

Management Assistance in the Aluminum Home Industry

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ABSTRACT

Management assistance activities in the aluminum home industry aim to help business management to be more effective and efficient through the application of socialization, discussion, and training methods. This method is used to improve business actors' understanding of production, financial, and marketing management which are still challenges for them. The socialization stage is carried out through the introduction of basic business management concepts, followed by interactive discussions to explore specific problems faced by the industry. Furthermore, practical training is provided to introduce product packaging techniques, simple financial records, and marketing strategies through social media. The results of this activity show a significant increase in business actors' understanding of managing their businesses. Participants were able to implement more attractive packaging techniques, make financial records more structured, and start utilizing digital media to expand the market. This activity not only provides short-term solutions, but also equips business actors with management skills that can be applied sustainably. Thus, this assistance has succeeded in increasing the competitiveness of the aluminum home industry and encouraging more sustainable business growth.

Keywords: Assistance, Home Industry, Management, Socialization, Training.

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1. INTRODUCTION

The general phenomenon of home industry is its rapid and sustainable growth, especially in rural and urban areas (Adamowicz & Zwolińska-Ligaj, 2020). Home industry has become an alternative source of income for the community, especially housewives and small entrepreneurs (Yatminiwati et al., 2021). They utilize local skills and resources to produce unique and quality products, such as handicrafts, processed foods, and other creative products. The growth of this home industry is also supported by the development of digital technology, social media, and e-commerce platforms, which facilitate the promotion and sale of products (Burhanudin et al., 2022).

Home industry is used as a benchmark for the progress of a region. Increasing consumer needs require producers to continue to compete to get their market (Azizah et al., 2023; Strengers et al., 2022). This requires producers to make maximum efforts to increase productivity, efficiency, service, and sustainable innovation to anticipate the increasingly short product life cycle (Marsuhin et al., 2018). Producers must also know what consumers need as a consideration for production and inventory. To support this, competent human resources are needed in their fields, as well as support for their performance and productivity (Asbullah & Suharno, 2022).

Likewise in the aluminum home industry in Dadapan Village, Gucialit District, Lumajang Regency, the conditions of demands on craftsmen require a process of self-adjustment, while on

the other hand employees also have limitations including the work environment and empowerment efforts (Sulistyan, 2018). Therefore, efforts are needed to improve the work environment and empowerment for these craftsmen in order to be able to increase their productivity (Sulistyan, 2017).

Dadapan, Gucialit District, Lumajang Regency. This home industry is not pursuing a large number of sales but still survives with a level of sales that can be reached by always maintaining its quality. Based on the results of the situation analysis, problems arise that need to be resolved related to the community assistance activity plan, including the limited ability of human resources in managing their business management, Limited storage space for raw materials and production process places, Limited ability of human resources in separating business finances and household finances, Weak ability of human resources in preparing bookkeeping regularly and correctly.

From the problems that have been identified above, a discussion was then held between the proposing team and partners (home entrepreneurs in Dadapan Village) which resulted in an agreement that the partners wanted to be able to develop their business, overcome the problem of storing raw materials and the production process, wanted to prepare bookkeeping correctly and regularly, and also wanted to separate finances for business and family finances as well as marketing management, especially new markets for selling.

The purpose of implementing mentoring activities in the community through community empowerment through entrepreneurship training for home entrepreneurs is: Improving the ability of human resources in managing their business management, Overcoming the problem of limited storage space for raw materials and production process places, Improving the ability to separate finances for business and household finances, Strengthening the ability of human resources in preparing bookkeeping regularly and correctly, Improving the ability in marketing management, especially in terms of finding new places or markets. states that community empowerment is a process that is passed through so that the community gains greater control over their affairs/problems and increases initiatives related to their own destiny.

2. METHODS

The methods applied in implementing this community assistance activity include socialization, discussion, and training. Socialization and discussion are carried out in the form of entrepreneurship seminars (Maarif et al., 2020). In this activity, the socialization method is realized through seminars and general discussions that discuss topics related to the world of entrepreneurship. Furthermore, the training method is applied by practicing how to package products attractively and add labels to products to make them more attractive and increase their selling value. Through these socialization and training activities, it is hoped that the problems faced by partners can be resolved.

