

ENHANCING ENTREPRENEURIAL MOTIVATION OF CULINARY MSME OWNERS IN KEBON MANGGIS, JAKARTA TIMUR

Lailah Fujianti *, Roy Prakoso, Petiana Indriati, Rachel Marsilea Crenata

Universitas Pancasila

Jl. Lenteng Agung Raya No.56, RT.1/RW.3, Srengseng Sawah, Kec. Jagakarsa, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12630, Indonesia

Email: lailahfujianti@gmail.com

Abstract

The service aims to increase the knowledge of Kebon Manggis MSME players about the need to maintain motivation and entrepreneurial spirit to advance and maintain business sustainability and be able to face challenges or obstacles in running a business. This service was carried out using the lecture method. The implementation of the service has four stages: initial survey, preparation, implementation, and evaluation of implementation. This service was carried out on 19 July 2023 and was attended by 19 MSME actors. The evaluation results show that there is an increase in knowledge before and after the implementation of the service.

Keywords: Entrepreneurial, Motivation, MSMEs

INTRODUCTION

The entrepreneurial spirit in Micro, Small, and Medium Enterprises (MSMEs) is the driving force behind local, national, and even global economic dynamics. MSMEs are the backbone of the economies of many countries, contributing a large share of economic growth, job creation, and improved community welfare. In this brief, we will prove the importance of entrepreneurial spirit in the context of MSMEs, including their role in economic development, the challenges they face, and the positive impact they generate.

MSMEs must be able to identify business opportunities amidst challenges. This is one of the key aspects of entrepreneurial spirit in MSMEs (Pratama, 2024; Hertina et al. 2024). MSME actors must be innovative in finding ways to overcome the limited resources and access they have. The entrepreneurial spirit encourages creative thinking and finding effective solutions to solve problems, be it in terms of production, marketing or management.

Risk-taking is a defining characteristic of entrepreneurial spirit (Rois et al. 2023; Puspanita, 2022). MSME players must navigate various risks, including financial, operational, and market risks. However, the ability to take risks wisely and manage them well is what distinguishes successful entrepreneurs from those who are not. Entrepreneurial spirit gives MSME players the courage and confidence to face the uncertainties and challenges of the market head-on. It also drives them to keep learning and developing (Hanum and Irawati, 2024; Al Farisi and Fasa, 2022; Kadani, 2020). They know that to stay competitive in a rapidly changing market, they must continuously improve their skills and knowledge. MSMEs must

also be open to innovation and willing to adapt to new technologies (Fujianti et al., 2021).

The entrepreneurial spirit is crucial to the success of MSMEs. It has a significant impact on the social fabric of communities. MSMEs are often the main source of employment for local communities (Fujianti et al., 2019), especially in less developed rural or urban areas. By creating sustainable employment, MSMEs help reduce unemployment and poverty, and improve the social and economic well-being of local communities.

MSMEs play an important role in economic and social development, but they also face various challenges that need to be overcome. Some of the challenges faced by MSMEs are financial management. MSMEs also face challenges in accessing capital (Fujianti et al. 2021; Sinta and Naftali, 2024). Many MSMEs have limited access to formal financial institutions (Ningsih et. al., 2023; Yasrizal et al. 2023) and struggle to secure the loans or investments needed to expand their businesses. Lenders typically require MSMEs to have a financial statement or business bookkeeping (Fujianti et al., 2023). However, many of the MSMEs have not done business bookkeeping (Fujianti et al. 2024 a) and have not even separated personal and business money (Fujianti and Hendratni, 2020). They have not done cash planning (Fujianti et al. 2024 b) and thus often lack the capital for operations.

MSMEs face significant challenges, but they remain the backbone of the economy in many countries. They contribute significantly to economic growth, job creation and improved community welfare. By nurturing a strong entrepreneurial spirit, MSME players can continue to be agents of positive change in society, creating added value for the economy and society. Kebon Manggis is an administrative area of Jakarta City, Indonesia, located to the northeast of the National Monument (Monas), a famous Jakarta landmark. Geographically, Kebon Manggis is in Jakarta, the Indonesian capital city, with coordinates of approximately 6° 11' N and 106° 51' E. It borders several other urban villages and sub-districts in Central Jakarta. Kebon Manggis has a long history, dating back to the Dutch colonial period. The name Kebon Manggis indicates the presence of mangosteen gardens or parks in the past. Kelurahan Kebon Manggis is home to a variety of communities and residents. Like many areas in Jakarta, Kebon Manggis has experienced rapid population growth over time. Socially, The people of this region are active with various activities and events that involve local people in social, cultural and sporting activities

