

# Training on Development and Service Business Policy for Village Owned Enterprise called Rahardja in Rancaekek Wetan Village, Rancaekek District, and Bandung Regency

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## Abstract

This Community Service aims to provide training in the development and policy of services business for village-owned enterprise called Rahardja in Rancaekek Wetan Village, Rancaekek District, Bandung Regency. Participants felt that they had direct knowledge to the subject matter so that they felt helped in understanding the process of developing of services business. The knowledge, understanding and skills of participants regarding the formulation of service business development strategies and policies have increased, this can be seen from the ability of participants to complete the formulation of services business strategies and policies provided by the presenters.

## Keywords

Services Business Development, Services Business Policy, village-owned enterprise

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## Preliminary

Undang-Undang number 11 year 2020 concerning Job Creation has confirmed the position of village-owned enterprises as a legal entity established by the village and/or together with the villages to manage businesses, utilize assets, develop investment and productivity, provide services, and/or provide other types of services. other efforts for the maximum welfare of the village community (Perdana, 2021). With the status as a legal entity, the role of village-owned enterprises is increasingly important as a consolidator of community products/services, producers of various community needs, community business incubators, public service providers, and various other functions. village-owned enterprises can be a contributor to the village's original income. Therefore, in the future village-owned enterprises are believed to be levers of village independence.

Government Regulation number 11 of 2021 as the legal basis for the establishment and management of village-owned enterprises together as a legal entity whose regulation is adjusted to corporate principles in general, but still places the spirit of kinship and mutual cooperation as the main pillars in the management of them (Pratiwi, 2021). The spirit of kinship and mutual cooperation is manifested in real terms by placing the village deliberation/inter-village deliberation as the highest organ in the decision-making of the village-owned enterprises and it is emphasized that the decisions of the village deliberation/inter-village deliberation are taken based on deliberation to reach consensus. This policy is in line with the mandate of the village law which places the village deliberation as a forum for deliberation between the village consultative body, the village government, and elements of the community to discuss and agree on strategic matters in the administration of the village government. Thus the village deliberation/inter-village deliberation becomes a real manifestation of deliberative democracy in the Village economy, and therefore the welfare of the community as a whole will remain the main goal of the village-owned enterprises, not only the welfare of each individual.

This Government Regulation contains regulations regarding the establishment of village-owned enterprises, Articles of Association and Bylaws, organizations and employees, work program plans, ownership, capital, assets and loans, business units, procurement of goods/services; ease of taxation and retribution, cooperation, accountability, distribution of business results, losses, termination of business activities, as well as the guidance and development of village-owned enterprises.

Village-owned enterprise called Rahardja is a business unit of the Rancaekek Wetan Village Government, Bandung Regency, West Java Province. In accordance with the Categorization of Village-Owned Enterprises throughout the Regency of Bandung, Rahardja is included in the Developing Business cluster. Meanwhile, for the categorization of the area, Rancaekek Wetan Village is a cluster of developed villages according to the assessment from the Bandung Regency Government. The category owned by Rahardja is still behind the category owned by its parent, namely the Rancaekek Wetan Village Government. The predicate of developing category attached to Rahardja indicates that the business entity still has not optimal business performance and needs to be improved. The expected improvement is an improvement in the internal performance of Rahardja which can have implications for improving the economy of the Rancaekek Wetan village community (Mulyawan, 2021).

Currently, Rahardja runs a business in the service sector, three of which are online payment services (PPOB), sport centre rental, and water management for villagers. Some time ago, it has added its service business, namely electricity payment services. Currently, it is exploring cooperation with online shop businesses. During operation, Rahardja receives Capital Participation (Investment) from the Rancaekek Wetan Village Government and as a recipient of Capital from the Rancaekek Wetan Village Government, Rahardja has the obligation to manage the investment in accordance with the provisions and report regularly to the village government.

Trading businesses run by Rahardja such as selling office stationery, merchandise supplies are mostly supplied from wholesalers from outside the village of Rancaekek Wetan. Likewise, the supply of merchandise such as LPG 3 Kg is supplied from official distributors who come from outside the village of Rancaekek Wetan. Sales of office stationery and photocopies are mostly

to meet the operational needs of the Rancaekek Wetan Village Government so that the income earned by Rahardja for this business is greater than the village apparatus. Meanwhile, all 3 kg of LPG merchandise is sold to residents living around the village of Rancaekek Wetan. For the business sector, sport centre rental services are mostly rented by residents around Rancaekek Wetan for the needs of celebrations such as weddings. The village water business unit is currently under the management of Rahardja. The source of income for the water management unit comes from the payment of monthly community fees as compensation for the use of water flowing through the pipe installation belonging to Rahardja to each resident's house. Each line of business owned by Rahardja requires an understanding of developing a service business as well as instructions for its implementation so that the business being carried out can produce optimal performance. Running this business makes the management of Rahardja experience obstacles and difficulties because among the management there are no human resources who have competence in optimal service business development. Limitations in the development and service business policies will interfere with the management aspects of it, an important indicator in the purpose of establishing village-owned enterprise.

