

## **SUSTAINABILITY ANALYSIS OF BUSINESS COMMUNITY MENTORING AND TRAINING PROGRAM TO INCREASE THE BUSINESS SCALE OF ITS MEMBERS**

**Gunawan<sup>1\*</sup>, Luki Adiati Pratomo<sup>2\*\*</sup>**

<sup>1,2</sup>Universitas Trisakti

\*[gunawan@dredolf.com](mailto:gunawan@dredolf.com) \*\*[luki.adiati@trisakti.ac.id](mailto:luki.adiati@trisakti.ac.id)

### **ABSTRACT**

The SDGs (Sustainable Development Goals) have 169 targets, 319 indicators, and 17 goals starting from 2015 to 2030. Of the 17 sustainable development goals, one of the SDGs (Sustainable Development Goals) that has received the most attention to date is poverty. This is because all of the SDG's goals are a form of encouragement and effort to achieve the target of "without poverty" in 2030. Through this research, it is hoped that one can understand the implementation of the SDGs (Sustainable Development Goals) in Jakarta. SDGs (Sustainable Development Goals) can be carried out through the Small Business Community. However, due to the lack of knowledge about global economic developments, assistance is needed. Therefore, the author wants to examine how Sustainability Analysis in the Business Community Program Increases Business Scale. This study used qualitative research methods, data collection was carried out using questionnaires, observation, and documentation. Data analysis techniques use percentages as a basis for interpretation and description to make research results. The results of the study show that the Hands Above business community (TDA Community), JackPreneur, and OKOCE City of Jakarta created mentoring programs to increase business scale. In carrying out the sustainability strategy achieved by MSMEs in Jakarta to maintain and increase business scale, namely in financial governance so that finances remain stable. Business actors carry out promotions in expanding the reach of their businesses so that they can be in demand by the wider community. Business people develop modern business models. The government also encourages business people to develop modern business models, by applying digital technology as a platform in the process of sustaining business community activities to support economic activities in a business continuity strategy.

**Keywords:** *business scale, mentoring, SDG's*

This article is licensed under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/) 

### **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) are one of the driving wheels for strategic and effective economic development. This can be seen from its existence which is very dominant and able to survive the economic crisis. Based on data from the Ministry of Cooperatives, Small and Medium Enterprises (Kemenkop UKM) in 2019, business units account for 65.4 million and absorb 2.30% of the workforce and contribute to the Gross Domestic Product (GDP) at current prices of 6.70%. Until 2022, there will be an increase of 26.6% for MSME business units. This indicates that SMEs are economic sectors that can easily add employment opportunities, and based on research conducted by the Ministry of Cooperatives and Small and Medium Enterprises, it is suspected that one of the causes of the delay is MSME financing (Harmono, 2011).

Therefore, the existence of MSMEs must be well developed so that people who do not have a job can have income that can at least help meet their daily needs so that they can reduce the poverty line. One way to develop MSMEs is through mentoring or assistance to the business community. Meanwhile, (Kecil & Menengah, 2004) found that the business community was very influential in the development of MSEs, especially on internal factors in the form of resources, governance, share, and marketing. The research also confirms the need for a

community or groups that accommodate and assist MSEs, especially the micro and small in the community (Febrianti & Abdulah, 2021).

In DKI Jakarta, there are at least 3 communities or groups that focus on MSME-scale entrepreneurial activities. The three communities are the Hands Above Community (TDA Community), JackPreneur, and OKOCE. All three provide assistance and training for MSMEs with different focuses and programs. The business community - a group where members interact and influence each other on the businesses of those who are members is nothing new for MSMEs. Communities can be local and local for an area can also have activities in different places. There are several business communities that have a range of activities throughout Indonesia. With such a large distribution potential, it is interesting to pay attention to how the community has an impact on MSME businesses.

Paying attention to how these communities or groups focus on providing the support and assistance needed to strengthen businesses, especially micro-small, it becomes interesting to know how micro-small business actors interact and take advantage of the support provided and what impact it has on business and business actors (Khair, 2019).

By conducting in-depth research on a collection of resources and their impact on the development of MSEs, a more complete picture of the interaction of the business community and its impact on the development and independence of MSEs can be obtained. It is also very possible to obtain an overview of how stakeholders should utilize the community as a resource for business assistance for wider MSE development goals (Kusuma, 2020).

