

# Improving the Quality of Culinary MSMEs Governance, Kebon Manggis Urban Village, Jakarta

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**Abstract:** *This community service aims to increase the understanding or insight of MSME business actors on the importance of good governance in order to maintain the sustainability of MSMEs business. The service was held on July 19, 2023 at the Yandu post office with the address at Jl. Kesatrian X RT 016 RW 003, Kebon Manggis Village, Matraman District, East Jakarta 13150. This community service was attended by 19 MSMEs actors and the dominance of the gender was 18 female participants and only 1 male participant. Results of Evaluation Results as a whole the results of the evaluation can be concluded well because 81.6% of the training participants answered that they strongly agreed.*

**Keywords:** MSMEs, Kebon Manggis, Governance

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## 1. Introduction

Several parties agree that the existence of Micro, Small and Medium Enterprises (MSMEs) is important because these businesses play a significant role in the economy of a country, including Indonesia. This important role is shown in creating jobs, increasing people's income, alleviating poverty, contributing to gross domestic product. In Indonesia, MSMEs are also considered as one of the cornerstones of the economy alongside cooperatives. This can be proven by the large role of MSMEs in the Indonesian economy. This role can be seen from the number of businesses reaching 99% of all business units. The next role is that the contribution of MSMEs is quite significant, that reaching 60.5% of Gross Domestic Product (GDP) and total labor absorption reaching 96.9% of the total national labor absorption.

Considering the strategic role of MSMEs in the economy, various stimulus and policy efforts are needed from various parties, including the government, to maintain the growth and sustainability of these MSME businesses, because behind their quite significant role, MSMEs also have several problems or weaknesses, so that it is very rare for MSMEs to advance to the level of becoming companies. big. In general, MSMEs have many limitations, including in the field of governance. This governance includes financial governance (Fujianti et al. 2020; Ermawati and Pujianto, 2022; Utami et al. 2023), Human Resources (HR) governance (Yusuf et al. 2022; Leiwakabessy and Lahallo, 2018; Atmaja, 2018), weaknesses in access to technology (Budiarto, et al. 2018; Fujianti et al. 2019; Dewi, 2020), determining the cost of production (Fujianti et al. 2021; Mulyani et al. 2021; Yustitia and Adriansah, 2022) and Weaknesses in the marketing sector (Fujianti et al. 2021; Naimah et al. 2020. Efforts to develop businesses and to obtain adequate business results require good governance (Asnahwati and

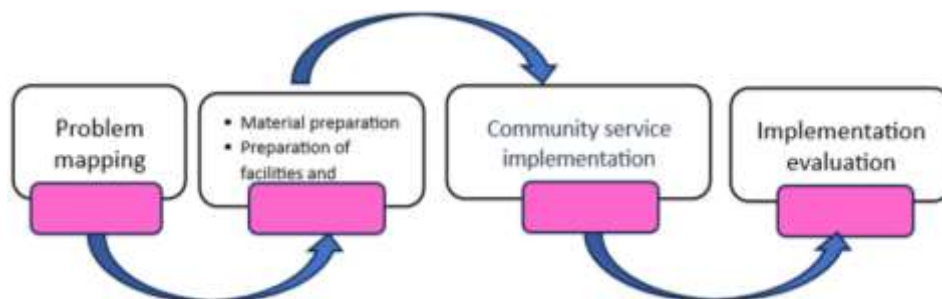
Risman, 2018) especially in financial governance. Implementation of governance in Companies can improve company performance in the form of profits, growth and branding (Santo and Pedo, 2020). To help MSMEs improve corporate governance towards improving MSME performance is the reason for the theme of this service.

Kebon Manggis Village is a sub-district located in Matraman District, East Jakarta. This village is one of several sub-districts in the sub-district. Kebon Manggis Village has an area of 78.21 hectares with a population of 20,980 people. The population is divided into 5,197 Family Cards. Kebon Manggis sub-district is directly adjacent to other sub-districts. Kebon Manggis Village to the north borders Kenari Village, Central Jakarta. To the east, it borders the Palmeriam Village, East Jakarta. To the south it borders with Kampung Melayu Village, East Jakarta and to the west it borders with Manggarai Village, South Jakarta.

Kebun Manggis Village, Matraman District has 480 MSMEs. Most of these MSMEs or 80% are culinary MSMEs. From the initial survey, it is known that these MSMEs have problems that are generally the same as MSMEs in general, that is the weaknesses in governance. Weaknesses in governance, especially in financial management, marketing and licensing. Based on this, this service provides education about the need for business governance for Culinary MSMEs located in the Kebon Manggis sub-district, Jakarta.

## 2. Methodology

The method for implementing community service is essentially a description of the procedures and techniques for implementing community service. This community service method is carried out in several stages, that are initial survey, training preparation, training and evaluation of training



**Picture 1: Implementation Method**

### i. Initial survey

This survey aims to explore the problems faced by MSMEs and then map out the problems that will be helped to solve them in implementing community service

### ii. Training Preparation

Training preparations are carried out by forming a service team, preparing training materials and supporting facilities in the form of equipment and administrative correspondence with the implementing coordinator.

### iii. Training to Improve the Quality of MSME Governance

This stage provides training related to governance material. The aim of this training is to increase the knowledge of MSME business actors about the importance of good corporate governance and ways to carry out or implement good governance.

#### iv. Implementation Evaluation

Implementation evaluation is carried out to determine the increase in knowledge or expertise of MSME actors related to corporate governance.<sup>3</sup> Discussion Result

The implementation of governance encourages better company performance and it is expected to be able to maintain business continuity. Governance is a global concept that can make companies better than before and can reduce risks (Fujianti et al. 2022). Several benefits can be obtained by implementing governance concepts in companies. This also makes it possible for an MSME to adopt this governance concept. In this way, MSMEs will be able to achieve sustainable business.

