

# Product Legalization Literacy in The Framework of Increasing Sales in MSMEs (Case Study : BUMDesa Kuala Alam)

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## Product Legalization Literacy in The Framework of Increasing Sales in MSMEs (Case Study : BUMDesa Kuala Alam)

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**Abstract.** The main goal of the project to be achieved in this final project is to create or organize a seminar is to provide an understanding of the legality literacy of a product in can carry out the process of making product legality to MSMEs business owners so that it thereby increasing human insight by following applicable regulations, with the background of problem namely in BUMDesa Kuala Alam which still does not have legal product legality as a whole. as for the participants who attended this activity amounted to 100 people consisting of 13 business people and 87 people from Students of State Polytechnic Bengkalis the process involved finding and determining the criteria for sponsors and speakers, knowing the planning and realization of the promotion budget, knowing the obstacles that occur, looking for solutions to the obstacles encountered and evaluating seminar activities through feedback from participants. This final project uses 4 (four) methods consisting of project preparation plans, project implementation plans, accomplishment plans and project reporting plans. The results of the initial for this project seminar are the implementation product Legalization Literacy in MSMEs BUMDesa Kuala Alam in increase sales. awareness of business actors arises because they know the important role of halal legality in a product. then it can be seen that several MSMEs products have successfully carried out the legality process which has been assisted by students of the bengkalis state polytechnic as a contact person between business actors and the Bengkalis Chamber of Commerce and Industry institution, namely candied marmalade products, nipah sugar and nira nipah.

**Abstrak.** Tujuan utama yang ingin dicapai dalam proyek tugas akhir ini adalah membuat atau menyelenggarakan seminar. Untuk memberikan pemahaman tentang literasi legalitas suatu produk dalam dapat melakukan proses pembuatan legalitas produk kepada para pelaku usaha UMKM sehingga dengan demikian menambah wawasan masyarakat dengan mengikuti peraturan yang berlaku, dengan latar belakang masalah yang ada pada BUMDesa Kuala Alam yang masih belum memiliki legalitas produk yang sah secara keseluruhan. Adapun peserta yang hadir dalam kegiatan ini berjumlah 100 orang yang terdiri dari 13 orang pelaku usaha dan 87 orang dari Mahasiswa Politeknik Negeri Bengkalis dengan proses yang dilakukan adalah mencari dan menentukan kriteria sponsor dan pembicara, mengetahui perencanaan dan realisasi anggaran promosi, mengetahui hambatan yang terjadi, mencari solusi dari hambatan yang dihadapi dan mengevaluasi kegiatan seminar melalui umpan balik dari peserta. Tugas akhir ini menggunakan 4 (empat) metode yang terdiri dari rencana persiapan proyek, rencana pelaksanaan proyek, rencana pencapaian dan rencana pelaporan proyek. Hasil dari seminar proyek ini adalah dapat dilihat dari pengimplementasi produk Literasi Legalisasi pada UMKM BUMDesa Kuala Alam dalam meningkatkan penjualan. Sehingga kesadaran pelaku usaha muncul karena mengetahui peran penting legalitas halal pada sebuah produk. Kemudian dapat diketahui beberapa produk UMKM yang telah berhasil melakukan proses legalitas yang telah dibantu oleh mahasiswa politeknik negeri bengkalis sebagai penghubung antara pelaku usaha dengan lembaga Kamar Dagang dan Industri Bengkalis, yaitu produk manisan sari buah nipah, gula nipah dan nira nipah.

**Kata kunci:** Produk, Literasi Legalitas, Peningkatan Penjualan, MSMEs

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## 1. INTRODUCTION

Indonesia is a country that has a majority Muslim population. Along with the times, human resources are increasingly needed and of course the mindset of the Indonesian people will think it is very important that a product's legality as a consideration for making purchasing decisions. Every human being will definitely innovate and create something that can produce a good or service that is more efficient than the previous time. As we all know, Indonesia consists of several islands. One of them is the island of Sumatra whose source of production is petroleum. Based on Data Statistics Indonesia Bengkulu Regency (2023). Bengkulu is one of the districts in Riau province, Indonesia. The capital is Bengkulu Kota. The district covers the eastern mainland of Sumatra Island and the archipelago, with an area of 6,973.00 km<sup>2</sup>. The population of Bengkulu in 2020 was 276.019 soul. The indigenous population consists of the Malay tribe, the *Sakai* tribe and the Akik tribe. The district capital is located in Bengkulu sub-district, precisely on Bengkulu Island, which is separated from Sumatra Island.

