

P-IRT ENTREPRENEUR DEVELOPMENT TRAINING FOR WOMEN'S GROUPS IN ACEH UTARA

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ABSTRACT The development of home industry entrepreneurs (Pelaku Industri Rumah Tangga, P-IRT) for women's communities (MSMEs) in Aceh Utara (North Aceh) in 2024 is unimpressive; from a total of 16,623 micro and small enterprises, they have not been able to contribute to the equitable distribution of welfare in Aceh Utara. P-IRT issues are further impacted by a lack of awareness and comprehension of financial reporting practices, knowledge of business management, and fundamental Islamic business concepts, in addition to a lack of the government's intent and restricted access to financing. Therefore, this service needs to be implemented to strengthen the women's groups home industry, which is the primary source of income for every family in Aceh Utara. In this activity, the implementation method is executed by initial mapping (observation), problem analysis, training assistance approaches, and evaluation. Socialization, training, mentoring, and monitoring are the phases of community service implementation for Aceh Utara's women's home industry entrepreneurs (P-IRTs). The activity's findings show that women's community entrepreneurs can more easily earn P-IRT certification by applying business management and that digital marketing is essential for boosting revenue and reaching enormous consumers. Additionally, it is simpler for P-IRT to develop a business in a more quantifiable and accountable manner when they possess structure and organized financial reporting abilities. The concept of Islamic business provides a good and in-depth understanding of running a business in accordance with Islamic principles and boosts consumers' and investors' trust. More transparent management demonstrates the benefits of this commitment.

KEYWORDS: *P-IRT, Business Management, Financial Report, Islamic Business Concept, UMKM.*

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of a nation's economic activity. It is indisputable that MSME entrepreneurs play a significant role in the economy's movement, including in Indonesia, where President Jokowi estimates that there will be 65 million

MSMEs by 2024, accounting for 61 percent of the country's Gross Domestic Product (GDP) . Therefore, MSMEs must receive extra consideration with programs to support MSME groups and also provide business financing for the unbankable (minimal collateral) and enhance product quality. This program is considered to be able to reduce the dominance of loan sharks and improve the microfinance industry. In addition, it is necessary to recognize that enhancing the quality of MSME products, including packaging and branding, is an important component in bolstering the competitiveness and export capabilities of Indonesian MSMEs.

Since women usually manage small and medium-sized businesses (SMEs), government assistance is essential to the long-term viability of women-owned businesses. Micro, small, and medium enterprises have emerged as the primary driver of the economy. The Philippines and Singapore continue to develop women's capabilities and engage non-governmental organizations to synergize and collaborate to improve women's businesses (Hartati, 2024). This can contribute to the economic empowerment of women in Indonesia, as the growth of women's businesses greatly depends on the involvement and assistance of the national and local governments. Similarly, in Aceh province, the prospects for MSMEs (Micro, Small, and Medium Enterprises) are quite promising, considering the potential of the regional economy and abundant natural resources. The Aceh Cooperatives and MSMEs Service noted that the number of MSMEs in Aceh in 2024 was recorded at 424,850 entrepreneurs, comprising 423,178 micro business entrepreneurs, 1,470 small business entrepreneurs, and 202 medium business entrepreneurs. MSME entrepreneurs in Aceh are generally dominated by women (Kusumaningrum, 2021); women do not yet have the freedom to develop their economic capacity independently, even though women can be strategic partners in the development of regional and rural economies through home industries. Kusumaningrum (2021) mentions that a business led by a woman can serve as an educational instrument for society at all levels, resulting in both sociocultural and economic advantages.

Therefore, prioritizing home industries, the majority of which are women, can benefit Aceh just as much as the private sector's contribution to the country's economic stability. The existence of home industries, or MSMEs, in Aceh boosted the Aceh economy and increased the standard of living of the community, particularly women in rural areas. As a result, MSME products need to be able to compete in the market and sustain the local economy. Addressing the many challenges that MSMEs encounter, including a lack of funding and capital that has not reached all MSMEs in Aceh, particularly women, government assistance is necessary because not all of them are independent.

