookkeeping has not been recorded related to the costs incurred and in running their business partners run their business in a family manner.

2. Method

In implementing this PKM program not only requires programs and actions from the proposer, but active participation from partners, also contributes greatly to achieving the objectives of this program. The implementation method is by giving lectures and counseling to the Jaje Begina business group in Dawan Klod Village. The material provided is related to educating the importance of entrepreneurship, how to make simple bookkeeping, namely making a cash book and the importance of online marketing. The activity is then continued with the discussion method to deepen the partners' understanding. Next, the demonstration and training activities are follow-up activities carried out by the Community Partnership Program implementers for the Jaje Begina business group in Sampalan Klod Village. This activity is carried out by demonstrating a simple way of bookkeeping in calculating cost of goods and profit and loss with assistance in making simple bookkeeping and financial reports. At least partners can understand the profit/loss earned and know the basic price of the materials used in processing. Followed by a demonstration of marketing online-based products using the social media application WhatsApp (WA), Facebook, promotions through online media so as to increase the number of customers.

3. Results and Discussion

The economic and social impacts that were obtained after assisting Community Partnership Service activities for MSME actors in this kind of snack in Sampalan Klod village can be explained as follows, which can be seen in the following table:

Sales Data (Rupiah)

Partner I Jaje Begina MSMEs Mrs. Made Suwini

Table 1. Sales Volume Before and After PKM

Month	Before PKM	After PKM
April	Rp. 2.800.000	Rp. 4.600.000
May	Rp. 4.600.000	Rp. 7.300.000
June	Rp. 7.300.000	Rp. 11.900.000

Source: Observation Results (2022)

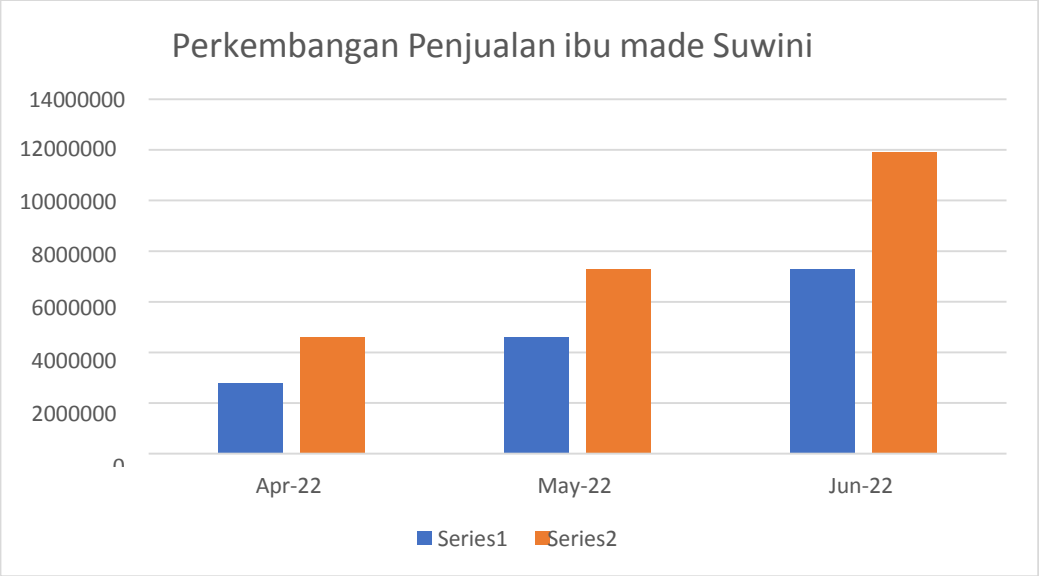


Figure 1. Graph of Partner Sales Development

Sales Data (Rupiah)

Partner II Jaje Begina MSMEs Mrs. Wayan Sukerti

Table 2 Sales Volume Before and After PKM

Month	Before PKM	After PKM
April	Rp. 2.375.000	Rp. 3.275.000
May	Rp. 3.275.000	Rp. 5.470.000
June	Rp. 5.470.000	Rp. 8.565.000

Source: Observation Results (2022)

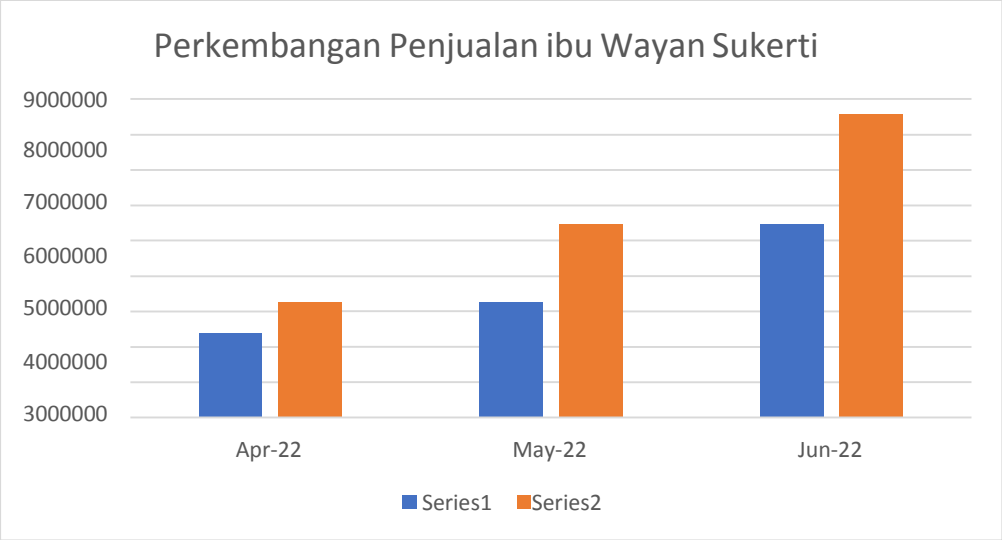


Figure 2. Graph of Partner Sales Development

Based on the results of field observations obtained when carrying out the evaluation presented in Tables 1 and 2 as well as Figures 1 and 2. Where all partners in this community service activity have experienced sales volume of jaje begine. This increase in sales volume occurred after partners understood how to manage business finances and had the courage to start promoting through online media, such as WhatsApp (WA), Facebook so that their business could be better known to the wider community. With the increase in partner sales volume, it will directly have an impact on the level of income earned by partners. The following is a photo documentation when the service activity took place.



Figure 3. Locations of PKM Activities



Figure 4. Counseling and Training of PKM Activities



Figure 5. Evaluatioan of PKM Activities

This community service activity went well and smoothly. All partners were very enthusiastic in participating in this activity. The process of counseling, discussions, training on HPP calculations and promotions both online and by placing stickers on jaje begina packaging.

4. Conclusion

After the Community Partnership Program for the Jaje Begina MSME partners in Sampalan Klod village was able to help solve problems and carry out evaluation and analysis, it turned out that what was the problem could be resolved based on the presentation of the implementation activities and the achievements of the activities, it can be concluded as follows:

Partners are increasingly motivated to develop their business by recording financial flows in a daily cash book

Partners can increase their production results with more modern equipment

Partners are very enthusiastic about participating in demonstrations of carrying out online marketing and promotions in developing marketing and increasing customers

Recommendation

After the implementation of this PKM is complete, partners and the PKM Team hope that good friendship will continue and the readiness of the PKM Team to help if there are problems in implementation, for example problems preparing Financial reports, preparing Profit and Loss reports and calculating the cost of production

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