MSMEs in Kelurahan Kebon Manggis, Jakarta, are an essential part of the local, national and global economy. As part of Jakarta City, Kelurahan Kebon Manggis has a number of MSMEs that play a vital role in economic growth, job creation and improving community welfare. There are various businesses such as restaurants and food stalls that are an important part of economic activity in Kelurahan Kebon Manggis, considering that Jakarta is known as a culinary centre. Kebon Manggis MSME players face many problems. The existing problems include weak business governance, not doing bookkeeping and often lacking capital. Lack of capital causes some business actors to be unable to maintain their business sustainability. This condition often causes the spirit of business or entrepreneurship to weaken again. We will revive the spirit of entrepreneurship for Kebon Manggis MSME players by conducting training to increase entrepreneurial motivation for Kebon Manggis Culinary MSME players in East Jakarta. This service will increase the spirit of entrepreneurship to advance the business and overcome challenges.

IMPLEMENTATION METHOD

The service method is an approach in the academic world that applies the knowledge and skills possessed by researchers and academics to make a positive contribution to society. This method does not only focus on the development of science alone, but also pays attention to the needs and problems faced by the community directly. In practice, the service method integrates various disciplines, including social sciences, natural sciences, technology, and humanities, to produce sustainable and useful solutions for the community. One of the key aspects of the community service method is collaboration between academics and relevant parties in the community, such as the government, non-governmental organizations, and the industrial sector. This collaboration allows for an exchange of knowledge and experience that enriches our understanding of the problems faced and creates more effective and sustainable solutions.

Community service methods are participatory, involving local communities in every stage of the service process, from problem identification to solution implementation. By involving the community directly, this method ensures that the solutions produced are truly relevant and in accordance with local needs and contexts. In addition, the service method prioritizing cross-cultural and cross-disciplinary approaches. This is crucial because each community has a distinct culture and context that must be fully understood so that the solutions produced can be accepted and sustainable. The community service method offers significant benefits to the community, and it also benefits the academics themselves. It develops collaboration skills, enhances the application of knowledge, and provides recognition and appreciation for their contribution to community development.

Overall, community service methodology represents a holistic and sustainable approach to leveraging academic knowledge and skills to make a positive contribution to society. By addressing local needs and contexts, involving various stakeholders, and prioritizing community collaboration and participation, this method has the potential to create significant and sustainable changes in community development

The community service method employed in this project is through training. This training aims to enhance entrepreneurial motivation and spirit despite facing various challenges. The implementation of this service comprises 4 (four) stages as depicted in Figure 1, namely Stage 1, initial survey; Stage 2, service preparation; Stage 3, implementation, and Stage 4, implementation evaluation. The entire process can be seen in Figure 1

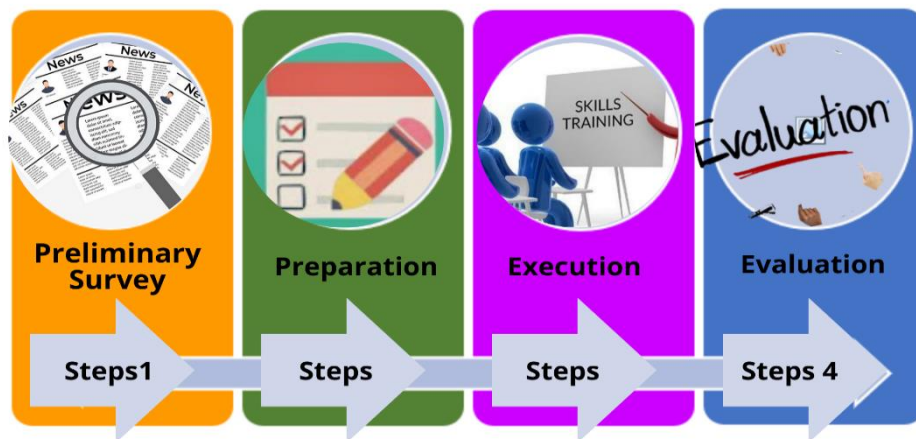


Figure 1. The Stages of Community Service Implementation

1. Stage 1: Service Community Initial Survey

This initial survey is essential for the team to identify the problems faced by MSMEs specifically related to governance. The information from the initial survey will be used as input for decision-making or determining solutions to be provided to MSMEs.