The Home Industry Development Policy initiated by the Ministry of PPPA has been strengthened by the Regulation of the Minister of Women's Empowerment and Child Protection Number 2 of 2016 concerning General Guidelines for Home Industry Development to improve

welfare through Women's Empowerment. This regulation is a reference for the government and interested parties in planning, implementing, and monitoring the development of home industries (Hartati, 2024).

Another case in Aceh Utara: the development of MSMEs for 2024 is not particularly promising; in addition to the region's poor economic development, the results in the agricultural sector have also decreased due to the unavailability of water for six sub-districts in Aceh Utara. The purchasing power of the people of Aceh Utara decreased annually; this affects the development of MSMEs because residents are more focused on fundamental necessities and the initiative to establish or develop small businesses is not motivated. In addition, the lack of attention from the government in training and financing support is a challenge for MSMEs.

Furthermore, Aceh Utara is a projection of one of the pilot districts for the development of home industry entrepreneurs, due to an area that has experienced delays in development, as well as the highest poverty rate in Aceh Province. Aceh Utara continues to be subpar in its implementation of home industry development. For this reason, the development of the home business, which is typically dominated by women, depends on the district government and assistants having a sustainable role. The number of UMK in Aceh Utara for 2023 is listed in the table below; with 16,623 UMK businesses, it should be able to contribute to the local economy.

Table 1: Number of Micro and Small Businesses in Aceh Utara in 2023

REGENCY	SECTORE CATEGORY	SCALE CATEGORY	YEAR	AMOUNT	UNIT
Aceh Utara	Trade Sector	Micro	2023	9.031	Business
	Agriculture Sector	Micro	2023	132	Business
	Mining Sector	Micro	2023	0	Business
	Industry Sector	Micro	2023	1.301	Business
	Fisheries Sector	Micro	2023	34	Business
	Transportation Sector	Micro	2023	15	Business
	Livestock Sector	Micro	2023	591	Business
	Trade Sector	Small	2023	5.151	Business
	Agriculture Sector	Small	2023	68	Business
	Mining Sector	Small	2023	10	Business
	Industry Sector	Small	2023	244	Business
	Fisheries Sector	Small	2023	18	Business
	Transportation Sector	Small	2023	10	Business
	Livestock Sector	Small	2023	18	Business

TOTAL UMKM	16.623	Business
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Source: <https://satudata.acehutara.go.id/>

Therefore, to develop home industry business entrepreneurs, particularly for the women's groups in Aceh Utara, we initiated providing community service by conducting management business, financial management, and application of Islamic business concepts training for female P-IRT in Aceh Utara. In starting to implement and develop a business, home industries need to know management with a robust regulatory system, including processing business permits, selecting raw materials, production procedures, packaging, and product marketing. This training is expected to strengthen the urgency to enhance the managerial knowledge and abilities of Aceh Utara's women groups.

In addition, financial management is the main pulse of a business entity. Home sector participants can assess income for each business period and reduce business risks by understanding how to manage their finances. For this reason, this training service is desperately needed in an attempt to impart knowledge in the areas of finance and management. Additionally, only ten women who are already registered with the Aceh Utara Trade and UMKM Office and have a business license number and P-IRT business number are eligible to attend this seminar. Through this training, the outcome also provides a deeper understanding of the importance of supporting micro, small, and medium enterprises for women through policies based on Islamic principles.

Through this community service activity, it can be concluded temporarily that the development of women's home industry business entrepreneurs with business and financial management training for MSME actors in Aceh Utara provides a significant contribution to business development and is highly relevant for women groups. This training with persuasive approach methods can increase the capacity, abilities, and logical and structured understanding of women's communities in managing their businesses effectively, as well as assist family economic independence and well-being.

1.1 Activity Objective

Based on the description of the issue formulation above, this community service activity implementation has the following objectives:

1. Provide basic knowledge about business management knowledge such as home business structure, business motivation, social media impact and online marketing and product processing.
2. Provide knowledge and advice on the procedures for financial reporting for home industry businesses.

