
Effective Organizational Development for Students of Bina Amanah Cordova Entrepreneurship School

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Abstract

Micro, Small, and Medium Enterprises (MSMEs, UMKM in Bahasa Indonesia) are vital to the economy, serving as key job creators and contributors to national income and economic recovery (Martínez-Olvera, C, 2019; Darwin, 2018). However, SMEs face challenges like limited funding, inadequate human resource management, technological shortcomings, raw material constraints, and marketing difficulties (Sulistia Teg, 2012). The School of Entrepreneurship Trust Cordova (SKBAC) provides a one-year entrepreneurial training program for young people and college dropouts, free of charge. Participants, some of whom already have businesses like food stalls or jewelry, gain knowledge in business management. The Faculty of Economics and Business of Trisakti University has partnered with SKBAC since 1998, offering a program on capacity building and effective organizational development. The latest session was held on December 17, 2023, at SKBAC, Japos Raya, Pondok Jati, Tangerang South, Banten. The training focused on strategies for effective organizational development. Evaluations showed that SKBAC students, both current and aspiring entrepreneurs, found the training useful and relevant. Participants gained confidence in improving their businesses' performance and revenue. The program was successful and beneficial to participants, the community, and the organizers, with recommendations for further training and support for SKBAC students. entrepreneurs.

Keywords: *UMKM, entrepreneurs, effective organizational development.*

INTRODUCTION

Small and Medium Enterprises (SMEs, UMKM in Indonesia) are supported by laws and some special structures to promote employment field and people innovative activities (Jové-Llopis, E., 2018). These enterprises are very crucial on developing economy, especially in Indonesia due to their strong position as job providers for society (Martínez-Olvera, C., 2019). UMKM play an important role in accelerating economic recovery and significantly contribute to national income and employment (Darwin, 2018). However, the need of potential human resources in limited access for learning the general knowledge of UMKM, weakens UMKM competitiveness in Indonesia. There are several UMKM common challenges such as limited business capital, inadequate human resource management, limited technology adoption, raw material constraints, and marketing difficulties (Sulistia Teg., 2012).

Therefore, UMKM need to enhance their business activities through a systematic learning process that can lead to behavioral changes and improved performance (Slater, S. F., & Narver, J. C., 1995). Organizational Development (OD) is a systematic and integrated approach aimed at improving organizational effectiveness by addressing issues such as lack of cooperation, excessive decentralization, slow communication, and others that hinder operational efficiency at all levels (Tampubolon, 2019). According to Kusworo (2019), OD involves planned changes to enhance an organization's overall effectiveness, adaptability, and

competitiveness over time. This mechanism happened by applying behavioral science knowledge to address external changes and internal problem-solving capabilities.

Bina Amanah Cordova Entrepreneurship School (SKBAC) provides one-year program of formal education, focusing on practical education and training in various entrepreneurial fields for society who discontinue their formal education. The program is open for everyone in any ages, personal status, and even for people who run SMEs (food and beverages, tailor, food vendors, jewelry making) that seek to enhance their skill and knowledge, especially for those who want to learn how to open a business.

The Community Service Program (*Pengabdian kepada Masyarakat*, PkM) carried out by the Faculty of Economics and Business of Trisakti University with SKBAC since 1998, once again held counseling and training on December 17th, 2023 with material on “*Capacity Building Aspects in Business Organizations*” with the theme “*Effective Organizational Development*”.

RESEARCH METHODS

In the implementation of this PkM, there are three main stages of the implementation method. The three main stages consist of problem identification, preparation, and main activities. A more detailed explanation of the three stages will be explained in the table below.

Table 1
Implementation Method

No	Implementation Method	Activities	Targets
1.	Problem Identification	Identify the businesses that has been run by looking at problems and considering solutions	The type of business must pay attention to the business management and development. Ability to see the owner's goal consistency.
2.	Preparation	Conducting field surveys and preparing capital to develop their respective businesses	Conducting consumer behavior surveys and competition surveys. Record all capital owned, including material and non-material, as well as unique skills.
3.	Main Activities	Each PkM participant has been able to start implementing their business development	Participants are expected to have been able to see the scale of change in the business they run.

