

PLANNING FOR SME TRAINING AND SKILLS PROGRAMS TO IMPROVE THE LOCAL ECONOMY IN THE DIGITAL ERA IN SUKAMULYA VILLAGE

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Abstract

The development of the digital era has had a significant impact on the local economy, including on Small and Medium Enterprises (UKM) in Sukamulya Village. The research method used involved surveys, interviews and data analysis to identify the training and skills needs required by SMEs in Sukamulya Village. The results of this research present training program planning that covers critical aspects in the digital era, such as mastery of information technology, online marketing, digital business management, and other relevant skills. This research contributes to further understanding of training and skills program planning strategies to improve the local economy, especially in the context of SMEs in the digital era.

Keywords: SMEs (Small and Medium Enterprises), Digital era, Training

Abstrak

Perkembangan era digital memberikan dampak signifikan terhadap perekonomian lokal, termasuk pada Usaha Kecil dan Menengah (UKM) di Desa Sukamulya. Metode penelitian yang digunakan melibatkan survei, wawancara, dan analisis data untuk mengidentifikasi kebutuhan pelatihan dan keterampilan yang diperlukan oleh pelaku UKM di Kelurahan Sukamulya. Hasil penelitian ini menyajikan perencanaan program pelatihan yang mencakup aspek-aspek kritis dalam era digital, seperti penguasaan teknologi informasi, pemasaran online, manajemen bisnis digital, dan keterampilan lainnya yang relevan. Penelitian ini berkontribusi pada pemahaman lebih lanjut tentang strategi perencanaan program pelatihan dan keterampilan untuk meningkatkan perekonomian lokal, khususnya dalam konteks UKM di era digital.

Kata kunci: UKM (Usaha Kecil Menengah), Era digital, Pelatihan

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INTRODUCTION

The local economy plays a vital role in the growth of a region, particularly in this digital era that necessitates the use of technology. Small and medium-sized enterprises, or SMEs, play an important role in the local economic ecology. However, there are issues that occur when SMEs lack the necessary technological skills and expertise to compete in a digital economy. Based on data from the Ministry of Cooperatives and SMEs, there are around 65 million more MSMEs, only 17.25 million or around 26.5% of MSMEs are connected to the digital ecosystem (www.bi.go.id/id, 2023). According to the Ministry of Cooperatives and SMEs, 70.2% of MSMEs face challenges while converting using digital technology (www.mpr.go.id, 2023). This is due to the fact that the bulk of people's education levels are still dominated by three groups: elementary school graduates, elementary school graduates, and non-school graduates.

As a result, increasing digital literacy is necessary in order to improve the quality of human resources and the existing local economy. (Iyan, 2012)

The higher the quality of a country's human resources, the higher its productivity and efficiency. The bulk of economic actors in Sukamulya Subdistrict are facing many challenges in their growth and empowerment efforts to achieve their best performance. One of the issues is a shortage of MSME actors who do systematic and strategic company development planning. Entrepreneurship development through training is required to tackle existing MSME difficulties and strengthen the local economy in today's digital era in order to move MSMEs in Sukamulya Subdistrict in the future.

THEORETICAL BASIS

Concept of Training

Indra Kusuma (in Anis, 2007) defines training as a component of education that entails a learning process to acquire and enhance abilities outside of the current educational system and in a short amount of time utilizing approaches that emphasize practice. Here, skills encompass managerial, social, cognitive, and physical abilities. Furthermore, according to Oemar Hamalik (2001), training also aims to create and prepare a workforce with talents in their field, both structurally and functionally. The following is a general description of the training's goals (Kartika Efendi, 2017) :

1. Educate and train to develop a workforce that has productive skills in order to implement organizational programs in the field
2. Educate my heart to develop workforce elements who have the ability to continuously learn to improve themselves professionally.
3. Educate, train and develop the workforce according to their respective interests, talents, values and experience.
4. Educators train and develop workers or prospective workers who have high relevance to development needs.