2. Stage 2: Service Community Preparation

Service preparation allows the service team to carefully plan the steps to be taken in the implementation of the service. This includes preparing facilities and infrastructure for the implementation of the service.

3. Stage 3: Service Community Implementation

Service preparation allows the service team to meticulously plan the steps to be taken in the implementation of the service. This includes preparing facilities and infrastructure for the implementation of the service.

4. Stage 4: Evaluation of Service Community Implementation

Evaluation is the key to assessing the success of a program. It determines the extent to which the goals have been achieved. Evaluation also identifies what has gone well and what needs to be improved in the future. This information is vital for designing more effective program sustainability in the future. The evaluation of this service was carried out by giving a questionnaire with a Likert scale before and after the service. If the average Linkert scale answer from MSME actors before and after the service shows an increase in knowledge about the importance of motivation in entrepreneurship, the goal has been achieved. The evaluation questionnaire for the implementation of the service can be seen in Table 1.

Table 1. Community Service Implementation Evaluation Questionnaire

No	Questionnaire	Answer			
		Strongly Agree	Agree	Disagree	Strongly Disagree
		(4)	(3)	(2)	(1)
1	I understand that entrepreneurs must be able to think creatively to advance their businesses (Q1)	4	3	2	1
2	I understand that entrepreneurs must be able to think creatively to find new solutions to existing problems (Q2)	4	3	2	1
3	I understand that entrepreneurs must have a vision and mission to pursue (Q3)	4	3	2	1
4	I understand that entrepreneurs must be able to identify opportunities and take action to capitalize on them (Q4)	4	3	2	1
5	I understand that entrepreneurs must continually learn and enhance skills related to their business field (Q5)	4	3	2	1
6	I understand that entrepreneurs must be prepared to face risks and uncertainty (Q6)	4	3	2	1

RESULTS AND DISCUSSION

1. Service Community Initial Survey

The initial survey was conducted on Wednesday 12 July 2023 through interviews via Zoom with several representatives of the Kebon Manggis Jakarta MSMEs. The results of the initial survey found several problems, namely capital, financial management, packaging, and rental space. Regarding capital problems, business operations often have to stop due to lack of models. The initial capital runs out because it is used for daily needs. This condition often causes some MSME players to be less eager to start their business again. The service team is therefore tasked with finding a solution, namely increasing the business motivation of Kebon Manggis MSMEs through entrepreneurial motivation training.



Figure 2: Initial Community Service Survey with Interviews with MSME Representatives

2. Service Community Preparation

It is crucial to prepare a plan before implementing service activities. This will ensure success and ensure that activities run smoothly and achieve the desired goals. Preparation for service began on 12 July and lasted until 19 July 2023. Implementation preparations were coordinated at a team meeting on 17 July 2023. These preparations included selecting training locations, scheduling events, preparing equipment and materials to be delivered. The service material describes entrepreneurial motivation. The following is a picture of some of the materials prepared for the training.

What Dreams are There NOW?



Entrepreneur

It is a far-sighted view of how to increase the number of colleagues who can share values and vision for common future goals.

[John Renesch]
The essence of entrepreneurship is passion
[Peggy Pepper]

Motivation is encouragement to achieve certain goals. This encouragement can be in the form of: enthusiasm, hope and enthusiasm.



Business Opportunities

Everything can be seen, dreamed of, touched, felt and believed in could be a business opportunity

Figure 3: Community Service Training Materials

3. Service Community Implementation

The service was carried out at the Pos Yandu Building, Matraman street, Jakarta on 19 July 2023 from 09.00 to 12.00 WIB. The service was carried out using a training method with lectures. The service was attended by 19 MSME players located in Kebon Manggis Jakarta. The service participants were dominated by mothers, namely 18 participants and only 1 male participant.



