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ENCOURAGING THE DEVELOPMENT OF MSMES THROUGH BUSINESS MANAGEMENT ASSISTANCE

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ABSTRACT

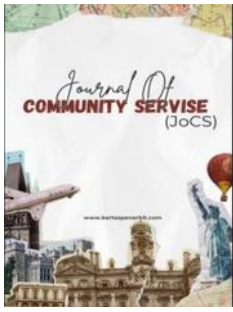
This community service program (PKM) was organized by lecturers of the Accounting Study Program at Politeknik Raflesia in collaboration with HIMASI (Accounting Student Association). The activity was held on May 14–15, 2026, in Turan Baru Village, Curup Selatan District, with participants consisting of local Micro, Small, and Medium Enterprises (MSMEs). The program aimed to strengthen MSME capacity in financial management, marketing, and operational strategies. Through workshops, mentoring, and interactive discussions, participants gained practical knowledge to improve their business sustainability. The results revealed strong enthusiasm and positive responses from MSME actors, highlighting the relevance and effectiveness of the program in addressing local business challenges



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SITUATION ANALYSIS

MSMEs in Turan Baru Village are central to the local economy, particularly in culinary, handicraft, and small-scale trade sectors. Despite their importance, many MSMEs struggle with basic bookkeeping, cash flow management, and adapting to digital marketing practices. These limitations hinder their competitiveness and growth potential. Recognizing this, the Accounting Study Program at Politeknik Raflesia, together with HIMASI, initiated a PKM program to provide structured assistance. The program was designed to empower MSME actors with practical skills and confidence to apply modern business management practices, thereby enhancing their resilience and sustainability.



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IMPLEMENTATION METHOD

The PKM program was implemented over two consecutive days. On the first day, participants attended workshops focusing on financial literacy, including simple bookkeeping, taxation basics, and cost control. The second day emphasized marketing strategies, particularly digital marketing, branding, and customer relationship management.

The methods applied included:

- Lectures and Presentations: Delivered by lecturers to provide theoretical foundations.
- Workshops and Hands-on Practice: Participants engaged in exercises to record transactions and design marketing content.
- Mentoring Sessions: HIMASI members assisted MSMEs in applying the materials to their own businesses.
- Group Discussions: MSME actors shared challenges and collaboratively explored solutions.

This combination of methods ensured that participants not only received knowledge but also practiced and contextualized it within their business realities.

Figure 1. The Participants of Community Service

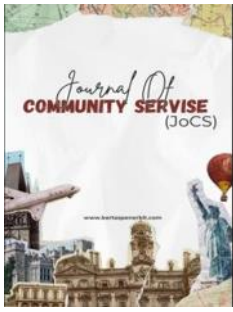


Source : Community Sercive Team,2026

RESULTS AND DISCUSSION

The PKM program produced several notable outcomes:

- Improved Financial Management: MSME participants learned to prepare simple financial reports, enhancing transparency and accountability in their businesses.



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- b. Strengthened Marketing Capacity: Training on social media and branding encouraged MSMEs to expand their market reach beyond local boundaries.
- c. Collaborative Learning: Group discussions fostered peer-to-peer support and created a network among MSME actors.
- d. Positive Engagement: Participants expressed satisfaction with the relevance of the materials and requested follow-up mentoring for deeper guidance.

The collaboration between lecturers and HIMASI students proved effective, as students provided additional support in facilitating discussions and assisting MSMEs during practice sessions. This synergy demonstrated the role of higher education institutions in bridging academic knowledge with community needs.

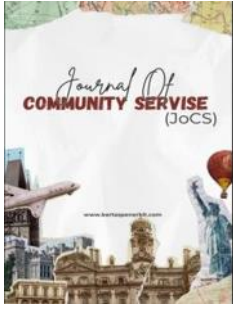
Figure 1. Product of MSME Turan Baru Village



Source : Community Sercive Team,2026

CONCLUSION

The PKM program successfully addressed the pressing needs of MSMEs in Turan Baru Village by providing practical solutions in financial management and marketing. The active participation of MSME actors demonstrated the importance of continuous mentoring and training to strengthen local businesses. The collaboration between Politeknik Raflesia lecturers and HIMASI students highlighted the contribution of higher education institutions in empowering communities. Future programs are recommended



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to include advanced training modules and long-term monitoring to ensure sustainable impact.

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