The Empowerment of Economic Community through Training of Networking Store Management in Kretek District, Bantul

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Abstract. The retail industry is one of the industries most needed by the community, and this is proven by the proliferation of modern stores with networks in various regions. Retail has also penetrated the online media marketplace, which makes it easier for the public to transact. Seeing this, Muhammadiyah Leaders of Yogyakarta carried out various strategies to get directly involved in the retail business by establishing Muhammadiyah Stores (TokoMU) in every village. The main problem in realizing this program is the lack of Muhammadiyah members who have managerial skills in managing a store, especially chain stores. This community service offers a solution to this problem by conducting networked store management training for Muhammadiyah cadres who are engaged in the retail economy so that they are able to manage TokoMU in the Kretek sub-district. This community service uses a participatory approach from aspects of financial management (people), goods management, marketing, and service excellence. The evaluation showed a significant increase in in-store management skills by cadres who attended the training with an average final test result of 89 out of a maximum score of 100. These results fostered the optimism of the participants to manage TokoMU professionally. Keywords: economic community, store management, networking

1 Introduction

The big mission of "Saran Satoko," or One Branch One Store, is to present TokoMU in every branch in the villages. The concept of the form of TokoMU can vary, ranging from the form of a basic food shop, grocery store, or modern shop. All programs related to the retail business are the implementation of one of the results of the 47th Mutamar Muhammadiyah in Makassar in 2015 regarding economic independence. This independence is considered very necessary in order to facilitate the realization of the vision and mission of Muhammadiyah in developing progressive Islam [1].
The idea of forming TokoMU at this early stage still has obstacles in terms of the 'idea' because there are concerns from Muhammadiyah members who already have grocery stalls so they do not compete with fellow members of the association. This concern is justified because several studies revealed that the entry of modern shops into each road network system in the form of minimarkets has threatened the existence of traditional shops in the surrounding area, where traditional shops are shops that provide household needs such as groceries, food, and drink. Traditional shops are businesses that are owned by some people and support their lives. Apart from being easy to set up with minimal capital, this business also has the potential to generate direct profits. Traditional shops, in general, are family businesses that do not rule out the possibility of absorbing labor. Along with the development of the times, traditional shops are increasingly experiencing setbacks. This happens because of the emergence of modern shops in each road network system, which are considered to have potential by retail businesses [2].

The issue of 'idea' contestation has been cleared beforehand at the leadership and community levels with an agreement that TokoMU is not adjacent to grocery stores/stalls owned by the community members, but it takes locations in the tourist areas of Depok and Parangtritis Beach where buyers come from tourists outside the area so it does not reduce buyers at local stalls.

The business potential of TokoMU in the Head of the Muhammadiyah Branch in the Kretsek area, especially in coastal tourism areas, is very potential. This can be predicted from the large number of tourists who come every day, especially on weekends and national holidays, which are always booming, even though it is difficult to find a parking space. The needs of these tourists are very large, and until now there are no national network minimarkets such as Indomart and Alfamart that are allowed to stand along the coast from Depak Beach to Parangtritis beach along the 6 km.

In fact, the real problem faced by the Head of the Muhammadiyah Branch in Kretsek in realizing TokoMU is the lack of human resources (people) who are trained to manage network-based stores both at the service technical and managerial levels (service excellent and management) for employees.

The location where TokoMU will be built is near the tourist areas of Depok and Parangtritis Beach. The distance from the UMY Campus is 28.3 km, or it takes about 52 minutes by car.

Solutions to overcome these problems are (1) increasing the ability of network-based retail business management for the target group and (2) provision of stimulant capital objects as a stimulus for business enthusiasm.
2 Methodology

To reach the solution as mentioned above, the methods implemented by this community service team are (1) conducting training on network-based retail management conducted by experts/consultants in this field and (2) provision of stimulant capital objects in the form of a cashier's financial machine.

The implementation of community service uses a participatory approach. The training was carried out by presenting material from the management aspects of financial management (people), goods management, and marketing, and then continued with training on service excellence [3]. This material was delivered by Mr. Muhammad Muzaqi Al Amin, a consultant for a national network store (a member of the association) as an Expert Partner in this Community Service.

Evaluation of the implementation of activities is carried out at the end of the program through discussion and question and answer to see an increase in partners' knowledge. Simulations are also carried out to deepen material that is still not mastered by trainees who have previously undergone a pre-test.

3 Results and discussion

3.1 Applied Technology: Retail Mix

The technology that will be applied in this Abdimas is the application of the Retail Mix Concept or assimilation. The marketing mix concept, which continues to grow, is also in terms of its implementation. In the context of modern retail management, the concept of the retail mix is also known. The concept of the retail mix is actually the heart or driving force of all operational aspects of retail management. For this reason, it is important for concept observers and retail practitioners to pay attention to the concept and implementation of the retail mix [4].

The retail mix is the elements that are the determining factors in the implementation of strategies and tactics carried out by retailers. The retail mix consists of several elements: Place, People, Product, Price, and Promotion. These five elements complement each other so that they are depicted in the form of a building resembling a house. These elements can be described in detail in Figure 2.

![Figure 2. Retail Mix Marketing Scheme](image-url)

The retail mix consisting of the elements of Place, People, Product, Price, and Promotion is very substantial in developing strategies in the retail business. Errors in determining one of these elements will have implications for other elements. For this reason,
the top-level management in the retail business's main task is to be concerned with all the elements of the retail mix. In developing a Retail Strategy, retailers must also always respond to changes in the surrounding environment because these changes allow for new strategies to be implemented to face intense competition [5].

