

MICRO, SMALL, AND MEDIUM ENTERPRISES (MSME) CART- MAKING

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Abstract

The development of micro, small and medium enterprises (MSME) play a vital role in improving the local economy and expanding economic opportunities for the community. One effective strategy in supporting the growth of MSME is through creating business carts that can function as a mobile platform for selling products or services. This research aims to examine the process of making MSME carts with a focus on design innovation, materials used, and efficient and environmentally friendly production methods. Research methods involve literature analysis, field surveys, and interviews with relevant stakeholders. The research results show that the use of appropriate technology and materials can increase the durability, safety and aesthetics of MSME carts, while the use of efficient production methods can reduce production costs and speed up processing time. The practical implications of this research are to provide practical guidance for MSME in choosing designs, materials and production methods that suit their needs and to encourage the government and related institutions to provide adequate support and facilities for the development of MSMEs through the manufacture of business carts. Thus, this research has the potential to make a significant contribution to increasing the competitiveness of MSME and strengthening the local economy in a sustainable manner.

Keywords: Carts, Engineering, Real Work Lectures

INTRODUCTION

The growth of micro, small and medium enterprises (MSME) has a crucial role in moving the wheels of the local economy in various countries. One of the economic recovery of the community after Covid-19 is by encouraging MSMEs in the community. MSMEs are not only the backbone of the economy, but also the main source of job creation and increase in people's income (2021). In this context, making business carts is one of the important strategies in supporting the growth and empowerment of MSMEs.

Business carts have the advantage of being a mobile platform that allows MSME players to sell their products or services flexibly in various locations. This provides easy market access

for MSMEs, especially for those who operate in traditional markets, tourist areas, or special events (Kotler & Armstrong, 2018) However, making a business cart is not a simple matter. This process involves various aspects, ranging from design that attracts the attention of consumers, selection of quality and environmentally friendly materials, to the use of efficient and cost-effective production methods.(Kristanto & Nugraha, 2022)

In the context of innovation and local economic empowerment, the manufacture of business carts also has the potential to have a significant impact. Innovations in design and production technology can improve operational efficiency as well as the visual appeal of carts, thereby increasing the competitiveness of MSME products (2021). In addition, making business carts can be a means of empowering the local economy by involving MSME actors in the production process, thus encouraging job creation and improving community skills.

Through a holistic and sustainable approach in making micro, small and medium enterprise carts, it is expected to make a real contribution in strengthening the local economy. Therefore, this study aims to examine in depth the process of making MSME business carts with a focus on design innovation, material selection, and efficient production methods, so as to support the growth and empowerment of MSMEs and strengthen the local economy in a sustainable manner.

IMPLEMENTATION METHOD

To determine the progress of the work, the stages of activity planning are neatly arranged. The steps of the stages of work include:

1. Literature Study: The initial stage involves the study of literature to understand in depth about the manufacture of MSME business carts, including the latest trends in design, technology, materials, and production methods. Literature sources used include scientific journals, related books, research reports, and industrial publications.(Shalihah & Pujiyanti, 2020)
2. Field Survey: A field survey was conducted to collect primary data on the needs and preferences of MSME actors related to making business carts. The survey was conducted by in-person interviews and dissemination questionnaire to MSME actors who have the potential to become business cart users. The data collected includes design preferences, features, materials, and constraints encountered in the use of business carts.
3. Stakeholder Interviews: Conduct in-depth interviews with various relevant stakeholders, including cart manufacturers, designers, MSME entrepreneurs, and MSME support institutions. This interview aims to gain deeper insight into the challenges, opportunities, and needs in making MSME business carts.(Ananda, 2022)
4. Prototype Development: Based on the results of literature studies, field surveys, and interviews with stakeholders, a prototype of a business cart that meets user needs and preferences is carried out. The prototype design is carried out by paying attention to aspects of ergonomics, safety, visual appeal, and functionality.
5. Prototype Testing: Prototype carts are thoroughly tested to evaluate their performance, strength, safety, and reliability. Testing is carried out with real usage simulations and assessments by relevant stakeholders.
6. Refining and Mass Production: Based on the results of prototype testing, further

development and refinement of the design, materials, and production processes of business carts are carried out. After the final design is established, the business carts are mass-produced with due regard to quality standards and production efficiency.

7. **Quality Control:** During the mass production process, strict quality control is carried out to ensure each business cart meets the established quality standards. Quality control is carried out at every stage of production, from material selection to the final stage of assembly.
 8. **Shipping and Installation:** Business carts that have been manufactured will be delivered to the location specified by the customer. The installation team will install business carts according to needs and specifications customers, as well as providing basic usage and maintenance training to MSME owners.
- (Keeping Up With Winata, 2021)

RESULTS

Procurement of MSME business support facilities based on SWOT analysis. SWOT stands for Strength, Weaknesses, Opportunities and Threats. These four things help an entrepreneur in knowing the advantages & weaknesses of the business he wants to create (Dharmawan & Amelia, 2020). That way, business people can build a strong business while differentiating them from existing competitors. However, asset analysis with this method needs to be considered because for business sustainability we must know and explore how the quality of our assets, for that this analysis is important to be carried out with a sustainable impact.