Figure 4: Photo Explanation of Material and Training Participants

The event began with participants registering from 08:30 to 09:00. The next event was speeches. Dr Lailah Fujianti, S.E., M.Si, Ak., CA, delivered the first speech as the team leader and Field Assistance Lecturer (DPL) of Real Work Lecture students. The next remarks were made by representatives of Kebon Manggis MSME Partners. After remarks and prayers, the material was presented by a member of the service team, Mr Roy Prakoso, S.E., M.M. All participants followed the training closely.



Figure 4: Photos during explanation of material and group photos of all participants and service teams

4. Evaluation of Service Community Implementation

The evaluation of the service was carried out by giving a questionnaire with a Likert scale before and after the provision of service material. Each participant was asked to provide an answer. The answers of service participants before training or purchasing entrepreneurial material are as follows:

The results of the Q1 questionnaire answers before the training showed that no one strongly disagreed, 4 participants disagreed, 10 participants agreed and 5 participants strongly agreed. The results of the Q2 questionnaire answers before the training show that no one answered strongly disagree, 5 participants answered disagree, 10 participants answered agree and 4 participants answered strongly agree. The results of the answers to questionnaire Q3 before the training show that no one answered strongly disagree, 5 participants answered less agree, 11 participants answered agree and 3 participants answered strongly agree. The results of the Q4 questionnaire answers before the training showed that no one answered strongly disagree, 6 participants answered disagree, 10 participants answered agree and 3 participants answered strongly agree. The results of the Q5 questionnaire answers before the training show that no one answered strongly disagree, 7 participants answered disagree, 9 participants answered agree and 3 participants answered strongly agree. The results of the Q6 questionnaire answers before the training showed that no one answered strongly disagree, 3 participants answered disagree, 13 participants answered agree and 3 participants answered strongly agree.

Table 2. Questionnaire Results Before Training

	Q1	Q2	Q3	Q4	Q5	Q6
Strongly Disagree	0	0	0	0	0	0
Disagree	4	5	5	6	7	3
Agree	10	10	11	10	9	13
Strongly Agree	5	4	3	3	3	3
Total	19	19	19	19	19	19

The answers to the first questionnaire, taken after the training, showed that no one strongly disagreed, no one disagreed, eight participants agreed and eleven participants strongly agreed. The results of the answers to the second questionnaire, taken after the training, show that no one answered strongly disagree, no one answered disagree, ten participants answered agree and nine participants answered strongly agree. The results of the answers to questionnaire Q3 after the training show that no one answered strongly disagree, no one answered disagree, 13 participants answered agree and 6 participants answered strongly agree. The results of the Q4 questionnaire answers after the training show that no one answered strongly disagree, no one answered disagree, 15 participants answered agree and 4 participants answered strongly agree. The results of the Q5 questionnaire answers after the training show that no one answered strongly disagree, no one answered disagree, 12 participants answered agree and 7 participants answered strongly agree. The results of the Q6 questionnaire answers after the training show that no one answered strongly disagree, no one answered disagree, 11 participants answered agree and 8 participants answered strongly agree.

Table 3. Questionnaire Results After Training

	Q1	Q2	Q3	Q4	Q5	Q6
Strongly Disagree	0	0	0	0	0	0
Disagree	0	0	0	0	0	0
Agree	8	10	13	15	12	11
Strongly Agree	11	9	6	4	7	8
Total	19	19	19	19	19	19

The average answers of participants before and after the training have increased. The average answers before and after the training can be seen in the following comparison. The average answers of participants before training were as follows: questionnaire Q1 = 3.053, questionnaire Q2 = 2.947, questionnaire Q3 = 2.895, questionnaire Q4 = 2.842, questionnaire Q5 = 2.789, questionnaire Q6 = 3.000. Overall, the average answer to the questionnaire before the training was 2.921.

