

Design and Creation of a Profile Catalog of MSMEs Assisted by PT. Pertamina Hulu Rokan, Mandau Region and others

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Abstract

The current problem is that many small and medium MSMEs are not touched by technology and do not have valid information regarding their business profiles or information about what products are offered to the market. This activity is a simple effort to overcome MSME problems, one of which is by presenting profiles and business catalogs from the MSMEs themselves. In accordance with the assignment mandated by PT partners. PHR hopes that its fostered MSMEs in Mandau District and its surroundings. The main goal is to have a positive influence on MSMEs and others by equipping them with something that is up great. Creating MSME Profiles with complete Business Catalog designs both in digital and paper-based forms. Guan to increase the capacity of MSMEs, competitive in the long term. This community service activity was carried out on MSMEs fostered by PT Pertamina Hulu Rokan (PHR) in Mandau District and its surroundings.

Keywords: UMKM; business profile; catalog, branding; consumers.

1. Introduction

The complete enumeration results of the 2016 BPS Economic Census, the number of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is 26.26 million businesses. From the 2017 data, there was an increase of around 2.02% or equivalent to 60,199,606 MSME units in 2018 as MSMEs recorded at the Ministry of Cooperatives and SMEs of the Republic of Indonesia, have experienced the development of micro, small, medium enterprises (MSMEs) and large business data (UB). According to the latest data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia in 2024 will reach more than 65 million units. These MSMEs are spread across various sectors, including culinary, fashion, handicrafts, to digital technology. The Ministry of Cooperatives and SMEs targets that MSMEs that can enter the digital market will increase to 24 million units in 2023 and will increase to 30 million units in 2024. For Riau province with a total of 42,029 MSMEs, after Pekanbaru, Kampar, and Indragiri Hilir (ukmriau.com). In 2020, Indonesian MSMEs faced quite a surprising shock, this was due to the emergence of the Covid-19 pandemic which required MSME actors to think hard to survive. In Riau itself, the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) reported that the 2022 MSME Data in Riau was 252,574 units. This shows the very rapid development of MSMEs compared to the previous year, this rapid development indicates that the existence of MSMEs is increasingly recognized and needed by the Riau community. Therefore, it is an important goal to create MSMEs that have quality and competitiveness.

The main problem of MSMEs fostered by PT. Pertamina Hulu Rokan (PT. PHR) in Mandau District, city is the unavailability of MSME profiles and catalogs that can be useful for both MSMEs and PT. Pertamina Hulu Rokan which can be used for socialization purposes, profile development, CSR distribution, development of fostered businesses and other information. MSME actors tend to ignore and do not have attractive MSME profile and catalog designs in an effort to increase their sales or for the existence of MSME businesses.

Currently, MSME profiles and catalogs are not available at all. In fact, some MSMEs have been established and exist in the business world for quite a long time, some are longer than their current age because the business is a legacy

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from the previous generation. They prefer to do what they do, and run their business like they do every day. In fact, the existence and success of a business is largely determined by how much information consumers and others have about the products and business actors that are currently present in the Riau community.

Therefore, in accordance with the assignment mandated by the partner PT. PHR expects that its fostered MSMEs in the Mandau Districts will continue to exist and be recognized in a wider environment, and have a positive influence on other MSMEs by equipping themselves with something that is up great (Upgrade). This is intended in the form of creating an MSME Profile with a complete Business Catalog design both in digital and paper-based forms. Guan to increase the capacity of MSMEs, competitive in the long term.

The basic contribution to the target audience in the form of MSME actors having MSME profiles and catalogs about the importance of self-identity as business actors and marketing strategies and increasing good positioning, as well as creating attractive profile and catalog designs for MSME actors to attract the interest of the wider community so that efforts to increase the existence, attraction, trust, identity, sales, and income of MSMEs can be achieved.

PHR through the Corporate Social Responsibility (CSR) program and Cooperation with Universities in this case the Bengkalis State Polytechnic (Polbeng) together are committed to increasing the capacity and insight of MSME actors to be more competitive. Therefore, the title of the proposed community service activity is "Design and creation of catalogs and profiles of MSMEs fostered by PT. Pertamina Hulu Rokan (Mandau)". Based on the situation analysis above, the problems experienced by MSMEs today are in addition to not having, minimal knowledge of important information about MSME business catalogs. Even though some MSMEs have been established and exist in the business world for quite a long time. They prefer to do what they do, and run their business like they do every day. In fact, the existence and success of a business is greatly determined by how much information consumers and others have about the products and business actors that are currently present in the Riau community.

Partner Desire PT. PHR hopes that its fostered UMKM in Mandau Districts will continue to exist and be recognized in a wider environment, and have a positive influence on other UMKM by equipping themselves with something that is up great (Upgrade). This is intended in the form of creating an UMKM Profile with a complete Business Catalog design both in digital and paper base form. Guan to increase the capacity of UMKM, competitive in the long term.

