

ACTUALISING VILLAGE POTENTIAL THROUGH UMKM EDUCATION AND PROMOTION

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Abstract

Actualising village potential through MSME education and promotion is an effort to realise and develop the resources and capabilities of a village, with a focus on empowering Micro, Small and Medium Enterprises (MSMEs). This process involves learning activities (education) to improve the knowledge and skills of MSME actors, as well as marketing strategies (promotion) to introduce and market the products or services of village MSMEs to a wider market. The goal is to increase local economic capacity, encourage product innovation, expand market reach, and ultimately improve the welfare of village communities through sustainable MSME development. The research method in this study is literature. The results show that structured and sustainable education, including training in business management, product innovation, and digital marketing, is crucial in improving the competitiveness of village MSMEs. Meanwhile, an integrated promotion strategy, utilising both online and offline platforms, has proven effective in expanding the market and increasing the visibility of village products. The research conclusions emphasise the importance of synergy between education and promotion in actualising village potential. This integrated approach not only enhances local economic capacity but also promotes sustainable village development. The implications of this research provide a foundation for the development of policies

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and programmes aimed at empowering rural economies through strengthening MSMEs.

Keywords: Village potential, MSMEs, Education, Promotion, Economic empowerment

Introduction

Village development is an important aspect of efforts to realise equitable welfare and national economic development. Each village has unique potential that can be the driving force of the local economy. The local economy in villages plays a vital role in national development and community welfare. As the smallest economic base, villages are an important foundation for inclusive and sustainable economic growth. (Fatari et al., 2021). Local economic development in villages can create jobs, increase people's income, and reduce economic disparities between villages and cities. In addition, a strong rural economy can reduce urbanisation, preserve local culture, and improve national food security (Alam et al., 2022). (Alam et al., 2022).

A thriving local economy can also strengthen village self-reliance and reduce dependence on central government assistance. By utilising local resources and traditional wisdom, villages can produce unique products that have high added value. This not only increases the village's economic competitiveness, but also strengthens the community's identity and pride in the village. (Khaeruman & Hanafiah, 2021).. Furthermore, a strong local economy can be a catalyst for infrastructure development, improved education, and improved health services in the village, which in turn will improve the overall quality of life in the village. However, often this potential has not been optimally utilised due to various constraints, including lack of knowledge, skills, and limited market access (Yulia et al., 20). (Yulia et al., 2023)..

Micro, Small and Medium Enterprises (MSMEs) have proven to be the backbone of the Indonesian economy, including at the village level. According to data from the Ministry of Cooperatives and SMEs, in 2019 MSMEs contributed 60.34% to the total national Gross Domestic Product (GDP). However, many MSMEs in villages still face various challenges in developing their businesses (Siregar et al., 2024)..

Some of the problems faced by MSMEs in villages include: 1) Limited knowledge and skills in business management, 2) Lack of understanding of technology and product innovation, 3) Difficulty in accessing capital and financing,

4) Limited marketing network and product promotion, 5) Low product competitiveness in the wider market. (A. Hidayat et al., 2023).

This condition is exacerbated by the COVID-19 pandemic, which has had a significant impact on the village economy and MSMEs. Many businesses have experienced a decline in turnover and are even in danger of going out of business. Therefore, strategic efforts are needed to empower rural MSMEs to survive and thrive amidst various challenges. (A. Hidayat et al., 2023)..

Education and promotion are two crucial aspects that can encourage the actualisation of village potential through MSME development. Education aims to increase the capacity and skills of MSME actors, while promotion can help expand market reach and improve product competitiveness. By combining these two aspects, it is hoped that MSMEs in villages can develop and ultimately actualise village potential optimally. (Hayati & Hartini, 2024).

This research examines how education and promotion can be effective instruments in actualising village potential through MSME development.

Research Methods

The study in this research uses the literature method. Literature research method, also known as literature study or literature review, is a research method that focuses on collecting, analysing, and synthesising information from various written sources relevant to the research topic. (Wekke, 2020); (D. N. Hidayat, 2009).