Table 4. Comparison of Evaluation Results Before and After Training

No	Kuesioner	Jawaban		
		Average Before	Average After	Improved
1	I understand that entrepreneurs must be able to think creatively to advance their businesses (Q1)	3.053	3.579	0.526
2	I understand that entrepreneurs must be able to think creatively to find new solutions to existing problems (Q2)	2.947	3.474	0.526
3	I understand that entrepreneurs must have a vision and mission to pursue (Q3)	2.895	3.316	0.421
4	I understand that entrepreneurs must be able to identify opportunities and take action to capitalize on them (Q4)	2.842	3.211	0.368
5	I understand that entrepreneurs must continually learn and enhance skills related to their business field (Q5)	2.789	3.368	0.579
6	I understand that entrepreneurs must be prepared to face risks and uncertainty (Q6)	3.000	3.421	0.421
Rata-Rata		2.921	3.394	0.474

The average answers of participants after training showed questionnaire Q1 of 3.579, questionnaire Q2 of 3.474, questionnaire Q3 of 3.316, questionnaire Q4 of 3.211, questionnaire Q5 of 3.368, questionnaire Q6 of 3.421. Overall, the average answer to the questionnaire after the training was 3.394. The average questionnaire answers before and after training increased significantly. The average answer value of questionnaire Q1 increased by 0.526, while that of questionnaire Q2 increased by 0.526, questionnaire Q3 increased by 0.421, questionnaire Q4 increased by 0.368, questionnaire Q5 increased by 0.539, and questionnaire Q6 increased by 0.421. The average increase in questionnaire answers before and after training was 0.474. This increase in value clearly shows that participants' knowledge increased after training compared to before training.

CONCLUSION

This service was carried out on 19 July 2023 and was attended by 19 MSME players. The participants were dominated by women, with 18 participants and only 1 male. The service method is carried out by providing material using the lecture method. There are 4 stages of service: initial survey, preparation, implementation, and evaluation. The evaluation results showed an increase in the average overall questionnaire answer before and after training by 0.474. This increase in value clearly indicates an increase in participant knowledge after training compared to before training.

Entrepreneurial motivation is one of the problems faced by Kebon Manggis Jakarta MSMEs. There are still many other problems that require problem-solving solutions. These problems include weak business governance, lack of business bookkeeping and lack of capital. This service will continue to be carried out in the future to provide solutions to these problems.

REFERENCES

- Al Farisi, S., & Fasa, M. I. (2022). Peran UMKM (Usaha Mikro Kecil Menengah) dalam Meningkatkan Kesejahteraan Masyarakat. *Jurnal Dinamika Ekonomi Syariah*, 9(1), 73-84.
- Ariza, N., Khairany, N., Saputri, R. D., Faiyah, I., Naifa, F., & Fujianti, L. (2023). Peningkatan Keahlian Pembukuan Sederhana bagi UMKM Kelurahan Kebon Manggis Jakarta Timur. *CAPACITAREA: Jurnal Pengabdian kepada Masyarakat*, 3(2), 52-58.
- Fujianti, L., & Hendratni, T. W. (2020). Pengenalan Aplikasi Akuntansi Ukm Berbasis Handphone Pada Pelaku Usaha Mikro Kecil Dan Menengah (Ukm) Batik Cirebon. *Abdi Laksana: Jurnal Pengabdian Kepada Masyarakat*, 1(1).
- Fujianti, L., & Wulandjani, H. Susilawati (2019). Peningkatan Keterampilan Akuntansi Berbasis Teknologi Informasi Bagi UMKM Batik Cirebon. *SULUH: Jurnal Abdimas*, 1(1), 21-27.
- Fujianti, L., Amyulianthy, R., & Mahardiyanti, A. (2020). Peningkatan Keahlian Pembukuan UMKM Kuliner Binaan PT Sinar Sosro Cempaka Putih Jakarta. *SULUH: Jurnal Abdimas*, 2(1), 78-88.
- Fujianti, L., Gumilarsih, B., Susilawati, S., Masri, I., & Oktrivina, A. (2023). Peningkatan Keahlian Pembukuan Usaha Bagi UMKM Pulau Pramuka Jakarta. *BERDAYA: Jurnal Pendidikan dan Pengabdian Kepada Masyarakat*, 5(3), 237-248.
- Fujianti, L., Indriati, P., Prakoso, R., Ambarwati, S., Astuti, B., Faiyah, I., & Maharani, B. S. (2024 c). Improving the Quality of Culinary MSMEs Governance, Kebon Manggis Urban Village, Jakarta. *International Journal of Business and Technology Management*, 6(1), 425-430.
- Fujianti, L., Indriati, P., Prakoso, R., Bangun, A. M., & Khairany, N. (2024 d) . Pelatihan Pembukuan Usaha Bagi UMKM Kuliner Kebon Manggis Jakarta. *SULUH: Jurnal Abdimas*, 5(2), 241-251.
- Fujianti, L., Irviati, S., & Harisandi, K. (2021). Meningkatkan Keahlian Pembukuan Berbasis Handphone bagi UMKM Posdaya Cempaka. *SULUH: Jurnal Abdimas*, 3(1), 81-88.
- Fujianti, L., Kariyani, E., Herninta, T., Indupurnahayu, I., & Purwanti, A. (2024 b). Education on Cash Planning And Recording For MSMEs In Kali Tengah Village, Tengah Tani Subdistrict, Cirebon Regency. *Abdi Dosen: Jurnal Pengabdian Pada Masyarakat*, 8(1), 339-349.
- Fujianti, L., Lysandra, S., Astuti, T., & Natalia, S. K. (2022). Pembukuan Berbasis Digital Bagi UMKM Batik Kalitengah Kabupaten Cirebon. *SULUH: Jurnal Abdimas*, 3(2), 120-127.
- Fujianti, L., Satria, I., & Lysandra, S. (2024 a). Pelatihan Pembukuan Usaha Berbasis Aplikasi

