

PERFORMANCE IMPROVEMENT ANALYSIS OF THE 35,000 MSME FAMILY CHIK TOSEBAR DEVELOPMENT

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Abstract

Statement from the Secretary of the Ministry of Cooperatives and SMEs Agus Muharam in the National Symposium on the Global Economy in an interview he said that MSMEs are the backbone and foundation of the people's economy, "so that if there is an economic crisis, because the MSMEs are strong, the economy will also remain strong. One of the SMEs that has been very developed from the start was the 35,000 Chik Tosebar family UMKM, which is in Lhokseumawe, to be precise, in Batuphat. Umkm is engaged in the clothing business. The emergence of a clothing business with a price of Rp. 35,000 has recently emerged in recent years. Data collection techniques can be carried out using several techniques, namely interviews, questionnaires, observation and a combination of the three techniques used by researchers. in collecting data using interviews (interview). According to Esterberg in Sugiyono (2019), an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic. In developing their business, shop owners use social media technology to introduce the products they market to consumers to make it easier and more efficient. The store does not only offer clothing products, in contrast to most 35,000 department stores in general, which only sell clothing. This store innovates products in its store by offering household products to consumers. Such as plates, glasses, drinking bottles and many others. The Chik Tosebar 35,000 family shop was very advanced and very developed at the time of its inception. Their development and progress can be seen in their product innovation and the turnover they get per month. Has a product quality that is very worth it with a maximum price of Rp. 35,000 The price is one that consumers really consider when buying

Keywords: Development, Innovation, Progress, Income, employee welfare, sales strategy

1. INTRODUCTION

Development refers to "a process towards a more perfect and can not be repeated". Development refers to changes that are permanent and irreversible. Development can also be interpreted as an eternal and permanent process that leads to an organization at a higher level of integration, based on growth, maturation, and learning. (according to fj monks, et al., 2001: 1). Micro enterprises are small businesses. Even though it is a small scale, the business is able to help the wheels of the country's economy (Rudjito, 2000-2005). Businesses that are categorized as micro-scale are businesses with a net worth of IDR 200,000,000. This value is calculated based on the annual sales turnover of the related company (kwartono). MSMEs play an important role in helping the country's economy and reducing the number of unemployed. Seeing the scale of the business which reaches hundreds of millions of rupiah, it is not surprising that this business can open up job opportunities. On the other hand, the requirements for prospective workers are relatively light. Micro-enterprises are also one of the government's efforts to create a more

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equitable national economy. Even the positive effects of this effort can be felt both in rural and urban areas.

Rezy defilla (2019:57) conducted research on an analytical study of the application of accounting in the Rp. 35,000 in handsome sub-district and peaceful marpoyan sub-district, Pekanbaru city. The results of the study show that the clothing store entrepreneur is Rp. 35,000 only keep records on a cash basis (cash basis) in recording cash receipts and disbursements that occur in the business they manage. No one has recorded it based on the accrual basis concept and the description of the recording carried out is still unclear. All clothing store entrepreneurs Rp. 35,000 have not fully implemented the concept of business entity in the businesses they manage. Because it still combines non-business expenses (household) with business expenses. Rp. 35. 000 have not applied the concept of business continuity (going concern) to the fullest in the business they manage. Because they do not include asset depreciation in their profit and loss calculations. All clothing store entrepreneurs Rp. 35,000 have applied the time period concept to the businesses they manage. The Rp. 35,000 clothing store entrepreneur has not implemented the matching concept which is in accordance with the basic accounting concepts.

From some of the elaborations of the problems that the researchers have described, it can be concluded that the application of accounting in the Rp. 35,000 in the Tampan District and Marpoyan Damai District, Pekanbaru City, are not in accordance with the basic concepts of accounting.

In growing the economic growth of the MSME community has a big contribution, especially in developing countries. Impacts that have a positive effect can move the wheels of the nation's economy and reduce the number of unemployed.

Statement from the Secretary of the Ministry of Cooperatives and SMEs Agus Muharam in the National Symposium on the Global Economy organized by PPK kosgoro 1957 with the theme, National Economic Defense System Responding to Global Policy Changes in the context of the ASEAN Economic Community (AEC)', in the House of Representatives Committee Room Jakarta in his interview believes that MSMEs are the backbone and foundation of the people's economy, "so that if there is an economic crisis, because the MSMEs are strong, the economy will also remain strong.". This can be seen from the provision of funds for SMEs from LPDB (Revolving Fund Loan Institution) which is budgeted from the State Budget of IDR 7.2 trillion with 5000 UKM players.

