EXPLORING THE ROLE OF MICRO ENTERPRISES MENTORING IN ENHANCING BUSINESS LEGALITY AND DIGITAL TRANSFORMATION

FINAL PROJECT

INTERNSHIP & CERTIFIED INDEPENDENT STUDY (MSIB)

At Dinas Koperasi & UKM DIY

By

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INTERNATIONAL UNDERGRADUATE PROGRAM IN ECONOMICS

FACULTY OF BUSINESS AND ECONOMICS

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2024

EXPLORING THE ROLE OF MICRO ENTERPRISES MENTORING IN ENHANCING BUSINESS LEGALITY AND DIGITAL TRANSFORMATION

FINAL PROJECT INTERNSHIP AND CERTIFIED INDEPENDENT STUDY (MSIB)

This final project internship and certified independent study (MSIB) is prepared and submitted to fulfil one of the requirements for the final exam, which is required to complete education and obtain an undergraduate degree in the Development Economics Study Program, Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta.

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DECLARATION OF AUTHENTICITY

“Here I declare the originality of the internship report; I have not presented anyone else’s work to obtain my university degree, nor have I presented anyone else’s words, ideas, or expression without acknowledgement. The bibliography of the internship report cites and lists all quotations.

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INTERNSHIP REPORT

EXPLORING THE ROLE OF MICRO ENTERPRISES MENTORING IN ENHANCING BUSINESS LEGALITY AND DIGITAL TRANSFORMATION

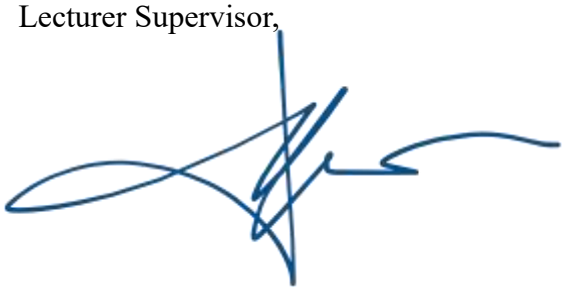
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A BACHELOR DEGREE THESIS

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MOTTO

"And Allah is the best of planners"

(Al - Anfal:30)

"Allah has placed you where you are now not by chance. Outstanding figures are not made through ease, pleasure, and comfort. They are shaped through hardship, challenges, and tears."

(Unknown)

"Fortis Fortuna Adiuvat; **Fortune favors the brave"**

(Terence)

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Through wholeheartedness, relentless effort, prayers, and the invaluable support from various quarters, I have been able to complete the final report titled "EXPLORING THE ROLE OF MICRO ENTERPRISES MENTORING IN ENHANCING BUSINESS LEGALITY AND DIGITAL TRANSFORMATION" This report fulfils the graduation requirements for my Bachelor's degree in the Development Economics department at the Faculty of Business and Economics, Universitas Islam Indonesia.

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ABSTRACT

In efforts to support the development of micro enterprises in Yogyakarta, Dinas Koperasi and UKM DIY has implemented various mentoring programs including data collection, collaboration, training, facilitation, and consultancy. This internship report aims to analyze the impact of this mentoring on business legality and digital transformation of Micro Enterprises. Using a qualitative descriptive approach, the study involved observation, interviews, and documentation from 10 micro enterprises across different regions of Yogyakarta. The findings indicate that the mentoring programs have successfully enhanced business legality, with 90% of micro enterprises obtaining Business Identification Numbers (NIB) and Home Industry Food Production Certificate (SPP-IRT). However, challenges persist in digital transformation, particularly among Generation X and baby boomers who have low digital literacy. Most micro enterprises only adopt one or two digital platforms, although some have effectively utilized social media and e-commerce. Recommendations include continuous training and intensive mentoring to enhance digital adoption. In conclusion, the Department's mentoring programs have significantly contributed to improving business legality and hold substantial potential to drive digital transformation among micro enterprises in Yogyakarta.

Keywords: Micro Enterprises, Business Legality, Digital Transformation, Mentoring, Dinas Koperasi and UKM DIY.

ABSTRAK

Dalam upaya mendukung pengembangan usaha mikro di Yogyakarta, Dinas Koperasi dan UKM DIY telah melaksanakan berbagai program pendampingan, termasuk pendataan, kolaborasi, pelatihan, fasilitasi, dan konsultasi. Laporan magang ini bertujuan untuk menganalisis dampak pendampingan tersebut terhadap legalitas usaha dan transformasi digital usaha mikro. Dengan menggunakan pendekatan deskriptif kualitatif, studi ini melibatkan observasi, wawancara, dan dokumentasi dari 10 usaha mikro di berbagai wilayah Yogyakarta. Temuan menunjukkan bahwa program pendampingan berhasil meningkatkan legalitas usaha, dengan 90% usaha mikro memperoleh Nomor Induk Berusaha (NIB) dan Sertifikat Produksi Pangan Industri Rumah Tangga (SPP-IRT). Namun, tantangan masih ada dalam transformasi digital, terutama di kalangan Generasi X dan baby boomers yang memiliki literasi digital rendah. Sebagian besar usaha mikro hanya mengadopsi satu atau dua platform digital, meskipun beberapa telah memanfaatkan media sosial dan e-commerce secara efektif. Rekomendasi mencakup pelatihan berkelanjutan dan pendampingan intensif untuk meningkatkan adopsi digital. Kesimpulannya, program pendampingan Dinas telah berkontribusi signifikan dalam meningkatkan legalitas usaha dan memiliki potensi besar untuk mendorong transformasi digital di kalangan usaha mikro di Yogyakarta.

Kata kunci: Usaha Mikro, Legalitas Usaha, Transformasi Digital, Pendampingan, Dinas Koperasi dan UKM DIY.

CHAPTER I

INTRODUCTION

1.1 INTERNSHIP PROGRAM

The Internship and Certified Independent Study (MSIB) program, initiated by the Ministry of Education and Culture, serves as a career preparation initiative. It offers students the chance to pursue studies outside their primary program, with the assurance that their credits will be converted and acknowledged by the university (Kementerian Pendidikan Kebudayaan Riset dan Teknologi, 2022).

1.1.1 MSIB Internship

The MSIB Internship is a one-semester program overseen by the Ministry of Education and Research, designed to provide students with hands-on work experience and insights into industry best practices (Merdeka, 2023).

1.1.2 Independent Study MSIB

Independent study is a non-degree learning initiative offered by organizations or industries that deliver highly relevant knowledge and skills for the workforce and business sectors. It includes short courses, boot camps, massive open online courses (MOOCs), and similar programs, and is complemented by collaborative activities with other participants and partner organization personnel in projects or case studies (Kementerian Pendidikan Kebudayaan Riset dan Teknologi, 2022).

1.2 COMPANY PROFILE

Dinas Koperasi and UKM DIY or also known as DISKOP UKM DIY was established in accordance with DIY Regional Regulation Number 1 Year 2018. Its location can be found on Hos Cokroaminoto Street No. 162, Tegalrejo District, Yogyakarta City. The duties and functions of DISKOP UKM DIY are regulated in Yogyakarta Governor Regulation No. 56/2018. This office is responsible for handling local government affairs related to cooperatives and small and medium enterprises. In 2022, Yogyakarta Special Region Governor Regulation No. 96 was issued which outlines the position, organizational structure, duties, functions, and work procedures of DISKOP UKM DIY. As a result, the office currently consists of various divisions such as the Secretariat, Cooperative Division, Small and Medium Enterprise Division, Entrepreneurship Division, Micro Enterprise Division, and MSME Business Service Center.

