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Change Management Training and Guidance for Gempita Berkarya Group, Banua Rantau Village, Batang Alai Selatan District, HST Regency

Zainal Arifin

Management Program, STIE Indonesia Banjarmasin
Banjarmasin

Budi Artinah

Accounting Program, STIE Indonesia Banjarmasin
Banjarmasin

Antung Noor Asiah

Management Program, STIE Indonesia Banjarmasin
Banjarmasin

Mujenah

Accounting Program, STIE Indonesia Banjarmasin
Banjarmasin

Pebrina Veronica

Management Program, STIE Indonesia Banjarmasin
Banjarmasin

Cindy Lea Novita

Management Program, STIE Indonesia Banjarmasin
Banjarmasin

*corresponding author: zainal@stiei-kayutangi-bjm.ac.id

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ABSTRACT

The production of traditional cakes is now starting to decrease due to the presence of modern cakes and even imported cakes. It takes a lot of effort and help to revive the traditional cake which is a symbol of a region. The activities of providing counseling, motivation and change management to 20 traditional cake craftsmen in Hulu Sungai Tengah Regency provided benefits to help them dare to take important decisions in business,

BACKGROUND

There are many types of traditional Indonesian cakes. Each cake has its own characteristics. Now, traditional cakes are slowly being replaced by the presence of modern cakes. Cakes are

snacks or snacks that are usually not found on the main menu. In general, cakes are made of dough. To cook cakes, many ways are used, such as baked, steamed, or fried.

Indonesian traditional cakes have various shapes and flavors. There is a taste, sweet, salty, even savory. It all depends on where the traditional cake comes from. For example, cupcakes. The main ingredient of this cake is rice flour, mixed with cassava tapai, flour, sugar, and developer. The presence of cupcakes is usually present in dishes in Bali or at community gatherings. The cucur cake is a traditional Indonesian cake which is also found in Malaysia and Southern Thailand. This cake has a popular version, namely Kue cucur betawi (Jakarta). The sweet taste of cucur cakes makes this cake usually served at weddings and festivals.

Management is defined as the process of planning, organizing and using other organizational resources so that organizational goals can be achieved as determined. While business has a definition as an activity that aims to sell products in the form of goods or services. From the understanding of management and business understanding above, it can be concluded that business management is an activity to regulate the sale of products in the form of goods or services that can provide the maximum benefit to the business actor/business.

The importance of business management in business because business actors need effective and efficient arrangements to run their business. To process what is in their business, they must use management principles. If you do not use management principles, the business journey in the management system cannot run or operate properly. This also applies to micro, small and medium enterprises or MSMEs, all aspects of management are needed to run their business. Even though unknowingly MSME actors have also applied these management principles, many of them still use traditional, familial, and simple methods.

Every organization is required to continuously innovate and update its processes and operational efficiency to collaborate with the expanding market and adapt to the ever-changing market behavior. Likewise, the tastes of consumers who use MSME products have changed from time to time, so MSMEs must also keep pace with changes in their strategy and organization. According to Kotter (2011), change management is an approach to change individuals, teams, and organizations to the desired future conditions. Where corporate innovation will pave the way for future company growth and competitive success (Sasono and Rahmi 2014).

Efforts to Increase Family Income (UP2K) are all economic activities carried out by families, both individually and in groups whose capital comes from non-governmental organizations, which are expected to be able to encourage community members through various businesses such as making household products. One of the Gempita Berkarya Group, Banua Rantau Village, Batang Alai Selatan District, Hulu Sungai Tengah Regency, where they still make gagaduran wadai (cakes) which are traditional cakes from Hulu Sungai Tengah Regency which are almost no longer made by other residents. Competition with modern cakes that are more efficient in making, with better and more attractive packaging, even cheaper make this traditional cake increasingly marginalized, almost no demand, so that public interest is much reduced.

However, to turn into a serious business or turn a home industry into a company seems far away and just wishful thinking because they do not know how to maintain and develop their business in the future. Because it needs concern that is not only technical in nature, but only in packaging. Where they also need management development for processed creativity, modern marketing, human resource management, financial management through change management.

With the educational background of most of them being low and some even not attending school, it is difficult for the craftsmen of processed wadai gagaduran in Banua Rantau Village, Batang Alai Selatan District, Hulu Sungai Tengah Regency to get a steady and decent profit. The following are the problems faced by the object of activity;

- a. So far, the ingredients and manufacture are still done in a traditional way, making cakes expire quickly and get damaged quickly, where this is especially the case with almost no packaging.
- b. So far, the marketing done by the craftsmen is done independently by just waiting for the buyers to come, so the number of processing
- c. Financial records are almost not carried out so that the management of business finances and household needs becomes one, it is difficult to control, and it is known whether or not it is profitable.
- d. Do not understand and do not realize the importance of having a change or business development plan

- e. Lack of guidance from any party, especially regarding change management which makes them mentally continue to carry out production and marketing as well as financial administration in the old way with uncontrolled quality.

