

TRAINING OF HOME PRODUCT ENTREPRENEURS TO INCREASE FAMILY INCOME IN RW 03 GUNUNG BATU URBAN VILLAGE, WEST BOGOR

Lilis Cucu Sumartini

Program Studi Manajemen Industri Akademi Telekomunikasi Bogor

liliscucu80@gmail.com

Abstract

Home production is one of the activities that can generate money and can increase family income or income. The right production and marketing will produce large profits. Big profits will automatically increase revenue. Training is an activity that can provide knowledge and insight into the production process and marketing. Training is carried out using the lecture method. The results of the training are expected to increase production and increase sales volume. This causes profits to rise. If sales increase, it will increase revenue.

Keywords: Home Product, Income, Training.

INTRODUCTION

Income is one of the factors to meet the economic needs of individual households. The fulfillment of the needs of each household varies greatly according to the economic pattern it adheres to. To meet these economic needs, it is necessary to have a certain amount of income. Revenue is the result of the sale of goods or services in a certain period. Income derived from business activity. It is called operational income. Income is an important factor and is the cornerstone of individual well-being. The greater the income, the more prosperous the individual is.

Soekartawi (2012) states that income will affect the number of goods consumed, that it is often encountered with increasing income, then the goods consumed not only increase but also the quality of the goods is also a concern. For example, before the increase in income, the rice consumed was of poor quality, but after the increase in income, the consumption of rice became of better quality.

Income according to Soemarso S.R (2009) income can come from own business activities in the form of selling goods or services minus the total cost of production. The income earned will influence the fulfillment of the necessities of life. The greater the income, the greater the ability to meet the needs of life. Revenue is the amount charged to customers for goods and services sold.

While the notion of income according to Sadono Sukirno (2006) income is money income received and given to economic subjects based on the achievements submitted in the form of income from the profession that is carried out alone or individual business and income from wealth. The amount of a person's income depends on the type of work.

Income according to Soemarso S.R (2009) income can come from own business activities in the form of selling goods or services minus the total cost of production. The income obtained will influence the fulfillment of the necessities of life. The greater the income, the greater the ability to meet the needs of life. Revenue is the amount charged to customers for goods and services sold. Income has a relationship with business activities. The more developed the business owned, the greater the income received and the better the goods consumed.

Home business activities are business activities carried out at home by involving family members. Home-based business activities are small-scale business activities and the level of risk is also small. Home-based business activities are a supporter of economic growth. Home businesses can be done easily and with low capital.

A home business is a business carried out at home by involving family members. Home business is an activity that can provide added value to family income. Home businesses can develop well if they are done seriously and make breakthroughs in the form of product innovation, production systems, and marketing systems. Home businesses provide new job opportunities which ultimately help the economy by increasing national income. So many home business opportunities that can be implemented.

Home businesses that exist around RW 03, Gunung Batu sub-district - Bogor include the rengginang snack business which comes from glutinous rice which is steamed then dried and eaten when it has been fried, besides that there is another home-based business, namely gendar crackers that use leftover rice that is not eaten. made crackers, ironing/laundry service business. Currently, home-based businesses that have been running are still not showing maximum results, they are still limited to business activities carried out only on a small scale and the results are only to meet some daily needs, not yet significantly providing additional income. Even though the business sector carried out is quite promising and can increase income.

To increase income from home businesses, the Bogor Telecommunication Academy Industrial Management Study Program held Community Service (PKM) activities with the theme "TRAINING OF HOME PRODUCT ENTREPRENEURS TO INCREASE FAMILY INCOME IN RW 03 GUNUNG BATU URBAN VILLAGE, WEST BOGOR "

METHOD

1. Training method

The method is a rule or rule that applies, to get valid and reliable results. The method in community service is a scientific way to obtain data with certain purposes and uses rationally, systematically, and empirically. The results of the service must have valid and objective data. To obtain valid and objective data, it is necessary to have methods and stages of activities that are structured and meet the criteria for data collection.

The methods of collecting data by performing various actions include:

1. Observation, namely observing the object to be carried out by the activity. Observations were made on people who have home-based businesses and are located in RW03, Gunung Batu sub-district, West Bogor. The objects observed are business activities ranging from the production process to marketing.