1.2.1 Vision dan Mission

Dinas Koperasi and UKM DIY has a main vision in developing regional human resources, namely "The realization of increasing the nobility of Yogyakarta's human dignity". This vision is realized by implementing the "Pancamulia" mission set by Dinas Koperasi and UKM DIY, namely:

1. The realization of improving the quality of life of the community, life, livelihood of a just and civilized society through increasing the ability and improving the skills of Yogyakarta's competitive human resources.
2. The realization of improving the quality and diversity of the community economy, as well as strengthening the local resource-based economy as an effort to grow community income and equitable economic growth.
3. The realization of increased harmony of life together within the community and bureaucracy on the basis of tolerance, tolerance, politeness and togetherness.
4. The realization of democratic governance and government behavior.
5. The realization of dignified behavior of civil apparatus in governance based on the value of integrity that prioritizes honesty, shame, guilt, and a sense of sin when there is an implementation of deviant activities, such as corruption, collusion, and nepotism.

1.2.2 Duties and Functions of Dinas Koperasi and UKM DIY

In accordance with the DIY Governor Regulation Number 96 of 2022 concerning the BODY, ORGANIZATIONAL SUSPOSITION, DUTIES, FUNCTIONS, AND WORKING STAGES OF THE DINAS KOPERASI AND SMALL MEDIUM ENTERPRISES, Dinas Koperasi and UKM DIY has the task of assisting the Governor in carrying out government affairs in the field of cooperatives, small and medium enterprises. To carry out the tasks as referred to in Article 5, Dinas Koperasi and UKM DIY has functions:

1. Preparation of the Department's work program;
2. Formulation of technical policies in the field of cooperatives, small and medium enterprises;
3. The implementation of cooperative cooperation, small and medium enterprises;
4. Construction, protection, marketing, financing and expansion of cooperatives, small and medium enterprises;
5. Services in the field of cooperatives, small and medium businesses;
6. Empowerment of partners in the cooperative sector, small and medium enterprises;
7. Management of integrated business services for micro, small and medium enterprises;
8. Entrepreneurial growth and entrepreneurial incubation;
9. Implementation of coordination, guidance, and supervision of government affairs in the field of cooperatives, small and medium enterprises which are the authority of the Regency/City government;
10. Implementation of secretarial activities;
11. Implementation of deconcentration and assistance tasks;
12. Facilitating the development of Service bureaucratic reform;
13. Facilitating the preparation of Department business process policies;
14. Development of integrated information and communication technology in the Department's electronic-based government system;
15. Monitoring, evaluating, and preparing reports on the implementation of policies in the field of cooperatives, small and medium enterprises;
16. Preparation of reports on the implementation of Service duties; And

17. Implementation of other duties assigned by the Governor in accordance with the duties and functions of the Department.

1.2.3 Organization Structure

Based on the Governor of Yogyakarta Special Region Regulation Number 96 of 2022 concerning the Position, Organizational Structure, Duties, Functions, and Work Procedures of the Cooperative and Small and Medium Enterprises Office, the organizational structure of Dinas Koperasi and UKM DIY is as follows:



Figure 1 Structure Organization

1.2.4 Description of Division

In carrying out these duties and functions, Dinas Koperasi and UKM DIY has six fields, which are as follows:

1.2.4.1 Secretariat Division

The position of the secretariat is under the Head of Service and is led by a secretary. The secretariat has the task of organizing the secretarial activities of the Service. To carry out these activities, the secretariat is divided into several sections, consisting of:

a. General Sub-Division

The General Sub-Division is under the Secretary who is supervised by the Head of the General Subdivision. The General Subdivision has the task of organizing staffing activities, housekeeping, goods management, library, archives, public relations, and the administration of the Service.

b. Finance Sub-Division

The Finance Sub-Division is under the Secretary who is supervised by the Head of the Finance Subdivision. The Finance Sub-Division has the task of managing the finances of the Service.

1.2.4.2 Coopertaive Division

This field is led by a Head of Division who is responsible to the Head of Service. The task of the cooperative sector is to carry out guidance, empowerment, and supervision of cooperatives to increase the turnover value of real sector cooperatives.

1.2.4.3 Small and Medium Enterprise Division

This field is led by the Head of the Division who is responsible to the Head of the Service Office. The task of the small and medium enterprise sector is to carry out guidance and empowerment of small and medium enterprises to increase the turnover value of small and medium enterprises.

1.2.4.4 SME Cooperative Entrepreneurship Services Division

This field is led by a Head of Field who is responsible to the Head of Service. The task of the entrepreneurship services sector of cooperatives, small and medium enterprises is to carry out coaching, development, and monitoring of entrepreneurship to increase the number of new entrepreneurs.

1.2.4.5 Financing Division

This field is led by a Division Head who is responsible to the Head of Service. The task of the financing sector is to carry out guidance, control, and facilitation of financing for cooperatives, small and medium enterprises to increase the amount of financing obtained by cooperatives, small and medium enterprises.

1.3 BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) are crucial for a country, whether developing or developed, as they are the main contributors to the national economy. This sector has the potential to be developed and utilized effectively and efficiently for the future of a country or region (Putri et al., 2024). The vital role of MSMEs in creating jobs, driving growth, and enhancing economic inclusivity has been widely recognized (Vinatra et al., 2023). Small-scale businesses, generally categorized as MSMEs, have grown rapidly to become a major pillar of Indonesia's current economy (Indika & Janah, 2022). According to the latest data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, MSMEs contribute approximately 61.1% to the country's Gross Domestic Product (GDP) and employ more than 97% of the workforce in the non-agricultural sector.

The increasing growth of MSMEs in Indonesia is predominantly driven by the food and beverage industry (Erta Apriliana & Asnita Frida Sebayang, 2024). In Yogyakarta, MSMEs also form the backbone of the regional economy, with a diverse range of businesses managed by the community. The number of MSMEs in Yogyakarta in 2023 was approximately 342,586, with many of them being supported by Dinas Koperasi and UKM DIY. The types of businesses in Yogyakarta include micro, small, and medium enterprises, with the majority being micro

enterprises (Bappeda Daerah Istimewa Yogyakarta). In Indonesia, Small and Medium Enterprises (SMEs) are commonly referred to as Micro, Small, and Medium Enterprises (MSMEs), with specific criteria that define each category. According to Law No. 20/2008, MSMEs in Indonesia are categorized as follows:

NO	Business Type	Criteria		
		Asset (IDR)	Turnover (IDR)	Employees
1	Micro Enterprises	Max 50 million	Max 300 million	1 – 5
2	Small Enterprises	>50 – 500 million	>300 million – 2,5 billion	6 – 19
3	Medium Enterprises	>500 million – 10 billion	>2,5 – 500 billion	20 – 99

Table 1 Category Micro, Small, Medium Enterprises

The difference between SMEs and MSMEs in Indonesia lies in specific categorizations based on sales turnover and the number of employees. While SMEs constitute a broader category encompassing small and medium enterprises, MSMEs specifically refer to micro, small, and medium enterprises in Indonesia (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2021).