## Problem Solution

Village-owned Enterprise called Rahardja as a mediator driving the economy of the Rancaekek Wetan village community requires more professional business management. The management of Rahardja who is a representative of management will be more profitable if they have the ability to assess and measure business progress from year to year so that they can formulate strategic steps in the future. One of the instruments commonly used by a business unit to evaluate and measure the progress of a business entity is the financial report. The content in financial statements can provide financial information that indicates an increase or decrease in the performance of an ongoing business. The financial report of Rahardja is a business language used as a medium of communication between interested parties on information on the development and performance of Rahardja. Stakeholders in the performance of Rahardja are the internal management themselves and external parties. One of the external parties who are very interested in the performance of Rahardja is the village government of Rancaekek Wetan as the owner of capital for Rahardja (Padmakusumah, 2021).

The previous description explained the managerial problems being faced by the management of Rahardja, related to the limitations in understanding the development of the service business as well as the instructions and implementation of the business. The management of Rahardja has limited human resources for competence in the field of development and service business policies. Therefore, it is necessary to take concrete steps to overcome this situation, namely by providing training for management in the aspects of development and service business policies.

## Implementation Method

The method of implementing the training is in the form of:

Solving problems in managing and recording business finances for the village-owned enterprise management is carried out by several approaches/methods that are carried out together, namely:

### Interview on survey activities

From the results of the interview, the community service team was finally able to analyze the common problems faced by village-owned enterprise administrators and explain them in the partner problems section.



### **Lecture method in phase 1 of service activities**

It is planned that in the service activities, the service team will carry out activities in 3 stages. In stage 1 the service team will deliver the material first to the service training participants. The training participants will be given an explanation of the general description of: formulation of the vision and mission of enterprise and the important role in formulating a service business development strategy, formulating a service business policy. At this stage the activity will be carried out for 1 hour.

### **Tutorial method in phase 2 of service activities**

The training participants will be given material related to the development of the service business starting from the formulation to the stage of preparing the service business policy. At this stage, the minimum time required is 4 hours.

### **Discussion method, in phase 3 of service activities.**

The training participants will be given the opportunity to discuss problems related to the condition of the enterprise service business that they have faced so far, formulate a service business development strategy, and formulate a service business policy that they will later implement in their business. At this stage the activity will be carried out for 1 hour.

## **Results And Discussion**

### **Implementation**

This community service activity will be held on Thursday, August 24<sup>th</sup> 2021. The training was carried out through a webinar and participants gathered at the Rancaekek Wetan Village hall and was attended by 12 participants. The participants arrived at the village hall on time. The participants consisted of Raharja administrators engaged in trade and services.

The training activity began with participant registration. After that, the training was opened by Muhammad Ali (leader of the community service team). In the next stage, the participants were given the first material on service business development strategy and introduced the strategy formulation instrument for the enterprise which was explained by Rita Yuniarti (a lecturer in Master of Accounting at Widyatama University). At the tutorial stage, participants were given an explanation of the process of formulating a service business development strategy and taught how to formulate a service business development strategy and policy. The material is given using strategic management theories and real case examples in Indonesia.

The obstacle faced is the management of Rahardja is the difficulty in analyzing the existing internal and external environment. However, after being explained again they have been able to formulate a development strategy and service business policy.

## **Results and Outcomes**

One week after the community service activities were carried out, on August 30<sup>th</sup> 2021, monitoring was carried out, which was carried out by Muhammad Ali and Ferry Mulyawan to Raharja in the village of Rancaekek Wetan. The enterprise management has implemented a service business development strategy and business policy in its business activities. In the early stages they analyzed the strengths, weaknesses, opportunities, and threats of Rahardja. Then they formulate a service business development strategy after they are able to match their strengths and opportunities. The enterprise will develop an electricity payment business, in collaboration with a marketplace to market its merchandises. They also develop business policies to bridge the implementation of their business development strategies. Constraints faced by Rahardja's management are difficulties in analyzing the strengths, weaknesses, opportunities, and threats of the enterprise, so that there are still some mistakes in formulating business development strategies. However, after being explained and assisted by the community service

team, slowly the mentoring participants are able to formulate development strategies and formulate the enterprise service business policies. Some of the questions raised during the mentoring included:

- How to deal with discrepancies between strategy formulation and implementation in the field.
- How to control the implementation of business development strategies so as not to deviate from the strategy formulation that has been made.
- How to evaluate the development strategy implemented.

**Table 1.**  
Outcomes of Community Service

Types of Output	Output of Community Service
1 Scientific Publication in international journal.	in International Journal
2 Publication online media	Publication in <a href="http://journalsoreang.pikiran-rakyat.com">journalsoreang.pikiran-rakyat.com</a>
3 Increased knowledge of Rahardja's management regarding service business development and policies.	Able to compile/formulate development strategies and service business policies for Rahardja.

## Conclusion

The implementation of this community service activity has been running according to the planned schedule. From the community service activities that have been carried out, it can be concluded that:

1. The community service team of the Accounting Department, Faculty of Business Economics, Widyatama University, chaired by Muhammad Ali, has successfully implemented Service Business Development and Policy Training for management of Rahardja in Rancaekek Wetan Village, Rancaekek District, Bandung Regency.
2. Community service activities carried out can be said to be successful and get positive responses from participants, this can be seen from the participant enthusiasm.
3. The knowledge, understanding and skills of participants regarding the formulation of service business development strategies and policies have increased, this can be seen from the ability of participants to complete the formulation of Rahardja's service business strategies and policies provided by the presenters.

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