



Arie Susetio Utami  
Industrial Engineering  
E-mail: [arie.utami@umc.ac.id](mailto:arie.utami@umc.ac.id)  
University of Muhammadiyah  
Cirebon

Arif Nur ad-Din  
Industrial Engineering  
University of Muhammadiyah  
Cirebon



Johan  
Industrial Engineering  
University of Muhammadiyah  
Cirebon

Nuri Kartini  
Industrial Engineering  
University of Muhammadiyah  
Cirebon



## MSME Product Bazaar in Gunungmanik Village Efforts to Increase Family Economic Productivity

Arie Susetio Utami<sup>1</sup>, Johan<sup>2</sup>, Nuri Kartini<sup>3</sup>, Arif Nurudin<sup>4</sup>  
<sup>1234</sup>University of Muhammadiyah Cirebon, Cirebon City, Indonesia.  
Correspondence author : [arie.utami@umc.ac.id](mailto:arie.utami@umc.ac.id)

**Abstract.** Implementing the Student Work Lecture (KKM) in 2022 is to create a relationship between the academic world and the community through experience through Village Bazaar activities that benefit students and the community. Village Bazaar activities aim to realize innovative ideas to market local MSME products that can be widely promoted. The purpose of this activity is to socialize assistance in making MSME products by providing pudding products, bofeci (boba coffee ciraja), and broom buns.

**Keywords:** MSME Product Bazaar, Efforts to Improve, Family Economic Productivity

### INTRODUCTION

Festivals are an essential tool for communicating building, empowering, and acknowledging cultural identity. Therefore, festival events must be well planned through strategic planning communication (Adriene L. Kaeppler in Falassi (1987: 23). See the community of Gunungmanik Village, which has a lot of local potential, especially in business. Local products have unique characteristics, such as Ciraja coffee, Gunungmanik vegetables, Gunungmanik chips, and processed foods from nutmeg. The bazaar focuses on entrepreneurship. Economic development depends on entrepreneurship. Entrepreneurial development must start now if Indonesia wants to progress like other countries. According to Schumpeter (1934), many entrepreneurs will increase the country's economic growth, resulting in high economic development. If a country wants to advance, the number of entrepreneurs must be large. In its work program, KKN 23 Students of the University of

Muhammadiyah Cirebon aims to make local entrepreneurial potential better known to the outside world so that the Indonesian economy can develop. Bazaars are intended to sell new goods that are useful to humans. This can include craft bazaars, food, and drinks, among others. In this situation, the Festival bazaar event is social rather than seeking business or profit.

Nonetheless, it is non-financial and unprofitable, which can be taken advantage of and known by people with standard incomes and students who contribute to buying the item. The purpose of MSMEs is to improve the ability of MSMEs in Gunungmanik Village in all fields to build an independent community, free from poverty and good prosperity. In this case, small and medium enterprises (MSMEs) are an effective method to end poverty. To provide broad economic services to the community, MSMEs can expand employment. Small and medium enterprises (MSMEs) have a significant role in the trade sector and serve as an essential tool for the economic growth of a region. Therefore, MSMEs must be empowered by selling their products to develop into widely known businesses with the best products and services. The idea of KKM students at the University of Muhammadiyah Cirebon group 23 Gunungmanik to hold a bazaar. The bazaar will coincide with the 40th Gunungmanik Village Anniversary Festival.

The purpose of the bazaar is to inform invited visitors about and buy local Gunungmanik products. To attract more guests for the Gunungmanik Village Festival on Friday, September 9, 2022, the Bazaar sells cheap necessities. At this Gunungmanik Village Festival, you will find much entertainment from talented Gunungmanik Village Community members. In addition, Ciraja Gending and Dangdut entertainment will be at the end of the event.

## **METHOD**

KKM Universitas Muhammadiyah Cirebon Group 23 Gunungmanik students aim to survey the potential in Gunungmanik Village. They distributed surveys to each hamlet in Gunungmanik Village. Each hamlet has four or five students, and Gunungmanik Village consists of four hamlets: Cirahaija, Gunungmanik, Jatirasa, and Cimahi. After learning about the local potential of Gunungmanik Village, which focuses on entrepreneurship, students teach local product owners how to develop and introduce their products to be better known by the community, especially the outside community.

