

## IMPROVING COMMUNITY ECONOMIC INDEPENDENCE THROUGH MSME PRODUCT DEVELOPMENT IN PADALUYU VILLAGE, CIANJUR REGENCY

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### Abstract

To help the Cianjur district affected by the earthquake on November 21, the Directorate General of Higher Education, Research, and Technology (Ditjen Dikristek) launched the Kampung Cekattan program (Fast, Responsive, Collaborative to Rise and Tangguh Bersama) two programs that are integrated into this program are community self-reliance activities (KKM) and kampung bangkit (KKB) activities. UIKA Bogor participates in community self-reliance activities (KKM) and kampung bangkit (KKB) activities. One of UIKA Bogor's programs is to increase the development of MSME (Micro, Small, and Medium Enterprises) products through activities to increase community economic independence through the development of MSME products in Padaluyu Village, Cugenang District, Cianjur Regency. MSMEs are assisted by as many as 3 (three) MSMEs, namely convection, dry snack culinary, and bamboo woven handicrafts. UIKA Bogor donated equipment, materials, and training to MSME actors as many as 25 packages. The purpose of this activity is to provide solutions for MSME actors affected by the earthquake to restart their businesses and be able to meet the economic needs of families so that they can be economically independent after the earthquake. The implementation team of KKM activities also ensures that the production equipment and materials submitted to MSMEs function and are used by the receiving MSMEs. Based on the results of the monitoring carried out, MSMEs in the fields of bamboo matting, culinary/street vendors, and making snack chips have used and utilized the materials and tools they have received and have returned to activities and have been able to meet the needs of their families again.

**Keywords:** Economy, Cianjur Earthquake, Community Independence, Micro, Small, and Medium Enterprises (MSMEs)

### INTRODUCTION

The Unitary State of the Republic of Indonesia has geographical, geological, hydrological, and demographic conditions that make it possible for disasters to occur, whether caused by natural factors, non-natural factors, or human factors, which cause human casualties, environmental damage, loss of property, and impacts. psychological state which in certain circumstances can hinder national development. Natural disasters are caused by nature in the form of earthquakes, tsunamis, volcanic eruptions, floods, droughts, hurricanes, and landslides (PP Indonesia, 2007).

Cianjur is a district area located in the province of West Java, Indonesia. On November 21, 2022, at 13.21, Cianjur Regency was hit by an earthquake with a magnitude of 5.6 Magnitude Moment (Mw) with a depth of 10 km. Based on data from the National Disaster Management Agency (BNPB) on November 29, 2022, the number of victims who died was 327 people, infrastructure damage as many as 26,237 houses were heavily damaged, 14,196 houses were moderately damaged, and 22,786 houses were slightly damaged. Damage to other buildings included 471 damaged schools, 170 houses of worship, 14 health facilities, and 17 office buildings. The total number of refugees is 100,330 people, spread across 449 evacuation points (Inews. id, 2022). Based on BMKG data the Cianjur earthquake occurred due to a shift in the Cimandiri Fault, namely a limestone fault or fault that stretches from the bay of Ratu Sukabumi Harbor to the northeast of Subang Regency. The location with the most affected damage was in the Cugenang sub-district (Mineral and Geology, 2022). Post-earthquake conditions in the Cugenang sub-district are shown in Figure 1.



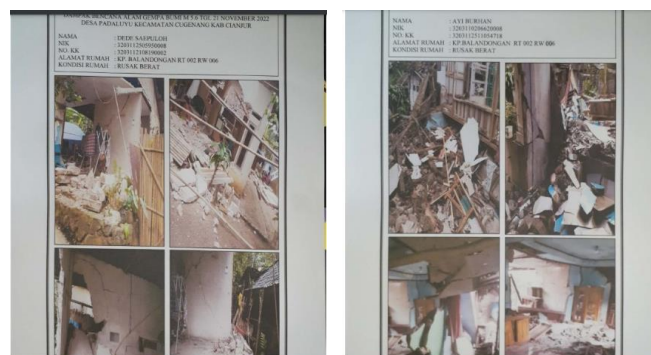
**Figure 1. Damage to residents' houses and landslides in the village of Cugenang sub-district**