3. Provide a basic understanding of Islamic Business based on Islamic principles.

1,2 Advantages of Activities

The expected advantages of this community service activity can be briefly described as follows:

1. For researchers, they can impart (share) knowledge to women groups in the household business.
2. For the women's groups, this service can provide insights into financial reporting practices, business management, and Islamic business principles for domestic sectors.

For the Aceh Utara district government; assist related agencies in transforming knowledge in household industries and women's UMKM community.

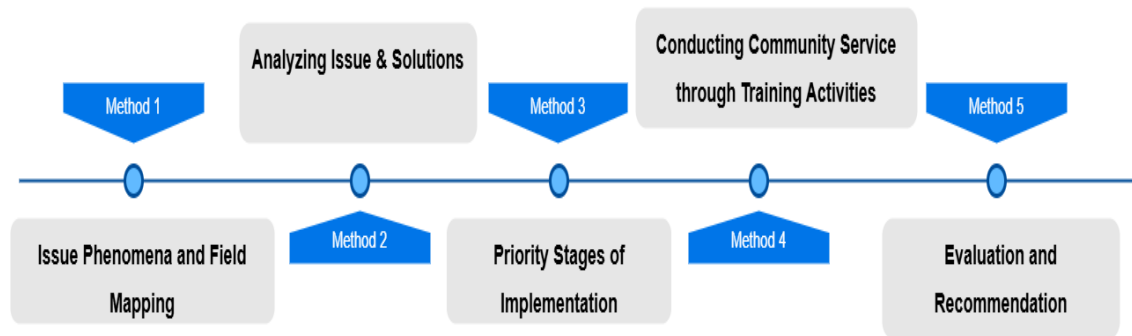
2. METHOD

2.1 Activity Form, Schedule, and Location Activity

A. Method of Implementation

The method of implementing community service activities for Home Industry Training for Women's Groups in Aceh Utara can be implemented in various stages based on the demand, including the activity's objectives, targets, and context. Finding real problem phenomena through direct field mapping is the activity procedure utilized to support the realization of this service. Furthermore, a targeted examination of the issue and its resolution is required in light of the current phenomena. Next, construct a priority scale for the subsequent stages of implementation to help structure the activity implementation flow, allocate the appropriate resources, and guarantee that the stages are completed properly.

Another way to develop technical skills is to combine training with community service. The training process is carried out through preparation, practice, mentoring, evaluation, and follow-up, as well as through organizing or starting product exhibits and expanding customer connections. Finally, conduct an evaluation and provide recommendations to women's groups entrepreneurs in home industry businesses in Aceh Utara to assess the effectiveness of the activities that have been implemented, while recommendations or suggestions guide improving development for further activities. The image below provides an explanation of the steps involved in each action in this community service:



Source: Author

Figure 1: Method of Implementing Community Service

B. Time of Implementation

The community service activities were held on Saturday, October 19, 2024, and the material topic included business management training, financial report preparation, and the application of Islamic business concepts for women's MSME community members or home industry entrepreneurs in Aceh Utara.

C. Activity Location

Gampong Punti Matangkuli, Matangkuli District, Aceh Utara Regency, Aceh Province hosted community service projects for business management training, financial report preparation, and Islamic business concept planning for Home Industry (P-IRT) business entrepreneurs or women's MSME community.

3. RESULT AND DISCUSSION

This section will describe the outcomes of the community service, including the outcomes of its execution, the outcomes of the materials provided, and the outcomes of the activities' evaluation. The results of the training activities for the development of household industry entrepreneur (P-IRT) for women's groups in Aceh Utara were held in Gampong (village) Punti Matangkuli, Matangkuli District and Aceh Utara Regency.

There were four stages to this community service project:

- Putting the activities into action by delivering business management materials and methods to the household industry;
- Delivering materials on basic financial reporting procedures for household industry businesses in the women's groups;

- c) Implementing islamic business concepts into practice for women's groups involved in the household industry, and
- d) Putting assessments and monitoring into practice through interactive interviews and discussions pertaining to the comprehension of the materials provided and the use of financial reporting, business management, and islamic business concepts in the development of women's groups in aceh utara.