The proliferation of MSMEs is not without various challenges, including limited human resource capabilities (Muhsin, 2022), restricted access to financing, inadequate infrastructure, regulatory constraints, skills gaps, and barriers to market access, which hinder the effective empowerment of MSMEs and limit their ability to grow and compete in both domestic and global markets (Nur & Muda, 2019). Moreover, the increasingly advanced and sophisticated digital transformation can pose significant challenges if businesses fail to keep pace (Zhahirah et al., 2023). Additionally, MSMEs often lack awareness of the importance of business legality (Ilmi, 2021). To address these challenges, the government, through Dinas Koperasi and UKM DIY, needs to take decisive steps to open doors for MSMEs in Yogyakarta to continue growing and thriving in the coming years.

1.4 PROBLEM FORMULATION

In efforts to support the development of MSMEs, particularly micro enterprises, Dinas Koperasi and UKM DIY actively supports MSMEs in Yogyakarta through several programs, including data collection and classification, collaboration and MSME growth, training and mentoring, as well as facilitation and consultation. The participation of Dinas Koperasi and UKM DIY in these mentoring programs is expected to foster sustainable growth and contribute to regional economic development. Therefore, through this internship, the author poses the following questions:

1. How does the mentoring facilitated by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta influence business legality?

2. How does the mentoring facilitated by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta influence digital transformation?

1.5 INTERNSHIP OBJECTIVES

1.5.1 General Objectives of the Internship Program at Dinas Koperasi and UKM DIY:

1. Completing a Bachelor's degree in Development Economics at the Faculty of Business and Economics, Universitas Islam Indonesia, requires fulfiling certain graduation requirements, including this internship.

2. Building a strong professional network and establishing connections is essential for fostering effective relationships and cooperation in the professional world, which is crucial for future success.

3. The internship provides an opportunity to gain practical experience, insights, and hands-on skills while applying theoretical concepts and principles, thereby enhancing one's resume and career prospects.

1.5.2 Specific Objectives of the Internship Program at Dinas Koperasi and UKM DIY:

1. To find out the form of mentoring facilitated by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta.

2. To determine the effect of mentoring facilitated by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta on business legality and digital transformation.

1.6 EXPECTED OUTPUTS

The primary expected outcome is that the programs offered by Dinas Koperasi and UKM DIY will have a positive impact on various aspects of Micro, Small, and Medium Enterprises (MSMEs) in Yogyakarta. Business owners are anticipated to benefit significantly from these programs, gaining not only new knowledge but also direct mentoring, which is a key form of support provided by Dinas Koperasi and UKM DIY to help them address challenges in their businesses.

As a facilitator, the government plays a crucial role in supporting MSMEs in achieving their goals. This report not only offers an overview of the mentoring facilitated by Dinas Koperasi and UKM DIY and its effects on enhancing micro enterprises in terms of business legality and digital transformation but also provides practical insights and solutions to improve the effectiveness of existing mentoring programs. The findings of this report are intended to be utilized by policymakers, business owners, and other stakeholders to advance the MSME sector in Yogyakarta.

1.7 INTERNSHIP BENEFITS

1. Dinas Koperasi dan UKM DIY:

    a. Opportunity for Dinas Koperasi and UKM DIY to be better known by students.
    b. Providing feedback for the improvement of mentoring programs for micro enterprises in Yogyakarta.

2. Micro Business Owner:

   a. Through direct mentoring, micro business owners will receive practical guidance to overcome challenges they face in running their businesses. This mentoring may include consultations, training, and other technical support.
   b. Through the government's facilitator role, micro business owners will feel more supported in achieving their business goals, as there is an active party assisting and supporting them in facing business challenges.

3. Universities:

   a. This report aims to provide additional references and sources for future researchers to build and expand knowledge in the field.

   b. This report fosters a dynamic and positive relationship between educational institutions and agencyc, promoting a collaborative environment that benefits both parties.

1.8 SYSTEMATICS OF WRITING THE FINAL PROJECT OF INTERNSHIP AND CERTIFIED INDEPENDENT STUDY (MSIB)

The writing system used in this final project of the internship and certified independent study (MSIB) consists of five chapters, which include:

1.8.1 CHAPTER I: Introduction

The first chapter of this final project provides an overview of the internship program, including the company profile, background, problem statement, objectives, anticipated outcomes, benefits, and the overall structure of the report.

1.8.2 CHAPTER II: Internship Activity Plan

This chapter presents a detailed overview of the identified problems and outlines the specific actions and strategies designed to address them.

1.8.3 CHAPTER III: Internship Methodology

This chapter presents the schedule and location of the internship, as well as the methods used during the internship.

1.8.4 CHAPTER IV: Internship Result

This section describes the activities carried out during the internship, the internship outcomes in terms of goal achievement, and their analysis.

1.8.5 CHAPTER V: Conclusion and Recommendations

This chapter provides conclusions and recommendations for future researchers.

CHAPTER II

INTERNSHIP ACTIVITY PLAN

2.1 PROBLEM DETAILS

Micro enterprises in the Yogyakarta area still face a serious problem: the limited quality of human resources, including both business owners and employees. This issue can impact business efficiency, productivity, and resilience. The lack of human resources in Yogyakarta's business sector is characterized by several factors, such as a lack of awareness regarding legality and licensing, insufficient managerial skills, and low efficiency in utilizing the internet for business development. These factors contribute to instability in the operational conditions of micro enterprises, which are marked by limited access to finance, restricted innovation, and unpreparedness to adapt to changes in the business environment (Wahyudi, 2023).

One example of the challenges faced by Dinas Koperasi and UKM DIY in developing Micro, Small, and Medium Enterprises (MSMEs) in Yogyakarta is the low awareness of business legality, which affects the availability of capital loans from financial institutions. According to CNBC Indonesia (2022), almost 50% of MSMEs that have taken out credit loans lack a Business Identification Number (NIB). The NIB serves several purposes for businesses, including identification, company registration, importer identification, and as a requirement for obtaining social health insurance and social-labor insurance (Anam, 2022). Additionally, Dinas Koperasi and UKM DIY faces challenges in implementing digital business transformation, as Generation X and Baby Boomers—who are the first and third largest contributors to MSMEs—show the lowest internet penetration rates (Santika, 2023). Consequently, many micro enterprises exhibit poor internet penetration, which hampers their digital transformation efforts.

2.2 ACTIVITY PLANS

In response to the challenges faced by micro enterprises in Yogyakarta, Dinas Koperasi and UKM DIY has launched several training and mentoring programs aimed at addressing issues related to business legality and digital transformation. These programs include:

1. Certification Facilitation

Dinas Koperasi and UKM DIY is committed to providing mentoring to micro enterprises. One form of this assistance is through training to obtain important certifications, such as the Business Identification Number (NIB) and the Certification of Fulfilment of Commitments for Home Industry Food Production Certificate (SPP-PIRT). These certifications are essential for helping micro enterprises improve their product standards, expand their markets, and ensure compliance with applicable regulations.