- bagi Pelaku Usaha UMKM di Kecamatan Pamulihan Sumedang. *To Maega: Jurnal Pengabdian Masyarakat*, 7(1), 37-46.
- Hanum, N., & Irawati, A. (2024). Pendekatan Manajemen Strategi Berbasis Perspektif terhadap Pengembangan Jiwa Wirausaha Bagi Pelaku UMKM dalam Mengelola Potensi Usaha Kuliner di Kabupaten Sampang. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(4), 2539-2547.
- Hertina, D., Adiwijaya, S., Utama, A. N. B., Basbeth, F., Agustina, T. S., & Syarif, A. (2024). *Buku Ajar Kewirausahaan*. PT. Sonpedia Publishing Indonesia.
- Kadeni, N. S. (2020). Peran UMKM (usaha mikro kecil menengah) dalam meningkatkan kesejahteraan masyarakat. *Equilibrium: Jurnal Ilmiah Ekonomi dan Pembelajarannya*, 8(2), 191-200.
- Ningsih, T. W., Tulasi, D., & Masela, M. Y. (2023). Investigasi Qualitative: Menggali Tantangan yang Dihadapi UKM Indonesia dalam Mengakses Layanan Keuangan. *Sanskara Akuntansi dan Keuangan*, 1(03), 120-130.
- Ompusunggu, D. P., & Sinurat, D. S. (2023). Pelatihan Manajemen Keuangan Bagi Umkm Kota Palangka Raya dan Pengelolaan Usahanya. *Jurnal Ekonomi dan Manajemen*, 3(2), 36-41.
- Pratama, A. (2024). Tantangan dan Strategi dalam Berwirausaha Warung Bakso dan Mie Ayam pada Era Digital. *Jurnal Sosial Humaniora dan Pendidikan*, 3(1), 135-145.
- Puspanita, I. (2022). Sosialisasi Kewirausahaan Dalam Meningkatkan Minat Wirausaha Masyarakat Desa Sindangsari. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 3(1).
- Rois, T., Arraniri, I., & Nugraha, A. (2023). Pelatihan Kewirausahaan dalam Mendorong Pembangunan Ekonomi Masyarakat Desa. *Jurnal Pengabdian Masyarakat Mandiri (JPMM)*, 1(02), 185-190.
- Sinta, D., & Naftali, F. Z. (2024). Optimalisasi Peran Dinas Koperasi dan UMKM Dalam Meningkatkan Pelayanan Publik Melalui Program 4 P Guna Terwujudnya Kesejahteraan Masyarakat Kota Semarang. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 5(2), 3389-3397.
- Yasrizal, Y., Wahyuningsih, Y. E., Harmaini, H., & Madani, S. (2023). Peran Lembaga Keuangan Dalam Mendorong Pertumbuhan Usaha Mikro Dan Kecil Di Sektor Perikanan Aceh. *Jurnal Perikanan Terpadu*, 4(1), 14-19.
- Yulianto, A. R., & Setiawan, W. (2021). Pelatihan Manajemen Keuangan bagi UMKM" Kelompok Binaan Handayani Catering" di Tengah Covid 19. *Jurnal Surya Masyarakat*, 4(1), 60-68.