By paying attention to the matters above in 3 different groups or communities, the research can present ideas about breakthroughs to strengthen the 63.9 million MSMEs in Indonesia. If successfully applied, the results found in this research can help strengthen the world of entrepreneurship in Indonesia, which in turn will provide many benefits and new opportunities for society.

## **METHOD**

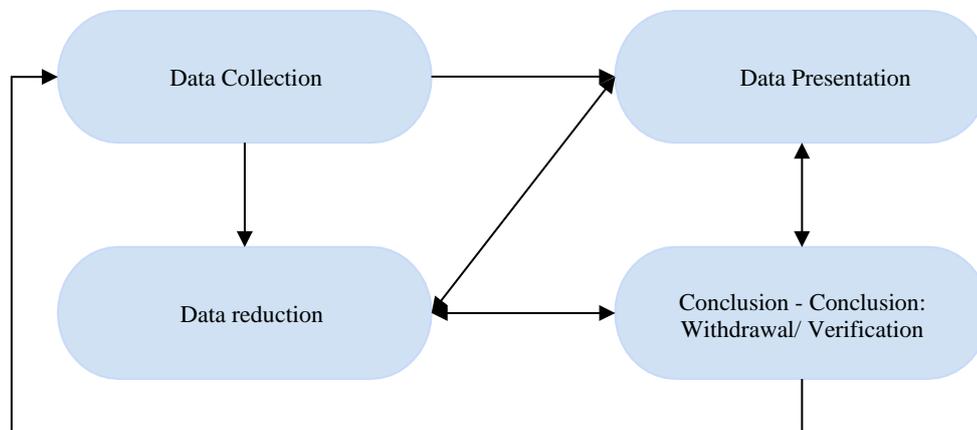
This research is qualitative research with a survey and exploration approach that uses the 17 SDGs goal 1, 3, and 4 criteria as the basis of the research. The method used is content analysis. The analysis carried out relates to the disclosure of the SDGs. Content analysis involves selecting communication samples, coding the samples into coded categories that have been pre-selected, measuring data in each category, and drawing conclusions (Sugiyono, 2018)

The type of data used is primary. The data was collected by distributing questionnaires and analyzed descriptively by explaining in chronological detail and followed up by in-depth interviews (Supardi, 2005). The data collection technique was carried out by purposive sampling. The units of analysis in this study are micro business actors, business community officials, and mentors who assist business actors in the community. The researcher conducted a questionnaire test on 100 respondents from micro-entrepreneurs spread across 3 (three) business communities.

Questions on the questionnaire use language that is easily understood by the unit of analysis by providing answer choices according to the questionnaire. The microbusiness actor questionnaire consists of 39 closed questions and 5 (five) open questions;

**Data Analysis Method**

This study uses data analysis techniques to complement the research process with qualitative research methods through a critical research approach. According to (Hamdi & Ismaryati, 2014), data analysis is an endeavor in the process of finding and making systematic data from observations and interviews so that it can help researchers understand the cases under study and can be findings for others. Meanwhile, to increase this understanding, the analysis needs to be continued with efforts to search for the meaning of Miles and Huberman (1992:20).



Miles and Huberman's Model (1992:20) Figure 1: Qualitative Research Data Analysis Process

**Measurement Variables**

This study has two types of variables, namely the independent variable and the dependent variable. In this study, the independent variable that can be determined is mentoring while the dependent variable in this study is the application of the concept of sustainability on a business scale and sustainable development goals.

No	Variabel	Variabel Description	Dimension	Indicator	Source
1	Mentoring	Know the impact of mentoring activities	mentoring impact	1. Social and Cultural 2. Political 3. Environmental 4. Economic & Tourism	(Kariyoto, 2018)
2	Scale enterprises	Improving and Identifying business scale in the business community	Aspect Dimensions of Risk	1. HR 2. Logistics 3. Finance 4. System 5. Environment	(Hooper et al., 2008)
3	Application of the Business Sustainability	Concept The sustainable concept developed in the business community program as a mentoring program	Sustainable Business Concept	1. Responsible 2. Environmentally Friendly 3. Corporate Social Responsibility 4. Social & Culture 5. Economy	(Höse et al., 2022)

No	Variabel	Variabel Description	Dimension	Indicator	Source
4	Sustainable Development Goals (SDG's)	Target sustainable development of business community programs	Number 8: Decent Work and Economic Growth	8.3.1 Proportion of employment in the informal sector non-agricultural (by gender)	Badan Perencanaan Pembangunan Nasional (2017)

## RESULTS AND DISCUSSION

### Mentoring

Mentoring is a process of helping someone learn new knowledge from someone else who is more experienced. In Indonesia, mentoring is also known as mentoring. As the name implies, the function of a mentor is to assist the mentee (the person participating in the mentoring).