2. Technology Adoption

Digital transformation for micro enterprises, supported by Dinas Koperasi and UKM DIY, involves the utilization of modern technology to expand market reach and enhance competitiveness. A tangible aspect of this transformation is the provision of a specialized mentoring program that assists businesses in effectively using social media platforms such as Instagram, Facebook, and TikTok. Through a comprehensive digital marketing strategy, micro enterprises can leverage these platforms to promote their products, attract new customers, and interact directly with consumers. Consequently, it is expected that micro enterprises will be able to reach a wider market, increase their visibility, and strengthen their competitiveness in the digital era.

3. Improving Market Access

Dinas Koperasi and UKM DIY is active in improving market access for micro enterprises through two main strategies. First, they have developed and optimized the use of the SiBakul platform, which is specifically designed to support MSMEs in marketing and selling products online. This includes providing intensive training on platform use and

the necessary technical support. Additionally, there is a focus on encouraging the use of various leading e-commerce platforms to help micro enterprises expand their market reach. Through these two initiatives, micro enterprises are expected to increase sales opportunities, broaden market penetration, and enhance the visibility of their products to consumers.

4. Capacity and Competence Building

Dinas Koperasi and UKM DIY actively develops the capacity and competence of micro enterprises by organizing training on product photography tips and tricks using simple tools. It also provides free product photo facilitation services to help them improve the quality of their product images. Additionally, focus is given to production and product innovation, particularly in developing attractive and informative packaging designs. The goal is to ensure that the products not only attract attention but also provide clear information to the public, enhancing their attractiveness and competitiveness in the market. With this comprehensive set of programs, Dinas Koperasi and UKM DIY is committed to empowering micro enterprises in Yogyakarta, increasing their capacity, and driving sustainable local economic growth.

CHAPTER III

INTERNSHIP METHODOLOGY

3.1 INTERNSHIP IMPLEMENTATION TIME

Internship and Certified Independent Study (MSIB) program activities with Dinas Koperasi and UKM DIY lasted about five months, spanning 18 weeks, from August 14, 2023, to December 15, 2023. The work schedule is from Monday to Friday, 07:30 to 16:00, and on Friday, 07:30 to 14:30.

3.2 INTERNSHIP LOCATION

The internship location encompasses the area where the report was conducted, which includes several regions in Yogyakarta. This study focuses on 10 micro enterprises distributed across various locations. Each region—Yogyakarta City, Sleman, Gunungkidul, Bantul, and Kulon Progo—has 2 micro enterprises that are the subjects of mentoring. Additionally, Dinas Koperasi dan UKM DIY, where the author completed the internship, is also one of the report locations analyzed.

3.3 INTERNSHIP METHODS

Based on the report's problem and objectives, this internship report was conducted using a qualitative descriptive approach. This approach allows for a comprehensive exploration of individual experiences, providing a detailed understanding of how an event occurred and the reasons behind it. It typically involves collecting data through various means, such as interviews, observations, and group discussions, to gain a deeper understanding of the phenomenon being studied (Hennink et al., 2020; Hamilton & Finley, 2019). Therefore, this report is purely descriptive, as the author aims to document, analyze, and describe the impact of government mentoring on enhancing micro enterprises in Yogyakarta, particularly regarding business legality and digital transformation.

3.4 DATA COLLECTION METHODS

In order to gain a holistic understanding of the influence of mentoring facilitated by Dinas Koperasi and UKM DIY on business legality and digital transformation, this report uses a descriptive qualitative approach by utilising three main data collection methods.

1. Observation

The direct observation method in the field during mentoring is used to observe in-depth the operational activities and conditions of the micro enterprises being observed, involving two-way communication between author and micro enterprises.

2. Interview

In-depth interviews with micro business owners were conducted to gain direct insight into their experience of receiving mentoring and its impact on their business development.

3. Documentation data

Documentation was obtained from relevant parties to understand the process of activities during the mentoring and training period over the five-months internship at Dinas Koperasi dan UKM DIY.

3.5 UNIT OF ANALYSIS

The unit of analysis in this report consists of 10 micro enterprises in Yogyakarta that were selected by Dinas Koperasi and UKM DIY for fostering. These micro enterprises had also previously participated in the “BIMTEK and Facilitation of P-IRT Certification” training activities provided by Dinas Koperasi and UKM DIY. Participants in this training activity must meet specific criteria, which include being registered in Sibakul Jogja, holding a Yogyakarta Special Region (DIY) residence card, having a production site in Yogyakarta, producing food or beverage products that last more than 7 days, producing regularly, and being committed to completing the P-IRT process. Selected participants will

be contacted directly by Dinas Koperasi and UKM DIY to confirm their willingness to participate in the mentoring stage.

CHAPTER IV
INTERNSHIP RESULTS

4.1 INTERNSHIP ACTIVITIES

During the internship, the author was placed as a Micro Enterprises Mentoring in the Micro Business Division. This role involves providing facilitation, information, training guidance, and consultation services to micro enterprises in Yogyakarta. The goal is to develop and improve the quality of business actors, with a focus on human resource development, business legalization, and digital business transformation.

During the internship, the author engaged in various activities primarily focused on supporting micro enterprises in Yogyakarta. In the first week, the author attended an introductory session with fellow interns who were also students from various universities, as well as permanent employees, to build a collaborative work environment for the next five months. The author was introduced to job responsibilities that included preparing work plans and understanding the process of business legality registration through the Online Single Submission (OSS) system. The Online Single Submission (OSS) system is a platform developed by the Indonesian government to facilitate and expedite the business licensing process. This system allows business actors, both large and small, to handle various necessary permits and registrations online through a single portal. The author learned how to obtain certifications such as the Business Identification Number (NIB) and the Home Industry Food Production Certificate (SPP-IRT). PIRT, also known as the Home Industry Food Production Certificate (SPP-IRT), is a written guarantee issued by the Regent or Mayor for the production results of home industries that meet certain safety standards and requirements in terms of food production and distribution. Business actors who have processed foods to be distributed to consumers are required to register for the Home Industry Food Production Certificate (SPP-IRT). If not registered, business actors may face administrative sanctions, including the cessation of production activities and distribution processes.

The author also participated in the "BIMTEK and Facilitation of P-IRT Certification" training activity. This training aimed to facilitate micro enterprises in the socialization and management of P-IRT in collaboration with the Health Department. The materials presented included food processing and preservation, the use of food additives, tips for taking good product photos with a smartphone, food law regulations, hygiene and sanitation, and good practices for processed food production. Additionally, the training covered the procedures for updating SiBakul Jogja by the SiBakul team from Dinas Koperasi and UKM DIY, as well as the "Helpdesk" service for registering Business Identification Numbers (NIB) and Home Industry Food Production Certificates (SPP-IRT). The "BIMTEK and Facilitation of P-IRT Certification" training concluded with a post-test using a Google Form provided by the Yogyakarta City Health Department to assess participants understanding of the materials presented. Participants who passed received a Food Safety Counseling Certificate (PKP), which is one of the requirements for applying for a P-IRT permit. Following the presentations by the speakers, the "BIMTEK and Facilitation of P-IRT Certification" activity is expected to provide business actors with insights and motivation to process food product distribution permits. Thus, food products with P-IRT can be marketed more widely and have clear business legality, ensuring the quality and safety of the food products.