Kuala Alam Village is an expansion village from Sungai Alam in 2014 which is located in Bengkulu District, Bengkulu Regency. Based on Data statistics of the *Pemerintah Desa Kuala Alam* (2023) has a population level of around 1,360 people as a whole with various potentials including agricultural potential, fishery potential, industrial potential and tourism potential. With the potential that exists in the village, *BUMDes Kuala Alam Bandar Jaya* seeks to improve human resources, business skills, improve product quality, and market product legality for MSMEs and the surrounding community. Some of the products produced by the community have not yet obtained legality so that it will affect sales that will be marketed widely. Bengkulu Island is an area located in Riau Province which has established many MSMEs products. However, MSMEs are often unable to last long in the world of marketing, this is due to a lack of unprofessional management, and it is often difficult to determine marketing strategies to increase sales. This marketing strategy is important as a way to pave the way for business ventures in achieving their goals so that they can survive or even master the competition in the market. Therefore, literacy on the legality of halal products is very important knowledge for a person or society in understanding a product that they want to consume.

Starting from the background of the phenomenon that occurs, the seminar Product Legalization Literacy in the Framework of Increase Sales in MSMEs expects how business owners can carry out the process of making product legality, so that with this literacy, the

MSMEs business owners can handle difficulties on the legality process of a product in increasing sales. The general purpose of this project seminar is to provide an understanding of the legality literacy of a product in can carry out the process of making product legality to MSMEs business owners so that it thereby increasing human insight by following applicable regulations.

## **2. LITERATURE REVIEW**

There are several general theories in this study, In this community service research, it was explained that the Apam Barabai product is a regional superior product and is the product of a home industry. SMEs Apam Barabai is one of the economic actors that has such a big role in an economy. This is very unfortunate if the understanding of halal certification in its products has not been obtained. Therefore the implementation of socialization and education in accordance with the conditions of SMEs is very necessary in order to grow business actors, especially SMEs to make halal certification for their products in an effort to increase sales. The implementation of this community service activity is in the form of lectures, discussions related to the material (a) Dissemination of how to apply for halal certification (b) Explaining how the process is passed to obtain halal certification (Abdurrahim et al : 2022).

In this research journal by Yudha et al (2022). This study explains that this MSMEs Honey YBS is a micro business that sells honey products. The implementation method consists of identification of needs, assistance, facilitation of licensing processes, mentoring and evaluation. The main internal problem faced by MSMEs Madu YBS is in the business aspect and product legality. The product has a relatively low selling value compared to similar MSMEs products because it does not have a product license. Unbalanced product needs and supply become the basis for business assistance in order to find other sources of raw materials. In the third phase of activities, partners are provided with assistance in managing the Food-Household Industry (P-IRT) licensing. The fourth stage of activity is carried out by assisting in the preparation of simple financial reports in the form of general ledger, cash flow, stock, and accounts receivable reports.

And the research from Malebra et al (2021) explain about the implementation effectiveness of this regulation is still unknown. Even though they think that business legality is important, they have not tried to register because of several factors such as being busy. Some stated that they intend to register their business when it runs smoothly, has the potential to

become large, and has costs. Their startup business has not been registered because they feel that their business is already running smoothly.

Meanwhile, So it can be concluded that legality in products produced by MSMEs actors has an important role in marketing sales in a very broad market share. However, the results of several studies above found that there are business actors who do not understand what legalization is for their products. So that sufficient knowledge is needed for business actors in marketing their products. The knowledge provided can also involve the local government, in the form of socialization to the general public. Legality in MSMEs business products plays a role that must be owned by business actors to gain the trust of consumers so that sales of MSMEs products increase.

