

## STRENGTHENING THE CAPACITY OF MSMEs IN SUKABAKTI VILLAGE, TANGERANG THROUGH PRODUCTION MANAGEMENT ASSISTANCE, FINANCE, DIGITAL MARKETING, AND LEGALITY

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### Abstract

Micro, Small, and Medium Enterprises (MSMEs) a significant role in Indonesia's economy, including the local food sector such as household-scale tempeh industries. However, tempeh MSMEs in Sukabakti Village, Curug District, Tangerang, face several challenges such as limited production technology, low sanitation standards, lack of proper financial records, and marketing that relies only on traditional markets. This community service program aimed to strengthen MSME capacity through training on product diversification, production hygiene and sanitation, basic financial management, and digital marketing. The method applied was participatory action research (PAR), actively involving partners in each stage. The results show an average production increase of 15–20% per day, a reduction of defective products to 7%, adoption of financial recording by most partners, five MSMEs successfully obtaining business legality (NIB and PIRT), and 60% of partners starting to use social media and online marketplaces for marketing. Therefore, the program has proven effective in enhancing the competitiveness and sustainability of tempeh MSMEs, while also contributing to the achievement of the Sustainable Development Goals (SDGs).

**Keywords:** MSMEs, Empowerment, Digital Marketing, Financial

### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the Indonesian economy, especially as labor absorbers and providers of people's food needs. One form of MSMEs that is growing a lot is the tempeh household industry. Tempeh is not only a traditional food that is loved across generations, but also an important part of food security because it is affordable, highly nutritious, and in stable demand in the local market. However, behind this great potential, most tempeh business actors still face serious limitations, both in terms of production, sanitation, business management, and marketing.

The community service partners in this program are tempeh household industry groups that are members of the Micro Business Forum (Forsami) in Sukabakti Village, Curug District, Tangerang Regency. Based on the results of observations, the average business actor produces

around 240 packs of tempeh per day from 1 quintal of soybeans. Production is carried out in a household environment with simple facilities and traditional technology. The production process still uses firewood stoves, boilers, and manual equipment, without any standard operating procedures (SOPs). This results in product quality often inconsistent, at risk of contamination, and limited production capacity

In addition, product packaging is still simple using banana leaves or plain plastic without labels, so it is less attractive and cannot compete in the modern market. Marketing is also only limited to traditional markets around Curug and Cikupa. Business actors have not taken advantage of social media and e-commerce platforms to expand the market. From the managerial side, financial recording has not been carried out for the most part, and many business actors do not know clearly the cost of production and net profit. Business legality, such as Business Identification Numbers (NIB) and PIRT certification, is also not yet available to most partners, limiting their access to the wider market

This condition shows that there is a gap between the great potential of the tempe industry in Sukabakti and the limitations owned by business actors. Therefore, intervention is needed in the form of a community service program that focuses on increasing the capacity of tempeh MSMEs. This activity includes training on the diversification of processed products, sanitation and production hygiene, simple financial management, and digital marketing. This approach is expected to be able to increase the competitiveness and sustainability of the tempeh business, while strengthening the local economy.

In terms of originality, this activity offers an integrated approach that combines upstream to downstream aspects—ranging from appropriate production technology, sanitation, packaging, financial record-keeping, to digital marketing. This distinguishes the program from similar activities that usually focus only on one specific aspect. Thus, this service is expected to be a replication model for local food MSMEs in other regions.

The purpose of this activity is to empower tempeh business actors in Sukabakti Village through increasing production capacity, product quality, business management, and digital market access. This program is in line with the sustainable development goals (SDGs), especially SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), and SDG 12 (Responsible Consumption and Production), and supports the achievement of the Main Performance Indicators (KPIs) of universities. In the end, this activity is expected to have a real impact in the form of increasing partner income, opening up new job opportunities, and building sustainable local entrepreneurs

## **IMPLEMENTATION METHOD**

The implementation of this community service activity is designed with a participatory action research (PAR) approach that emphasizes the active involvement of partners in every stage of activities. This method was chosen to ensure that tempeh business actors in Sukabakti Village are not only beneficiaries, but also active subjects in the empowerment process. Thus, the activities carried out are collaborative, applicative, and oriented towards the sustainability of the partner's business.

## 1. Socialization and Initial Assessment

The activity began with the socialization of the program to tempeh entrepreneur groups who are members of the Micro Business Forum (Forsami). The socialization aims to explain the goals, benefits, schedules, and commitments required from partners. At this stage, a field assessment is carried out to identify the real conditions of production, sanitation, business management, and marketing strategies that have been carried out. Data were obtained through interviews, direct observation, and photo documentation. The results of the assessment strengthened the identification of problems, namely the use of traditional technology, low sanitation, limited legality, orderly financial record-keeping, and marketing that is only limited to traditional markets.