The Directorate General of Higher Education, Research and Technology (Ditjen Dikristek) launched the Kampung Cekattan (Quick, Responsive, Collaborative to Rise and Resilient Together) program on 13 December 2022, which is one of the tri dharma activities of higher education, namely community service. This program involves universities to assist in the response to the Cianjur earthquake through community self-reliance activities (KKM) and village awakening activities (KKB) integrated with the Independent Campus Learning Program (MBKM). Bogor Ibn Khaldun University (UIKA Bogor) participated in helping empower the community to accelerate the development of economic ecosystems in earthquake-affected areas. UIKA Bogor helps with disaster management starting from the emergency response, recovery, and rehabilitation, to the reconstruction stages (Directorate General of Higher Education, Research and Ministry of Education, Culture, Research, 2022). Bogor Ibn Khaldun University (UIKA Bogor) participates in community self-reliance activities (KKM) and village awakening activities (KKB). One of UIKA Bogor's programs is to increase the economic independence of the community through the development of MSME (Micro, Small, and Medium Enterprises) products in Padaluyu Village, Cugenang District, Cianjur Regency.

MSMEs support the Indonesian economy at this time, this is due to the use of local raw materials, labor, and market orientation (Fauzi, 2020). To accelerate economic recovery and

economic ecosystem development in the Padaluyu Village area, Cugenang District, Cianjur Regency, UIKA Bogor carries out community self-reliance activities (KKM) through empowering MSMEs. Through coordination with the village head of Padaluyu, Cugenang District, and Cianjur Regency, UIKA Bogor is working with several MSMEs that were affected by the earthquake to help them get back on their feet and start carrying out economic activities. 3 (three) MSME sectors were assisted by MSME, which consisted of Convection MSME, Culinary MSME consisting of street vendors, namely rolled egg traders, cilok, gemblong, chicken porridge, dumplings, macaroni, and seblak. MSME snack consists of making cassava chips, selling bananas, and banana chips, and MSME for woven bamboo crafts.

UIKA Bogor donated 25 packages of equipment and materials to MSME actors. Figure 2 shows some of the conditions of the impacted MSME houses, so they need help, so they can get up and start their business again. Based on interviews conducted with MSMEs, they are currently trying to recover from the impact of this disaster and are in dire need of equipment and material assistance so they can start their business again. MSMEs that receive assistance with tools and materials from the community self-reliance activity program (KKM) are those who run MSMEs to meet the daily needs of their families.

