

PREPARATION OF STANDARD OPERATING PROCEDURES (SOP) FOR THE OPTIMIZATION OF UMKM CENTERS IN TOURISM VILLAGES CIBURIAL SAUNG

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, but still face various challenges in effective and efficient business management. One solution to improve the professionalism and productivity of MSMEs is to implement Standard Operating Procedures (SOPs). This community service aims to develop and implement SOPs at the UMKM Center Saung Ciburial, a business unit that plays a role in local economic empowerment. This activity is carried out with a participatory approach, which involves preliminary studies, focus group discussions (FGDs), SOP preparation training, intensive mentoring, and SOP implementation and monitoring. The results obtained show that the implementation of SOPs can improve operational efficiency, product consistency, and transparency in business management. With a clear and systematic SOP, Saung Ciburial MSME Center can operate more professionally and sustainably, so that it can compete in a wider market.

Keywords: MSMEs, Standard Operating Procedures, Business Optimization, Saung Ciburial, Operational Efficiency

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, the MSME sector contributes more than 60% to the national Gross Domestic Product (GDP) and absorbs around 97% of the workforce in Indonesia (Kemenkop UKM, 2023). However, many MSMEs still face challenges in terms of business management, operational efficiency, and consistency in carrying out their business activities. One solution to overcome these challenges is to implement Standard Operating Procedures (SOPs) that can help improve the professionalism and effectiveness of business management (Gaspersz, 2018).

Standard Operating Procedures (SOP) is a guideline that describes standard operating procedures in an organization as a basis for action and decision making (Cahyani and Eka, 2024). Standard Operating Procedures (SOP) are an important element that must be owned by the company to ensure that every operational activity runs by predetermined provisions (Ajasta

and Addin, 2018). SOP functions as a reference document that helps someone understand the procedures and steps in completing a task. In addition, SOPs are also a guide for new employees and a tool to assess their performance.

Saung Ciburial Tourism Village is a tourist destination located in Sukalaksana Village, Samarang District, Garut Regency, West Java. Inaugurated on December 20, 2018 by the Governor of West Java, this village offers the concept of educational tourism and ecotourism based on local wisdom. Visitors can enjoy various attractions such as learning to make batik, Garut sheep education, traditional games, village trekking, and farming activities. Available facilities include lodging houses, community homestays, parking areas, meeting halls, cafes, and outbound areas. The village also has 7 lodging houses with a total of 22 rooms that can accommodate up to 100 people, as well as around 80 homestays that have been certified.

One of the business units of Saung Ciburial Tourism Village is the UMKM Center, which plays a role in community empowerment and local economic development. However, in practice, the management of this UMKM Center still faces various obstacles, especially in terms of operational standardization and management efficiency. Irregularity in workflow, lack of documentation of procedures, and the lack of an evaluation system are factors that hinder the optimization of this UMKM center. Therefore, a clear guide in the form of SOPs is needed so that the Saung Ciburial UMKM Center operations can run more effectively and sustainably (Kotler & Keller, 2016).

Standardization of procedures in an organization or business is very important to ensure that every work process is carried out in a systematic and consistent manner. SOPs can serve as guidelines for carrying out duties and responsibilities, reduce the possibility of errors, and increase operational efficiency (Tjiptono, 2020). In addition, SOPs can also assist in monitoring and evaluating performance, so that the management of the UMKM Center can ensure that each activity runs according to predetermined standards. By implementing a good SOP, it is hoped that good governance will be realized (Taufiq, 2019).

The preparation of the SOP for the Saung Ciburial MSME Center aims to provide clear guidelines for MSME players in carrying out their business activities. With the SOP, business processes can be more structured, starting from the acceptance of MSME members, financial management, and product marketing, to customer service. In addition, the SOP also serves to increase transparency and accountability in the management of the UMKM Center, which in turn will have an impact on increasing trust from partners and customers (Heizer & Render, 2019).

Community service in the form of preparing SOPs is expected to provide long-term benefits for MSME Center Saung Ciburial. With clear procedures, MSME players can more easily adjust to predetermined operational standards, thereby increasing the competitiveness of their products and services. This is also in line with the government's vision of strengthening the MSME sector to be better prepared to face global challenges, including digitalization and increasingly fierce market competition (Suryana, 2021).

Thus, the preparation of SOPs at the Saung Ciburial UMKM Center is a strategic step in supporting the sustainability and professionalism of micro businesses in the area. Through this community service program, it is hoped that the UMKM Center can develop into a more

productive and competitive business center, and be able to have a wider economic impact on the surrounding community.