One of the SMEs that has been very developed from the start was the 35,000 Chik Tosebar family UMKM, which is in Lhokseumawe, to be precise, in Batuphat. Umkm is engaged in the clothing business and as we know that the clothing business is seasonal. The emergence of a clothing business with an all-Rp 35,000 price tag has recently emerged in recent years and there have been many positive comments from the public about the all-Rp 35,000 clothing business.

This research was taken because a lot of these Rp. 35,000 businesses appeared. And how feasible is this business to run and why are people so attracted to stores that sell clothes with a maximum price of Rp. 35,000. Recently, many 35,000 department stores have appeared and many people are interested in these stores because the prices are very cheap. Price really determines a consumer to buy a product and quality is also very much considered with the price, there is a price there is quality. Its development and progress is also very fast, because the price offered is so cheap

with adequate quality. This research was conducted to find out the quality of the products offered by 35,000 department stores at very low prices.

2. METHOD OF IMPLEMENTATION

Method of collecting data

Data collection techniques can be carried out using several techniques, namely interviews, questionnaires, observation and a combination of the three. The techniques used by researchers in collecting data are interviews. According to Esterberg in Sugiyono (2019), an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic.

According to Moelong (2012: 186) explains that an interview is a conversation with a specific purpose. The conversation was conducted by two parties, namely the interviewer (interviewer) who asked questions and the interviewee (interviewee) who gave answers to the question.

According to Koentjaraningrat (1985), interviews are a data collection technique that is often used in qualitative research. Carrying out interview techniques means carrying out communication interactions or conversations between interviewers.

Data Types and Sources

Primary data is data obtained directly from research respondents. This data was taken based on interviews that were asked directly to respondents or employees from the Chik Tosebar family shop 35,000 Aceh Province. The primary data taken was in the form of the identity of the respondent and about the development of the Chik Tosebar 35,000 family store at the beginning of pioneering, Organizational Commitment, Implementation of an employee payroll system, products offered, product innovation. Furthermore, based on the primary data that has been collected, used as a reference or basis for conducting discussion in this study. While secondary data is supporting data taken from literature or company data.

Population

The population is the area of generalization that occurs from objects or subjects that become a certain quantity and characteristic set by the researcher to be studied and then conclusions are drawn, the population is very happy with the data and is the totality of all possible values, both the results of calculations and measurements quantitative and qualitative on the characteristics of a complete set of objects (Rumengan, 2013: 51). The population is defined as a general area that is the focus of a study, which contains elements of the object or subject, as well as certain characteristics that have been determined by the researcher (Sugiyono, 2010: 78). In this study, the population was the manager of the Chik Tosebar family store, 35,000 and all employees of the Chik Tosebar family store, 35,000 Aceh Province, totaling 3 people.

Sample

The number of samples in this study were 4 people which constituted the entire population. The sampling technique in this study used a saturated sampling technique. Saturated sampling

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technique is a sampling technique when all members of the population are used as samples (Sugiyono, 2022: 85).

Data collection technique

Data collection techniques are the most strategic steps in research, because the main objective of research is to obtain data. Data collection techniques can be done using several techniques, namely observation, interviews, questionnaires, documentation and a combination of the four. Techniques used by researchers in collecting data using interviews and observation.

3. RESULTS AND DISCUSSION

Umkm (micro, small and medium enterprises) are businesses that help the Indonesian economy. Because through umkm it will create new jobs and increase the country's foreign exchange through the business entity tax (RUDJITO). After conducting interviews and observations, the author can describe the results of developmental performance. In this study the authors obtained the use of promotional media for Chik Tosebar 35,000 family stores to introduce the products being marketed. As a shop owner, you must choose promotional media that are easily accessible to consumers, such as social media, print media and electronic media.

"The development of the Chik Tosebar 35,000 family shop in 2021 will experience big profits because it coincides with the month of Ramadan. Within a year, this shop usually gets big profits on Eid al-Fitr and Eid al-Adha. This shop not only sells products ranging from children to adults, it even sells household appliances, ranging in price from 15,000 to 35,000. This shop promotes its products using social media and print media such as banners, Facebook, Instagram and tiktok. For this store there are no branches because they are still pioneering.