Results and Discussion

Concept of Village Potential

Village potential refers to all natural, human, geographical, social, economic, and cultural resources owned by a village and can be utilised for the welfare of its people. This concept emphasises the identification and development of existing assets in the village, both tangible and intangible. Village potential is an important foundation for sustainable and independent village development (Yazid et al., 2015). (Yazid et al., 2023)..

Village potential can be divided into several main categories. Firstly, natural resource potential, which includes agricultural land, plantations, forests, water sources, and mineral wealth. Second, human resource potential, which includes the population, education level, skills, and work culture of the community. Third, institutional potential, such as village government organisations, customary institutions, and community groups. Fourth, the potential of facilities and

infrastructure, including infrastructure, education, health, and economic facilities. Fifth, socio-cultural potential, which includes local wisdom, traditions, and community values. (Akbar et al., 2024).

Identifying and developing village potential plays a crucial role in village development strategy. By understanding their potential, village governments and communities can plan and implement development programmes that are targeted and appropriate to local characteristics. The development of village potential can drive local economic growth, create jobs, improve the quality of life of the community, and ultimately reduce the gap between villages and cities. In addition, optimising village potential can also strengthen village identity and independence in the context of regional autonomy. (Achmad et al., 2023).

Although the concept of village potential offers great opportunities for development, its implementation is not free from challenges. Some of the obstacles that are often faced include limited skilled human resources, lack of access to capital and technology, and weak coordination between stakeholders. To overcome these challenges, a comprehensive strategy is needed involving capacity building of village communities, strengthening of local institutions, utilisation of appropriate technology, and close cooperation between the government, private sector and communities. Participatory approaches and community empowerment are key to optimising village potential in a sustainable manner. (Subiyakto et al., 2022)..

Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are business sectors that play a vital role in the economy of a country, including Indonesia. MSMEs are defined based on certain criteria, such as total assets, turnover, and number of employees. Micro enterprises generally have the smallest assets and the fewest number of employees, followed by small enterprises, and then medium enterprises. The main characteristics of MSMEs are operational flexibility, high adaptability to market changes, and their contribution to local labour absorption. (Alfiady et al., 2022)..

MSMEs play a crucial role in national economic development. The sector contributes significantly to Gross Domestic Product (GDP), job creation, and poverty alleviation. MSMEs also play an important role in driving innovation, improving economic competitiveness, and strengthening local economic structures. In addition, MSMEs are often the backbone of the economy in remote areas and

play a role in maintaining the socio-economic stability of communities. (Yumai et al., 2024)..

Despite their great potential, MSMEs face various challenges in their development. Some of the main obstacles include limited access to financing and capital, lack of management skills and technology, difficulty in accessing broader markets, and sometimes burdensome regulations. In addition, MSMEs also often face intense competition, both from fellow MSMEs and from large companies. In a global context, MSMEs are also required to improve competitiveness and product quality in order to compete in the international market. (Nawangsih, 2021).

To overcome the challenges and optimise the potential of MSMEs, a comprehensive development strategy is needed. Some approaches that can be applied include: increasing access to financing through special credit programmes and guarantees, strengthening capacity through training and mentoring, facilitating market access through exhibitions and digital platforms, and simplifying regulations and bureaucracy. (Sukarja, 2022). Collaboration between the government, private sector, educational institutions, and communities is also important in creating an ecosystem that supports the growth of MSMEs. Digitalisation and technology adoption is one of the keys for MSMEs to improve operational efficiency and expand market reach in the digital economy era. (Sahabuddin et al., 2024)..

In the digital era and globalisation, MSMEs face new challenges and opportunities. Digital transformation is a must for MSMEs to remain competitive. Many MSMEs have started utilising e-commerce, social media, and various digital platforms to market their products. The COVID-19 pandemic has also accelerated technology adoption among MSMEs, encouraging them to adapt quickly to changes in people's consumption patterns. In addition, the trend of sustainable business and creative economy also opens up new opportunities for MSMEs to innovate and create added value to their products. (Desmawan, 2023).