IMPLEMENTATION METHOD

This Community Service activity is part of efforts to foster sustainable village development. UMKM Center is one of the business units in Saung Ciburial Tourism Village managed by BUMDes Bina Laksana. This activity was carried out in July 2024, in the Saung Ciburial Tourism Village area as the center of BUMDes Bina Laksana activities, Village With the target of UMKM Center managers.

This community service activity will be carried out through a participatory approach, which emphasizes the active involvement of the management and members of the UMKM Center Saung Ciburial in every stage of the activity. This approach aims to ensure that the SOPs prepared are following the needs and real conditions in the field, as well as increasing the sense of ownership and commitment of MSME actors to the implementation of these SOPs.

Stages of activity implementation include:

- 1. Preliminary Study**

An initial survey was conducted to understand the current operational conditions, identify problems faced, and determine areas that require standardization through SOPs. Data was collected through direct observation and interviews with the management and members of the UMKM Center (Satyanovi, et al).

- 2. Focus Group Discussion (FGD)**

Hold focus group discussions involving all stakeholders in the UMKM Center to discuss the findings from the preliminary study, identify crucial business processes, and determine priorities in preparing SOPs. This FGD also serves as a means to share knowledge and experience among members (Istiqamah, 2023).

- 3. SOP Development Training**

Provide training to the management and members of the UMKM Center on the basic concepts, importance, and techniques for preparing SOPs. The training material includes an explanation of the SOP format, preparation steps, and examples of SOPs relevant to MSME activities (Istiqamah, 2023).

- 4. Assistance in Preparing SOPs**

After the training, intensive assistance is provided in the process of preparing SOPs for each business process that has been identified. The service team will work closely with members of the UMKM Center to ensure that each SOP prepared is in accordance with best practices and is easy to understand and implement (Kodir, et al, 2020).

- 5. Implementation dan Monitoring**

The prepared SOPs are then implemented in the daily operations of the UMKM Center. Periodic monitoring is carried out to assess the effectiveness of SOP implementation and identify areas that require improvement or adjustment. Feedback from members of the UMKM Center will be used to revise the SOPs to better suit their needs (Istiqamah, 2023).

RESULTS AND DISCUSSION

To optimize the management of the Saung Ciburial MSME Center, the first step taken was a **preliminary study**. Initial surveys and direct observations were conducted to understand the operational conditions of MSMEs and identify the main challenges faced. Based on interviews with the management and members of the UMKM Center, it was found that the absence of well-documented Standard Operating Procedures (SOPs) led to low compliance with work procedures and inconsistencies in daily operations. Irregularities in inventory management, fluctuations in product quality, and unclear distribution of tasks are some of the main problems that must be addressed immediately so that the UMKM Center can run more effectively and professionally.



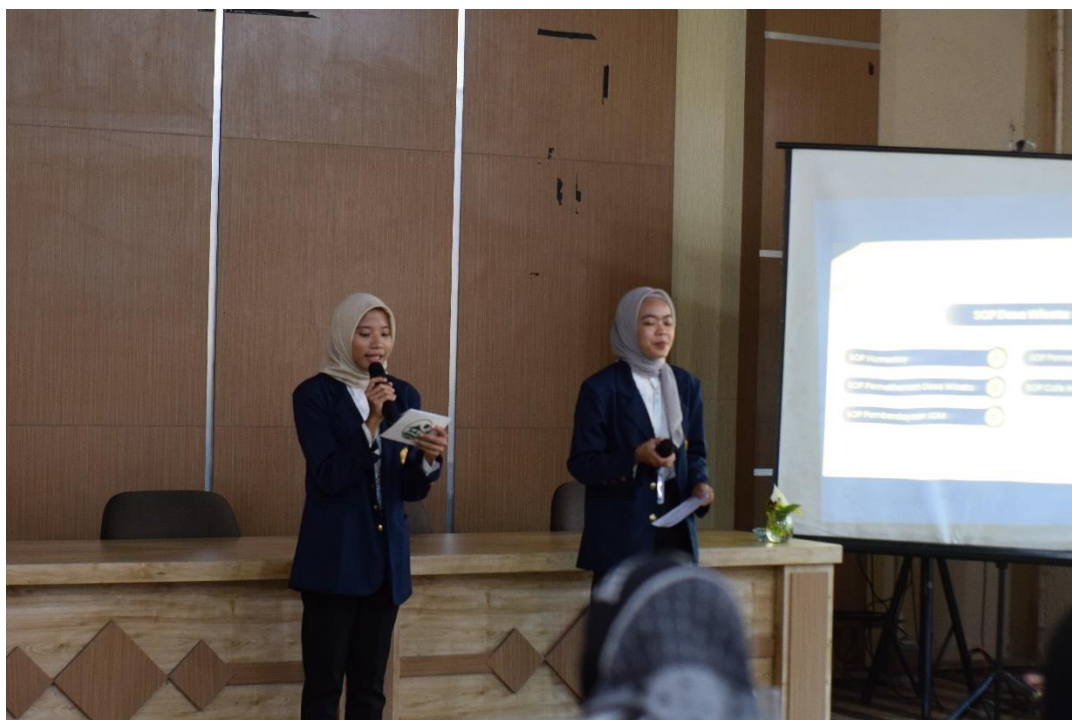
Picture 1. Discussion with the Chairman of BUMDES Bina Laksana