RESULTS AND DISCUSSION

The implementation of this PkM provides several results based on several categories. There are three categories that become implications in the implementation of this PkM, which are Participant Results, Community Results, and Implementer Results. Overall results can determine whether PkM has run optimally or needs to be improved.

Participant results are obtained from how the responses and enthusiasm of PkM participants in receiving and following the guidance, training, and practice of developing MSME organizations. Based on the feedback that has been obtained from the participants, all participants have gained new insights in increasing new enthusiasm to open or develop their business better. This can be seen from the application of the participants' new insights in training practices.



Figure1 & Figure2 Training Session for Students of SKBAC

Source: Documentation captures

Community results are obtained from how SKBAC received the impact of this PkM activity. This activity can maintain institutional cooperation between the Faculty of Economics and Business (FEB) Trisakti University and Bina Amanah Cordova Entrepreneurship School (SKBAC) Bina Amanah Institute. This cooperation strengthens good relations with the local community, especially with prospective and practicing MSMEs who are students at ISKBAC.

The continuation of this activity would be very welcome back to SKBAC. The presentation given by the speakers provided new insights for SKBAC in improving the MSEs learning curriculum from a university perspective. Of course, this opportunity will greatly help the participants in developing the knowledge and organizational skills of MSMEs.



Figure 3 & Figure 4 Presentation of Effective Organization Development

Source: Documentation captures

Implementation results are obtained from how the PkM implementation team receives benefits from the implementation of this activity. The implementation team carries out Community Service (PkM) activities which are one of the Tridarma of Higher Education. For the resources involved, namely the implementing lecturers, this activity is useful for learning and sharing facilities, as well as understanding the real conditions of candidates and business actors, especially MSMEs.

Based on overall results, the program bring positive impacts to participants, community (SKBAC), and also to the organizer. This activity provides new insights for all parties in examining business and markets, finding problems and solutions to business problems, and finding opportunities in developing management resources.

Do not repeat writing numbers that have been listed in the table in the text of the discussion. If it will emphasize the results obtained should serve in other forms, such as percentage or difference. To show the number in question, just refer to the table that contains the number. It is hoped that in the future, both participants, community organizations, and teachers and mentors can continue to develop this activity with long-term updates.

Activity Evaluation

Evaluation of activities is carried out by asking directly (distributing questionnaires). The questions involve the quality of activities, including the suitability of the material to the needs of the participants, clarity of material delivery, interaction with participants, questions and answers and discussions, the benefits of activities and approval for further activities. The implementation team also interacted very fluidly with participants.

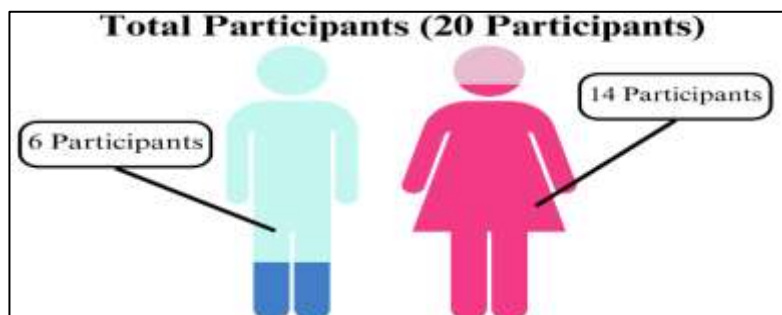


Figure 5 Total Participations
Source: Documentation captures

The total of participants in this activity are 20 participants. Most participants are female (14 participants), with the rest participants are male (6 participants). The participants joined the training and practical sessions in one of SKBAC's classes. The class take place offline, where participants and presenters can meet face-to-face and interact.

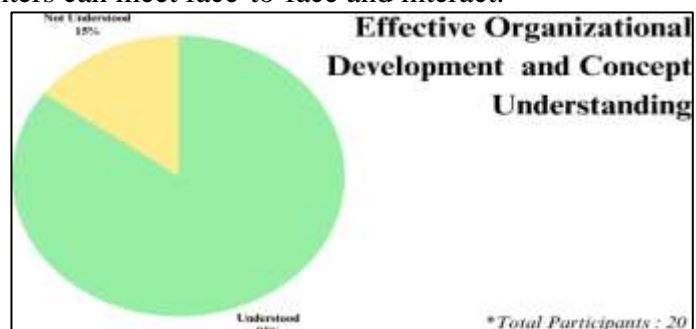


Figure 6 Effective Organizational Development and Concept Understanding
Source: Documentation captures

Based on the participants' answers regarding their understanding of Effective Organizational Development and Concept, there were 85% who understood. This indicates that there are at least 17 participants who have understood the concepts presented in the material presentation. The other 5% (three participants) admitted that they were still understanding the concepts they had just learned.