The basic contribution to the target audience in the form of UMKM actors has an UMKM profile and catalog about the importance of self-identity as a business actor and marketing strategy and increasing good positioning, as well as the creation of an attractive profile and catalog design for UMKM actors to attract the interest of the wider community so that efforts to increase the existence, attraction, trust, identity, sales, and income of UMKM can be achieved.

2. Methods

The implementation method of Community Service Activities is explained as follows: As an initial step, the team conducts a situation analysis of MSME actors so that the problems faced by MSMEs can be determined. After knowing the problems, the team will prepare a plan for the solutions offered. Furthermore, the problems and their solutions can be mapped through Figure 2.1 below:

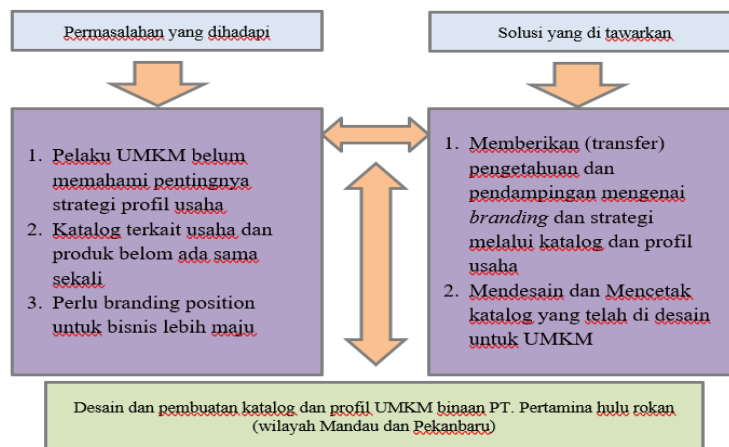


Figure 1. Problem Mapping and Solution Design Overview

To overcome obstacles and problems in MSMEs, the team designed the Implementation Technique of the solutions offered explained in several stages, starting from the pre-activity stage, implementation to evaluation of results. The explanation of each stage can be described as follows;

Initial Stage - Pre-Activity. At this stage, the efforts made begin with the preparation of preconditions for extension, building a concept of mutual understanding, commitment with target groups and related elements, aligning all objectives and plans for extension activities, and focusing on the needs of target groups and priority problems. Team Strengthening requires the need to ensure readiness in their respective roles, functions and tasks, as well as the implementation of the agreed activity schedule. Furthermore, carrying out information mining and direct field observations by the service team together with the target group, analyzing the need for activity information data.

Implementation Stage. Knowledge Transfer Activities are carried out by providing assistance in the form of socialization and counseling about the impact and utilization of activities and the importance of having a catalog and profile of MSMEs. Knowledge transfer to MSME actors explains the importance of MSME information and products to be able to reach the community directly as promotional materials, attraction, increasing sales, to meet marketing and revenue targets and achievements. In the assistance activity for the strategy of creating MSME catalog and profile designs, this is the stage of implementing the revitalization of business catalog profiles, goals, and information so that the information achieved is more accurate. The activity of designing and printing MSME profiles and catalogs (Design and Print), the activities carried out at this stage are intended for MSME actors. The MSMEs fostered by PHR that receive benefits are as follows:

Tabel 1. Name of UMKM Group Business; Beneficiary

No.	Business Name	Product	Profile
1	RJL	1. baju kerja 2. warepark 4. baju dinas	Tahun Berdiri ; 2021 Usaha; seragam kerja dan sekolah Izin NIB; 1612222 00 47496 Pemilik; suci sulartri Jl. Hangtuah No.04, 10 dan 11 Tambusai Batang Duri, Kec. Mandau
2	Bakpia chelsy	1. kue kemojo 2. bolu pandan 3. roti jalar	Tahun berdiri: 2016 Usaha: aneka ragam kue Izin NIB; 2012 22004 3325 Pemilik: Ratna Sari Alamat: Jl. Wonosari Balai Makam Kec. Bathin Solapan
3	Heny Cake n Cookies	Aneka Kue (Bolu, Cookies)	Tahun berdiri; 2010 Usaha: Olahan kue basah dan cemilan Izin NIB; 1401220008959 Pemilik: Heny Mestriawati Alamat: Jl. Kamboja Gg. Selamat Kec. Mandau
4	Dendeng Organik Rezki Bunda	Aneka makanan daun ubi (Dendeng original, dendeng daun ubi)	Tahun berdiri; 2017 Usaha: cemilan Olahan daun singkong Izin NIB; 2012 22005 1728 Pemilik: Yesmiyetti Alamat: Jl. Perumahan BTN Tahap II Blok EI – Balai Makam Kec. Bathin Solapan
5	Mutiara sekumbang	1. Sate lidi 2. Kerupuk cabe Singkong original	tahun berdiri: 2005 Usaha: Ubi Kayu dan Ubi rambat izin NIB; 2012 22004 0118 Pemilik: Epi Mulyani Alamat: jl. Wonosari balai makam Mandau
6	Cahaya ummi	1. Kerupuk cabe 2. Kerupuk ketela/singkong 3. Kerupuk original	Tahun berdiri: 2012 usaha: ANEKA jajanan berbahan ubi Izin PIRT: 2151 4080 10247 pemilik: Nur 'Aini Alamat: Jln. Echo No:08 Perumnas Tahap 4 Desa Balai Makam.