As the internship progressed, the author took on roles such as Helpdesk support, data compilation, and event organization. Helpdesk activities during the training included registering SiBakul Jogja accounts, obtaining Business Identification Numbers (NIB), and creating Home Industry Food Production Certificates (SPP-IRT). Through this experience, the author gained insights into the efforts of micro enterprises, where business actors demonstrated a willingness to learn about business legality processes and understand their importance, as well as food safety standards and digital transformation. In November and December, the author's focus shifted to a mentoring program facilitated by Dinas Koperasi and UKM DIY. In this program, the author provided guidance to selected business actors on using social media platforms such as WhatsApp Business, Instagram, TikTok, Facebook, and Google Maps, in line with Dinas Koperasi and UKM DIY’s goal of digital transformation as a key factor for business development in Yogyakarta. The author also

introduced marketing-supporting applications or websites like Shopee and SiBakul. This guidance included how to use these applications, and the author assisted some businesses by creating accounts and adding business locations on Google Maps to make it easier for potential buyers to find them. This effort was part of increasing market access in accordance with Dinas Koperasi and UKM DIY's plan to develop micro enterprises in Yogyakarta.

Additionally, the author assisted with labeling and packaging aspects. In terms of labeling, there are seven essential components that business actors must pay attention to: brand, producer name, producer address, composition, weight or content, production code, and expiration date. The packaging label must not include the producer's phone number to avoid potential negative impacts on the outlets or markets distributing the product. The author acquired this knowledge during the training sessions. Regarding capacity and competency development for business actors, the author taught how to create engaging content using TikTok, how to create proper packaging, and how to take simple product photos. The author also informed them about the free product photo service provided by Dinas Koperasi and UKM DIY for every business registered with SiBakul. During the internship, the author learned several important things, including the importance of ethical business practices, innovative thinking, understanding the specific needs of micro-enterprises, and effective communication and collaboration skills. This internship provided a comprehensive experience that emphasized the practical application of theoretical knowledge and highlighted the importance of supporting and developing the Micro, Small, and Medium Enterprises (MSME) sector in Yogyakarta.

4.2 INTERNSHIP OUTPUTS

In this study, the author successfully gathered a variety of technical data from the brief mentoring of micro enterprises in Yogyakarta during the internship period. This data, collected through observation and interviews with 10 micro enterprises that were mentored, will be detailed by the author. The collected data was then analyzed and discussed to determine the impact of mentoring on business development, particularly concerning legality and digital transformation. Below are the qualifications of the 10 micro enterprises

based on their identities, followed by the results of observations and interviews conducted during their training and mentoring:

No	Business Owner	Age	Business Name	Sector	Length of time the business	Employees	Region
1	Sulaiman	63 years old	Agroindo Sorghum Nusantara	Snacks	3 years	0	Kota Yogyakarta
2	Ike Yulita	61 years old	Jamu Ginggang	Herbs / Traditional Medicine	>10 years	3	Kota Yogyakarta
3	Sunarti	58 years old	Notocorp (Kacang Telur Suko Menik)	Snacks	4 years	0	Sleman
4	Aal Laila	32 years old	ISK Food	Snacks	6 years	0	Sleman
5	Endah Muhaima	30 years old	Danes Kitchen	Snacks	3 years	0	Gunungkidul
6	Hartini	43 years old	Warung Makan Mbak Minthuk	Snacks	1 year	0	Gunungkidul
7	Budi Winarsih	43 years old	Basreng Budhe Liana	Snacks	6 Months	0	Bantul
8	Arilis Setyaningrum	39 years old	Arilis Bakery & Cake	Food / Culinary	3 years	0	Bantul
9	Dien Erna	48 years old	Telur Asin by Oemah Ndog	Food / Culinary	3 years	0	Kulon Progo
10	Martuti	47 years old	Omah Jagung	Snacks	1 year	0	Kulon Progo

Table 2 Micro Enterprises Data

4.2.1 Description of Micro Enterprises Mentoring Results

1. Agroindo Sorghum Nusantara

"Agroindo Sorghum Nusantara" is a business located in Yogyakarta City, established in 2020, focusing on sorghum-based products. The product variants offered include Sorghum Bakpia, Sorghum Coffee, Sorghum Soy Sauce, and Insulin Tea. Mr. Sulaiman, the owner of "Agroindo Sorghum Nusantara," has completed business legalities such as the Business Identification Number (NIB) and the Home Industry Food Production Certificate (SPP-IRT), obtained during the "BIMTEK and Facilitation of P-IRT Certification" training event. At the initial mentoring meeting, the business condition analysis revealed that Mr. Sulaiman did not have permanent employees. He only called upon neighbors for additional labor when there were large orders.

In terms of packaging, Mr. Sulaiman has innovated by using good packaging and labels that include comprehensive information, covering the seven essential components: brand, producer name, producer address, composition, weight or content, production code, and expiration date. This demonstrates his understanding of the importance of packaging that is not only attractive but also informative for consumers. Mr. Sulaiman faces several challenges, including the desire to add a new product variant, namely Sorghum Green Tea, but he has not been able to update the data on the Business Identification Number (NIB) to include the new product variant. The mentoring focused on several key issues. The author and mentoring partner helped update the Business Identification Number (NIB) data regarding the addition of the new product, Sorghum Green Tea. The author also encouraged Mr. Sulaiman to expand his marketing by utilizing social media. However, the necessary equipment limitations and the lack of human resources to manage the business made social media marketing less feasible for Mr. Sulaiman. He acknowledged that adapting to social media and new technology might be slower compared to the younger generation. Nonetheless, in terms of sales, Mr. Sulaiman remains active in promoting his products through his personal Facebook and WhatsApp accounts.

The training and mentoring provided have successfully improved Mr. Sulaiman's business success in terms of legality. This mentoring included updating the Business Identification Number (NIB) data related to the addition of the new product variant, Sorghum Green Tea. With this support, Mr. Sulaiman now has a more solid legal foundation to develop his business, although there are still areas that require further attention and development in digital marketing.



Education about Labelling & Digital Marketing



Successfully Update Sorghum Green Tea Product Business Identification Number (NIB) Data





Business Packaging “Agroindo Sorghum Nusantara”

Figure 2 Agroindo Sorghum Nusantara

2. Jamu Ginggang

The “Jamu Ginggang” stall in Pakualaman is one of the legendary traditional herbal drink sellers in Yogyakarta City. Traditional Javanese herbal drinks (jamu) are generally sold by itinerant vendors carrying baskets, but in Yogyakarta, jamu is also sold in kiosks

or specialty stores. Uniquely, the “Jamu Ginggang” business was established in 1930 by Bilowo, a court servant of the Pakualaman principality during the reign of KGPAA Paku Alam VII. The jamu recipes remain original from Mbah Joyo, who was also a court servant. KGPAA VII gave Bilowo the opportunity to not only make jamu for the royal family but also to sell it to the general public. The name “Ginggang” or “Tan Ginggang” Original Javanese Jamu was given by Sri Pakualaman VI. “Tan Ginggang” is derived from Javanese, meaning always close, harmonious, and united. In 2023, this business is run by the 5th generation. The generational lineage from the first to the present is Mbah Joyo, Mbah Bilowo, Mbah Puspomadyo, Mbah Dasiyah, and Rudy Supriyadi. The various jamu sold include beras kencur, galian singset, pegal linu, kunyit asem, and many more. The production ingredients consist of various spices, such as kencur, cloves, cinnamon, kedawung, and others, which are purchased from Beringharjo market.

