

DEVELOPMENT OF ANGLUNG CRAFT SMALL BUSINESS IN SUKAJAYA VILLAGE, LEMBANG DISTRICT, WEST BANDUNG REGENCY

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ABSTRACT

One of the business actors who specializes in angklung crafts which is in Sukajaya village, Lembang District, West Bandung Regency named father Rohim. In running a business, we face various problems, including related ones with equipment Which Already worn so that influence in process production. Besides That Also problem other Which faced related to marketing where business actors experience problems in marketing the product. Business actors also do not keep financial records and for Determining the cost of production is based on estimates so no know exactly profit which he obtained. Implementation methods used to overcome the problems faced by business actors is through training and technical guidance. Training conducted with give lecture And understanding related with marketing And cost production. BinteK What is done is by direct practice and followed by giving understanding until you can finally be independent. Apart from that, we also provided machines to businessmen. As a result of the activity, the provision of machine equipment consisting of a drilling machine and a circular cutting machine has been carried out. And online marketing training has been carried out which is included in training activities carried out jointly in the hall in Cihideung village which is attended by other business actors as a whole. Apart from that, training activities and technical training on simple bookkeeping and calculating the cost of production have also been carried out.

Keywords: Development, Small Business and Handicrafts

A. INTRODUCTION

Bamboo own Lots benefit in life public, Wrong the only one can give expediency in fulfillment need life daily. Matter This of course it creates employment opportunities for the local community, because of the bamboo processing is one of the craft industries. This industry is able to absorb the most

workers big that is 120 559 person (95.15 percent) from 126 708 person power Work Which absorbed by sector industry. Mesiyani (2020) . In general, industries produced from bamboo plants can used as building materials, transportation, culinary, medicine, home equipment ladder, tool music, up to kite.

One of the musical instruments

produced from bamboo is the angklung, angklung is Wrong One tool music Which grow And develop among public Sunda. (Agustina Hariri S, 2013). Public Sunda Which is at in Pacific Ocean region (Nugraha Asep, 2015), precisely in the archipelago or Indonesia. More specifically in region Java West Regency West Bandung,

This was experienced by a craftsman in Pameuceulan village, Sukajaya Village Subdistrict Lembang, craftsman Already Enough long operate his business. Because Craftsmen or in this case angklung entrepreneurs have learned to do business making angklung from adolescence. His angklung business started running when he entered age at the beginning wedding. Moment That perpetrator business For can live his family more focused on business craft angklung. Until moment This his business Already walk almost not enough over 20 year.

The angklung craft business has experienced ups and downs, but because... No There is work other Which Can pursued so that craftsman still Spirit For Keep going running his business. Several things are obstacles faced by craftsmen is related management business, Because during operate business craftsman operate What exists.

Some of the problems he faced were related to business aspects, especially business management. Amgklung crafts This started in 1997, an angklung craft business opportunity has really attracted interest as a promising business opportunity. It's in convey by craft business people angklung with the owner that is father Rohim Which

located in the Village Pameceulan Sukajaya Village Lembang District Regency Bandung West, owner craft business angklung it is inner partner Program Activity Public (PKM). As for condition from aspect – aspect business craft from business actors consists of the supply of raw materials which are used as basic materials for making handicraft products This hand is not difficult to obtain. Bamboo is the basic material for making various things craft bamboo obtained in region around that is in region Regency Bandung West namely in area h , but sometimes the supply of bamboo is not fulfilled so bamboo obtained in the Sukabumi area, the reason is that Sukabumi bamboo is more flexible. Apart from that, materials helper obtained in material shop wood And iron in area around Cisarua. Production is an activity For creating and increasing the usefulness of goods and services. Ahyari (2002) process production is something method, methods or techniques to increase the usefulness of goods and services by using them factor production which exists . The quality assurance of this angklung craft has a very high value, because This craft is a handmade creation. So this creation should be possible preserved. Apart from that, angklung crafts is a musical instrument that has value aesthetic. The products produced by business actors have a variety of products ranging from large angklung, medium and small and kulintang. Apart from that, there are no special specifications or quality The product produced is a customized musical instrument, where the main product is generated business actors are various type craft tool music, The products consist of

small, medium, medium and large angklong such as kulintang.

However, with the products they produce, it is sometimes difficult for business actors to fulfill orders if there are a lot of orders. Moreover, the condition of the machine used is outdated. Apart from that, business actors have always carried out business with third parties because business actors don't understand digital and business actors don't understand how much profit they can make while running their business.

The aim of carrying out this activity is to increase the quantity and quality of products, to increase understanding of online marketing and to increase knowledge of simple financial recording and calculating the cost of production.