Figure 2: Provision of Instructional Resources

In the first phase of this training program, women groups in the household industry are given insight and improved their understanding of the importance of implementing strategic and efficient business management in P-IRT. The development of business management aims to strengthen the capacity of P-IRT businesses in improving product quality, competitiveness, and efficiency of business management. *The first* outcome of the materials provided for this community service is an increased knowledge of business management.

Following the training, there is a greater comprehension of financial management, which includes creating a basic business plan and keeping more regular records of income and expenses. *Second*, some participants do not yet possess a P-IRT certificate. As a result, one of the outcomes of this training is that it makes it easier for participants to register a business registration number (NIB)

and product numbers in the Online Single Submission (OSS) system on the website <https://oss.go.id/>.

This allows them (home industry entrepreneur) to market products more widely, including in supermarkets, online shops, foreign markets, and enhances consumer trust and product image. *The third* outcome is the acclimatization of P-IRT participants to the use of digital marketing, which includes the use of social media, e-commerce platforms, and other apps to boost product sales and promotions. *The fourth* is an increase in turnover; following the mentoring program, average business turnover profits rise by 20–30 percent, indicating an increase in management effectiveness and growth in the sales market. *The fifth* is new product development, where participants can create new product variants with improved taste and packaging to draw in more customers.



Figure 3: Community Service Banner

The second phase of the outcome of this training service is to give participants the theory practice and experience they need to comprehend how to create basic financial reports and become accustomed to documenting each production transaction or product sale at P-IRT. Additionally, other outcomes offer knowledge and proficiency in creating basic financial reports; this is important to assist the P-IRT women's groups in managing their businesses in a more structured, transparent, and sustainable way. *The first* is a better understanding and recording of financial reports.

Prior to the training, most participants did not record financial transactions, but after the training, half of them understood the importance of doing so and would regularly record their daily income and expenses. This is one of the outcomes and effects of the dedicated training in delivering financial report procedures. The second skill is the ability to generate profit and loss reports. As a consequence, participants can prepare monthly and annual profit and loss reports, which will help them determine if the business is making profit or loss. They can modify their operational costs and product selling prices with this knowledge.

Third, the realization of transparency in business finances is anticipated to make it possible for the P-IRT women's groups to present basic financial reports to Islamic financial institutions when they apply for loans for additional business capital. This will help them gain access to

financing that was previously difficult for them to acquire. *Fourth*, the ability to manage cash flow, which enables participants to keep track of all revenue and expenses to better manage spending and avoid cash shortages at critical times; and *fifth*, increasing the turnover of participants' businesses with more efficient cost management and the ability to set product selling prices attached to financial reports, is expected to increase the turnover of women's home industry businesses annually by 20 to 30 percent.



Figure 4: Cooperation between the Training Participants and the Community Service Team

The objective of the third phase of community service, which involves creating Islamic business concepts for women groups in the home industry, is to improve participants' comprehension of how Islamic business principles are incorporated into business management. By giving Islamic values in business priority, the character of business participants naturally produces honesty, transparency, and justice. Therefore, it is anticipated that this training will improve business ethics and boost consumer trust among women groups in the home market.

Additionally, we can summarize a number of findings from this material. *First*, participants comprehend the idea of Islamic business, which includes communicating the principles of Islamic business, such as honesty in pricing (*amanaah*), product quality, and the use of raw materials; avoiding usury (*riba*) practices in financial transactions; avoiding gambling (*maysir*); and avoiding

unclear product content or *gharar*. The second is a shift in how business operates. It is expected that information can be absorbed through modifications in transaction patterns, such as the removal of practices deemed to be contrary to sharia principles and a more transparent approach to product information. The outcomes of this can improve client loyalty and trust, which will enhance customer relations. Third, by adhering to the values of integrity and openness, consumers will develop trust in household industry products, increasing customer base and impacting business turnover, and fourth, raising participants' knowledge of their obligation to fulfill zakat and infaq, which entails allocating a portion of their business income for these purposes to preserve the blessings in their enterprise to improve the community surrounding the business premises, as well as the social order between P-IRT and the surrounding communities.