3. RESULTS AND DISCUSSION

3.1. Results

The results of this community service activity were carried out during March-May 2024. The results of these activities are as follows:

a. Planning and Preparation

The initial stage of mentoring activities began with a team visit to the Home Industry in Dadapan Village, Gucialit District, Lumajang Regency, in March 2024. The purpose of this visit was to hold meetings and discussions with partners about preparations for implementing mentoring. This meeting aims to build good communication and cooperation with partners.

b. Coordination and Preparation for Implementation

In the second stage, the team coordinated with related parties, including Home Industry owners, to ensure alignment of goals and targets of the activity. The team also prepared for the

implementation of mentoring activities, such as preparing materials and instructors for business management, production, finance, and marketing training.

c. Implementation of Mentoring

The third stage is the implementation of mentoring activities carried out during May 2024 including training in business management, production, finance, and marketing. This training aims to improve partners' abilities in managing their businesses and improving product quality. This training also helps partners develop effective marketing strategies.

d. Submission of Operational Fund Assistance

In the fourth stage, the team submitted operational fund assistance to partners to support the sustainability of the organization. This assistance aims to help partners improve their skills and independence in managing their businesses.

e. Monitoring and Evaluation

The final stage is monitoring and evaluating the implementation of activities to assess the success of the community service program. The team conducts evaluations to identify successes and failures, collect feedback from partners, and improve the quality of the program in the future.



Figure 1. Implementation of Activities

Source: Community Service Implementation Results (2024)

3.2. Discussion

Mentoring activities for the community in Dadapan Village, Gucialit District, Lumajang Regency, are a strategic effort to improve the capabilities and welfare of the local community. This activity consists of five stages, starting from planning and preparation, coordination and preparation for implementation, implementation of mentoring, delivery of operational funds, and monitoring and evaluation. Through business management, production, finance, and marketing training, partners can improve their ability to manage their businesses and develop effective marketing strategies. The provision of operational funds also helps partners increase their independence. The evaluation conducted at the final stage allows the team to identify successes and failures, and to collect feedback for future program improvements. Thus, this activity is expected to have a positive impact on local economic development and community welfare.

Mentoring activities in Dadapan Village, Lumajang Regency, are supported by the results of previous research conducted by Sulistyan (2020) which showed the importance of strengthening the capabilities and independence of local communities in managing businesses. The study identified the needs and potential of the community, as well as revealed the obstacles and challenges faced. The results of this study were then used as a basis for designing appropriate and effective mentoring programs, with a focus on training in business management, production, finance, and marketing. Thus, this mentoring activity can meet the real needs of the community and have a positive impact on local economic development. An important implication of this mentoring activity (Winston, 2022) is the increasing ability of the community to manage

sustainable businesses, increase income and welfare, and reduce dependence on external assistance. This also has the potential to increase community awareness and participation in local economic development, as well as strengthen civil society institutions (Abidin et al., 2022).

4. CONCLUSION

The conclusion of the implementation of management assistance in the Home Industry of paving and bricks in Dadapan Village, Lumajang shows that partners have a strong desire to develop their business amidst tight competition, but still face limitations in business management, production, finance, and marketing. This assistance activity has succeeded in providing simple solutions to help partners develop their business sustainably and increase competitiveness. The results achieved include improving partners' skills in running a business, overcoming limitations in production facilities, separating business and household finances, compiling proper bookkeeping, and finding new markets. Suggestions so that this activity can provide sustainable benefits, among others, there needs to be a high spirit and willingness for partners to develop their businesses, The challenge of quite tight competition must be balanced with a positive mentality and attitude and a high spirit of never giving up, because if program partners do not have an entrepreneurial spirit and strong innovation skills, they will be easily crushed by the level of competition of similar businesses, Intensive mentoring and supervision of program partners needs to be carried out periodically and does not stop until the completion of this program, therefore the activeness of the ranks of the ITB Widya Gama Lumajang community in providing guidance to this Home Industry needs to be carried out continuously, It is hoped that further funding for this activity needs to be implemented to help other small businesses of the same type to be able to innovate and develop in increasingly sharp business competition and be able to create jobs for the surrounding community.

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