

ANALYSIS OF UMKM TRAINING PROGRAMS IN AN EFFORT TO EMPOWER THE COMMUNITY OF KAMPUNG KUE KERONCONG VILLAGE TELUK DALAM SUB DISTRICT TENGGARONG SEBERANG

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Abstract

This research analyzes the umkm training program in an effort to empower the community of kampung kue keroncong, teluk desa in tenggarong seberang sub-district. This research aims to describe the program and its supporting and inhibiting aspects. The method uses descriptive qualitative. Data collection in the form of interviews, observations and documentation studies. Data analysis uses data reduction, data presentation and conclusions. Data validity uses triangulation of sources and techniques. The results of the research go through three stages, namely the awareness stage through participatory identification of needs, the capacity building stage through increasing knowledge and skills about marketing, product quality and product packaging and photography, the empowerment stage through the application of marketing knowledge and skills obtained, increasing income, building networks through participation in the community and sustainable post-program assistance. Supporting aspects are supported by the Teluk Dalam village government by facilitating facilities and infrastructure. The inhibiting aspect is the limited understanding of technology, especially in the use of digital sales applications such as GoFood, GrabFood and ShopeeFood.

Keywords: MSME, Training, Community Empowerment

Abstrak

Penelitian ini menganalisis program pelatihan umkm dalam upaya memberdayakan masyarakat kampung kue keroncong desa teluk dalam kecamatan tenggarong seberang. Penelitian ini bertujuan untuk mendeskripsikan program tersebut serta aspek pendukung dan aspek penghambatnya. Metode menggunakan kualitatif deskriptif. Pengumpulan data berupa wawancara, observasi dan studi dokumentasi. Analisis data menggunakan reduksi data, penyajian data dan kesimpulan. Keabsahan data menggunakan triangulasi sumber dan teknik. Hasil penelitian melalui tiga tahapan yaitu tahap penyadaran melalui identifikasi kebutuhan yang partisipatif, tahap pengkapasitasan melalui meningkatnya pengetahuan dan keterampilan tentang pemasaran, kualitas produk dan kemasan serta fotografi produk, tahap pendayaan melalui penerapan pengetahuan dan keterampilan pemasaran yang didapatkan, meningkatnya pendapatan, membangun jaringan melalui keikutsertaan dalam komunitas dan pendampingan pasca program yang berkelanjutan. Aspek pendukung didukung oleh pemerintah desa teluk dalam dengan memfasilitasi sarana dan prasarana. Aspek penghambat yaitu keterbatasan pemahaman teknologi khususnya dalam penggunaan aplikasi penjualan digital seperti GoFood, GrabFood dan ShopeeFood.

Kata kunci: UMKM, Pelatihan, Pemberdayaan Masyarakat

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INTRODUCTION

Community empowerment refers to a process or initiative that aims to increase the participation, involvement and capacity of the community in solving problems, making decisions and utilizing the potential and resources that exist in their environment. The main goal of community empowerment is to improve the standard of living and welfare of the community. Community empowerment is an effort to improve the quality of community life through various programs and fields of activity. One form of empowerment is through training for Micro, Small and Medium Enterprises (MSME).

Training is part of education which is a means of coaching and career development as well as one of the efforts to improve the quality of human resources in accordance with work needs. Msme play an important role in a community-focused economic system with the aim of reducing poverty and improving the economic welfare of the community. One of the important initiatives to improve community welfare and economic growth is empowerment through msme training. With appropriate training, msme can improve the economy and help everyone have a better future.

Increasing the capacity of Micro, Small and Medium Enterprises (MSME) through this msme training program has an important role in supporting economic growth and competitiveness of business actors. This training is important to increase the capacity of msme and improve the knowledge, skills and confidence of keroncong cake traders. By understanding marketing concepts, kue keroncong vendors will be better prepared to face business challenges. It can also improve their ability to adjust to market changes and provide them with the motivation to grow their business sustainably.

The positive impact of improving the capacity of msme through the umkm training program can also be seen in their contribution to regional economic growth. With competent and competitive msme, they can create new jobs, increase the income of local communities and improve the local business environment. Therefore, msme training is not only beneficial to the growth of individual businesses but also to the overall progress of the economy.

In addition, changes in consumer behavior and technological developments mean that msme must continue to adapt. Training can help msme to remain relevant in the digital era like now (Permatasari and Endriastuti, 2020). By utilizing technology, msme can increase their online visibility, improve competitiveness and reach a wider market. Therefore, supporting and encouraging this msme training program as part of the msme development strategy. It is expected that by increasing the capacity of msme, they will be able to make a more significant contribution to economic growth, provide employment and strengthen economic stability.

In the rapid digital era and increasingly fierce business competition, msme are expected to be more innovative and creative in designing their products or services. Digital marketing offers various opportunities for msme business owners to reach a wider market. However, not all msme business owners, especially keroncong cake traders, have the knowledge and skills needed to maximize the potential of digital marketing. Although digital marketing offers many benefits, traditional marketing strategies such as selling directly, events, festivals, expos, exhibitions or bazaars still have an important role for keroncong cake msme business owners in Teluk Dalam village.