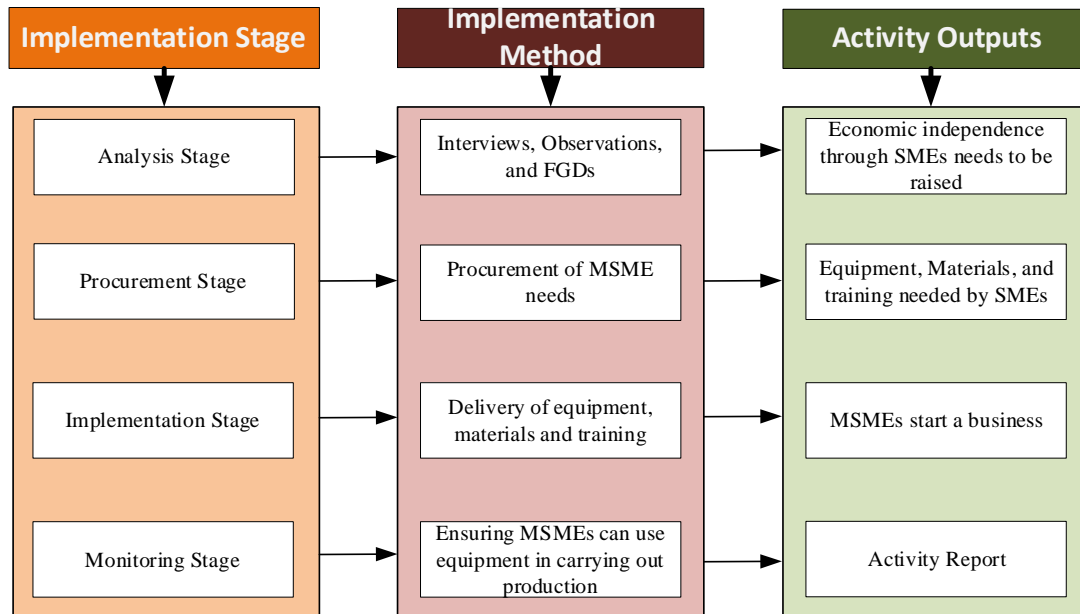


**Figure 2. Condition of houses of MSME actors**

The purpose of community service activities through community self-reliance activities (KKM) is to help and provide solutions for MSMEs affected by the earthquake in restarting their businesses to meet the economic needs of their families so that they can be economically independent after the earthquake. The target of community service through community self-reliance activities (KKM) is the MSME community in Padaluyu Village, Cugenang District, Cianjur Regency. The priority issues addressed in this activity are the MSME community who are affected, they lack the capital to start a business, do not have sufficient equipment, and do not have materials. Through this program, the community can return to their activities to run the wheels of the family economy, so that Padaluyu Village, Cugenang District, Cianjur Regency quickly recovers and recovers.

## IMPLEMENTATION METHOD

The method for implementing community service activities through KKM activities is shown in Figure 3. The activities consist of the analysis stage, the procurement stage, the implementation stage, and the monitoring stage.



**Figure 3. Methods for implementing PkM activities**

The analysis phase was carried out using interviews, observation, and FGD methods. At this stage observations were made to Padaluyu village to see how the conditions of MSMEs were, interviews and FGDs were conducted with MSMEs and the Padaluyu village head to find out the problems faced by MSMEs, observations, interviews and FGDs conducted, it was found that many MSMEs had not been able to carry out their business activities because some of them experienced their houses being razed to the ground and have not received assistance with tools and materials. From this process, MSME data is obtained, as types of business fields, and the needs of MSME actors.

The procurement stage is carried out by providing the tools and materials needed by each MSME in their field of business activities. In the implementation phase, the KKM activity implementation team handed over assistance for equipment and materials needed by MSMEs, this activity was carried out together with Padaluyu village officials. In the Monitoring Stage, the KKM activity implementation team ensures that the production equipment and materials handed over to the UMKM can function and be used by the receiving UMKM.

## RESULTS AND DISCUSSION

Based on the PkM implementation method used, the results obtained from the analysis stage were the results of interviews, observations, and focus group discussions with the Padaluyu village head, the target of MSMEs were community actors who depended on MSME activities for their subsistence needs, so based on data from the target villages this activity was carried out on convention SMEs, culinary/street swords, and woven bamboo. Based on information from the village head of Padaluyu, the assistance programs that have been received

such as trauma healing, education, health, agriculture, and the economy have helped the community to get back on their feet, but assistance in the economic sector is still very much needed because there are still many affected MSME communities who need help in supporting community economic independence through the development of MSME products in Padaluyu Village, Cianjur Regency. Referring to the results of the analysis obtained MSME data and materials and tools needed, are shown in Figure 3.

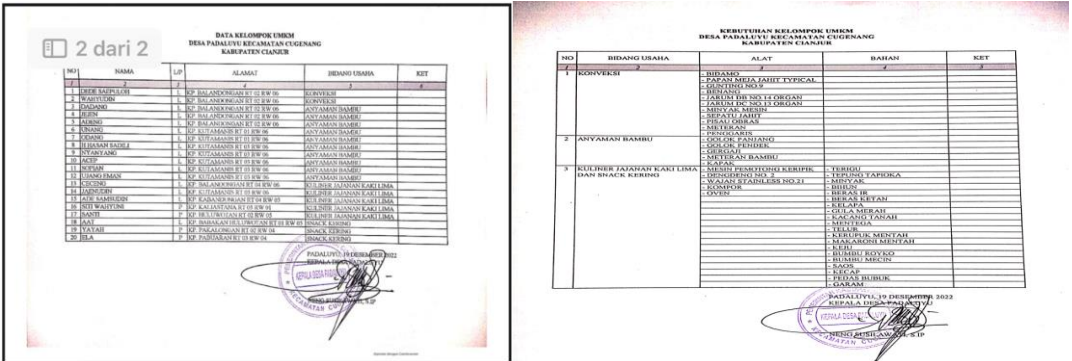


Figure 4. MSME data and the need for tools and materials

After obtaining MSME data and the need for tools and materials, the next stage is the procurement of materials and tools. Data on materials and tools held are shown in table 1.