As such, MSMEs are a vital component in the national and global economic structure. This sector not only contributes significantly to economic growth and employment, but also plays an important role in maintaining economic resilience, especially in times of crisis. Despite facing various challenges, MSMEs continue to demonstrate high resilience and adaptability.

To optimise the potential of MSMEs, a holistic approach involving various stakeholders is required. The government needs to continuously improve policies and regulations that support the growth of MSMEs, while the private sector and

financial institutions can play a role in providing access to capital and markets. Education and training institutions also play a crucial role in improving the capacity and skills of MSME actors. (Pugu et al., 2024)..

In the digital era, MSMEs must be proactive in adopting technology and innovating to stay relevant and competitive. A focus on product quality, customer service, and sustainable business practices will be key to the future success of MSMEs. With the right support and effective strategies, MSMEs can not only survive, but also evolve into a resilient and inclusive economic engine, creating prosperity for the wider community.

Education and Promotion in MSME Development

Education is an important foundation for the growth and sustainability of MSMEs. MSME players need to be equipped with relevant knowledge and skills, ranging from basic business management to digital marketing strategies. Structured training programmes can help improve the capacity of MSME players in managing finances, developing products, and understanding market dynamics. With better understanding, MSME players can make more informed and strategic business decisions. (Lusianingrum et al., 2023)..

Effective promotion is key to increasing the visibility and sales of MSMEs. In the digital era, MSMEs need to utilise various promotional channels, both online and offline. The use of social media, e-commerce platforms, and websites can expand the market reach of MSMEs. Meanwhile, participation in trade shows, bazaars, or local events remains important to build direct connections with consumers. An integrated promotional strategy, combining traditional and digital methods, can maximise MSME exposure in an increasingly competitive market. (Indupurnahayu et al., 2024)..

Efforts to educate and promote MSMEs will be more effective if done through collaboration between various parties. The government, educational institutions, business associations, and large companies can work together to provide training programmes and promotional platforms for MSMEs. For example, technology companies can provide digital marketing training, while local governments can facilitate MSME product exhibitions. This kind of collaboration not only enriches educational content, but also opens up networking and partnership opportunities for MSMEs. (Sukma, 2024).

Given the changing business dynamics, innovation in MSME education and promotion methods is necessary. The use of technology such as e-learning,

webinars, or mobile applications can increase the accessibility of educational programmes for MSME players in various regions. Meanwhile, in terms of promotion, approaches such as content marketing, influencer marketing, or the use of AR/VR technology can provide new ways for MSMEs to attract consumer attention. These innovations not only help MSMEs stay relevant in the market, but also encourage them to keep learning and adapting to the latest trends. (Amalia et al., 2024)..

In addition to technical knowledge, soft skills development is also crucial for MSME players. Skills such as effective communication, negotiation, leadership, and time management are essential in running a business. Educational programmes that balance hard and soft skills will produce more competent and adaptive entrepreneurs. Soft skills training can be done through interactive workshops, role-playing, or mentoring from experienced entrepreneurs. (Nuradhawati et al., 2024)..

In the digital era, education on data utilisation and analytics is becoming increasingly important for MSMEs. Businesses need to be equipped with the ability to collect, analyse and interpret customer data, market trends and business performance. This understanding will help MSMEs make data-driven decisions, optimise promotional strategies, and improve operational efficiency. Training on the use of simple analytics tools can be a valuable first step. (Lubis et al., 2023).

Education and promotion are thus two key elements in MSME development that are interrelated and mutually reinforcing. Comprehensive and sustainable education equips MSME players with the necessary knowledge and skills to effectively manage and grow their businesses. Meanwhile, appropriate and innovative promotional strategies help MSMEs increase visibility, expand markets and boost sales.

The Role of MSMEs in Village Economic Development

MSMEs play a crucial role in creating employment in villages. With their smaller scale and flexible operations, MSMEs can absorb local labour with varying skill levels. This not only reduces unemployment, but also prevents over-urbanisation by providing employment opportunities in the area of origin. In addition, MSMEs are often informal training grounds for rural youth, equipping them with practical skills and valuable work experience. (Royani et al., n.d.).