Mrs. Ike, one of the fifth-generation members overseeing the operational activities of "Jamu Ginggang," has expanded sales through marketplaces such as Gofood and Grabfood. However, digital promotion or utilization of social media platforms such as TikTok, Instagram, and Facebook official accounts has not been implemented, resulting in limited brand awareness among young people and those outside Yogyakarta. Despite this, "Jamu Ginggang" holds a strong positioning compared to other traditional herbal drink businesses, evident from widespread discussions in various articles highlighting its endeavors. The business is also registered and visible on the Google Maps platform. Its presence on Google Maps facilitates consumers in locating its physical premises and enhances the business's credibility by indicating verification and a tangible presence within the local or broader community. Unfortunately, in terms of human resource management, all current employees are over 50 years old. To effectively embrace the digital era, the presence of millennial employees with a deep understanding of digital technology is crucial. With millennials on board, the business aims to strike a balance between traditional production segments and evolving digitalization trends.

During the "BIMTEK and Facilitation of P-IRT Certification" training, Mrs. Ike gained new insights into the importance of having complete business legality. Previously,

her business only had distribution permits from the Yogyakarta government, allowing her products to be marketed locally. However, with new knowledge from the training, Bu Ike realized that having a Business Identification Number (NIB) and the Home Industry Food Production Certificate (SPP-IRT) would provide a stronger legal foundation and open opportunities to expand her market. The Business Identification Number (NIB) provides official identity for her business, while the Home Industry Food Production Certificate (SPP-IRT) ensures that the products meet established food safety standards. With these steps, Mrs. Ike not only ensures that her business operates in compliance with applicable regulations but also enhances the credibility and consumer trust in her products.

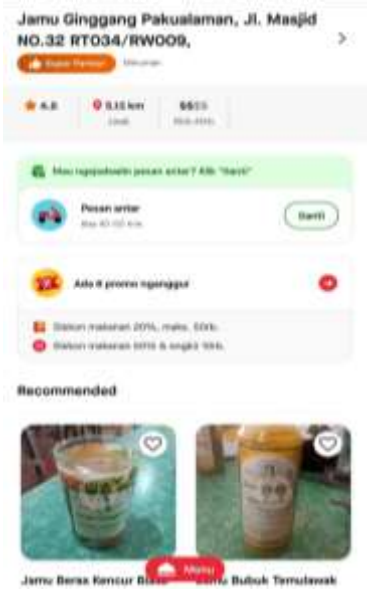
The mentoring provided aims to help "Jamu Ginggang" adapt to current technological developments and market trends. Discussions on digital transformation and the use of social media platforms like TikTok and Instagram for promotional purposes were conducted to help "Jamu Ginggang" reach a broader audience. Online marketing strategies also include leveraging local influencers who can introduce the products to their communities, thereby increasing visibility and attracting new consumers. Involving young employees with technological understanding is recommended to ensure the business remains relevant in the digital age. Young employees can bring new perspectives and creativity to marketing strategies and social media management. Lastly, solutions were provided to diversify the menu so that "Jamu Ginggang" can compete effectively with other contemporary beverages. By offering a variety of appealing products that cater to modern consumer tastes, the business hopes to retain existing customers and attract new ones.

After the mentoring process, Mrs. Ike, as the successor and operational leader of "Jamu Ginggang," learned about promoting her business using Instagram and TikTok to expand its target market. Additionally, she studied online marketing strategies, including leveraging influencers in Yogyakarta to enhance "Jamu Ginggang's" social media engagement, and she plans to recruit freelance students to manage social media promotions. Mrs. Ike also has plans and strategies to sustain her business amidst increasingly fierce competition, such as introducing innovations like a large-size jamu priced at Rp.5000 and jamu-flavored ice cream. Her hope is that this mentoring will help

address the challenges faced. As a result of this mentoring, Mrs. Ike now has sustainable strategies in human resources management, operations, and marketing.



Maps "Jamu Ginggang"



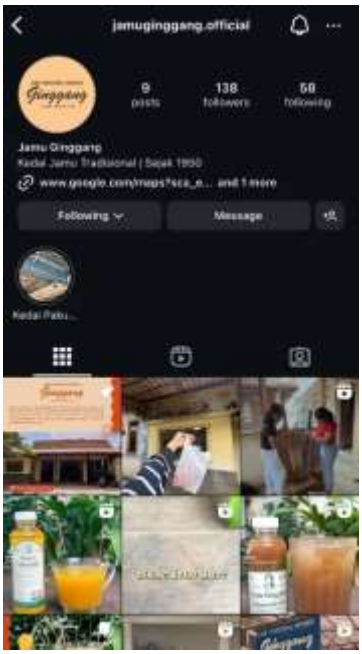
Go-food "Jamu Ginggang"



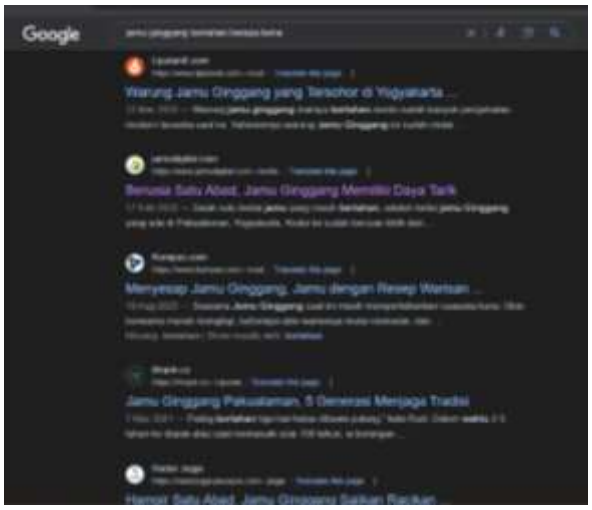
TikTok Account "Jamu Ginggang"



Video Content Promoting "Jamu Ginggang"



Instagram Account “Jamu Ginggang”



Articles Highlighting “Jamu Ginggang”

Figure 3 Jamu Ginggang

3. Notocorp (Kacang Telur Suko Menik)

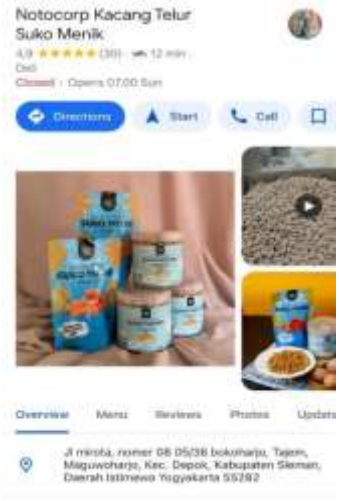
"Notocorp Kacang Telur" is a family business owned by Notodiharjo, specializing in culinary delights, specifically selling seasoned peanuts. Managed by Mrs. Sunarti in Maguwoharjo, these peanuts are processed with unique spices to achieve a delicious and savory taste. The peanuts are typically baked or fried to enhance their distinctive flavor. This snack is suitable for various occasions and enjoyed by people of all ages. It is available in various packaging sizes including 150g, 250g, 350g, 500g, and 1kg, allowing customers to choose according to their needs or preferences.