### 3. RESEARCH METHOD

This method and project completion are carried out in 4 stages, namely the project preparation plan, implementation plan, project completion plan and project reporting plan.

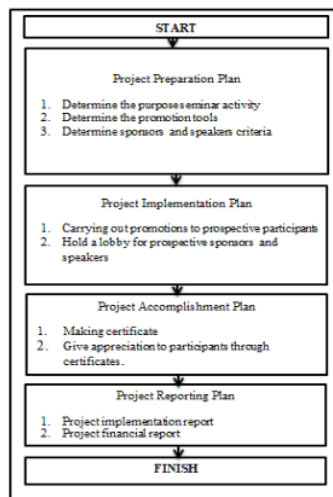


Figure 3.1 Project Preparation  
Source : Processed Data, 2023

### 4. RESULT AND DISCUSSION

In the application of project implementation, it is necessary to collect data as reinforcement in writing, any data that has been used can produce conclusions in writing. In this writing, it has explained how the process of carrying out the legality process of an MSMEs business product in BUMDesa Kuala Alam. therefore, the author collected data for each business owner

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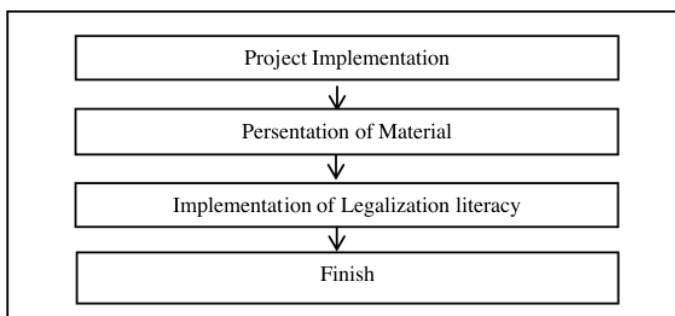
through the Director of BUMDesa Kuala Alam who still has not done much halal legality. As for the data is attached as follows:

**Table 4.1 Data Product**

No	Product Name	Owners Name	Business Name
1	Processed from Cassava Fruit	Absah	Kerupuk Pedas Mak Jah
2	Processed From Pineapple Products (Pineapple Sticks, Pineapple <i>Dodol</i> , Pineapple Marmalade, Frozen Pineapple)	Unit Produksi BUMDes	
3	Processed from Fish (Salai Lomek, Dried Shrimp, Dried Salted Fish)	Karmisah	Mak Andak
4	Processed From Fish (Dried Lomek Fish)	Iwan	Lomek Kering Pesisir
5	Processed From Fish (Lomek Stick, Fish Meal Powder, Shrimp Meal Powder)	Unit Produksi BUMdes	Selat
6	Processed From Product Mangrove ( <i>Nipah Sugar, Nira Nipah</i> )	Zulkifli Ibrahim	Mat Glubi
7	Processed From Tea Leaves	Saring	Teh Pati Herbal Saring
8.	Processed From Fruit (Candied Ceremai)	Meri Sharma	Manisan Ceremai Sharma

*Source: Processed Data 2023*

There are several stages in planning in the implementation the activity seminar product legalization literacy in the framework of increase sales in MSMEs at BUMDesa Kuala Alam Bengkalis Regency, namely as follows:



**Figure 4.11 Flowchart Project Accomplishment Plan**

*Source : Processed Data, 2023*

The implementation of product legalization literacy in the framework of increase sales in MSMEs at BUMDesa Kuala Alam Bengkalis Regency, requires 2 presenters who really understand business products that have halal certificates in each product, namely Mrs. Raja Kartini Khairunnisa and Mrs. Evy Susiana Se.Sy. After the delivery of the speakers through a

seminar as well as a workshop on product legalization literacy in the framework of increase sales in MSMEs at BUMDesa Kuala Alam Bengkalis Regency it was continued by providing halal legality assistance according to the name of the business product that had been recorded. Each data collected to meet the desired requirements such as Id Card, Business Name, Business Product Brand and active telephone number. On this occasion the author also collaborated with halal legality assistance in bengkalis district. The information the author collects will be processed to obtain a Halal Certificate.