The statement above has confirmed the answers from the sources. The author sees the development of the times that affect business development and marketing products in business to be more effective. In developing their business, shop owners use social media technology to introduce the products they market to consumers to make it easier and more efficient. The store does not only offer clothing products, in contrast to most 35,000 department stores in general, which only sell clothing. This store innovates products in its store by offering household products to consumers. Such as plates, glasses, drinking bottles and many others.

At the beginning of its pioneering, this shop had a goal and knew when they would launch it so that they would get fantastic profits for a 35,000-storey shop. They started to pioneer the first time, namely during the month of Ramadan ahead of Eid al-Fitr where at that time clothes were more seasonal. According to sources and data obtained, this shop has had a turnover of > 100 million in a month. This is their turnover in May 2022.

Below is their turnover in May

Tgl	Jumlah		19	Rp	2.280.000
1	Rp 38.885.000		20	Rp	3.800.000
2	Rp 9.575.000		21	Rp	4.570.000
3	Rp 6.000.000		22	Rp	3.500.000
4	libur total		23	Rp	3.390.000
5	Rp 12.250.000		24	Rp	3.550.000
6	Rp 9.800.000		25	Rp	2.860.000
7	Rp 12.650.000		26	Rp	2.445.000
8	Rp 8.150.000		27	Rp	4.240.000
9	Rp 7.700.000		28	Rp	3.200.000
10	Rp 6.300.000		29	Rp	2.950.000
11	Rp 7.300.000		30	Rp	2.480.000
12	Rp 7.490.000		31	Rp	2.120.000
13	Rp 4.840.000		total	Rp	189.335.000
14	Rp 4.370.000				
15	Rp 4.200.000				
16	Rp 3.450.000				
17	Rp 2.680.000				
18	Rp 2.310.000				

Below is the dialogue when the researcher conducted the interview

Interviewer : "What is the name of the owner of this shop?"

Source person : "Ardi Ilyas."

Interviewer: "What year was this business established?"

Source person : "This store was established in 2021."

Interviewer: "Who was the manager of this business at the beginning of its establishment."

Source person : "Maybe to manage it is still Pak Ardi Ilyas and I his wife."

Interviewer: "How many employees are in this business?"

Source person : "There are 3 permanent employees but during the month of Ramadan we use them

12 employees."

Interviewer : "What are the working hours in this business from the time the shop opens until it closes."

Source person : "for working time in this shop use the shift system"

Interviewer : "What types of products are offered in this business"

Source person : "This business offers a variety of products such as clothing and household appliances"

Interviewer : "How is the quality of the product offered by this character"

Source person : "For the quality of the products offered from these figures, they are not much different and the prices are adjusted."

Interviewer : "What is the pricing strategy for consumers to be interested in coming to this store"

Source person : "For implementing the price of this store, it also uses a discount system and by 2 get 1 to attract customers to buy at this store"

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- Interviewer : "In promoting this business using what media?"
Source person : "In promoting the products of this shop using social media and print media such as banners, Instagram, Facebook and Tiktok"
Interviewer : "For the products provided by this shop, where do you usually get the ingredients from?"
Source person : "Usually this shop sources materials from factories outside the island or this shop buys finished materials directly."
Interviewer : "What are the weaknesses in this business?"
Source person : "The downside of this business is that it is seasonal, because people don't need new clothes or equipment every day."
Interviewer : "What are the threats in running this business?"
Source person : "So far there have been no threats, because we have anticipated by tightening security in front of the store."

In the results of the interview above, the store uses promotional media in the form of online media and print media to make its information reach more easily accessible. This is because shop owners are aware of today's technological developments in terms of product promotion.

This person's employee payroll system uses a monthly payroll system with 3 employees' dependents. The store employs 3 regular employees on weekdays and 12 employees on seasonal clothing. Usually clothes are seasonal in Indonesia, namely during the month of Ramadhan before the Eid al-Fitr and Eid al-Adha holidays.

4. CONCLUSION

Based on the results of research that has been conducted on the Chik Tosebar 35,000 family shop located at Jl. Medan B. Aceh, East Batuphat, Kec. Muara Satu, Lhokseumawe City, Aceh it can be concluded that:

- a. The Chik Tosebar 35,000 family shop was very advanced and very developed at the time of its inception.
- b. Their development and progress can be seen in their product innovation and the turnover they get per month.
- c. Has a product quality that is very worth it with a maximum price of Rp. 35,000
- d. Price is one that consumers really consider when buying, by offering a maximum price of Rp. Those 35,000 stores get a huge number of customers every day.

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