"Notocorp Kacang Telur" has been operating successfully, evident from its use of social media platforms like Instagram. The first Instagram post on *@notocorp_kacangtelur* was made in 2019 and remains active. During mentoring sessions, the author and mentoring partner created a Linktree to optimize information dissemination. Linktree consolidates important links onto one page, facilitating customer access to information such as WhatsApp contacts, product photos, price lists, Shopee links, and the business address. However, Mrs. Sunarti has not yet adopted WhatsApp Business, despite its Catalog feature

being highly beneficial for business owners. "Notocorp Kacang Telur" is registered on SiBakul Jogja and its products are available on slemanmarketplace.com and UGM-Mall. Furthermore, the business complies with legal requirements by possessing a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT).



Products Photo of "Kacang Telur Suko Menik"



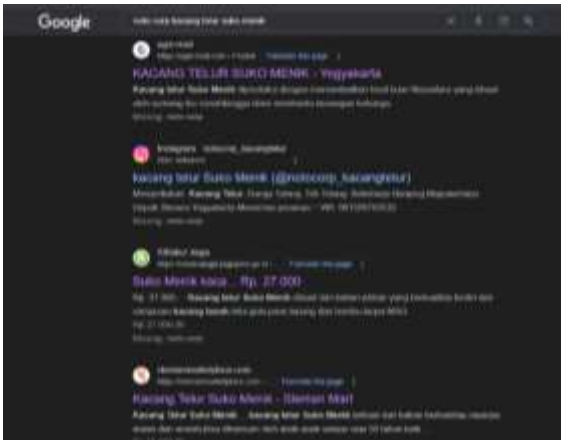
Maps "Notocorp" Kacang Telur Suko Menik



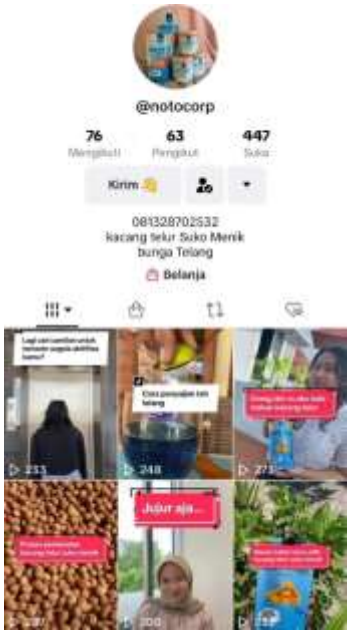
Instagram Account "Notocorp"



Linktree on Instagram Bio



Registered on SiBakul Jogja, UGM-Mall platforms, and Sleman Market Place



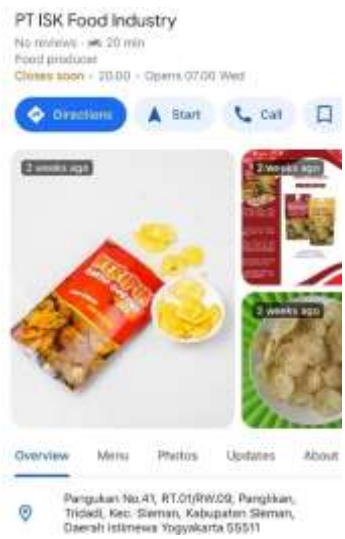
TikTok Account "Notocorp"

Figure 4 Notocorp (Kacang Telur Suko Menik)

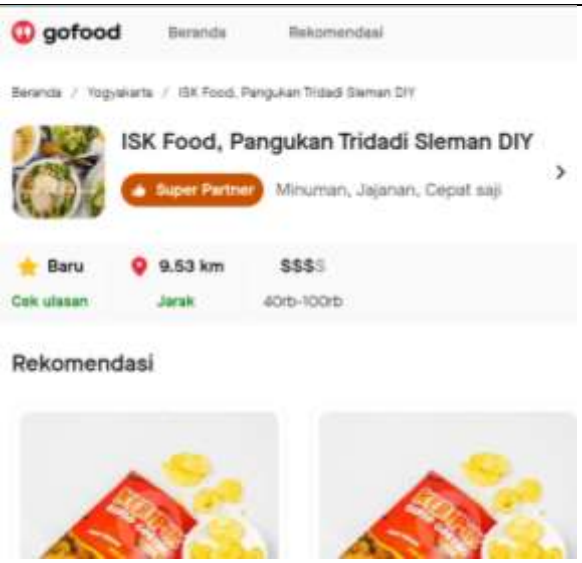
4. ISK FOOD

"ISK FOOD" is a culinary venture that produces Fried Meatball Chips with natural flavors, using high-quality selected ingredients. Located in Sleman, this business started with my in-laws in 2017, initially using traditional wood-fired equipment. "ISK FOOD" aims to provide a healthy and delicious homemade snack experience. The vision of "ISK FOOD" is to create innovative, healthy, and distinctly Indonesian halal chips. Before practitioners provided mentoring to "ISK FOOD", the business already had a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT) obtained from the "BIMTEK and Facilitation for P-IRT Certification" program. The owner of the Fried Meatball Chips business, Mrs. Laila, admitted to difficulty in creating appealing product photos to market her products and enhance brand awareness. To address this issue, the author and mentoring partner provided information about a free product photo service facilitated by Dinas Koperasi and UKM DIY, enabling Mrs. Laila to maximize this mentoring opportunity.

In marketing efforts, "ISK FOOD" products are now available on platforms like GoFood and SiBakul, making it convenient for customers to order online. However, Mrs. Laila encountered difficulty accessing her business Instagram and TikTok accounts due to forgetting the passwords. On the other hand, the business location is already registered on Google Maps, making it easy for customers to find its location. The solutions offered include several steps. First, the practitioners helped teach and photograph "ISK FOOD" Fried Meatball Chips products in a simple yet attractive manner for consumers, and suggested fully utilizing the free product photo service provided by Dinas Koperasi and UKM DIY. Second, the author and mentoring partner assisted in recovering the Instagram and TikTok social media accounts, and provided guidance on using social media for marketing, including content creation and other strategies.