Then the details of the cost budget and realization of activity can be seen in the following Table this below:

No	Item	Budget Estimation	Budget Realization
<b>Administration</b>			
1	Proposal Making	IDR 300.000	IDR 160.000
2	Letter	IDR 5.000	IDR 5.000
3	Absence Participants	IDR 4.000	IDR 4.000
<b>Total</b>		<b>IDR 309.000</b>	<b>IDR 169.000</b>
<b>Equipment, Facilities and Infrastructure</b>			
1	Internet Quota	IDR 90.000	IDR 75.000
2	ATK	IDR 25.000	IDR 20.000
3	Dooprize Seminar Kit	IDR 1.000.000	IDR 1.000.000
<b>Total</b>		<b>IDR 1.115.000</b>	<b>IDR 1.095.000</b>
<b>Other Cost</b>			
1	Transportation	IDR 150.000	IDR 100.000
2	Other Costs	IDR 100.000	IDR 100.000
<b>Total</b>		<b>IDR 250.000</b>	<b>IDR 200.000</b>
<b>Total</b>		<b>IDR 4.186.000</b>	<b>IDR 3.458.000</b>

Source : Processed Data 2023

From the Table above, you can see the difference between the planning budget and the actual costs. This difference occurs because there are several budgets that are not in accordance with what has been planned before, namely:

- a. The budget plan for operational administration of IDR 309.000 and the realization was IDR 169.000, this is because the amount of making proposal less than previously planned.
- b. The planned budget for the operations of the equipment, facilities and infrastructure section is IDR 1.115.000 and the realization is IDR 1.095.000. This is because the costs required were smaller than planned.
- c. The budget plan for the other cost section is IDR 250.000 and the realization is IDR 200.000. This is because don't use transportation to much repeatedly.

## **5. CONCLUSION AND SUGGESTION**

In this research on product legalization literacy in the framework of increase sales in MSMEs at BUMDesa Kuala Alam Bengkalis Regency, it can be concluded as follows:

In this activity has careful preparation, such as preparing a place and supporting sponsors. The sponsorship obtained was IDR 845,000, obtained through a culinary business located in bengkalis district. The speakers chosen for the product legalization literacy in the framework of increase sales in MSMEs at BUMDesa Kuala Alam Bengkalis Regency were divided into two sessions. The first is the delivery of Mrs. Raja Kartini Khairunnisa seminar as the Owner of the Bengkalis Chamber of Commerce and Industry Kitchen house, and Mrs. Evy Susiana Se.Sy as the Director of Bengkalis Chamber of Commerce and Industry. All participants who attended were 100 people both from the MSMEs business actors assisted by BUMDesa Kuala Alam and students of State Polytechnic Bengkalis.

The financial report that has been obtained in on product legalization literacy in the framework of increase sales in MSMEs with total income from participants and sponsors in the form of cash amounting to IDR 3,000,000 and IDR 845.000 and after this activity was running, it was seen that the final budget expenditure was IDR. 3.458.000 with remaining fund budget was IDR 387.000. So here it can be seen that this activity is running smoothly without any loss. The workshop activities in organizing the implementation of product legalization literacy in the framework of increase sales in MSMEs at BUMDesa Kuala Alam Bengkalis Regency, are very beneficial for the local community, especially for business people in BUMDesa Kuala Alam. this can be seen when literacy about halal legality on products is delivered many business people who participate to follow the changes in their respective products.

In this project activity, it can be seen that there are still many obstacles and problems in making preparations both in terms of the operational stage and the preparation stage of the event, therefore it is necessary to conduct a better evaluation in preparation for future activities and pay close attention to planning activities so that they can run smoothly. However, in this workshop activity, it was seen that some MSMEs participants were not too many to attend, because this activity has research limitations that only focus on business actors in Kuala Alam village, so it is hoped that the next activity can open MSMEs business participants widely, especially in Bengkalis Regency. Aside from that, the author wishes that every business actor has a subsidiary agent in charge of promoting every product generated using e-commerce



applications. This goal is maintained so that products can be exchanged promptly in order to increase sales.

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