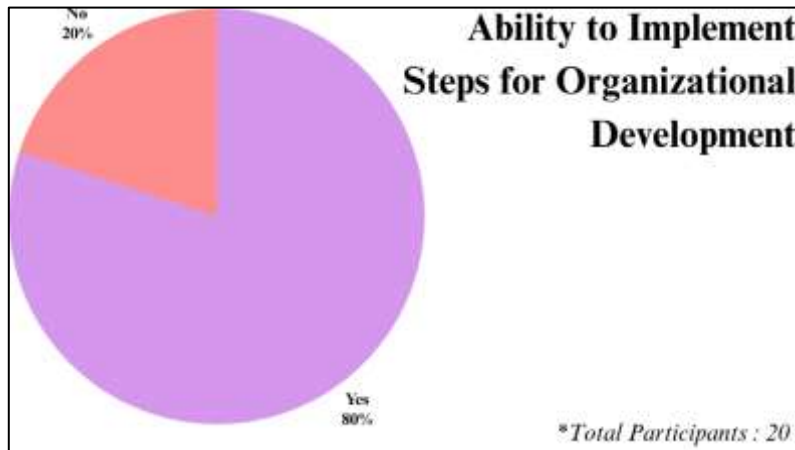


Figure 7 Ability to Implement Steps for Organizational Development
Source: Documentation captures

The result of the ability to implement steps for organizational development shows that most of participants are able to implement the organizational development steps. The percentage shows that 80% of total participants are able to implement the steps that the sources already taught them. This means at least there are 16 participants who already able to follow the steps. Meanwhile the other 20% (4 participants) are still learning to implement the organizational development steps.

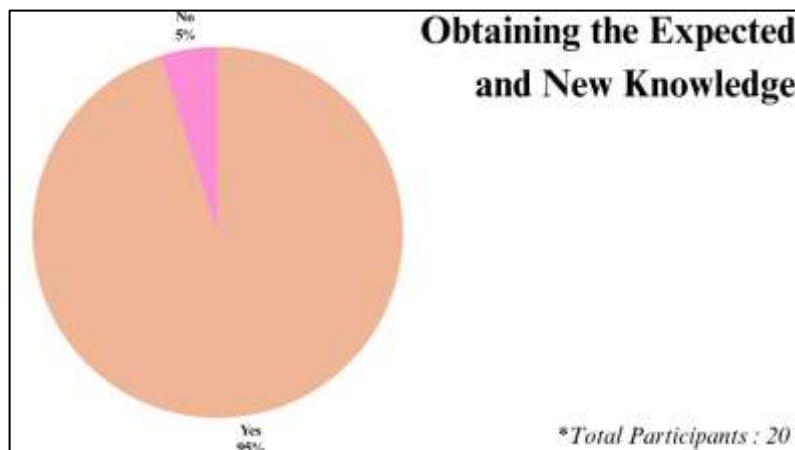


Figure 8 Obtaining the Expected and New Knowledge
Source: Documentation captures

As many as 95% of participants claimed to get the desired knowledge and found new insights in the implementation of this PkM. This means that there are at least 19 participants who claim to have gained the desired insights and found new insights. The 5% participant stated to already know the insights that given at the class session.

CONCLUSION

The Community service activities carried out on Sunday, December 17, 2023 located at Bina Amanah Cordova Entrepreneurship School (SKBAC) have run smoothly and according to the initial objectives. Activities carried out in the form of training on effective Organizational Development. The activity was attended by 20 SKBAC students who are prospective and business actors. Based on the problems faced by partners and the objectives achieved, as well as the results and evaluations that have been obtained, it can be concluded that training activities on the topic of effective organizational development for SKBAC students have provided results and benefits to participants, communities and the environment.

Effective organizational development is an activity that needs to be carried out not only by large companies, but also micro, small and medium enterprises. As an individually managed business, the steps to develop its business can be easier to carry out.

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