According to the Association for Talent Development, mentoring can be done formally or informally. In formal mentoring, usually, the relationship between mentor and mentee tends to be more structured. Meanwhile, informal mentoring usually runs more relaxed and there is no assessment system or planned progress track.

Mentoring or coaching according to (Widjaja et al., 2018) is defined as a development process that includes sequences of understanding, starting with establishing, growing, and maintaining that growth accompanied by efforts to improve, perfect, and develop it. In innovating and then transforming it into economically valuable, there are many interesting experiences that can be shared with creative/entrepreneurial workers. This mentoring is carried out by creative workers/creative entrepreneurs who are more experienced to share the keys to success in being able to always create new ideas that have economic value or are intended only for aesthetic value (RI Department of Trade, 2008).

### Business Community

The business community is a collection of individuals who have the same vision and move of their own free will, from starting to create exchanges of knowledge, experience, techniques, and strategies that interact with each other until finally growing initiatives to form a program, and finally hatching into a mentoring business. The business community is reflected in a situation of strong and significant economic improvement in values, norms, and behavior. Community. There are 3 (three) business communities in this study, namely Hand Above (TDA), Jakpreneur, and OKOCE.

The potential of this community is a community that will be bigger than the number of its members which embodies members who have creativity in doing business and being creative individuals will only be identified in the relationships between members of a community (Utama et al., 2015).

Several previous studies have revealed that business coaching and mentoring have an impact on the performance of business actors. MSEs who have high entrepreneurial motivation have more desire to be able to determine target customers and make product improvements, or in other words have high business performance as well (Nugroho, 2015).

Likewise, (Apandy et al., 2021) shows that there is an effect of coaching on the productivity of craftsmen in an effort to improve business performance. The research results of (Jauhari,

2017) show that mentoring has a positive and significant effect on the development of small businesses and coaching is a variable that has the highest contribution or value to the development of small businesses, especially in motivating fostered partners.

Conceptual Framework and Hypotheses The following is a chart of the conceptual framework for this research, where it is suspected that there is one independent variable that affects the scale of the business.

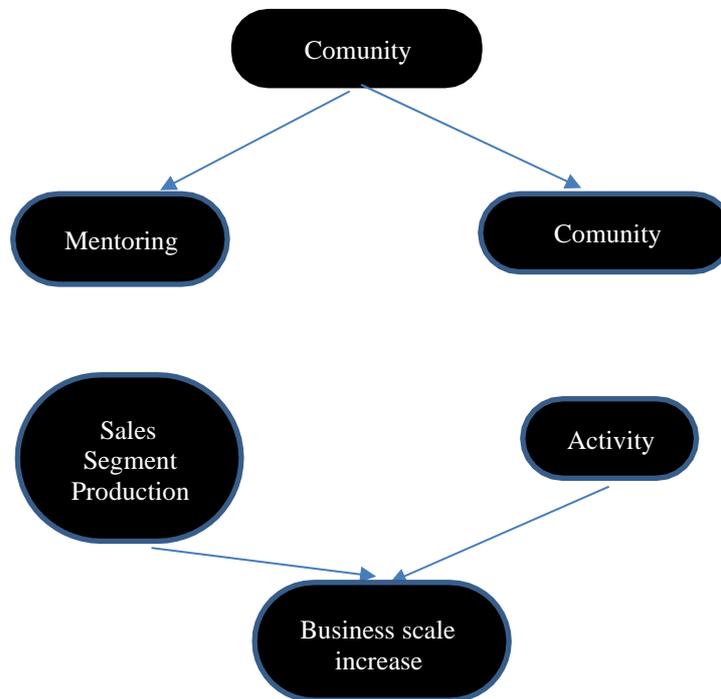


Figure 2 : Thinking Framework

The hypotheses that can be taken based on previous research and literature review related to mentoring include the following:

- H1: Sustainability report has a positive effect on increasing the usa scale
- H2: Sustainability reports have a positive effect on mentoring and training in the business community

Based on the results of interviews conducted by researchers that there was an influence from the mentoring program carried out in 3 business communities in Jakarta, the three community programs illustrated that there was a change in that mentoring can increase the scale of business for small-scale business actors with independence in doing business. Following are the results of the interviews

