

MSME Seminar Calculating HPP & Tips for MSMEs to Penetrate the Export Market in Tegal Village, Kemang District, Bogor Regency

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ABSTRACT

The MSME Seminar on Calculating HPP and MSME Tips to Penetrate the Export Market in Tegal Village is an event that aims to increase the awareness of the village community about the importance of knowing how and how to do MSMEs. One of the goals of exporting products to foreign countries is to increase economic growth, including Micro, Small and Medium Enterprises (MSMEs). This Community Service Activity through the MSME Seminar aims to provide an understanding of calculating HPP and the strategy of MSMEs to penetrate the global market in relation to being a driver of economic progress for the people of Tegal Village, Parung Bogor. There are several procedures carried out in the implementation of this seminar. First, the presentation from the speakers. Second, it was followed by a direct discussion. With the holding of the MSME seminar on Calculating HPP and tips for MSMEs to penetrate the global market in Tegal Village, the public is expected to understand what is conveyed by the speaker and can apply it in MSMEs.

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INTRODUCTION

Small and Medium Enterprises (MSMEs) are a type of independent business. MSMEs are a form of business that can provide a lot of value benefits and benefits for the community. In Indonesia, MSMEs are a form of business that mushrooms everywhere. The existence of MSMEs is increasing rapidly and mushrooming in every corner of the region throughout Indonesia. This MSME is a movement that can offer various types of financial assistance, expand job opportunities, play a role in increasing individual salaries, and expand monetary development.

On the one hand, MSME actors in Indonesia have increased very rapidly. On the other hand, there are various obstacles faced by MSME actors in running their businesses. Obstacles can come from external or internal. External obstacles are obstacles that arise from outside business actors such as capital accessibility, means of promotion and production. In solving these problems, the government is trying to empower MSMEs through the provision of microfinance institutions, providing subsidies for production facilities, and providing capital injections for MSME actors.

One of the problems faced is that business actors still have difficulty in determining the Cost of Production (HPP) and product selling prices. The determination of the Cost of Production (COG) and the

selling price of products is a small problem but has a big impact in the business world. Determination of Cost of Production (COG) is an activity of recording, classifying, and summarizing costs incurred in manufacturing products. The determination of HPP functions as a way to find out all expenses in making a product. The determination of HPP also serves as a basis for determining the selling price of products with the calculation of the desired profit. The cost of production can also be a reference for the management in making company decisions.

This service activity is one of the activities that can help solve problems faced by the community. Community service also aims to provide solutions through potential ways to existing obstacles. In order to help business actors who have difficulties in determining the HPP and selling price, the service provider has developed a program that can help business actors to determine the HPP and selling price of their products. The program that will be implemented is Assistance in Determining HPP and Selling Price for MSMEs in Kampung Anyar, Tegal Village, Kemang District, Bogor.

MATERIALS AND METHODS

Method of Activity

The MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market in Tegal Village will be held with an interactive approach involving the active participation of participants. Here is a breakdown of the activity methods that will be used:

1. Presentation Approach: The activity will begin with a presentation session by an expert or facilitator who has in-depth knowledge of marriage administration, marriage regulations, and issues related to early marriage. This presentation will provide a basic understanding to the participants.
2. Open Q&A: After the presentation there will be an open Q&A session where participants can ask questions directly to experts or facilitators. This will allow them to get clarification on topics that may still be confusing.
3. Personal Counseling: Participants will have the opportunity to speak privately with facilitators or experts, if they have any personal questions or concerns related to the material provided, namely MSMEs Calculating HPP and tips for MSMEs to penetrate the export market.

Through this method of activity, the MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market in Tegal Village is expected to provide a comprehensive and practical understanding to the participants, as well as motivate them to take positive actions related to MSMEs Calculating HPP and tips for MSMEs to penetrate the export market

Activity Location

Kp. Baru Tegal Village, Kemang District, Bogor Regency

RESULTS AND DISCUSSION

The seminar activities carried out by the KKN 1 group based on the program that has been prepared are to calculate the determination of the Cost of Production (HPP) and tips for MSMEs to penetrate the export market. The implementation of the program lasted for 1 day. The seminar program was carried out in Tegal Village offline. Due to the limited time and the results of the initial interview, the problems faced are business actors who do not understand the importance of determining HPP and tips for MSMEs to penetrate the export market. In addition, business actors do not understand the elements in the calculation of HPP.

The MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market is an effort to disseminate knowledge on how to calculate the determination of HPP to the public. These activities must be able to provide added value for the community, in making policies and decisions in MSMEs. The MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market is expected to be able to make changes for individuals/communities and institutions both in the short and long term.

The MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market was carried out to achieve the goals of our KKN work program in Kp. Anyar, Tegal Village, Kemang District, Bogor Regency. The picture listed shows that the MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market has been declared successful and carried out. The MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market held in Kp. Anyar Tegal Village, Kemang District, Bogor Regency is on target so that it has superior value, because in the village many MSMEs cannot calculate

HPP due to the absence of supporting factors. Behind the advantages, there must be several obstacles in the process of holding the MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market.

The material delivered to the community of Kp. Anyar Tegal Village, Kemang District, Bogor Regency in the MSME Seminar Activity on Calculating HPP and tips for MSMEs to penetrate the export market is the procedure for calculating HPP and how to be able to penetrate the export market. The MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market was held in Kp. Anyar, Tegal Village, Kemang District, Bogor Regency attended by 42 residents and 11 students. This activity was declared successful because it was attended by residents who already had a business or were just starting it. The purpose of this activity is for the public to know what HPP is and how to do it so that the business that is started is able to penetrate the export market.

CONCLUSION

With the end of the MSME Seminar on Calculating HPP and tips for MSMEs to penetrate the export market, it is hoped that business actors will be able to determine production costs and selling prices properly so that business actors achieve the expected profits. Based on the shortcomings found during the implementation of the following service activities, there are Some suggestions.

- For the Village: It is recommended to the Village to provide a forum for MSME actors in empowering MSMEs in Tegal Village. It is hoped that the Village will facilitate MSME actors in improving their knowledge and ability to do business, both through training and mentoring.
- On behalf of MSMEs: For MSMEs who have participated in this assistance, it is recommended to apply and implement the knowledge that has been obtained from service activities Ini. This aims to see the effectiveness of the calculation of production costs on businesses that Owned. Ideally, the results of this activity can also continue to be implemented to support business development.