Community Empowerment in Janti Village, Waru District, Sidoarjo Regency through the Puspa Janti MSME Business

Agus Wiyono[1], Lynda Refnitasari[2], Nurul Makhmudiyah[3], Nur Luthfiatus Solikah[4], Dwi Septi Permatasari[5]

[1,2,3] Urban and regional planning study program, Faculty of Engineering, State University of Surabaya, Indonesia

[4] Medical school, State University of Surabaya, Indonesia.

[5] Architecture, Faculty of Engineering, Brawijaya University, Malang, Indonesia

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ABSTRACT

This community service program focused on empowering members of the Puspa Janti Micro, Small, and Medium Enterprise (MSME) group in Janti Village, Waru District, Sidoarjo Regency. The program was designed to address several fundamental challenges faced by local business owners, including limited financial literacy and bookkeeping management, inadequate product packaging quality, limited product legality, and conventional marketing practices that remain restricted to the local market. As a concrete intervention, the program implemented an integrated solution through entrepreneurship training and the utilization of information technology. The participating business owners were equipped with skills in digital marketing, social media optimization, and the use of e-commerce platforms to expand their promotional reach. This training was designed to enable participants to transform traditional business practices into more efficient and modern digital-based business management. Through these interventions, the program contributed to strengthening the competitiveness and confidence of the target beneficiaries. The entrepreneurial capacity of Puspa Janti MSME members was further tested and directly implemented through a bazaar activity, ensuring that the impact of the training extended beyond theoretical knowledge and translated into practical business readiness. Ultimately, the program supported local business owners in Janti Village in developing the operational capacity needed to access broader markets.

Keywords; Community-Based Economy, Business Management, Sustainable Business, Product Protection, Product Accessibility

INTRODUCTION

The implementation of the training and community empowerment program through the Puspa Janti MSME group in Janti Village, Waru District, Sidoarjo Regency, was motivated by several fundamental challenges that require an integrated approach. One of the main challenges concerns business management and financial literacy, as business owners still tend to mix personal finances with business operations and have not yet maintained systematic bookkeeping records. In addition, the relatively basic quality of product packaging and the limited availability of official business permits, such as the Business Identification Number (NIB), Home Industry Food Production Certificate (P-IRT), and Halal certification, have become obstacles to expanding local products into modern retail markets. The limited reach of conventional marketing, which remains primarily focused on the local market, is addressed through training in digital marketing, the utilization of e-commerce platforms, and the optimization of social media to expand promotional reach. Therefore, this entrepreneurship training and community empowerment program is expected to strengthen the competitiveness of Puspa Janti MSMEs. The improvement in participants' entrepreneurial capacity is also assessed through its direct implementation during the bazaar activity, allowing the outcomes of the training to be observed in practical business activities.

In addition to financial and management challenges, technical aspects of the products also represent barriers to

broader market penetration. The packaging of products produced by the Puspa Janti MSME group is generally still relatively simple and does not yet meet modern aesthetic standards or provide optimal product protection. This situation is further compounded by the limited availability of essential business legality and permits, such as the Business Identification Number (NIB), Home Industry Food Production Permit (P-IRT), and Halal certification, which ultimately restricts access for local products to modern retail networks and broader supply chains [3]. From a marketing perspective, limited knowledge of digital technology means that members of the Puspa Janti MSME group still rely primarily on conventional sales channels with a limited reach within the surrounding village and district areas. The limited utilization of e-commerce, social media, and digital transaction platforms has resulted in their products being less recognized by consumers outside Sidoarjo Regency [4]. This situation indicates a significant gap between the potential quality of local products and the promotional strategies and market access currently available [5].

To address these complex challenges, this community service program was designed to provide comprehensive solutions through entrepreneurship training and integrated assistance [1]. The program interventions focused on strengthening digital marketing capabilities, optimizing social media utilization, providing assistance with business legality, and improving business management practices [4]. The success and impact of the capacity-building activities were directly evaluated through the implementation of participants' marketing and sales skills during a bazaar activity. This practical implementation was intended to strengthen the competitiveness and economic independence of the Janti Village community [2], while addressing the significant gap between the potential quality of local products and the promotional strategies and market access currently available [5].

Problem Solutions

To address challenges related to administrative and financial management, the proposed solution focused on providing financial literacy training and mentoring. Members of the Puspa Janti MSME group were intensively guided to separate personal cash flows from business operating finances. This assistance aimed to improve the transparency and accuracy of financial records, enable business owners to determine competitive yet profitable selling prices, and support more structured and measurable allocation of business capital.