No.	Business Name	Product	Profile
7	Dadang Bersaudara	1. Kerupuk lento 2. Kerupuk Sanjai ubi 3. Kerupuk kuning	Tahun berdiri: 2000 Usaha: Kerupuk olahan dari bahan ubi kayu Izin NIB ; 2012 22005 1728 Pemilik: Rediyalni Zarti Alamat: jl. Wonosari Km. 3,5 Balai Makam, Duri

Several MSMEs are in the process of data collection and completing other information.

Source: processed data

At this stage, the team will design and create a catalog and profile of PT. Pertamina Hulu Rokan (Mandau areas) fostered UMKM. Furthermore, it will conduct an evaluation and feasibility test stage before pre-printing. then it will be printed and given to UMKM actors so that later UMKM actors have their business profiles and catalogs.

Evaluation Stage, this stage, the team conducts an evaluation related to the knowledge transfer activities that have been delivered. In addition, at this stage the team will monitor the sales results on the packaging that has been revitalized to ensure that the objectives of the community service activities are achieved. At each technical stage of implementation, it is always accompanied by a control process as a step to ensure that each process is carried out properly and on target. The design scheme for implementing community service activities can be seen in the following image:

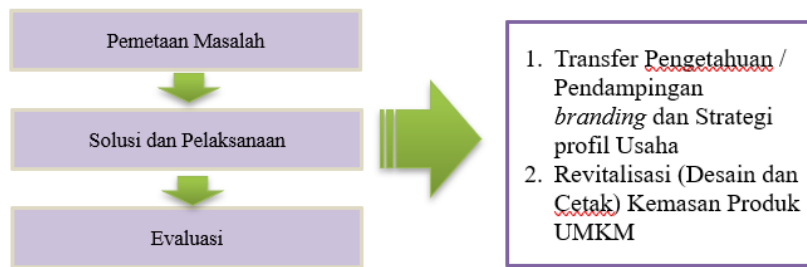


Figure 2. Proposed Work Program Flow Chart

3. Result and Discussion

The implementation of the activities of designing and making catalogs and profiles of MSMEs fostered by PT. PHR in the Mandau area and its surroundings, is carried out through several stages including the preparation stage, the catalog and profile design stage, and the finalization stage. At this stage is the design brief stage with the business owner. The approach taken is to directly review and see the real conditions in the field related to the product. Conduct active discussions to get as much information as possible about what is the focus of improvement. Conduct interviews, observations and field studies for data collection and needs analysis. This implementation has been carried out some time ago. Interview activities were carried out twice, namely at the end of July and in August 2024



Figure 3. Implementation of data collection and field interviews stage 1 in the Mandau city (RJL, Tiga Saudara)

The implementation of the report on the publication of mentoring activities for the improvement of MSMEs by Polbeng Lecturers from the AKP, Bidi and ABI Study Programs of the Business Administration Department has been carried out, Community Service with the theme "Publication of mentoring and improvement activities by Polbeng Lecturers from the Business Administration Department, Community Service with the theme "Revitalization and improvement of MSMEs" has been published on; <https://pekanbaru.tribunnews.com/2024/09/02/dosen-bersama-mahasiswa-polbeng-dampingi-umkm-di-kecamatan-mandau-bengkalis>

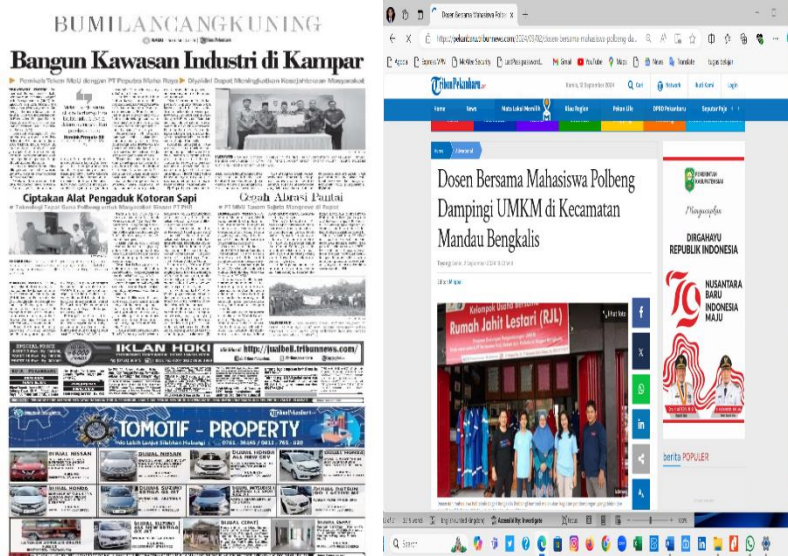


Figure 7. mentoring and data collection activities for packaging design and product profiles (documentation of implementation publication)