2. Interviews, namely conducting questions and answers to the community directly to find out the business processes carried out and business results in the form of income received within a certain period.

Based on data collection, it can be concluded that training methods can be carried out to be effective and efficient so that they can provide insight and scientific contributions to the community in managing home businesses and increasing family income.

The stages of training to achieve the goals and objectives are:

1. Data collection through observation and interviews
2. Implementation of the training with the lecture method
3. Evaluation of activities

2. Place and Time of Activity

a. The place for Home Entrepreneur Training Activities

Home-based entrepreneurship training is held on Jl. Purbasari 6 Rt.001 - Rw 003 Gunung Batu Village – West Bogor District, Bogor City.

b. Activity time

Kegiatan dilaksanakan pada :

Hari : Minggu, 04 September 2022

Waktu : Pukul 08.00- 16.00

3. Training Materials

a. Entrepreneurship

Entrepreneurs are people who develop their talents through education and recognize their potential (traits) and learn to develop them to seize opportunities and organize businesses in realizing their goals. Therefore, to become a successful entrepreneur, it is not enough to have talent alone, but also to know all aspects of the business that will be pursued. Entrepreneurship is short-term business tips, as well as tips for survival in general in the long term, and can create added value for goods and services desired by customers. A person who has an entrepreneurial spirit will be able to:

- 1) Able to formulate life/business goals, namely formulating various strategies to achieve success in business
- 2) Able to do reflection and correction that can analyze every business activity carried out
- 3) The ability to motivate oneself, namely to give birth to a great determination.
- 4) Being able to take the initiative, namely doing something good without waiting for someone else's orders, is done repeatedly so that you become accustomed to taking the initiative.
- 5) Able to innovate, namely giving birth to creativity (creativity) and looking for new possibilities or combinations that can be used as tools in presenting goods and services
- 6) Able to form material, social, and intellectual capital, namely being able to increase business capital for
- 7) Able to manage time and get used to it, namely to always be on time in all actions through habits and not delay work.

- 8) Having a mentality based on religion, namely being able to get used to taking lessons from good or painful experiences.

b. Home Business

Types of home-based businesses include business activities whose production processes can be carried out at home and on a small scale. A home-based business is a type of business whose production process involves people who are around the house with fairly low wages. A home-based business starts from a hobby or ancestral heritage recipe that has been passed down from generation to generation and is liked by many people, so it is easy to recognize. Generally, a home business that is often engaged in by many people is a food business, both processed food and frozen food. A home business is one type of small and medium business (SME) with a fairly large market share.

c. Marketing

Marketing methods for home products can be done by:

- 1) Promotion by word of mouth, namely promotions carried out directly by consumers to other consumers. Try to provide an address and telephone number that is easy to contact and don't be stingy with masters or examples.
- 2) Utilizing online media, namely by utilizing WA, IG, or Facebook social media. Include interesting product pictures and interesting information about products and prices.
- 3) Distributing brochures and pamphlets by printing flyers and brochures and then distributing them to houses or offices.
- 4) Expanding relationships, namely by creating a network or network by becoming a member of associations or associations of similar entrepreneurs.
- 5) Participating in exhibition events, namely participating in exhibitions or entrusting goods/products to friends who participate in exhibitions in the local area or outside the area.
- 6) Promotion with endorsement strategies, such as inviting influencers and creators with a good level of popularity.
- 7) Leave in the stalls or Mini Markets, namely leaving the goods in the stalls or mini-markets with a consignment system, if the goods are sold, the profits are shared with the stalls.

d. Calculation of Capital and Operating Profit

To find out how much profit you get, there needs to be a careful calculation of business capital. To calculate business capital, it is necessary to determine the capital component that will be used. Based on its nature, capital is divided into two types, namely:

- 1) Fixed capital is capital that can be used many times in the production process, for example, production equipment such as frying pans, stoves, freshers, etc.
- 2) The current capital is capital that is used up once in the production process, for example, raw materials, packaging, etc.