B. IMPLEMENTATION METHOD

Method Implementation Program Partnership

At the Angklung Craft Activities in Sukajaya Village, Lembang District, on its implementation Team will do activity based on a number of method. As for method Which held will through a number of method including: Training (Lecture And Discussion,) and Technical guidance (Bimtext)

Procedure Activity

Following explanation from each – each method science and technology Which will applied:

Training

Training or *coaching* is a method given in frame give knowledge knowledge And

matter – matter certain Which brought by a trainer (Gendro Salim, in Complete business guide, media synergy, Jakarta. 2010). Method training This, shared become three stages in three year as following:

a. Training

1. Training Part 1 (One) : Training in the form of marketing, understanding will be provided conventionally first after that an explanation will be provided marketing on line.
2. Training Part 2 (Two): Training on finances related to record keeping simple and way price calculation principal production.

b. Guidance Technical (Bimtext)

Technical guidance (Bimtek) is an activity carried out after the activity training *is* carried out. This technical guidance activity is provided to partners Craft Angklung . Objective from guidance technical This partner can apply results from training with guidance And instruction in a way technical from *trainer* (mentor). Bimtext carried out only for finances (simple bookkeeping and pricing principal production)

Participation Business Craft Bamboo In Implementation of the P program

Implementation program on business craft angklong For reach solution (solving) business management issues related to production, marketing and finance if the majority of partners (50%) can achieve the expected competency, namely able to improve the angklong craft

business so that the results obtained can be achieved increase the amount of production after additional machines and can increase sales and market numbers besides also increasing understanding related to bookkeeping (finance) And price principal production. Besides That Also partner has contribute in activity This Where partner has to spare time For provide data.

Monitoring implementation is an activity carried out by the implementation team activities in observing and monitoring the implementation of training, and technical guidance provided run or carried out by an instructor or companion, while implementation Evaluation is an assessment activity carried out by the post implementation team program training And bintek as well as management business related with production, marketing and finance in the angklung craft business. This evaluation and monitoring held For see results from implementation activity. From results activity This will become a reference for related parties to continue to provide benefits both for partners and certain parties such as local governments and the government Regency West Bandung in particular.

C. RESULTS AND DISCUSSION

1. Results

Community service activities carried out in Sukajaya Village, Lembang District, West Bandung Regency with the chairman Dr. Siti Patimah, SE., M.Si and members Dr. Teddy Hikmat Fauzy, M.Si was assisted by students, Dimas Mahardika and Viona Pratiwi. The

implementation begins with determining a team consisting of 2 lecturers and 2 students, then the team carries out coordination where in its activities the team needs to know what must be carried out for each activity carried out. At the start of the activity, the chairman coordinated with business actors who would be used as objects in community activities. In this 2023 activity, which started from February to May, the previous chairman had coordinated with the business actor, namely Mr. Rohim as the owner of the angklung craft business. Business actors complain that businesses that have been running for almost 20 years are hampered by outdated machines, which causes the business they run to be disrupted because they cannot fulfill orders quickly and with quality. Apart from that, other problems faced are related to marketing and financial records that have never been carried out and not understanding how to determine the cost of production. So the team feels the need to help business actors overcome the problems they face.

The team coordinates the division of tasks, what will be done to carry out service activities for angklung craftsmen. The initial activity carried out is fulfilling production, namely purchasing machine equipment so that the production process can run smoothly, where orders can be fulfilled and product quality is maintained. After purchasing equipment in the form of machines, the activity that will be carried out by business actors is to take part in training and technical training activities. The training that will be carried out by business actors is related to marketing where business actors no longer use third

parties, in which case business actors are expected to be able to use media as their marketing. To further increase understanding, business actors are included in training activities carried out jointly with other business actors in Cihideung Village. Next, the team carried out training activities as well as technical guidance related to financial recording and training as well as technical guidance on determining the cost of production. Where business actors never keep records at all and the cost of production is determined based only on estimates.

2. Discussion Implementation of Provision of Production Equipment

At the start of the service activities carried out by craftsmen or angklung craft business people, they were given machines. The machines provided consist of 2 machines, namely a drilling machine and a circular cutting machine.

Based on information from business actors, the drilling machines and circular cutting machines they own are old, so this affects the quality of the products produced. Apart from that, if there are many orders, it will affect the quantity produced. So this will affect the speed of work. So far, the product produced in one day is only 3 sets of large angklung per week per person. However, for small or medium angklungs, you can get 1 to 2 angklungs a day. Depends on the type of angklung you order.