After collecting preliminary data, the next step was a Focus Group Discussion (FGD) involving all stakeholders of the UMKM Center, including managers, UMKM members, and village government representatives. The FGD aimed to discuss the findings from the preliminary study, determine operational areas that require standardization, and prioritize the development of SOPs. In this discussion, several business aspects that require SOPs were identified, such as production, packaging, distribution, marketing, and customer service. In addition, the FGD was also a means of sharing experiences and a common understanding of the importance of SOPs in improving business efficiency and quality (Istiqamah, 2023).



Picture 2. FGD with Management and Members of the UMKM Center

The next step is training on the preparation of SOPs given to the management and members of the UMKM Center. This training aims to provide an understanding of the basic concepts of SOPs, the format used, and the steps in preparing them. Training participants were also given examples of SOPs that are relevant to their business fields to make it easier to apply them. With this training, it is expected that the members of the UMKM Center can develop SOPs that are in accordance with their operational needs and can implement them in their daily business activities (Istiqamah, 2023).



Picture 3. Training on SOP Preparation

After the training, assistance was provided in the preparation of SOPs, where the community service team worked with members of the UMKM Center to develop SOPs that were practical and easy to understand. In this stage, each SOP is prepared in a format that includes objectives, scope, systematic work procedures, and evaluation mechanisms. The service team also simulated the implementation of the SOP to ensure that the documents created were truly applicable and could be implemented by all MSME members. This assistance is important to ensure that the SOPs prepared are truly in accordance with best practices and can improve the operational efficiency of the UMKM Center (Kodir, et al, 2020). At this stage, it was also decided that several SOPs would be made,

1. UMKM Center Employee SOP: Regulates the roles and responsibilities of employees, working hours, recruitment procedures, training, and performance evaluation.
2. SOP of Featured Products of UMKM Center: Regulates the production process, quality standards, packaging, and distribution of superior products produced by the UMKM Center.
3. UMKM Center General Product SOP: Regulates the production flow, quality control, and storage procedures for the UMKM Center's general products.

The final stage is the **implementation and monitoring** of the SOPs that have been developed. The SOPs began to be implemented in the operations of the UMKM Center, while monitoring was conducted periodically to evaluate their effectiveness. The results of the monitoring showed an improvement in production consistency, more structured stock management, and increased customer satisfaction with the products and services of the UMKM Center. In addition, feedback from MSME members is used to make improvements and refinements to the SOPs to better suit the evolving operational conditions. With standardized SOPs and a good monitoring system, it is expected that Saung Ciburial MSME Center can operate more professionally and sustainably in the long term (Istiqamah, 2023).

With this approach, the preparation and implementation of SOPs at the UMKM Center Saung Ciburial can run effectively and provide tangible benefits for business actors. The existence of SOPs not only helps improve work efficiency, but also creates a system that is more transparent, accountable, and ready to face competition in a wider market.

CONCLUSION

The preparation of Standard Operating Procedures (SOPs) at the Saung Ciburial MSME Center has been carried out through several stages, namely preliminary studies, Focus Group Discussions (FGDs), SOP preparation training, intensive mentoring, and SOP implementation and monitoring. The results of this activity show that SOPs play an important role in improving operational efficiency, ensuring consistency in production, and increasing transparency in business management. In addition, the implemented SOPs also help in monitoring and evaluating performance, so that the management of the UMKM Center can run more structured and professional.

The effective implementation of SOPs at Saung Ciburial MSME Center has a positive impact on business sustainability, especially in facing market competition and increasing

product competitiveness. With the SOP, business actors can work more systematically, reduce operational errors, and increase customer confidence. Therefore, the sustainability of this program needs to be supported by regular monitoring and evaluation so that the SOPs that have been implemented can continue to be adjusted to the needs and dynamics of the growing business.

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