coaching video activities on the link; <https://www.youtube.com/watch?v=ZRvr9e95Yb4> or <https://youtu.be/ZRvr9e95Yb4?si=8WgbubXhgnkO-Ra>



Figure 8. data publication via video media on youtube.com channel

In the implementation of this activity, after the team conducted a survey and visit to the business premises, the next step was to analyze the data and information obtained to be able to describe the main purpose of the implementation of the activity. Based on the exploration of field results, existing and routinely used packaging, used as a reference source for catalog materials and UMKM profiles, there are several things that must be improved as seen;

Tabel 2. Description of the initial packaging design stages

No.	implementation stages	Description
1	Socialization	For a better image and branding By having an attractive and professional business profile and catalogue, as a primary source of data information. This can increase trust and reflect credibility, reliability, and excellence in service and service performance from MSMEs.
2	Data Collection	The focus of data collection is to obtain information about MSME profile and product data, design content in determining work progress, targets, and pre-printing and design
3	Relevant material information	The information needed is the main target of packaging and catalogue design activity mapping materials, information needed related to MSME profiles, product profiles, quality and information related to products and other information related to MSMEs.
4	catalogue design and product profile	The function of catalogue design and product profiles is to maintain business quality, durability, quality control and business/product brands, as well as attraction and information related to products and businesses.
5	Benefits of design and profile	The benefits of design and profiles are intended as information to fill consumer needs for product information, product quality, benefits, and other information needed as product quality requirements

Source; processed data

Finalization Stage, Final Design To support this original dendeng packaging product, it is designed according to the topography of the business owner's regulations, containing information about the brand, seller identity and production location. Conveying information related to the product and product quality. The logo element of the identity design is required to be modern and look dynamic and fashionable. Sans serif fonts can represent this impression because they look more minimalist, easy to read. Strong text, bright colors, and simple designs. Logos are able to present products exclusively, colors can create emotions, trigger memories and can provide sensations.

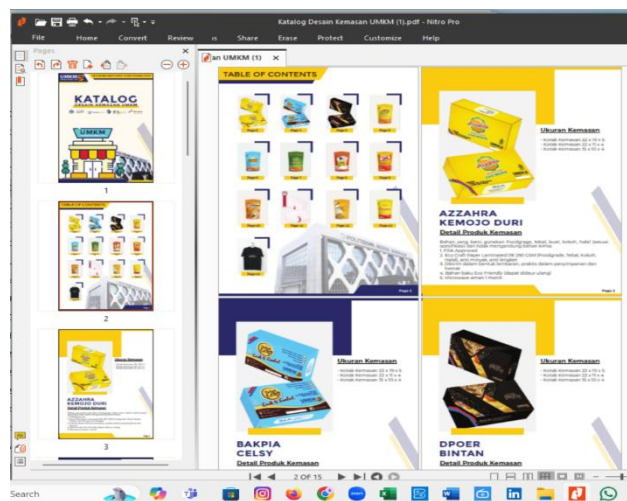


Figure 9. Catalog and profile design (attachment)

4. Conclusion

Based on the data obtained from the results of community service regarding the Design and creation of catalogs and profiles of UMKM fostered by PT. Pertamina Hulu Rokan in the Mandau region, it can be concluded that for the Design and creation of catalogs and profiles of UMKM fostered by PT. Pertamina Hulu Rokan in the Mandau region, it is carried out with a qualitative descriptive approach where the implementation of the approach is to improve the quality of profiles and catalogs related to UMKM and products, improve brands and marketing quality. This effort is carried out as an indicator of increasing UMKM sales and income.

The output of the activity (Output) is the implementation of mentoring activities on the Design and creation of catalogs and profiles of UMKM fostered by PT. Pertamina upstream Rokan Mandau region, the impact (outcome) of this activity is in order to improve the skills and brand marketing of MSMEs related to the standardization of catalog design and product profiles and increasing market share, gaining appreciation from the community

For suggestions themselves, with this activity and other activities that focus on community service, in each MSME there needs to be an activity like this for coaching and mentoring which aims to increase productivity and performance in MSMEs so that there is not only an increase in productivity, but also improvement in management and improvement of business governance consistently and continuously in creating MSME independence.

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