1. Strength

The advantage of this facility is that it is multifunctional, with a flexible form that can allow business actors to open various product services so as to bring liquidity income.

2. Weaknesses

In terms of resistance to external factors, it may still be lacking, such as during the rainy season the facility will not be able to withstand rainwater for a long time, even though it has been equipped with a roof but on the other hand there are still those who are not protected from rainwater

3. Opportunity

This facility is very an opportunity for business development by MSME players because from the beginning this asset has been equipped with supporting equipment for operational activities and may be able to reduce costs so that budget allocations can be transferred to other sectors.

4. Threat

However, in every development, there must be obstacles that must be passed, so in this analysis MSME facilities need to be prepared in dealing with this, the important thing to pay attention to is the layout or position of asset placement. It is not an easy thing to determine a strategic place to meet the expectations of MSME actors, so it needs to be considered properly.

The purpose of the SWOT analysis of business facilities is to provide ease of asset maintenance governance for the smooth running and development of the business itself and ultimately facilitate MSME actors in decision making then when looking at the potential of

assets, it can be said to be very helpful and the answer for MSME actors in entrepreneurship, for that this facility is expected to facilitate ambitious actors and ultimately have a spirit of spirit in entrepreneurship (Caraka et al., 2021).

The results of this study cover various aspects related to making micro, small and medium enterprises (MSMEs) carts with a focus on innovation, production efficiency, and local economic empowerment. Here are the results and discussion:

1. Design Innovation

Based on literature studies, field surveys, and interviews with stakeholders, a variety of innovative business cart designs have been developed that attract the attention of consumers. These designs include ergonomic features, such as easily accessible storage, efficient display space, and ease of movement.

2. Material Selection

Through material testing and consultation with manufacturers, high-quality materials are selected that meet safety, durability, and environmental friendly standards. Material selection is done by considering factors such as strength, lightweight, weather resistance, and easy recyclability.

3. Production Efficiency

By applying modern technology and production methods, it has succeeded in increasing the production efficiency of business carts. The use of automated machines in the manufacturing and assembly process helps reduce production time and labor costs.

4. Domestic Economic Empowerment

The process of making business carts involves collaboration with local MSME actors, both as raw material providers and as labor. Thus, this process not only creates local jobs, but also increases the skills and incomes of local people.

5. Positive Impact on MSME

The business carts produced have the potential to increase the competitiveness of MSME by providing an efficient mobile platform to sell products or services. With the existence of innovative and quality business carts, it is expected to increase market access for MSMEs and encourage their business growth.

DISCUSSION

This research shows that making micro, small and medium enterprises (MSMEs) carts can be an effective strategy in driving the local economy and empowering communities. Through design innovation, selection of the right material, production efficiency, and active involvement of local MSME actors. Business carts can be an effective means to expand the market and increase MSME income (2021). In addition, the process of making business carts also has a positive impact in creating jobs and improving the skills of local people. Therefore, the manufacture of business carts not only contributes to the growth of MSMEs, but also strengthens the local economy as a whole.(Syamruddin et al., 2022).

This Real Work Lecture (KKN) activity will be held from January 22 to February 22, 2024 in Babulu Darat Village, Babulu District, North Penajam Paser Regency, East Kalimantan. This activity involved 20 P9A and P9B KKN group students consisting of various study programs at Balikpapan University. Based on the results of a field survey conducted on

November 7, 2023, it can be concluded that the people of Babulu Darat village, especially young people who want to continue to college but are constrained by cost problems or want to work to help the family economy, the solution is to trade to meet economic needs.

The documentation for the implementation of Micro, Small and Medium Enterprises (MSMEs) Cart Making is as follows:



Figure 1 : Frame Making



Figure 2 : Body Making



Figure 3 : Variation Pasting



Figure 4 : Cart Interior Installation



Figure 5 : Interior Finalization



Figure 6 : Results



Figures 7, 8 and 9: Observation and Checking by DPL



**Figure 10 : Handover to MSME actors
Dock. Personal**

CONCLUSION

The manufacture of MSME business carts plays an important role in driving the local economy. With design innovation, selection of quality materials, and production efficiency, the cart can increase the competitiveness of MSMEs. This process also empowers the local economy through collaboration with MSME players in the provision of raw materials and labor. Thus, the creation of business carts is not only a technical effort, but also a strategy to strengthen the local economy and support MSMEs in a sustainable manner.

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