##### i. Initial Survey

The initial service survey was carried out by inviting a meeting of several Jakarta Manggis Garden MSME Coordinators. The initial survey was carried out via Zoom on July 12 2023. Through this initial survey activity, the problems faced by MSMEs were also asked, then mapping of the problems that would be the focus of discussion in this service was carried out. This initial survey was also agreed with the GENERAL coordinator regarding the schedule and place for the service implementation. This initial survey agreed that the MSMEs that would be involved were culinary MSMEs because some of the MSMEs were in Kebum Manggis Village.



Picture 2: Initial Coordination Meeting with Kebon Manggis MSMEs Coordinator

##### ii. Preparation of training materials

Training preparation includes preparing training materials, making banners and administering correspondence. The governance material was prepared by one of the resource team, Mrs. Petiana. Corporate governance material was introduced to MSMEs to help maintain continuity and business enthusiasm. Several sources suggest that the implementation of good corporate governance is believed to be able to strengthen the company's competitive position on an ongoing basis, manage resources and risks more efficiently and effectively, increase firm value and investor confidence.



Picture 3: Training Material

### iii. The implementation of community service

Community Service is a program created to increase community knowledge, expertise and technical skills carried out by universities as the third tridharma. Universities generally target people for community service who are people outside campus who need help and guidance to improve their problem-solving abilities, especially in business. Community service is a medium for the application of science, technology and arts and culture directly to the community as a noble responsibility of higher education in improving community capabilities, so that it is hoped that it will have an impact on achieving national development goals.

The service was held on July 19 2023 at the Yandu post office with the address Jl. Kesatrian. The event began with participant registration at 09.00, followed by a welcoming speech from Mrs. Dr. Lailah Fujianti., S.E., M.Si., Ak., CA as coordinator of the service team and representative of the MSME coordinator for Kebun Manggis.

The training material was delivered by Mrs. Petiana Indriati. This training was enthusiastically attended by MSME players. Several MSME players want further programs related to several materials deemed needed by MSMEs.



**Picture 4: Providing material by the team**



**Picture 5: Providing Material and opening speech of training participants**

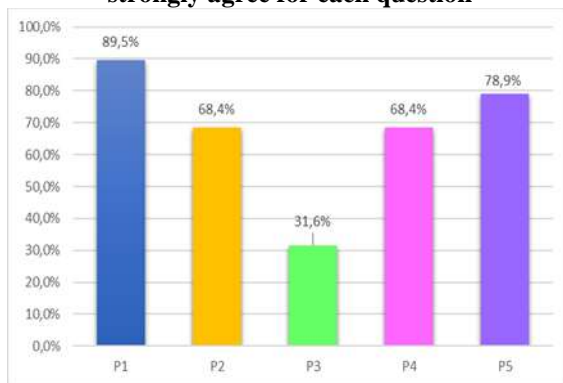
### i. Evaluation of the service implementation

Evaluation of the implementation of service aims to determine the weaknesses and strengths of the implementation as feedback for improvements in the next implementation, as well as to determine the increase in knowledge and expertise regarding the material provided. Evaluation is carried out by giving questionnaires to participants in the form of a Google form. Participants are asked to fill in the answers by selecting the answers provided in the form of a Linkert scale.

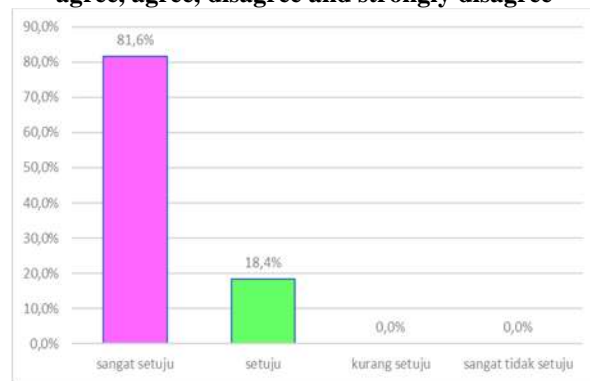
The questionnaire includes (P1) Level of understanding/knowledge after training related to the material, (P2) Material is useful for improving business management, (P3) Material is easy to implement, (P4) Presentation of material is easy to understand, (P5) Presentation of material is interesting and not boring. The percentage of answers that strongly agree for each questionnaire can be seen in graph 1 below. Questionnaire P1 received a strongly agree answer of 89.5%; P2 of 68.4%; P3 of 31.6%; and P4 of 68.4%.

Overall, the answers of participants who answered strongly agree, agree, disagree and strongly disagree can be seen in graph 2 below. The number of participants who answered the entire questionnaire was 81.6% who answered strongly agree, 18.4% who answered agree and 0% who answered disagree and strongly disagree. Overall, the evaluation results can be concluded as good because 81.6% of participants answered strongly agree.

**Graph 1: Percentage of participants' answers strongly agree for each question**



**Graph 2: Percentage of participants' answer strongly agree, agree, disagree and strongly disagree**



#### 4. Conclusion and Suggestion

This service aims to increase the understanding or insight of MSME business actors regarding the importance of good governance in order to maintain the sustainability of MSME businesses. The service will be carried out on July 19 2023 at the Yandu post office with the address Jl. Kesatrian The results of the evaluation show an increase in understanding of the importance of governance after community service.

Overall, the evaluation results can be concluded as good because 81.6% of participants answered strongly agree. It is recommended that this service material can be implemented by MSMEs. It is hoped that the implementation of business governance will increase performance and business sustainability.

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