To address issues related to packaging quality and aesthetics, the program provided assistance in redesigning product packaging based on modern and aesthetic standards. The partners were guided in selecting packaging materials that were not only visually appealing but also hygienic, environmentally friendly, and capable of extending product shelf life. In addition, the program educated the partners on the importance of providing complete information on product labels, including branding, ingredients, expiration dates, and nutritional information. This approach was implemented to enhance the visual competitiveness and professionalism of products from Janti Village in the eyes of modern consumers.

To address the limited availability of business legality and administrative documentation, the program facilitated and provided assistance with the collective processing of business permits. Members of the Puspa Janti MSME group were gradually guided through the process of obtaining a Business Identification Number (NIB) through the Online Single Submission (OSS) system, applying for a Home Industry Food Production Permit (P-IRT), and obtaining Halal certification in collaboration with relevant institutions. The availability of formal certifications and legal documentation is expected to strengthen the bargaining position and legal credibility of the business partners, enabling their products to meet industry eligibility standards and access modern retail supply chains and supermarkets.

To overcome the limitations of conventional marketing channels, the proposed solution focused on strengthening digital marketing capacity. The partners received practical training in developing engaging promotional content, managing business social media accounts such as Instagram and TikTok, registering business locations on Google Maps, and optimizing e-commerce platforms. Through marketing digitalization, the program sought to reduce gaps in promotional access, enabling products developed by the Puspa Janti MSME group to reach broader market segments and potential consumers beyond Sidoarjo Regency more effectively and efficiently.

As the culmination of all training interventions, the solution to the lack of opportunities for practical implementation and competitiveness testing was realized through the provision of a real-market testing platform

in the form of an MSME bazaar. The bazaar was designed as a direct implementation platform for the partners to practice the public speaking skills, negotiation techniques, product display management, and digital transaction skills acquired during the training. Through this real-market simulation, the readiness and competitiveness of the Puspa Janti MSME group were practically assessed, while the activity also served as a periodic evaluation mechanism to support the independence and sustainable economic development of the Janti Village community.

Implementation Method

Implementation Stages

The following describes the implementation stages of the Community Service Program (PKM) aimed at empowering the Puspa Janti MSME group in Janti Village, Waru District, Sidoarjo Regency:

Stage 1: Program Preparation and Socialization

- **Partner Coordination and Permits:** Obtaining permits from the Janti Village Government and Waru District authorities, as well as coordinating the activity schedule with the management of the Puspa Janti MSME group.
- **Preliminary Survey and Baseline Data Collection:** Collecting baseline data to identify the problems and needs of the MSME group.
- **Module and Training Material Development:** Preparing training materials tailored to the needs and conditions of the MSME partners.

Stage 2: Training and Workshop

- **Training and Workshop:** Providing entrepreneurship training and practical guidance to strengthen the capacity of MSME members in business development, financial management, packaging, business legality, and digital marketing.

Stage 3: Assistance and Practical Implementation

- **Business Assistance:** Providing direct assistance to partners in implementing the knowledge and skills acquired during the training, including business management, packaging improvement, digital marketing, and the preparation of business legality documents.
- **Digital Marketing Implementation:** Assisting partners in developing promotional content, managing social media accounts, utilizing e-commerce platforms, and optimizing digital business profiles

Stage 4: Field Implementation (MSME Bazaar)

- **Bazaar Implementation:** Providing a platform for direct market testing where partners can apply the training outcomes, including product display, digital transactions, and presentation skills when interacting with consumers.
- **Sales Performance Evaluation:** Measuring the effectiveness of the training interventions through sales performance, visitor responses, and the smoothness of transaction processes during the bazaar.

Stage 5: Evaluation, Reporting, and Sustainability

- **Post-Program Evaluation:** Measuring improvements in partner capacity through a post-test and developing a periodic monitoring system in collaboration with the Janti Village Government.

- **Report and Output Preparation:** Preparing the final activity report, a draft scientific article for a community service journal, mass media publication materials, and a training guide module to be handed over to the Puspa Janti MSME management.

Activity Method

The approach used in this program was based on Participatory Action Research (PAR) and Community Empowerment, in which the partners, namely the Puspa Janti MSME group, were actively involved throughout the process, from problem identification and program implementation to evaluation. This approach was combined with the Asset-Based Community Development (ABCD) method to optimize the potential of local products and resources already available within the Janti Village community.

Evaluation and Sustainability of the Community Partnership Program

The success of the community service program was evaluated using pre-test and post-test instruments to measure improvements in the knowledge and skills of the Puspa Janti MSME partners before and after the intervention. The assessment instrument consisted of a structured questionnaire containing 10 multiple-choice and Likert-scale questions. The pre-test was administered at the beginning of the socialization session before the training materials were delivered, while the post-test was administered after the entire training program had been completed.