**Figure .1.
Drilling machine and Circular
Cutting Machine**

However, after the introduction of new drilling and circular cutting machines, the products produced in one day are now increasing. Initially it was only 3 sets per person in one week, now it can be up to 4 sets in one week. Meanwhile, small or medium angklungs for 1 day initially only produced 1 or 2, now they can produce up to 3 sets.

Implementation of OnLine Marketing Training Activities

The next activity carried out for business actors was online marketing training, but previously business actors also took part in training held by the Business Administration Student Association which collaborated with lecturer service activities. In this case, the student involved in the service activity was Viona Pratiwi and was also on the committee for this activity. Where the resource person for this activity was Dr. Dindin Abdurohim, M.Si and Andry Mohammad Ramdan, S.AB., M.BA. With the theme "Entrepreneurship Strategies to Improve the Community's Economy" In the training presentation the speaker explained the importance of managing a business well, especially in relation to the mentality that business

actors need to have. Next, in the main material, the speaker on online marketing, namely Mr. Andry Mohammad Ramdan, explained the importance of marketing carried out online



Figure. 2
Online Entrepreneurship and Marketing Training

So far, business actors actually already have good online marketing, assisted by the local government and are involved in training activities organized by Blibli.com. At that time, business actors admitted that they were hampered by knowledge about digital, especially devices that were difficult to understand. So, to carry out this activity, his daughter helps with marketing in online media. Finally, what can be done to help business people, the team suggests marketing products using other social media that you can do yourself. This is done using mobile media such as Facebook, IG and WA. Because business actors already use this media, the team recommends being more active in using this media as a place for online marketing. Rohimangkung business actor's IG link and Rohim Angklung's Facebook

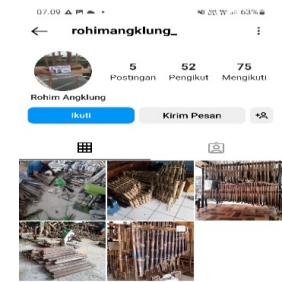


Figure. 3
Rohim Angklung Social Media

Implementation of Simple Bookkeeping Training and Training Activities

As an effort to increase knowledge, especially in financial matters, the team is trying to provide understanding to business actors to carry out records in an orderly manner. This is also done by the team to assist business actors in carrying out simple bookkeeping. For example,

by taking notes by always making notes in a simple book. The team also suggested that recording be done in a division of labor. Where Pa Rohim focuses more on making products, mother does the recording. However, in this case there needs to be coordination between husband and wife. In this training activity, Mrs. Rohim was given an explanation of how to make simple bookkeeping.

Table 1
Example of financial report

No	Date	Information	Go out	Enter
1				
2				
3				

During the training, Pa Rohim asked when there was a transaction, he was asked to make an invoice. However, because he didn't understand, his daughter finally helped him make the invoice. So that matters related to finances are resolved by his daughter. In this case, both Pa Rohim and his wife were given an explanation if it was necessary for both of them to understand the simplest financial records. This is so that both of them understand how much profit they will get. So don't always rely on your daughter but learn from your daughter. So that emergency matters such as transactions can be completed quickly at that time.



Figure 4
Simple Bookkeeping Training

To calculate the cost of production, business actors are given training by first providing an understanding of what is meant by production costs. Production costs referred to here consist of raw materials, labor and factory overhead. Business actors are given an explanation of the production costs and what elements these costs consist of. For example, for angklung products.

Table 2
Production Cost

No	Fee Type	Cost elements
1	Raw material	Bamboo
2	Labor	Direct Labor
3	Factory Overhead	Auxiliary materials (polishing, bamboo rope, sound resonance) Indirect labor, machine maintenance, machine depreciation, equipment depreciation

D. CONCLUSION

Based on the results of the activity, the implementer can conclude as follows:

- a. Implementation activities related to production have been carried out. This is done in an effort to help the production process which is hampered due to the outdated machine equipment used which will affect quality and quantity. With the new machine, problems can be overcome so that the order target can be achieved.
- b. Training activities regarding online marketing have also been carried out where business actors participate in carrying out activities together where the material for marketing is explained. However, the business actor has been following online marketing through Blibli.com where the marketing admin is carried out by his daughter. To understand more about online marketing, business actors only understand online marketing through social media WA, IG and Facebook. So the implementer suggests marketing more intensively through this media.
- c. Financial activities, in this case simple bookkeeping training and guidance, business actors are given simple training to

be able to do bookkeeping straight away. So far, his daughter has helped with the bookkeeping. However, it is recommended that you be able to do it yourself, even if it is simple. This is done in order to find out the profits obtained.

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