The type of Training

Developing human resources to assist the workforce in gaining the practical knowledge necessary to enhance the skills and attitudes required by the organization in accomplishing its objectives in compliance with work demands is one way to enhance the workforce's capabilities in relation to economic activities.

According to Dessler (2011), training is an activity designed to provide both new and current employees with the abilities necessary to perform their jobs. This indicates that the training provided here is focused on helping students acquire the specific skills and abilities needed to succeed in the workplace. In essence, training is any organized attempt to support the acquisition of behavior relevant to the task at hand. In other words, training here is a planned effort by an organization to facilitate behavioral learning related to work that is part of its employees. (Kusumadewi, 2021)

Small and medium-sized businesses, or SMEs

A broad definition of Small and Medium Enterprises (SMEs) is any activity that falls into one of three categories: large-, medium-, or small-scale companies. Naturally, the reason for grouping varies from nation to nation since it is tailored to the unique circumstances and circumstances of each, but Lee asserts the following (Achmad Amirudin, 2019) :

1. SME in Brunei is defined as an organization that employs fewer than 100 individuals.
2. In Hong Kong, SMEs are defined as companies with less than 100 employees; in the manufacturing sector, SMEs are defined as companies with fewer than 50 employees.
3. According to Japan, SMEs are companies with fewer than 300 employees and have investment capital of less than 30 million Yen.
4. Malaysia defines SMEs as companies that have less than 75 full-time employees and funds below 25 million Malaysian Ringgit.

According to Law Number 9 of 1995, a small industry is defined as an economic activity conducted by an individual, household, or other entity with the goal of producing goods or services for commercial trade and having a net worth of no more than 200 million rupiah and a sales value of no more than one billion rupiah annually. In the meantime, Small and Medium Enterprises (UKM) are defined by the Central Statistics Agency (BPS) as workers whose economic operations are carried out by individuals or entities whose goal is to manufacture goods or services for commercial sale with a workforce of less than 100 people. (Sulistiyastuti, 2004)

Development of the Local Economy

Munir (2007) defines local economic development as the process of attempting to construct regional development organizations linked to enhancing human resource capacities in order to produce better products and to promote business and industry on a local level. In this case, business activity is actively encouraged, stimulated, and maintained by the government and community organizations in order to generate jobs and support the growth of the local economy. According to Blakely (2007), a number of factors point to the success of local economic growth, including: 1) Increasing the employment and entrepreneurial opportunities available to small towns Increasing community size to boost revenue, 3) enabling small and microbusiness establishments in production and marketing procedures, and 4) lastly, the empowerment of of a partnership network institution between the government, the private sector and local communities (Susanti et al., 2013).

According to Swinburn et al. (2006), local economic development can be defined as the amount of work done to raise local communities' standards of life by considering sustainable economic growth (Rozikin & Haris, 2021). Local economic development encompasses the procedures and guidelines put in place to enhance the welfare and economic conditions of nearby communities. Additionally, the goal of local economic development is to provide the necessary economic capacity to support and enhance the community's standard of living as well as the local economy going forward. In particular, the creation of jobs and economic growth in the local economy depend heavily on the engagement of the non-governmental and public corporate sectors. This regional economic growth centers on the potency of organizing the resources, capacity and skills of local governments in order to utilize them to achieve regional or local economic development goals.

Economic Development in the Digital Era

The digital economy in Indonesia may grow quickly as a result of technology's rapid advancement. The internet is being used more and more each year, which has an impact on a number of industries, including the economy. For MSME business actors, the advantages of increasingly complex digital technologies can have a big influence. In addition to having a larger audience and more affordable costs, MSME enterprises can market their goods online

and don't need any specialized knowledge to carry out the initial outreach to potential customers (Mirdza, 2021).