Table 1. MSME data and the need for tools and materials

No	SME Business Sector	Tool's name	Unit
1	CONVECTION	Bidamo	2
		Typical Sewing Table Board	1
		Scissors No.9	2
		Thread	10
		Db Needle No.14 Organ	2
		Machine Oil	2
		Machine Shoes	2
		Overlock knife	2
		Meter	2
		Pattern Ruler	2
2	WOVEN BAMBOO	Long Saber	10
		Short Saber	10
		Saw	10
		Bamboo Meter	10
		Bamboo Meter	10
3	CULINARY STREETS AND DRY SNACKS	Manual Chips Cutting Machine	3
		Dangdang No.2	5
		No.21 Stainless Frying Pan	3
		Gas stove	8
		Oven	2

No	SME Business Sector	Tool's name	Unit
		Snack seller	3
		Plastic packing	1 Kg
		Wheat	6
		Tapioca flour	6
		Oil	16
		Rice noodles	2
		Rice Ir	1
		Glutinous rice	5
		Coconut	6
		Brown sugar	5
		Peanuts	5
		Butter	6
		Egg	8
		Raw Crackers	6
		Raw Macaroni	6
		Cheese (Gold)	6
		Royco seasoning	6
		Minced Spices	5
		Sauce	5
		Soy sauce	5
		Spicy Powder	5
		Salt	8

The results of the implementation phase, the KKM activity implementation team handed over assistance for equipment and materials needed by MSMEs, this activity was carried out together with Padaluyu village officials. From this activity, it is hoped that MSMEs can start their business again. Some implementation activities are shown in Figure 4.



**Figure 5. Delivery of tools and materials to affected MSMEs**

In the Monitoring Stage, the KKM activity implementation team ensures that the production equipment and materials handed over to the UMKM can function and be used by the receiving UMKM. Based on the results of monitoring carried out, MSMEs in the field of woven bamboo, culinary/street vendors, and making chip snacks have used and utilized the materials and tools they have received and have returned to their activities. Several MSME activities in the implementation of monitoring are shown in Figure 5 to Figure 7.



**Figure 6. SMEs of woven bamboo has started production of woven bamboo**



**Figure 7. Culinary MSMEs have started production and trading again**



**Figure 8. UMKM snack chips have started production and trading again**

MSMEs that have not yet started their business are in the convection sector because they are still in the stage of waiting for house repairs.

## CONCLUSION

MSMEs include micro businesses or individual productive businesses, small businesses, or stand-alone productive businesses. The function of this activity is to re-empower MSMEs affected by the earthquake. The benefits obtained from the results of community service activities in Padaluyu village, Cugenang sub-district, Cianjur district are MSMEs as a means for the welfare of society, efforts for economic equality, improving the quality of human resources, and as a source of regional foreign exchange. MSMEs in Padaluyu village is expected to immediately revive and restore the wheels of the economy. With the existence of MSMEs in

Padaluyu village, village people do not need to go to the city to shop for their needs, thus the movement of money will occur in Padaluyu village so that the wheels of the economy can move. In addition, the contribution of MSMEs to other sectors is that they can provide opportunities for Padaluyu village products to be distributed to central areas or cities. Of the 20 MSMEs that received assistance from this activity, there were convection MSMEs that had not been able to start a business, culinary MSMEs of Kali Lima traders, chicken porridge, dumplings, and macaroni, and banana chip snacks had not been able to carry out their business activities because their housing conditions could not be restored. place of business, due to heavy damage. Follow-up actions that can be taken are the government, non-governmental organizations, CSR companies, and community volunteers can work together to clean up the rubble, and government agencies can immediately repair damaged residents' houses, so they can return to live in proper homes and start their businesses immediately. return.

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