The keroncong cake msme is one of the positive impacts, as it is one of the efforts to reduce the unemployment rate in Teluk Dalam Village. However, the kue keroncong MSME has obstacles in its development. The problem is the lack of knowledge and skills of the MSME on marketing. So that the products produced are only sold in the area around the village.

There are many msme traders, especially keroncong cake traders in Teluk Dalam village, who have not maximized their potential due to lack of knowledge and skills. With this msme training, it will teach keroncong cake msme traders how to combine both digital and traditional marketing strategies effectively to achieve optimal results. Thus this training can increase the knowledge and skills of keroncong cake traders in Teluk Dalam village about marketing and will ultimately empower the community to achieve better welfare.

METHODS

This study uses a qualitative approach with a descriptive method that aims to deeply understand the social phenomena related to micro, small, and medium enterprises (MSMEs) in Teluk Dalam Village and the practice of selling keroncong cakes. This method was chosen because it is able to comprehensively describe the reality in the field through the direct experiences of the research subjects. As stated by Creswell (2016), qualitative research allows researchers to interpret the meanings constructed by individuals in specific social contexts. The research instruments used included semi-structured interview guidelines, observation notes, and documentation. The interview guidelines were designed to maintain the direction of the questions while giving respondents the freedom to express their views. Observations were conducted to record activities and interactions in the field, while documentation in the form of village archives and MSME records was used to supplement and strengthen the data. The research subjects consisted of the Head of Teluk Dalam Village MSMEs and keroncong cake sellers, who were selected through purposive sampling based on their involvement and knowledge of the research object.

According to Sugiyono (2019), the selection of informants in qualitative research is determined by their capacity to provide in-depth information, not by their representation in terms of numbers. Data analysis is carried out in three stages, namely data reduction to select important information, presentation of data in narrative descriptions for ease of understanding, and drawing conclusions and verification, which are carried out repeatedly throughout the research process. Data validity is strengthened by triangulation of sources and techniques, namely comparing information from interviews, observations, and documentation. With this design, the research is expected to provide a complete picture of the dynamics of MSMEs and their contribution to strengthening the community-based economy based on local potential.

RESULTS AND DISCUSSION

The analysis of the MSME training program in an effort to empower the community of kampung kue keroncong, Teluk Dalam village, tenggarong seberang sub-district consists of 3 stages as well as supporting aspects and inhibiting aspects of the program as follows:

Awareness Stage

Based on the results of the study, it can be concluded that the msme training program for the empowerment of keroncong cake traders in Teluk Dalam Village, Tenggara Seberang

District, has been implemented effectively. The needs identification process was carried out in a participatory manner through discussions between the Head of MSME Teluk Dalam Village, the keroncong cake traders, and related agencies. This discussion successfully identified the need for marketing training to expand the sales reach of their products.

Good coordination between the community and the government was evident with the MSME Chair confirming the results of the discussion to the relevant agencies, which then facilitated the licensing and implementation of the training. The msme training had a significant positive impact on improving the traders' knowledge and skills. Previously, they lacked an understanding of effective promotion and marketing but after the training they felt better able to market their products, which resulted in an expansion of their sales reach and business development. This confirms that the awareness phase in this empowerment program has gone very well.

The Capacity Stage

The capacity stage is a crucial stage in a community empowerment program that aims to increase the capacity of the community so that they are capable and empowered in developing their potential. This stage of capacity building is done through training. This stage of capacity building is realized through increasing the knowledge and skills of keroncong cake business actors.

Based on the results of the study, it can be concluded that the capacity stage in the msme training program in Kampung Kue Keroncong, Teluk Dalam Village, Tenggara Seberang District, has been very successful in increasing community capacity. The training provided includes marketing strategies, improving product quality and packaging, and product photography, which has significantly increased the knowledge and skills of the keroncong cake business actors. At this stage it has also succeeded in changing their mindset to be more open to the use of digital technology, such as social media and digital sales applications for promotion.

One interesting finding is the success of keroncong cake traders in combining traditional and digital marketing methods. They continue to conduct direct sales while actively utilizing digital platforms, a strategy that has proven effective in increasing sales and expanding market reach. Overall, relevant training, a change in mindset, and the utilization of technology have had a significant positive impact on the development of kue keroncong businesses in Teluk Dalam village.