To advance their firm, MSME executives need to actively pursue new technology education. Eventually, joining the digital economy. Apart from that, though, in order to ensure internet network stability throughout all regions—especially Indonesia—for sustainability, technological infrastructure must also be spread equitably. Therefore, in order to propose answers for the current problems, collaboration between the government, e-commerce practitioners, business players, and the community is required. Strengthening the empowerment of local products and local business actors, including MSMEs, and providing a solid legal foundation for the equality or treatment of offline and online business actors are important roles played by the government, particularly in its capacity as regulator, facilitator, and accelerator. One hopes that online shopping can advance Indonesian MSMEs in order to increase Indonesia's economic growth (Sinaga et al., 2023).

Local Economic Challenges in the Digital Era

There are always going to be obstacles in the way of implementing any program, and in the case of the digital economy, there are at least four main ones that require extra care over time. First, there is the issue of global recession and inflation, which affect the crises of cost of living. Another example is the conflict between Russia and Ukraine, which affects the availability of energy and raw resources. In addition, it has to do with China's policy, which is one of the main drivers of the global economy and is putting the Zero Covid policy into practice. In this instance, there has been a decline in the worldwide influence on growth in 2021 and 2022 of 6% to 3.2% and is predicted to decrease to 2.7% in 2023. Although Indonesia is still not limited by the slowdown due to inflation and the exchange rate, therefore we It is necessary to anticipate precession as a function of inflation, deflation, technology, investment, and reduced employment (Ritchi & Aprilianisa, 2017).

Second, a note on shrinking the scope of technological enterprises, whether established and start-up, local and international. Among other things, this results in an unmanageable effort burn rate as the goal is turning traction into transactions.

Third, about the difficulties with digital governance, the primary issue is cyber security intrusions. Since the enactment of Law Number 27, which mandates the protection of personal data, controllers and processors must make sure that any business process involving personal data has a legal basis for processing. As a result, a derivative rule encompassing multi-level planning and synchronization at the industrial and national corporate levels must be considered. In the age of the digital economy, controlling this data and comprehending the risks are essential.

The last task is figuring out how to bring these MSMEs into the digital era and ensure that this contribution is greater than the global value chain. A systematic and continuous effort is needed to ensure digital onboarding of MSMEs reaches 47% by 2030.

METHODS

A qualitative research approach is the most suitable research methodology for this study. Researchers address the problem's context, circumstances, and surroundings when conducting

qualitative research. Qualitative research methodologies are also suitable for the needs and circumstances of the community in the Sukamulya Village region, where planning initiatives will be implemented. Researchers employ observation, interviews, and documentation studies as methods of gathering data. Qualitative observation is utilized within the framework of the issue at hand and proceeds organically through the observer's life. Classifying measurements and responses is only one aspect of qualitative observations. In qualitative research, an interview involves discussing goals and then asking a series of open-ended questions. Research interviews might be informal or formal, but they are more than just talks. Research interviews have more stringent guidelines than other discussions, even if all conversations have precise guidelines addressing participant control or transition. Research interviews are different from casual chats in that they only seek information from one side, hence asymmetric interactions need to be readily apparent. Interviews are typically designed by researchers to elicit participant feelings, perceptions, and thoughts. Lastly, conduct a documentation study. A documentation research, according to Lexy (2001: 161), looks for written data sources in fields connected to the subject under study. Studies on documentation can be applied to testing, interpretation, and even forecasting. Search and research documents related to Sukamulya PKBM, Sukamulya Village Office, and the surrounding community.

RESULTS AND DISCUSSION

Results

Evaluation of Sukamulya Village's Community Needs

According to Suharsimi (2008), requirements analysis is the process by which an individual identifies needs and establishes the anticipated priority scale. Aside from that, Roth (in Maosang and Anzor, 2011) highlighted that there are two forms of needs analysis: preparatory, which occurs when a program or product is being planned, and retrospective, which occurs when the product is already in existence (Magdalena et al., 2020).

To ascertain whether training is the most effective way to address current issues, needs analysis is used. Considering that requirements analysis is defined as "a continuous process of collecting data and determining what training needs exist so that training can help the organization achieve its goals" by Brown (2002; Provinsi Sumatera Barat Gov, 2015).