Planning determines the goals and actions that must be taken, such as strategies, policies, programs, and procedures to achieve these goals. After the goals are set, the strategies, program policies, and procedures are determined to achieve these goals. Organizing is identifying and classifying the required activities. Then the grouping of activities needed to achieve goals The authority is given by the manager to each group both horizontally and vertically in the organizational structure. Charging staff activities to fill the right person to carry out the tasks and jobs that have been defined in the organizational structure. The effectiveness of an organization is very dependent on the ability of the organization to organize and deploy human resources to achieve these goals. Directing, making all group members willing to cooperate and work sincerely and passionately to achieve goals in accordance with planning and organizing efforts. Control is the measurement and improvement of the implementation of the work of subordinates so that the plans that have been made to achieve the goals can be implemented.

Meanwhile, from a management perspective, training was developed based on a basic understanding of general and specific organizational management principles. Organization, according to Sondang Siagian (2003) in Hendra Rasminto (6), is any form of alliance between two or more people who cooperate with each other and are formally bound in order to carry out the achievement of goals that have been determined in a bond that exists in a person or several people who are known. as superiors and a person or group of people known as subordinates. Meanwhile, management is how to manage an organization so that it runs effectively in achieving its goals. The main purpose of understanding management in an organization is to improve managerial ability or management knowledge and skills to help make descriptions, explanations, and predictions about management problems so that correct management practices are produced so that organizational goals are achieved effectively (7).

According to Haryanti (2016), one of the approaches used to study management is the function or process approach. According to this approach, to achieve organizational goals with and through cloth people efficiently and effectively, managers are required to carry out management functions, also known as managerial functions, management activities, administrative activities (administrative operations), management process (management process).

### 3.2 Implementation of Training and Outcomes

This network retail store management training was implemented in 3 training meetings with a duration of 3 hours for each meeting. Time allocation is made flexible by encouraging participants to optimally carry out critical interactions with trainers. The average trainer starts the training with a presentation of about 1 hour and then carries out a discussion with a case-based problem-solving model or problem-solving in certain cases chosen or the participants' choices.

The training begins with arousing interest and motivation for doing business in Islamic teachings, then continues with material insights about current economic progress, opportunities that can be exploited, and the basics of managing retail stores. Retail mix management is the material that is broken down into 2 meetings, namely the second and third meetings. The second meeting discussed products and people, with an emphasis on the choice of products to be sold and what skills must be possessed by organizers in the retail business to realize service excellence. At the third meeting, the material focused on price, place, and promotion. In the discussion of prices, the factor of inventory management or management
of goods storage is a very important concern for optimizing profits in addition to material about product listing/delisting and an understanding of Pareto's Law [8]. The discussion on place emphasizes choices of the right place to set up a retail store, especially in rural areas and not on main roads or national roads. The determination of this place is very decisive regarding the number of people visiting the established store, while the choice of goods and prices will affect the level of purchasing of a product being sold. Therefore, determining the location will involve several factors, both the strategic location of the place and the psychological considerations of the community [9]. In fact, for beginners (startups), determining the place of business will be very decisive in today's business competition because if you are in a business condition that has intense competition, the location selection factor becomes an important main component so that the business you are running can also compete effectively. It is necessary to have a strategic business location and easy to reach by consumers [10].

On the other hand, promotion emphasizes community-based communication in the area around the store's establishment by utilizing the support of social media technology such as WhatsApp and Facebook to establish citizen communication to maximize sales. This is indeed in accordance with research published in the Entrepreneur Journal that retail stores, as SMEs in general, have limited promotional costs that must be handled carefully and creatively by their managers. Social media is an alternative instrument for finding cheap and direct marketing breakthroughs [11].

![Figure 3. Implementation of TokoMU Management Training](image)

From the series of training that has been carried out, the Abdimas executors carry out pre-test and post-test evaluations to determine the level of mastery of the material that the training participants can absorb. The results obtained illustrate that, in the aggregate, there has been a very significant increase in understanding, namely with a maximum score of 100 points, so the average pre-test result is 42 to 86 in the post-test. These results show the seriousness and enthusiasm of the participants to master the skills in managing retail stores. The results of the post-test also have a very good psychological impact to foster optimism among training participants in planning and implementing the establishment of a new business in the form of a retail shop. The psychological impact of this is also felt among the administrators of the Muhammadiyah branch, especially those in charge of empowering the ummah's economy, to be more enthusiastic in their efforts to raise economic resources in this Kretek branch. This can be seen from the amount of support given by the administrators of Lazizmu, Kretek Sub-District, who have committed to financial assistance to realize the establishment of TokoMU (retail) in this area, in addition to the presence of several
individuals who are ready to open retail stores as part of the retail network of TokoMU at the sub-district level.

**Figure 4.** Score of Ability to Master Training Materials

### 4 Conclusion

From the Abdimas activities, it can be concluded that the program implemented is very helpful to the community in overcoming the problem of low management skills related to the management of a networked store, TokoMU, through training to improve the capabilities of Muhammadiyah cadres and members in the Kretek sub-district. This capacity building not only has an impact on the effectiveness of TokoMU management later, but more than that, it can have a psychological impact, namely growing optimism in realizing TokoMU among Muhammadiyah members.

In maintaining the continuity of this resource capacity building program, it is very important to continue the activities through the institutions that have been formed through this Abdimas so that their benefits will continue to be increased and felt by members of the public in general, especially Muhammadiyah members.

This program would be very good if implemented in other places in order to strengthen community economic institutions further through the retail economic sector. This is in accordance with the general condition of Muhammadiyah members, who must be even stronger in encouraging their economic empowerment.

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### References

[1] Iskandarsyah (2018), Muhammadiyah akan Dirikan Toko di Setiap Desa,