Students of KKM Universitas Muhammadiyah Cirebon group 23 Gunungmanik educate and see the manufacturing process. Because of the large number of local products in Gunungmanik Village, KKM Students of Muhammadiyah University of Cirebon group 23 Gunungmanik decided to hold a Gunungmanik Village Bazaar. KKM students of Muhammadiyah University of Cirebon group 23 Gunungmanik can introduce these local products to the guests at the event. Students of KKM group 23 Gunungmanik University of Muhammadiyah Cirebon plan to hold a bazaar. The bazaar will take place with the 40th Anniversary Festival of Gunungmanik Village. The goal is for invited visitors to learn about and buy local Gunungmanik products. To attract guests, the Gunungmanik Village Festival Bazaar also sells cheap necessities. intending to attract guests' attention to the Gunungmanik Village Festival, which will be held on Friday, September 9, 2022. Not only cheap necessities but also entertainment at the Gunungmanik Village Festival is taken from the talents of the Gunungmanik Village Community. At the peak of the event, there are also Ciraja Gending and Dangdut entertainment.

The Gunungmanik Village Festival was decorated by the Gunungmanik Village Community and KKM Students of the University of Muhammadiyah Cirebon group 23 Gunungmanik. Students of KKM Universitas Muhammadiyah Cirebon group 23

Gunungmanik also created a Warung Amal Stand to collect their own processed food products, such as coffee pudding, bopici (boba kopi ciraja), sopusangkir.

## RESULTS AND DISCUSSION

KKM Group 23 UMC students conducted a village bazaar with the theme of Increasing Family Economic Productivity. Want to make this local snack better known by locals and foreigners? KKM Group 23 UMC students provided information to people around Gunungmanik village before the village bazaar started, encouraging them to participate. Information is shared in two ways: posters, brochures, and direct promotion. In addition, all the necessary facilities for KKM students, especially booths and tents, must be prepared. In addition, the types of products sold during the village bazaar are recognized through the name paper affixed to each table.

In this village bazaar, activities are divided into two agendas: the anniversary of Gunungmanik Village and the village bazaar and food made by KKM Group 23 UMC students. Joint discussions with village officials and KKM Group 23 UMC students resulted in several concept results on how to conduct a village bazaar and Gunungmanik Village Anniversary, which had been mutually agreed upon after considering several good things from the perspective of field conditions, determination

Fellow students of KKM Group 23 UMC and village officials are responsible for the facilities and infrastructure of the village bazaar, including equipment such as tables, chairs, tablecloths, banners, and making village bazaar information pamphlets. As a result, it is very important to have a clear rundown or schedule of activities for each activity. In addition, the village bazaar takes quite a long time to take place. Among the activities that have been mutually agreed upon by KKM Group 23 UMC are as follows:



**Source: Community Service Results**  
**Figure 1. Village Bazaar**



**Source: Community Service Results  
Picture 2 Cheap Basic Food Package**

## CONCLUSION

The Bazar event was in front of the Gunungmanik Village Hall, Ciniru District, Kuningan Regency, and the Gunungmanik Village Anniversary carried out by KKM Group 23 UMC students together with the surrounding community could develop the potential of tourism villages with culinary tourism objects. In addition, this community service has the potential to boost micro, small, and medium businesses and serve as a way for people to market their products to others. Ultimately, the village bazaar will allow the Laus community to come and get to know Gunungmanik Village better and homemade products, generating the potential of a tourist village in Ciniru Village.

## ACKNOWLEDGMENTS

All students of KKM Group 23 of Muhammadiyah University of Cirebon would like to thank the parties involved in this study who have realized MSME-based Tourism Villages through Village Bazaars and Village Anniversaries. The author's sincere thanks are conveyed to:

1. Mrs. Tania Avianda Gusman, M.Sc., PhD. as head of LPPM Universitas Muhammadiyah Cirebon (UMC)
2. Rukmin Nuryadin, S.Pd, as Head of Gunungmanik Village
3. Jumsih, S.Kom, as Village Secretary
4. Cadet reefs of Ciraharja and Gunungmanik Hamlets

## BIBLIOGRAPHY

Kotler, P. and Keller, K. L. 2009. *Marketing Management* edition 13 vol 2. Jakarta. Erlangga  
Creswell, J. W. (2013). *Qualitative inquiry & reseach design*. Newbury park: Sage Publications

Hamami, T., Sinaga, D., and Erwina, W. 2014. "Information seeking behavior as a source of news-making ideas by journalists of the people's mind". *Journal of Information and Library Studies*, 2(2), 111-120

Pangkey, Y. 2015. *Personal Interview. Repositioning Branding*. Lampung

Pitana, I. 2009. Introduction to Tourism Science. Yogyakarta: Andi Publishers.

Saladin, D. 2003. Marketing management (analysis, planning, execution and control). Bandung: Linda karya,