Table 1. Interview Results

QUESTION	HANDS-ON	
	<i>Board Of Director</i>	<i>Deputy</i>
According to the interviewee, can mentoring have a positive or negative impact on community members?	Yes, because there are members in the community who are small-scale/starter businesses. The impact is instability in doing business	Yes, because for novice business people, mentoring is needed
	Jakpreneur	
	<i>Head</i>	<i>Deputy</i>
	Yes, because this mentoring program is carried out through the community, implementation rules must be made so that it runs smoothly	It seems that in the short term, there will be no impact, except for the impact from the implementation side, in terms of no mentoring
	OKOCE	
	<i>Chairman</i>	<i>Deputy</i>
Yes, the impact is to revive the post-pandemic economy by holding mentoring	Yes, with mentoring in efforts to increase business scale, the economy and tourism will also increase	

### **Business Community sustainability mentoring**

The influence of the mentoring program to realize MSME sustainability can be seen in three dimensions, namely the social dimension, environmental dimensions and business dimensions, the analysis can be seen below.

#### **Social dimension**

The initial spirit of implementing the programs carried out by these three business communities is to increase the scale of business in small and medium enterprises so that aspects in this dimension such as training, mentoring, and evaluating members are carried out in a good approach. While the programs made by the three business communities were almost the same, one area where the assistants did not have social enthusiasm caused the activity to not run well, this area even had very many problems in terms of working together and approaching members.

(Kusbandono & Rosyad, 2019) in his research found that the community has a very good role in the progress of community members. MSME members find it very helpful, especially in terms of the social dimension. The community provides mentoring & guidance support or known as assistance in operational and marketing aspects that enable MSEs to increase their sales scale and business capacity.

The social dimension is influenced not only by the community dimension, but also by internal factors such as companion motivation and external factors such as motivation from the business community. So this research supports the previous research.

#### **Environmental dimension**

Most of the questions about the environment are not widely understood by the facilitators and mentors, because indeed from the beginning this program did not pay much attention to environmental aspects, but this had already appeared before this assistance. Something similar

happened to the Jakpreneur community, in that the assistance did not really emphasize environmental sustainability. However, there is one area that is quite concerned about environmental issues, but after exploring that the emergence of awareness is not from the business community but indeed the personal awareness of the assistants/mentors, because it emerged before this program started.

This is an issue that is not usually considered by most MSME actors, many programs include the environmental dimension as a factor in the initial assessment and final assessment of the program. So this research supports the previous research.

### **Business dimension**

It was found in the OKOCE community that gave birth to many business actors so this mentoring program shows the significance of the business impact on MSMEs, many MSMEs that are assisted have positive business dimensions even though the scale is still small. Likewise, Jakpreneur and TDA showed a positive impact on the business dimension, but this was also created because previously these MSMEs did have a good business model prior to this assistance.

Community program sustainability will be determined on this business dimension. As one measure of whether an SME is growing or not it is very good. So this research supports the previous research. In accordance with what was previously explained, this research is relevant to SDGs 1, 3, and 4. After this research is carried out, an analysis of its linkages with the research results will be carried out.

Table 2. Linkage with SDGs

<b>STANDARD</b>	<b>TDA</b>	<b>JAKPRENEUR</b>	<b>OKOCE</b>
SDG's Number 1: Eradicate All Forms of Poverty Everywhere	Develop programs in the community, one of which is to eradicate poverty	Improving the economy through assistance in the form of small businesses	Improving the economy through assistance in the form of small businesses
SDG's Number 3: Ensuring Healthy Lives And Supporting Prosperity For All At All Ages	Setting up funds/assistance in building a small business	Providing assistance in the form of medical personnel and medicines	Create a mentoring program in the welfare of its members
SDG's Number 4: Ensure Inclusive and Equal Education in Quality and Support Lifelong Learning Opportunities for All.	Create several places to carry out training/education	Provide mentoring for small and medium enterprises	Collaborating with other communities in creating educational programs

### **CONCLUSION**

In the context of implementing the Sustainable Development Goals (SDGs) in increasing the scale of small/micro business scale in Jakarta, efforts have been made even though there are still several quality economic development targets that have not been optimally achieved.