METHODS

As described previously, from the priority problems to be solved according to the expertise of the proposing team, the approach methods offered to support the realization of community service are as follows:

- a. Provide training and guidance on the importance of management and change management for wadai gagaduran producing communities at the Banua Rantau Village Head Office, Batang Alai Selatan District, Hulu Sungai Tengah Regency.
- b. This training and guidance method aims to provide awareness to MSMEs so that they are able to do business effectively and change in the future.
- c. Together, SMEs identify opportunities for environmental threats, organizational ineffectiveness, group cooperation and individual weaknesses
- d. Together with MSMEs, make plans for changes in business organizations based on the above environmental, organizational, and work diagnoses (b)
- e. Game play to give confidence in making decisions
- f. Q&A after presentation

RESULTS

In the initial stage of training and guidance, the team summarizes the expectations of the trainees after attending the training, as follows:

1. After attending this training, participants are expected to be able to:
2. The business is progressing
3. Marketing is getting wider
4. Business knowledge increases
5. Business insight is getting more open
6. Increase capital
7. Increase profits
8. Understand how to pack

From the results of the change management training and guidance, the following results are obtained:

Table 1

Comparison Before and After Training

No	Training Materials	Before	After
1	Business Threats	Not knowing and aware of business threats Not knowing and aware of business threats	Can identify the health, safety, and effectiveness of the product
2	Business Opportunities	Less understanding of business opportunities	More understanding of business opportunities
3	Business Development	Planning Don't know how to plan business development	Start identifying what needs to be developed such as packaging and market
4	Entrepreneurial spirit	Afraid to make a definite business plan	Realizing the need to get rid of negative thoughts that make you afraid to make a business development plan Business Threats

So far, the participants have paid little attention to the threat of business, they consider their business activities to make cakes unrelated to other people's business activities, including the presence of cakes from other regions, let alone from abroad. What they feel is a reduction in purchases according to them only as "not fortune", "it's fate", so that some of them continue to do business as usual, from generation to generation.

With the training provided, it was conveyed one by one the presence of cakes in their environment which caused the demand for their cakes to decrease, they began to realize but were still confused about what to do, in this case the team intervened to open the participants' awareness. Then participants began to associate the product with threats to health, safety, and product effectiveness.

There are many business opportunities to support the marketing of wadai gagaduran which together with the team and participants have succeeded in identifying such as the geographical location of the city of Barabai as district traffic from Hulu Sungai Selatan Regency to Amuntai or Tanjung, utilizing South Kalimantan Province as a buffer city for the new capital city of the Republic of Indonesia. which is in North Kalimantan where people who want to go to the capital via South Kalimantan either by sea or by air will pass through the city of Barabai.

In addition, Hulu Sungai Tengah Regency is quite famous for having interesting natural tourist attractions such as:

1. Lok Laga with its clear and fresh river water and beautiful and beautiful natural scenery around it,
2. Batu Sawar Cave looks small. but, once you enter and walk through it, you will realize that this cave is very wide.
3. Rindang Hills, the natural scenery of Hulu Sungai Tengah from the top of the hills of the Meratus Mountains makes the holiday feel more special.
4. Pagatan with its beautiful cave,
5. Bajandik cascade with water cascade where hot and cold baths are famous

Where this can be used by wadai gagaduran traders to offer to those who happen to pass by or who deliberately stop by for a tour to get souvenirs typical of the Barabai area.

Planning involves determining what will be done, the reasons for doing it, how to do it, when to do it, and how the strategy will be carried out. Where before doing that all required readiness from the individual from mental changes, motivation, knowledge, skills, attitudes, and abilities that must be changed. When participants were asked to make a business development plan, with a low educational background they had a lot of difficulty putting it into written form. The team tried to help them to put it into simple sentences using language that the participants could understand until they finally started to identify what needed to be developed, such as packaging and markets.

The determination to make changes followed by planning for business development, it is necessary to determine the exact time when the implementation of the realization will find difficulties, because almost all participants did not write down when to start implementing the changes. From the results of the question and answer session with the participants, the team found the answer that many participants had obstacles because they had negative thoughts so they had doubts.

The team tried to help awaken and reduce their fears by playing the game "hi the blind" where one participant was blindfolded, then asked to pass through a road that was previously blocked by a number of jewelry, cellphones, cakes, but was later removed, but the blindfolded participants did not told to keep walking carefully with the guidance of other participants. When completing the journey, participants whose eyes were closed were opened and closed until they saw again, where the participant was asked to convey his feelings when walking with his eyes closed which according to him there was a feeling of fear of being stepped on by valuables and others, while he always listened to other participants to guide him. The lesson from this game is to dare to make decisions, get rid of feelings of fear, and don't just believe what other people say.



Figure 1 Team Delivers Training Materials



Figure 2 Discussion between Participants on the Results of Business Development Planning



Figure 3 Play "Hey Blind"

CONCLUSIONS

1. Business development starts with mental changes, participants have realized the importance of mental changes to change their destiny
2. Some participants have repaired the packaging for wadai gagaduran products, some have planned the same thing
3. Participants start planning marketing developments that don't just wait but take advantage of social media and networks
4. Participants realize the importance of managing finances well.
5. Participants have understood and realized the importance of having a change or business development plan

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