The sustainability of the Puspa Janti MSME empowerment program in Janti Village was designed through a comprehensive approach to ensure that its positive impacts could continue independently after the community service team completed its involvement. The initial step involved strengthening the institutional structure through the formalization of the organizational structure by an official decree issued by the Head of Janti Village, along with the development of Standard Operating Procedures (SOPs) for the group. In parallel, 3–5 local champions were selected from the most responsive MSME members to serve as peer mentors, assisting other members in managing digital financial records and online promotion activities. Program sustainability was further strengthened by encouraging the Janti Village Government to allocate Village Fund (ADD) resources for economic empowerment initiatives, while also integrating the Puspa Janti MSME group into regular development and mentoring programs provided by the Sidoarjo Regency Office of Cooperatives and MSMEs.

To maintain market development momentum, the MSME Bazaar is planned to become a regular village event, complemented by the consistent utilization of the group's digital product catalog. The entire transformation process will be monitored through a phased evaluation and monitoring scheme as part of the program's exit strategy. During the first three months following the program, the community service team will conduct monthly semi-passive monitoring to ensure consistency in financial record-keeping. This will be followed by quarterly evaluations through the sixth month to assess changes in sales turnover and social media activity. Once all indicators of independence have been achieved, responsibility for program management and development will be fully transferred to the Puspa Janti MSME management and the Janti Village Government to support sustainable economic independence.

Implementation and Results of the Activity

The community service program in Janti Village, Waru District, Sidoarjo Regency, was successfully completed through a series of integrated activities involving all members of the Puspa Janti MSME group. The program began with a training session attended by 25 participants. The main activity of the program was the Janti Village MSME Bazaar, which served as a practical platform for participants to apply their business presentation, negotiation, booth management, and digital financial transaction skills directly with the community and potential consumers.

Based on the evaluation results of the Entrepreneurship and MSME Training involving 25 respondents, the program demonstrated a positive impact on participants' understanding and knowledge. Before the training materials were delivered, the participants' mean pre-test score was 71.2 on a scale of 0–100, indicating that most participants already had a relatively good initial understanding of basic entrepreneurship principles. Following

the training intervention, the mean post-test score increased to 78.8, representing an average increase of 7.6 points, equivalent to a 10.67% improvement.

The improvement in participants' performance was further demonstrated by the fact that four participants achieved a perfect score of 100 on the post-test, while the largest individual score improvement was recorded by a participant whose score increased from 0 to 40. In terms of the training materials, the most significant improvement in understanding was observed in the topic of micro-enterprise capital regulations based on Government Regulation No. 7 of 2021, for which the proportion of participants providing correct answers increased substantially from 8% in the pre-test to 96% in the post-test. A considerable improvement was also observed in the basic concepts of SWOT analysis and target market identification, with the percentage of correct answers increasing from 28% to 92%. Several topics, including the management of free product testers, the importance of packaging labels, and separate financial record-keeping through cash flow management, were consistently well understood by the participants, with correct response rates exceeding 90% both before and after the training.

Nevertheless, the evaluation identified a particular issue concerning the internal component of competitive advantage in SWOT analysis (*Strength*). A substantial decrease in the percentage of correct answers was observed in Post-Test Question No. 3, which reached only 20%, compared with 88% for the corresponding Pre-Test Question No. 1. This sharp decline may have been influenced by variations in the randomization of question and answer-choice sequences between the pre-test and post-test forms, which may have caused participants to misinterpret the available options. Overall, the post-test results indicate that the community service training contributed to expanding participants' entrepreneurial knowledge and understanding, while also identifying specific topics that require further reinforcement in subsequent mentoring activities.



Follow-Up Plan

The follow-up plan (RTL) for the Community Service Program (PKM) for the Puspa Janti MSME group in Janti Village was designed to maintain the sustainability of the program outcomes and systematically evaluate its long-term impact following the completion of the main activities.

1. **Periodic Monitoring and Evaluation (*Post-Implementation Review*)**
   The community service team, together with the MSME management, will conduct semi-passive assistance through periodic evaluations. This monitoring process aims to ensure that the positive sales trends achieved during the program are maintained.

2. **Establishment and Empowerment of Local Mentoring Cadres (*Local Champions*)**
   An intensive workshop will be conducted for 3–5 selected local champions from among the Puspa Janti MSME members. These cadres will be equipped to serve as internal support persons responsible for assisting other members when they encounter technical difficulties in implementing the knowledge and skills acquired through the program.

3. **Sustainability through a Village Agenda (Regular MSME Bazaar**)
   The Janti Village MSME Bazaar will be proposed as a regular village agenda, either on a quarterly or annual basis. This activity is expected to provide a continuous platform for MSME members to promote and sell their products, practice their business skills, and expand their market networks

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