It can be inferred from the requirements analysis conducted by the researchers through interviews with PKBM managers and sub-district community leaders in the Sukamulya region that the average community member in Sukamulya village makes a living as a housewife and tradeswoman. Approximately 766 residents and 1,162 residents who work as laborers and housewives are included in the total trading statistics. In this instance, there are a number of issues with the data that the researchers have taken out of Sukamulya village. In addition to the general lack of knowledge about environmental safety and sanitation, researchers are more focused on or interested in MSMEs in Sukamulya village. Since scholars essentially observe that there are numerous people who can or have the potential to trade, but they are not yet precise in analyzing the right targets for their products. Therefore, we conclude that it is important for MSME training and skills to improve the economy in Sukamulya village.

Soerjono (2007) clarifies that data is one type of information gathered to determine any gaps in the requirements for the competencies—skills, attitudes, and values—that must be possessed. Interviews with individuals connected to a company, such as leaders and

subordinates or subject-matter experts, can also be used to gather subjective data (Darmawan et al., 2021). In this instance, the researcher possesses objective or correct data that was directly acquired through interviews with the Sukamulya area's Head of the Subdistrict, also known as the PKBM manager.

The Need for the SME Training Program at PKBM Sukamulya in the Context of Boosting the Local Economy

With MSMEs serving as the foundation of the Indonesian economy, Sukamulya Subdistrict's initiative to provide skills training for these businesses is vital. Not only do MSMEs serve as resilient economic pillars, but they also propel economic expansion in the aftermath of the crisis. MSMEs can lower the unemployment rate by creating a lot of job possibilities, as they are the largest sector and contribute significantly to the development of the nation. As a result, in addition to enhancing the capabilities of MSME participants, the area's planned skills training also intends to supply the resources and inspiration required for company growth. By motivating entrepreneurial principles, this program is expected to reduce the unemployment rate in Sukamulya Village (Yuwinanto, 2020).

It is envisaged that the rising standard of local public education will inspire them to venture into the realm of entrepreneurship. According (Putra, 2018), entrepreneurship has the ability to improve not only in terms of quantity but also in terms of the caliber of the entrepreneurs. It is envisaged that Sukamulya's growing entrepreneurial community will provide a springboard for fair growth and the well-being of the local population.

The importance of MSMEs in Indonesia is becoming more and more apparent, particularly in light of the current global economic crisis. The way that SMEs, particularly those with informal characteristics, have helped society survive during times of crisis indicates that this industry can operate as a counterbalance to reduce unemployment and income problems (Mariana, 2012). Therefore, supporting and improving the quality of MSMEs through training is a strategic step to ensure economic resilience and community welfare in Sukamulya Village.

Discussion

Evaluation of SME Training Planning Techniques in PKBM Sukamulya in the Framework of Enhancing the Local Economy

Extremely quick economic growth has affected many facets of life, particularly the economic area pertaining to home, individual, and corporate financial management as well as society. The backbone of the Indonesian economy, small and medium-sized enterprises (SMEs), must practice sound financial management when organizing and overseeing business plan-related tasks. To create a plan to attain SME independence, a SME development plan is required. In order for SMEs to develop into a sector capable of bolstering the national economy, they must achieve this independence. This strategy's description is predicated on two elements: challenges resulting from the shortcomings of current SMEs and potential opportunities that can be exploited.

The administration of financial reporting is the primary issue facing emerging small and medium-sized businesses. Although creating financial reports for small businesses still adheres to Generally Accepted Accounting Principles, good management need strong accounting expertise of small and medium-sized businesses (Divianto and Febrianty 2017). Many SMEs

have up to now only been able to handle their finances and keep track of their income and expenses. Due to this circumstance, SME owners are unable to calculate the precise revenue and expenses resulting from these company ventures (Kaparang 2021). Numerous SMEs fail to document financial transactions, according to earlier surveys. SMEs continue to maintain extremely basic financial records (Risnarningsih and Tanuwidjaja 2015). Economic players utilize SME accounting to meet the requirements of financial information system management standards, ensure financial records are accurate and the risk of bankruptcy can be minimized (Hetika & Faidah 2020).

