



Empowerment of Micro, Small and Medium Enterprises in Increasing Sales Turnover Through the Ramadhan Market in Brodot Village, Bandarkedungmulyo District

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Abstract

This community service aims to empower Micro, Small, and Medium Enterprises (MSMEs) in Brodot Village to increase sales turnover through optimizing the Ramadhan Market activities. MSMEs are an important sector in the local economy that has great potential but often faces various challenges, such as limited market access, minimal product innovation, and lack of effective marketing strategies. This activity was carried out by a team from STAI At-Tahdzib in collaboration with the Brodot Village government. The activity methods include field observation, training, direct assistance, and ongoing evaluation. Initial observations showed that the majority of MSMEs did not have adequate understanding of digital marketing and attractive product packaging. In the training, participants were given materials about promotional techniques, the use of social media, simple financial management, and product branding. The Ramadhan Market was used as a direct practice medium to sell their products openly to the public. MSMEs were facilitated with tents, promotional banners, and social media as promotional tools. The results of the activity showed a significant increase in sales turnover, especially for snack and pastry products. In addition to financial improvements, this activity also increased the knowledge and confidence of business actors in developing their products. Participants began to actively utilize online platforms such as WhatsApp, Instagram, and Facebook for promotion. Several MSMEs began to package products with more attractive labels and designs. This activity also encouraged collaboration between business actors and created a stronger local business network. During the activity, community enthusiasm was very high. The Ramadan Market became a seasonal economic center that had a positive impact on the village economy. Students involved also gained practical experience in the community empowerment process based on devotion.

Keywords: MSME Empowerment, Increasing turnover, Ramadan market

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars of the Indonesian economy. This sector not only contributes significantly to Gross Domestic Product (GDP), but also plays an important role in creating jobs and increasing people's income. According to data from the Ministry of Cooperatives and



Small and Medium Enterprises, MSMEs absorb more than 97% of the workforce in Indonesia and contribute around 60% to GDP. Thus, the existence and development of MSMEs are vital to national economic growth.

Brodot Village, Bandar Kedungmulyo District, has a very large potential for MSMEs. This village has various types of businesses managed by the local community, ranging from food businesses, handicrafts, to services. However, despite having great potential, many MSMEs in this village face various challenges, such as lack of access to capital, limited knowledge about marketing, and minimal product innovation. This results in many MSMEs having difficulty competing, especially in an increasingly competitive market.¹

The month of Ramadan is a very strategic time for MSMEs, especially those engaged in the food and beverage sector. During this holy month, demand for these products increases significantly. People tend to look for various types of food and drinks to break their fast, as well as special cakes that are usually only available during the month of Ramadan. Therefore, the month of Ramadan is a golden opportunity for MSMEs to increase their sales turnover.²

However, to take advantage of this opportunity optimally, MSMEs in Brodot Village need to get support and empowerment. MSME empowerment can be done through various ways, such as skills training, access to capital, and market organization. With a well-organized Ramadhan market, MSMEs can sell their products directly to consumers, thereby increasing their visibility and sales.

Empowering MSMEs in Brodot Village can also have a positive impact on the local economy. When MSMEs succeed in increasing their sales turnover, this will have an impact on increasing community income. In addition, the success of MSMEs can also encourage overall village economic growth, create new jobs, and improve community welfare.³

In this context, this study aims to analyze how empowering MSMEs can increase sales turnover through the Ramadhan market in Brodot Village. This study will identify the potential of existing MSMEs, analyze empowerment strategies that can be applied, and assess the impact of the Ramadhan market on MSME sales. Thus, the results of this study are expected to provide useful recommendations for MSME actors, the government, and related parties in an effort to increase the competitiveness and sustainability of MSMEs in Brodot Village.⁴

METHOD

The methods used in this activity include participatory, educational, and collaborative approaches. The stages of the activity begin with initial observations of the conditions of MSME actors and market potential in Brodot Village. Furthermore, mapping of potential and problems, focus group discussions (FGD), training to

increase the capacity of MSME actors (including digital marketing techniques, attractive packaging, and simple financial management), and direct assistance during the Ramadhan Market. In implementing the market, MSME participants are provided with tents, promotional media, and product branding assistance. This activity also involves the village government, community leaders, and local marketing consultants as working partners in the empowerment process.⁵

RESULT AND DISCUSSION

Empowerment has an economic impact through increasing sales turnover; Job creation that can reduce unemployment⁶ and increase community income;⁷ Diversification of business products through training and mentoring, so that they do not only depend on one type of business. This will increase their economic resilience.⁸ The increase in MSME sales turnover reached a minimum target of 30% during the month of Ramadan compared to the previous period. This is measured through sales data before and after the empowerment program was implemented.

Empowerment has a social impact with the increase in community welfare as a result of the increase in income of MSME actors. This can be seen from the increase in community purchasing power and access to basic needs.

Empowering MSMEs empowers women. The majority of MSME actors in Brodot Village are women. Empowerment provides opportunities and chances for them to contribute economically and improve their position in society.

Empowerment programs can strengthen social ties between MSMEs and the community. Ramadhan market activities and training can create a sense of togetherness and collaboration among them.⁹

Empowering MSMEs has a positive impact on the environment. MSME actors are given training on waste reduction and the use of sustainable raw materials. After receiving training on environmentally friendly business practices. MSME actors become environmentally aware.

Empowering MSMEs has an impact on increasing the use of local resources. MSMEs are encouraged to use local raw materials. This helps maintain the sustainability of natural resources in the village and reduces the carbon footprint of raw material transportation. The survey results show that people are increasingly aware of the importance of supporting local products. People actively participate in Ramadan market activities and support local MSMEs.

Empowerment of MSMEs has an impact on improving education and knowledge. MSME actors have insight into the importance of education, knowledge and skills in better business management, marketing, and product innovation. MSME actors who have received training can share knowledge and skills with other community members, creating a positive domino effect in developing community

capacity. Training is known to be effective from the results of pre-test–post-test measurements. The training certificate received increases the sense of credibility of MSME actors in the eyes of consumers.



Figure 1. Atmosphere at the Ramadan Market for MSMEs

Well-planned and organized Ramadhan market activities facilitate UMKM actors to sell products directly to consumers. The location of the market and the number of participants increase the number of visitors. The Ramadhan market becomes an effective promotional arena for local products, increasing visibility, and the attractiveness of UMKM products in the eyes of consumers.

Empowerment and mentoring increase access to financing for MSMEs. MSMEs can access better sources of capital, both through formal financial institutions and government programs.

Empowerment and mentoring create networks and collaboration between MSMEs, the government, and related institutions in the form of marketing cooperation, procurement of raw materials, and joint training.

Empowerment and mentoring make the MSME community more solid in supporting each other and sharing information to create a conducive ecosystem for business growth and development.¹⁰

CONCLUSION

This community service activity has been successfully implemented with the main objective of increasing the capacity and sales turnover of MSME actors through the utilization of the momentum of the Ramadhan Market in Brodot Village. Based on the results of the implementation and evaluation of the activity, it can be concluded that the participatory and educational approach used in this program has proven effective in encouraging increased skills, knowledge, and motivation of MSME actors in developing their businesses.

Significant improvements in aspects of sales, packaging, and product marketing indicate that the training and mentoring provided have had a real impact. Business actors are starting to be able to utilize social media as a means of promotion, improve product appearance, and establish cooperation between fellow MSME actors. The Ramadhan Market is not only a space for economic transactions, but also a means of learning and strengthening local socio-economic networks.

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