Empowerment Stage

The empowerment stage is an important phase in the community empowerment program, where the aim is to give power to the msme actors to be able to independently apply the knowledge and skills gained. In this research, the enrichment process or stage is also analyzed in various processes including:

1) Applying Knowledge and Skills

Applying knowledge and skills is the process of turning what is learned and mastered into real and effective action. Based on the results of the study, it can be concluded that the application of knowledge and skills obtained from the msme training has succeeded in encouraging the

independence of keroncong cake business actors in Teluk Dalam Village. This can be seen from their adaptation and initiative in various aspects of marketing and product development. They are now actively utilizing various digital platforms such as WhatsApp, Facebook, TikTok, Instagram, GoFood, GrabFood, and ShopeeFood to expand their market reach. In addition, they also dare to take advantage of marketing opportunities beyond daily sales by participating in various events such as exhibitions, bazaars, concerts, festivals, and expos, as well as taking orders for special events such as weddings and thanksgiving. Selling directly in front of the house also remains one of their strategies.

Positive changes have also been seen in the improvement of packaging quality, from using only plastic to boxes, reflecting an awareness of more attractive product presentation for consumers. Overall, this initiative shows that the msme training has empowered them to be self-reliant and adaptive in the face of market dynamics.

2) Increasing Income

The enrichment stage plays an important role in increasing the income of keroncong cake traders. Increasing income means efforts or actions taken to increase the amount of money received by individuals, households and companies. Based on the results of the research, it can be concluded that the msme training has succeeded in significantly and sustainably increasing the income of the keroncong cake vendors in Teluk Dalam Village. They are given the flexibility to implement the knowledge and skills acquired with the ultimate aim of improving their quality of life.

This increase in income can be seen in variations in daily income, income from special occasions such as weddings and thanksgiving, and income from participation in events. This directly reflects their success in implementing the marketing strategies taught, which has had a positive impact on their economic well-being. Their ability to generate additional income from various sources demonstrates the level of self-reliance and success of this empowerment program.

3) Building a Network

The enrichment stage includes various aspects, one of which is building a network. This network aims to expand msme actors' access to resources, information and opportunities that support their business development. Based on the research results, it can be concluded that the keroncong cake traders have succeeded in building a network through participation in the Association of Food and Culinary Entrepreneurs of the Archipelago community. Membership in this community provides msme entrepreneurs with important access to resources, information and opportunities that support their business development.

4) Post-Program Assistance

The enrichment stage through post-program assistance is an ongoing effort to ensure that business actors can independently apply the knowledge and skills gained. At this stage, the success of the program can be seen from the effectiveness of the assistance provided. Based on the results of this post-program assistance research, it shows that the relevant agencies provide post-program assistance. This assistance is realized through helping to facilitate the marketing of keroncong cake products by inviting business actors to participate in various events such as exhibitions, festival bazaars, expos. Participation in these events is provided free of charge, which shows the commitment of the relevant agencies in supporting keroncong cake farmers.

Post-program assistance has proven effective in supporting the sustainability of the business. By providing direct access to the market, the relevant agencies helped the vendors to expand their marketing reach. This identifies that the enrichment stage through post-program assistance has been effective in supporting the sustainability of the kue keroncong vendors' businesses by providing direct access to the market, thereby contributing to the improvement of the quality of life of kue keroncong vendors.

Supporting Aspects

Supporting aspects have an important role in the successful implementation of community empowerment programs. The msme training program is supported by the village government. This support is manifested in the provision of complete facilities and infrastructure including a place or room for training, chairs, tables, fans, sound systems, and projectors. The provision of these facilities shows the village government's commitment to creating a conducive learning environment for the msme training participants. This is very important for the smooth running of the msme training program. The provision of complete and adequate facilities shows the village government's commitment to supporting community empowerment and local msme development.

Inhibiting Aspects

Inhibiting aspects are factors that cause problems and obstacles in program implementation. The obstacle in the msme training program in an effort to empower the community of kampung kue keroncong teluk village in tenggarong seberang sub-district is the limited understanding of technology which is the main obstacle. Based on the results of the study, it shows that limited understanding of technology, especially in the use of digital sales applications such as GoFood, GrabFood and ShopeeFood is the main obstacle.

Although training has been provided, only a small number of keroncong cake traders are able to utilize these digital platforms. This indicates a digital skills gap. This is a problem because using these digital sales applications can expand marketing reach. This limitation hinders the potential of keroncong cake vendors to expand their market reach and increase sales through these digital platforms. The digital skills gap can hinder the adaptation of new technologies and innovation in business. This can result in the potential profits earned by keroncong cake traders not being maximized.

CONCLUSION

The msme training program in an effort to empower the community of Kampung Kue Keroncong, Teluk Dalam village, tenggarong Seberang sub-district, has successfully empowered the community through three stages. The awareness phase successfully identified training needs in a participatory manner. The capacity building stage significantly improved the community's ability in marketing strategies both traditionally and digitally, product quality and packaging and product photography. The enrichment stage through the application of knowledge and skills gained, increased income, building networks through participation in the community, and sustainable post-program assistance. Full support from the Teluk Dalam village government, which helped provide training facilities and infrastructure, was a supporting aspect. However, the inhibiting aspect is the limited understanding of technology in the use of digital sales applications such as GoFood, ShopeeFood and GrabFood so that it

limits the keroncong cake business actors to expand their market reach and maximize the benefits of these digital platforms.

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