Short-term training consists of non-managerial staff members learning a process using defined, structured, and methodical methods in order to gain the technical know-how and skills necessary to accomplish objectives. Stages of general training include:

1. Prior to Training Exercises
2. Training Delivery
3. Activities Following Training.

As a component of education, training describes the process of gaining and enhancing abilities outside of the current educational framework in a timeframe that is comparatively short and emphasizes application over theory.

The following are some efficient methods for doing training:

1. The Inductive Model. The inductive model's approach concentrates on the efforts made by the components that are immediate, comprehensive, close together, and whole. Thanks to this technique, each target can now be evaluated immediately based on the competency for which he received training, and the results can then be compared to the expected competency. With trainees directly, this model is utilized to determine the kinds of training or learning requirements. The training participants must also perform the identification directly. This inductive paradigm has the benefit of directly informing trainers (facilitators) about the types of needs of training participants, which facilitates the selection of training materials that satisfy those needs. The drawback, though, is that finding comprehensive and well accepted to many trainees requires a lot of time, money and energy. This is because all training participants most likely want or need to know information about their desired training needs. The method used to make this decision can be through discussion and brainstorming. The reasons for each participant's priority submission will be given. But in the end, this priority setting must adapt to various possibilities in terms of learning materials, learning resources, time and other supporting facilities. Once the trainer receives a priority reservation, he or she will then be responsible for developing training materials and the training process.
2. The Inductive Framework. Using a deductive approach, this modeling strategy aims to establish broad objectives and generic training needs. The determination will be made for all training participants (target) if you wish to ascertain the training (learning) demands of training participants with the same features. A vast number of in-depth training materials are produced using the findings of this kind of identification. This is done in order to set minimal training requirements for trainees with certain goals in mind, such being able to see information about their age, position, and educational background. Next, create a more customized training procedure for learning. This model has the benefit of offering results for several kinds of item identification. Consequently, since implementation can benefit from knowledge about learning needs, there is a tendency to solve types that are cheaper

and relatively efficient compared to inductive models. However, this model has weaknesses in terms of efficiency, because not all training participants (targets) have the same usage characteristics and identification results are needed. This is based on the fact that diverse training participants (goals) tend to have different interests and learning needs.

3. Classic model. To ensure that there are no gaps for training participants (targets) or challenges learning new content, the goal of this classical model is to organize current learning competencies into new learning competencies. This paradigm has the benefit of making training (goals) in learning material study easier for participants. It also gives money to incorporate new educational resources. The drawback is that training participants (goals) who are too distant from the fundamental knowledge of the course material in relation to the learning needs are impacted by this competency gap and must expend more time completing the required learning. The Informal Sector Training Program follows a prescriptive training methodology. Certain training methods consistently draw from traditional and regular models, and the pre-training and post-training phases show the characteristics of widely used training models. There are several elements that represent the weaknesses and strengths of this training model in various institutions. That is, the training process is mainly concerned with training analysis. Analysis is included in the basic but interrelated concepts. The disadvantage of this model is that students (targets) with basic/low skills need to adapt to the learning material studied initially, so learning will take longer.

CONCLUSION

From the preceding discussion, it can be seen that the Sukamulya Village community needs analysis emphasizes the significance of skill development, particularly for MSMEs, in order to boost the local economy. The analysis's findings indicate that the majority of people are housewives with trade as their primary source of income. Despite issues like environmental consciousness, training for MSMEs is prioritized by study. Inductive, deductive, and classical models are used in training planning strategies, with an emphasis on removing obstacles like SMEs' lack of accounting expertise. In order to assist Sukamulya Village's economic resilience and communal welfare, it is also strategically important to underline how urgent it is for MSMEs to receive training.

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