Through their economic activities, MSMEs contribute directly to improving the incomes of rural communities. MSME players, employees and their families enjoy a more stable income stream, which in turn improves purchasing power and

overall living standards. In addition, the presence of diverse MSMEs creates an economic multiplier effect in villages, where an increase in the income of one sector can drive the growth of other sectors, creating a positive cycle of economic development (Baroroh et al., 2015). (Baroroh et al., 2021)..

MSMEs in villages are often based on local potential and resources, be it natural resources, culture, or local wisdom. Agricultural processing, traditional handicrafts, or community-based ecotourism are examples of how MSMEs can optimise local assets. This approach not only creates economic added value, but also helps preserve the village's cultural heritage and environment. Furthermore, it can strengthen people's identity and pride in their village. (Fahmie & Hayati, 2024)..

While often viewed as traditional, MSMEs in villages can actually be a catalyst for innovation and modernisation. Through the adoption of technology, modern management practices, and access to broader markets (including digital markets), MSMEs bring renewal into village communities. This process not only improves the efficiency and competitiveness of the MSMEs themselves, but also fosters broader transformations in the way rural communities think and work. Ultimately, this contributes to more dynamic and sustainable village development, bridging the gap between rural and urban life. (Yusnita et al., 2022)..

MSMEs play an important role in strengthening village economic resilience. With various types of small and medium enterprises, the village economy becomes more diversified and less dependent on a single sector. This makes villages more resilient to external economic shocks. For example, if there is a decline in agricultural commodity prices, the non-agricultural MSME sector can help buffer the village economy. In addition, locally-based MSMEs tend to be more stable and less prone to displacement, providing a guarantee of economic sustainability for village communities. (Kusumojanto et al., 2021)..

MSMEs open up opportunities for groups that are often marginalised in economic development, such as women, youth, and people with disabilities. Many MSMEs in villages are run by women, giving them the opportunity to actively participate in the economy and increase their financial independence. For rural youth, MSMEs provide a platform to channel their creativity and entrepreneurial spirit. The more flexible nature of MSMEs also allows people with disabilities to participate according to their abilities, creating more inclusive economic development. (Nugrahanti et al., 2024)..

In conclusion, MSMEs play a vital and multidimensional role in rural economic development. Not only as economic drivers, MSMEs also serve as agents

of social and cultural change in rural areas. Through job creation, income generation, optimisation of local resources, and encouragement of innovation, MSMEs contribute significantly to transforming village life into a more dynamic and prosperous one.

Moreover, MSMEs strengthen rural economic resilience and encourage more inclusive participation in development. The existence of MSMEs helps bridge the gap between villages and cities, reduce urbanisation flows, and promote more balanced development. Therefore, supporting the development of MSMEs in villages should be a priority in the national economic development strategy. Through the strengthening of MSMEs, Indonesian villages can not only maintain their local wisdom, but can also develop into independent and sustainable centres of economic growth.

Conclusion

Actualising village potential through education and promotion of MSMEs is a strategic step in rural economic empowerment. Through education, village communities are equipped with the knowledge and skills necessary to develop and manage their businesses effectively. This education covers various aspects, from business management, product innovation, to digital marketing, enabling village MSMEs to compete in a wider market.

Meanwhile, MSME promotion plays an important role in introducing village products and services to a wider market. By utilising various promotional platforms, both online and offline, village MSMEs can expand their market reach, increase product visibility, and ultimately drive local economic growth. Effective promotion not only increases sales, but also builds a positive image of the village as a source of quality and unique products.

This combination of education and promotion creates a strong synergy in actualising village potential. Education ensures that village MSMEs have the capacity to produce quality products and services, while promotion ensures that these products can reach the right markets. With this approach, villages can not only optimise their local resources, but also transform themselves into independent and sustainable centres of economic growth. Ultimately, this will contribute to more equitable economic development and reduce the gap between villages and cities.

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