There are several methods for calculating operating profit including:

- 1) Gross Profit Formula, namely profit calculated based on operating income and fixed production costs. Gross profit can be calculated by the difference between your income and the expense of fixed production costs or costs incurred every month constantly. The formula is as follows:

Gross profit = revenue – fixed production costs

For example: Gross income for 1 month = 3,500,000
Cost incurred = 2,100,000
Gross Profit = 3,500,000 – 2,100,000
= 900.000

- 2) Net Profit is profit calculated based on operating income, production costs, and overhead/tax costs. The net profit formula is as follows:

Net Profit = Revenue – production costs – overhead costs/taxes

For example: Gross income for 1 month = 3,500,000
Cost incurred = 2,100,000
Overhead cost (packaging bag) = 200,000
Net Profit = 3,500,000 – 2,100,000 – 200,000
= 700.000

Home-based businesses have not been taxed, because they are still small-scale businesses with small incomes.

e. Production Analysis

Production analysis is intended to determine the number of products that must be made so as not to suffer losses because they are not sold. There is a way to determine the number of products using the BEP calculation as follows:

- 1) Fixed costs, namely cost that must be incurred by the company even though the number of production changes, for example, the cost of permanent employee salaries, rental costs, depreciation costs, bank interest, and so on.
- 2) Variable costs are costs whose amount is proportional to the volume of production, for example, the cost of overtime wages, the cost of raw materials, fuel, and so on.
- 3) Revenue (revenue) total of money received from the sale.
- 4) The formula BEP (units) = total fixed costs / (selling price per unit of product – variable cost of each unit of product).

For example :

Donut Production

Fixed costs = 500,000 (employee salaries)
Variable cost/unit = 1400
Product selling price = 2000
BEP = 500.000/(2000-1400)
= 500.000/600
= 833.33 units or about 834 donut units

So that production does not lose, at least you have to make 834 donuts

DISCUSSION

This training is one of the efforts to increase family income. The training can provide new insights and knowledge regarding the technical manufacture of products and their marketing systems.

With the training method that is short, and easy to understand, it can provide new discourse and refreshments both on technical and non-technical matters. With the training, participants can understand in detail about products that can be produced at home with the help of family members, so that they can provide large sales results and in the end can increase family income and prosper the family. Participants become more motivated in producing and making market breakthroughs so that what is expected can be achieved.

The training can have a positive impact on home-based product entrepreneurs because with the training they become more aware of the production process, marketing, and various components that can be developed in developing their business.

This training or training will be very useful for home businesses because it can increase their knowledge and abilities so that businesses can develop and compete with their competitors. Every business will need the knowledge to increase company profits. Training is a process that will educate and train every entrepreneur in terms of attitudes and skills so that they can be responsible for their business. Training is one of the most effective tools to improve employee skills and company profits.

Revenue is the amount of income derived from the sale of services or goods, which is carried out within a certain period. Products that are made and sold will provide income for the manager. In this case, mothers who produce and sell products to the market will get income from selling their products. This will automatically increase family income. Income from selling home products will increase family income. Based on the calculation of operating profit, a certain amount of money will be obtained as a result of the business. The results of these efforts will automatically provide additional income.

In this case, the increase in family income does depend on the results of home products that can be sold. If the sales are maximum, the income will be maximized, and vice versa. Along with economic growth, it is expected that home products can compete with mass-produced factory products. The sincerity and hard work of mothers and families in increasing production and maximizing marketing so that sales results can increase. Increasing sales volume can be done in various ways, including improving marketing and marketing strategies by conducting and utilizing relationships, social media, etc., also by increasing production by paying attention to the quality and use of product materials better and more efficiently.

Revenue is the amount of input obtained for the services provided by the company which may include the sale of products and or services to customers obtained in an operating activity to increase the value of assets and reduce liabilities arising in the delivery of goods. To increase revenue, it is necessary to add value to the product through transformation, creativity, innovation, and market sensitivity. Increased income can help national economic growth. The increase in family income can be used as a benchmark for how the economy is progressing, which is quite significant. The greater the profit earned, the greater the increase in family income. To increase income, it is necessary for earnestly and hard work from family members in production and marketing activities.

CONCLUSION

Based on the description above, home products are one of the most promising businesses if managed properly and seriously. The training is carried out to improve the abilities and knowledge of entrepreneurs so that they can carry out business activities better, and can compete with their competitors. Participants can also understand the importance of increasing family income.

THANK-YOU NOTE

Dasa Wisma RW 03 Gunung Batu Village, West Bogor District. Bogor city

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