This can be seen in the Mentoring Program and the Implementation of the Achievement of the Sustainable Development Goals in 3 business communities, namely TDA, Jakpreneur, and

OKOCE which have not accommodated all of the SDGs global targets and indicators for improving the quality of the economic sector. Seen the achievement of Indicators

Obstacles in the implementation of the Sustainable Development Goals (SDGs) in the mentoring and training programs in the business community in Jakarta, legally, can be seen from the lack of Sustainable Development Goals (SDGs). And non-juridical obstacles to realizing a quality economy due to obstacles that affect access to increasing the scale of business are difficult to obtain and realize optimally. These obstacles include geographical and geological location, accessibility, limited infrastructure, and supporting facilities.

## REFERENCES

- Apandy, P. A. O., Melawati, & Adam, P. A. (2021). Bisnis : Dilengkapi Dengan Kajian Hukum. *Jurnal Manajemen Dan Bisnis*, 3(1).
- Febrianti, W., & Abdulah, B. (2021). The Dampak Pengelolaan Sumber Daya Manusia Usaha Mikro, Kecil dan Menengah Dari Segi Kompetensi terhadap Kinerja UMKM (Studi Kasus: UMKM Desa Trusmi-Cirebon). *Syntax Literate ; Jurnal Ilmiah Indonesia*, 6(3). <https://doi.org/10.36418/syntax-literate.v6i3.1691>
- Hamdi, M., & Ismaryati, S. (2014). Metodologi Penelitian Administrasi In: Filosofi Penelitian. In *Universitas Terbuka*.
- Harmono. (2011). Manajemen Keuangan Berbasis Balanced Scorecard Pendekatan Teori, Kasus, dan Riset Bisnis. In *Manajemen Keuangan*. Bumi Aksara.
- Hooper, D., Coughlan, J., & Mullen, M. R. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1).
- Höse, K., Süß, A., & Götze, U. (2022). Sustainability-Related Strategic Evaluation of Business Models. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127285>
- Jauhari, J. (2017). Upaya Pengembangan Usaha Kecil Dan Menengah (Ukm) Dengan Memanfaatkan E-Commerce. *New Orleans Review*, 2017(43).
- Kariyoto, K. (2018). Implementasi Value For Money, Input Output Outcome dan Best Value Sebagai Alat Pengukuran Kinerja Sektor Publik. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(1). <https://doi.org/10.32812/jibeka.v11i1.27>
- Kecil, U., & Menengah, D. A. N. (2004). Upaya pengembangan usaha kecil dan menengah (ukm). *Jurnal Sistem Informasi*, 3(1).
- Khair, H. (2019). Kinerja Sumberdaya Organisasi Dalam Perspektif Kewirausahaan Sebagai Upaya Peningkatan Keuntungan Usaha UMKM. *Prosiding Seminar Nasional Kewirausahaan*, 1(1).
- Kusbandono, D., & Rosyad, S. (2019). Upaya Pengembangan Usaha Kecil Dan Menengah (Ukm) Dengan Memanfaatkan E-Commerce Untuk Meningkatkan Minat Pembelian Konsumen Terhadap Penjualan Bibit Ikan Di Desa Plosobuden Kec. Deket. *E-Prosiding SNasTekS*, 1(1).
- Kusuma, D. F. (2020). Pengaruh dari Pasar Oligopoli Terhadap Perekonomian UMKM. *Eprints.Umsida.Ac.Id*, 191020700146.
- Nugroho, M. (2015). Model peningkatan kinerja operasional melalui praktek-praktek manajemen kualitas pada industri kecil menengah ( IKM ) di Kota Semarang. *Cbam*, 2(1).
- Sugiyono. ; 2018. (2018). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.

- Supardi. (2005). Metode Penelitian Ekonomi dan Bisnis. In *Universitas Pendidikan Indonesia* (Vol. 1, Issue Metodologi Penelitian). UII Press.
- Utama, N. P. S. P., Dewi, L. P. U. K., Yudiastuti, L. N., & Bhuwaneswari, A. A. A. M. (2015). Pengukuran Kinerja Sektor Publik. In *Fakultas Ekonomi Dan Bisnis, Universitas Udayana*. Fakultas Ekonomi Dan Bisnis, Universitas Udayana.
- Widjaja, Y. R., Alamsyah, D. P., Rohaeni, H., & Sukajie, B. (2018). Peranan Kompetensi SDM UMKM Dalam Meningkatkan Kinerja. *Jurnal Pengabdian Kepada Masyarakat*, 1(3).