

Implementation Strategy for MSMEs D'Celup Chicken Crispy in the city of Padang, West Sumatra

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ABSTRACT

This study aims to find out how the condition of D'Celup Chicken Crispy MSMEs determines what implementation is right for these MSMEs in developing their business through strategic management. The research was conducted on the Lubuk Begalung highway, Padang city, West Sumatra. This business was founded by Mr. Ridho and his brother in 2023, more precisely it has only been operating for three months and is experiencing development every day because it was established right close to the university so that many students make Mr. Rido's business a choice of lunch and dinner. Mr. Ridho as CEO said that opening a crispy chicken business because of his passion for chicken, the idea arose to establish a chicken business in Padang City.

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INTRODUCTION

MSME stands for micro, small, and medium enterprises. MSMEs are productive economic businesses run by individuals or small business entities. So that MSMEs can be concluded as economic businesses carried out by the lower middle class community. Many factors cause the weak competitiveness of MSMEs in Indonesia, one of which is the low productivity and performance of MSMEs

Padang City is one of the regions in West Sumatra Province which has a good food industry development, especially fast food. This can be seen by the number of entrepreneurs who open fast food businesses emerging and developing in Padang City, one of which is the fast food industry D'CELUP CHICKEN CRISPY.

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The krispy chicken offered at the D'celup chicken crispy outlet is a variety of flavors that certainly make consumers happy with the many types of flavors offered. UMKM D, DIPUP CHICKEN CRISPY which is located near Putra Indonesia YPTK University or on Jl. Raya Lubuk Begalung, Padang city, West Sumatra.

Krispy Fried Chicken is one of the Snack Business Ideas favored by the wider community and is the main choice if you are confused about what to eat. Everywhere, this food is sought after to be used as a side dish or snack. The price of crispy chicken is affordable and its delicious taste is the main attraction for buyers and connoisseurs of chicken.

According to William & Auchil, (2002), buyback intent is an individual's assessment of repeating purchases again at the same company. In addition to expecting buybacks by consumers, consumer satisfaction is also an important factor in running this business.

In order for customers to make a repurchase, merchants must know how customers can feel the value provided by product quality, employee service, and the environment that will affect customer satisfaction and contribute to repurchasing the product. Based on the background above, this research is entitled "IMPLEMENTATION STRATEGY OF MSMES D'CELUP CHICKEN CRISPY IN PATANG CITY, WEST SUMATRA"

COMMUNITY SERVICE METHOD

Community service activities through PBL activities are carried out with a socialization approach by our team or group to D'celup chicken crispy business owners, in Padang city to provide knowledge and improve their business competitiveness by using creative and innovative ways.

A. Preparation

This Preparatory activity includes several procedures:

- Discussions with members.
- Determine the place of PBL.
- Preparing materials.
- Site survey.
- Take care of licensing papers on campus and at the place of business.
- Make proposals and approval processes for Fieldwork practice locations (PKL) to the owners of D;dip crispy chicken in the city of Padang.

B. Screening

After careful preparation by group members, then screening or examination becomes the next agenda that we do. There are several things that can be done in this stage, including:

- Designing group activity materials and ensuring that they are in accordance with the conditions in the field.
- Prepare material for activities to be carried out.
- Make sure everything needed by the team on site is available.

C. Implementation

Activities This activity is related to the implementation of PBL with time that has been arranged according to plan. As for the existing activity plan:

- Introduction of PBL Students by the group leader to employees at the location and D'celup chicken crispy business owners.
- Assisting the work of employees at PBL locations by directly adjusting to SOPs.
- Socialize Activities to give the knowledge to increase competitiveness effort.
- Concluding (Documentation and Administration)

D. Evaluation

This activity is the most important thing to be an innovation, understanding, and continuous improvement in the future, in connection with the achievements or limitations that still exist during the implementation of Field Work Practice (PKL).

RESULTS AND DISCUSSION

The implementation of this PKM is carried out in the CRISPY CHICKEN D'CELUP business. This activity is carried out to fulfill the task of project-based learning in the Organizational Behavior course. This PKM research will be carried out in May 2023 which is located at Jl. Raya lubuk begalung, Padang.

From the observations of our group, we try to provide an understanding of how to manage the business from as short as the knowledge we have and also the solutions we can provide as students who are still limited in knowledge and still

In the learning stage, we recommend D'CELUP CHICKEN CRISPY not to rely too much on students, by promoting D'CELUP CHICKEN CRISPY on various social media, such as creating an Instagram or TikTok account, because social media is the best promotion without capital.

In addition, we also recommend Mr. Ridho to provide special promos to buyers so that they are loyal and become permanent reluctant, such as maybe buy two get 1 free promos and many more examples of special promos that might make buyers feel happy. And also we suggest Mr. Ridho ask for help from buyers if they want to promote the food sold on his social media.



CONCLUSION

Entrepreneurship and Micro, Small and Medium Enterprises (MSMEs) are very helpful for the Indonesian economy, therefore the government continues to aggressively help MSMEs in running their businesses and participate in providing assistance funds for businesses, and the contribution given as a manifestation of entrepreneurship is one alternative solution to solving unemployment and employment problems that hit the Indonesian nation.

Entrepreneurship and MSMEs have the potential to be a solution to employment problems, because the number of workers is so large, the level of unemployment or seekers.

Based on the results of the discussion that has been described, the researcher concluded that the D'CELUP CHICKEN CRISPY business does marketing and marketing its products well, but there are some that have not fit the intended target.

Suggestion

Our suggestion as students with knowledge that is not too mature we suggest that we must improve the promotion process so that more people know this shop and remind more varied menu variations, make improvements to provide personalized service that will increase consumer loyalty so that they become more satisfied with buying crispy chicken products.

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