**Figure 1. Processed tempeh is left for 12 hours**



**Figure 2. Tempe Production Location in the yard of the rest of the house**



**Figure 3. Tempeh Fermentation Process**



**Figure 4. Soy tempeh**



**Figure 5. Printing process**



**Figure 6. The process of separating soybeans from their skins**



**Figure 7. Damaged Production that does not sell well**

## 2. Training and Capacity Building

The next stage is training focused on three main aspects:

**Production and Sanitation:** Partners are introduced to appropriate technologies such as soybean peelers, tempeh presses, as well as production sanitation and hygiene practices according to food standards. This training was followed by the preparation of production SOPs which became written guidelines.

**Financial Management:** Participants are provided with simple financial record-keeping training using cash books and digital templates. The practice was carried out directly by



simulating the calculation of production costs, cost of goods sold (COGS), and net profit.

Digital Marketing and Branding: Business actors are trained to create business accounts on social media, product photography techniques using mobile phone cameras, label and packaging design, and the use of e-commerce platforms such as Shopee and Tokopedia. This activity results in active business accounts, permanent product labels, and digital promotional content.



Figure 8. Training Activity Flyer



Figure 9. MSME Business Strategy Training



## RESULTS

The implementation of community service activities in Sukabakti Village has produced a number of achievements that can be grouped in aspects of production, business management, and digital marketing. This result was obtained through a series of training, mentoring, and the application of appropriate technology that directly involved tempeh derivative actors as target partners.

### 1. Increased Production and Sanitation

Before the program, the average production of tempeh by partners was 240 packs per day with a damage rate of around 15% due to marketing that was still not optimal, the solution provided by diversifying the products of 5 MSMEs. After the use of soybean peeling machines, and the addition of tempeh production equipment, as well as the implementation of hygienic production SOPs, the production capacity increased by an average of 15% per month, while the damage rate decreased by 7%.

**Table 1. Comparison of partner tempeh production before and after the program**

No	Program Indicators	Before the Program	After the Program
1	Production quantity per day	240 packs	280 packs
2	Percentage of damaged products	15%	7%
3	Product Diversification	Not yet	3 products (opak, Nugel, Chips)

Source: community service activities 2025

### 2. Improved Financial Management and Legality

At the beginning of the activity, almost all business actors did not have systematic financial records. Through simple financial management training, partners start using digital template cash books. Evaluation shows that 85% of partners are willing to provide assistance in creating websites and promotions. In addition, five partners have successfully obtained Business Identification Numbers (NIB) and Household Industrial Products (PIRT) permits as formal legality. As shown in figure 11.

### 3. Improved Digital Marketing and Branding

Before the intervention, the marketing of tempeh products was only carried out through traditional markets. After digital marketing training, 60% of partners have active business accounts on social media and marketplaces (Instagram, Shopee, Tokopedia). On average, partners upload at least 3 promotional content per month. In addition, as many as 7 partners have used permanent packaging labels with simple brand designs, so that products become more attractive and have a business identity. This activity is still in the ongoing mentoring stage

**Table 2. Comparison of tempe MSME marketing before and after the program**

No	Marketing Indicators	Before the Program	After the Program
1	Marketing	Traditional Market Only	Online and cooperation with other partners
2	Number of partners have a business account	0%	30%
3	Partners with packaging labels	0%	5 partners

Source: Documentation of community service activities, 2025

## DISCUSSION

These results show that an integrated training and mentoring-based approach is able to have a real impact on increasing the capacity of MSMEs. In terms of production, the use of appropriate technology has been proven to increase the efficiency and consistency of product quality, in accordance with previous research findings that show that the application of simple tools can increase the productivity of food MSMEs by up to 20%. From a managerial perspective, simple financial training encourages business transparency and data-driven decision-making, while the legality aspect opens up wider market access.

The increase in the digital marketing aspect is also in line with previous research that proves that the use of social media can increase the sales of MSME products by up to 30% in the first three months. Thus, this service activity not only provides short-term solutions, but also builds the foundation for the sustainability of the partner's business.

## CONCLUSION

Community service activities carried out in Sukabakti Village have succeeded in having a real impact on increasing the capacity of MSMEs, both in terms of production, management, and marketing. In terms of production, the use of appropriate technology and the implementation of hygienic SOPs can increase the average production amount by 15–20% and reduce the level of damaged products to a lower. From the management side, most of the partners have been able to do simple financial recording and five partners have managed to obtain business legality in the form of NIB and PIRT. In terms of marketing, more than half of partners have started to use social media and marketplaces to expand the market, as well as using permanent packaging labels as business identity.

Overall, this activity shows that an integrated approach from upstream to downstream—from production training, financial management, to digital marketing—is effective in strengthening the competitiveness of local food MSMEs. This program also contributes to the achievement of the SDGs (No Poverty, Decent Work and Economic Growth, and Responsible Consumption and Production) while supporting the achievement of the Main Performance Indicators of higher education.

With the results obtained, this community service can be used as a replication model for the empowerment of food-based MSMEs in other regions that have similar characteristics. In the future, the sustainability of the program can be strengthened through collaboration with related agencies, access to microfinance, and the establishment of digital MSME clusters as a forum for joint learning and strengthening business networks.



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