Figure 5: The PKM Team's unity with training participants

The final phase of the outcome of this activity is to conduct monitoring and evaluation through interactive discussions and interviews. This is an effective approach to assessing the understanding of the material taught and delivered, such as in the application of business management, financial reporting procedures, and Islamic-based business concepts for P-IRT women groups in Aceh Utara. Although it is an evaluation and monitoring process, it needs to be executed

in a methodical manner. *First*, training participants participate in a group discussion about the application of business management, with an emphasis on the difficulties in managing P-IRT businesses, production increase strategies, and maximizing local resources. Participants in this discussion group can also exchange ideas and solutions to manage home businesses. *Second*, P-IRT training participants were interviewed to learn more about their comprehension of financial reporting practices and the use of Islamic business principles. Additionally, the purpose of this interview is to ascertain the participants' level of comprehension regarding the significance of accurate and well-organized financial records as well as the application of Islamic business principles in their businesses. *Third*, direct practice and simulation, which includes both direct practice to assist participants in realizing the recording of income, expenses, and net profit as well as simulations in creating basic financial reports for home industry business participants. *Fourth*, assessing participants' comprehension of the concept of Islamic business through case studies and discussion of the application of Islamic business principles, such as using the concepts of fairness in trade, transparency in transactions, adherence to sharia law, and abstaining from usury (*riba*), *gharar*, and *maysir*. Finally, the fifth is the development of a business plan, namely by encouraging participants to prepare a simple business plan based on the principles that have been taught and learned.

It is intended that this method would assist participants gain valuable feedback, improve their comprehension, and create more sustainable and successful home businesses.



Figure 6: Sharing material with P-IRT participants

The Intended Audience

The local business entrepreneur (P-IRT) of the women's groups in Aceh Utara, who are categorized as owning micro- and small-scale businesses, are the target community for this training service. Women groups and domestic entrepreneurs are part of the target community. They are individuals who actively participate in empowerment activities for the micro, small, and medium enterprises (MSMEs) sector and have the potential to develop their businesses sustainably. In this activity, we focus on providing training, coaching, and transfers of knowledge (delivery of materials) to the target community so that they can foster businesses, develop businesses, create simple financial reports, and be able to plan/run their businesses by Islamic principles.

4. CONCLUSION

Digital marketing is essential for increasing P-IRT income and broadening market reach, and the community service projects conducted in Gampong Punti Matangkuli Village, Matangkuli District, Aceh Utara Regency, have been successful in enhancing the ability of Aceh Utara's women's groups to implement home industry business management and simplifying the process of obtaining P-IRT certification. Additionally, this PKM training exercise has been successful in helping women in the community manage the finances of their household businesses. Particularly, participants can now plan business development in a more quantifiable manner and have documents that can be accounted for due to accurate and structured financial reporting skills. In developing an Islamic business concept, this training exercise has successfully provided the P-IRT women's community in Aceh Utara with a deeper and better understanding of how to manage a business more in line with Islamic values. This is beneficial in increasing the trust of investors and customers, and more transparent management demonstrates the impact of this service.

Suggestions for this community service activity: The research team made several recommendations from the research team and presented them to the community service implementers. These included expanding P-IRT women's products in Aceh Utara to a national level, continuing further mentoring individuals on social media and other digital platforms, and enhancing collaboration with local governments to facilitate business licensing and promotional assistance. Furthermore, mentorship should continue for the upcoming months to develop progressively sophisticated and high-quality skills in creating basic financial reports. Additionally, required collaboration with banking and financial institutions in Aceh Utara district, including accounting firms and Bank Syariah Aceh or Bank Syariah Indonesia, to make it easier for business entrepreneurs who can already generate financial reports to obtain financing. Lastly, continuous mentorship enables women groups in the home industry to constantly implement the Islamic

business model. Prioritizing these home business entrepreneur' access to sharia financing is necessary to enable them to develop their businesses in a more secure and Islamic manner.

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