Maps “ISK FOOD”



Go-food “ISK FOOD”

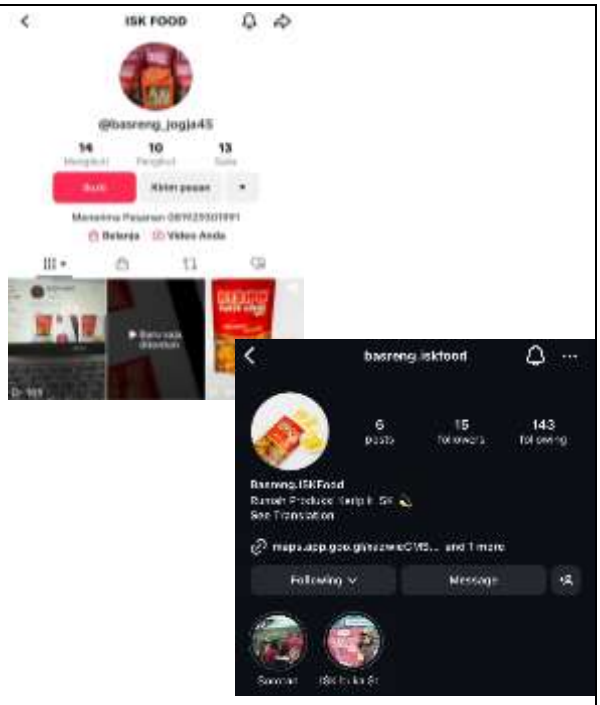
	
Simple Product Photos	"ISK FOOD" Social Media Account Recovery

Figure 5 ISK FOOD

5. Danesh Kitchen

"Danes Kitchen," managed by Mrs. Endah, is a culinary venture specializing in crispy chicken products, established since 2020. Located in Gunungkidul, this business began as a casual experiment by Mrs. Endah due to her child's love for crispy chicken. After trying it out and receiving positive feedback from neighbors who tasted it, Mrs. Endah started selling crispy chicken to her colleagues. The quality and taste, loved by many, spurred her to further develop the business. "Danes Kitchen" offers various flavor variants to cater to different tastes, such as authentic original flavor, unique anchovy flavor, and spicy flavor to stimulate the palate. This success demonstrates how a simple hobby can evolve into a promising business when supported by quality and product innovation.

As a home-based business, "Danes Kitchen" faces challenges in expanding its product marketing reach. Mrs. Endah relies on word-of-mouth promotion, limiting the awareness of her crispy chicken product beyond friends and neighbors. However, she took initiative to seek mentoring for small businesses through programs provided by Dinas

Koperasi and UKM DIY. Through training such as "BIMTEK and Facilitation of P-IRT Certification," she successfully obtained a Business Identification Number (NIB) and a Certification for Compliance with Home Industry Food Production Certificate (SPP-IRT), crucial steps for legal compliance and business development. During mentoring, Mrs. Endah sought help in taking product photos for use in her social media marketing, particularly on Instagram under the handle *@danes_kitchen*, though the account is infrequently used. Additionally, she envisioned an appealing advertising video concept for her crispy products, aiming to enhance attractiveness and expand market reach. With these steps, Mrs. Endah hopes that "Danes Kitchen" will become better known and favored by more people.

The author and mentoring partner offered solutions designed to help Mrs. Endah develop "Danes Kitchen." The first step was introducing SiBakul Jogja, a local e-commerce platform, to help expand the marketing reach of her crispy chicken products. By listing her products on this platform, there is a significant opportunity for wider public recognition. Furthermore, the writer assisted in taking product photos using available equipment, teaching techniques to make the products look more appealing and aesthetic, crucial for capturing potential consumers' attention. To ensure better photo quality, the writer also recommended Mrs. Endah to utilize the product photo services offered by Dinas Koperasi and UKM DIY, which could provide professional results. Additionally, the writer and mentoring partner assisted in creating the advertising video requested by Mrs. Endah, aimed at enhancing product appeal through social media and other platforms.



Instagram Account “Danes Kitchen”





Capturing and editing product marketing video footage.





Simple Product Photoshoot Process

Figure 6 Danesh Kitchen

6. Warung Makan Mbak Minthuk

"Warung Makan Mbak Minthuk" is owned by Mrs. Hartini and offers its flagship product, Crispy Seaweed Mbak Minthuk. In addition to crispy seaweed, "Warung Makan Mbak Minthuk" also sells various seafood dishes such as fish, shrimp, squid, and other foods. Located in Gunungkidul, this eatery provides various menu packages that can be enjoyed by individuals and groups. Menu prices start from Rp 45,000 for a ¼ kg shrimp package. In addition to food, a variety of drinks are available including young coconut, tea, orange juice, and other sachet drinks. The crispy seaweed product, which is the highlight, is sold for Rp 7,000 per pack with a net weight of 135 grams. Its compact packaging with

a ziplock makes it easy to carry and suitable as a souvenir for tourists, remaining crispy for over two weeks.

The primary market segment for "Warung Makan Mbak Minthuk" is tourists visiting the beaches of Gunungkidul, particularly Indrayanti Beach. Orders can also be placed through her private WhatsApp. During mentoring, the writer identified several challenges faced by Mrs. Hartini in running her business. The crispy seaweed product did not yet have a Business Identification Number (NIB) or a Household Industry Production Number (P-IRT). Additionally, there were limitations in human resources and a lack of understanding about digital marketing. Digital marketing is crucial due to changing consumer behavior increasingly reliant on digital information influencing their product knowledge. Through digital marketing, brand awareness can be heightened, allowing potential customers to become familiar with the product before visiting the premises. Mrs. Hartini, the business owner, expressed that one of her biggest challenges is the lack of human resources, as she is only assisted by one employee and her husband, totaling three personnel. Moreover, operational tasks such as production, sales, and marketing are handled solely by Mrs. Hartini. If she has other engagements, the business is forced to close. The scarcity of personnel also hinders market expansion. Mrs. Hartini hesitates to expand the crispy seaweed product line for fear of being unable to meet demand.

To support "Warung Makan Mbak Minthuk," the author, as a micro-business mentor, offered several solutions to address Mrs. Hartini's challenges. For instance, if Mrs. Hartini is busy with other matters, the eatery can continue operating with the help of family members or trusted individuals as substitutes. To overcome workforce limitations in fulfiling large orders, the writer suggested considering accepting pre-orders and partnering with souvenir shops or other eateries to maintain stock, allowing for more effective production scheduling. As demand increases, Mrs. Hartini could utilize part-time workers or outsource tasks, paying based on hours worked. In terms of marketing, the writer conducted brief discussions with Mrs. Hartini on creating simple yet effective marketing content, from product photography to editing using apps like Canva and Capcut. These straightforward product photos can be used to promote products through WhatsApp stories or other social media apps Mrs. Hartini uses. However, Mrs. Hartini admitted she is still

not proficient in using Instagram and TikTok optimally. Mentoring was also provided in legal aspects, including help with the Business Identification Number (NIB) and Household Industry Production Number (P-IRT) registration process.

Overall, the author's mentoring for "Warung Makan Mbak Minthuk" focused on overcoming primary challenges such as effective human resource management through training and good production scheduling. Support was also provided to enhance digital marketing with relevant content creation strategies and ensuring business legality through proper registration processes.



Maps "Warung Makan Mbak Minthuk"



Open Short-Discuss about Challenges and Finding Solutions for Business





Products Photo of “Crispy Rumput Laut Mbak Minthuk”



“Helpdesk” Legality of NIB and SPP-IRT Registration

Figure 7 Warung Makan Mbak Minthuk

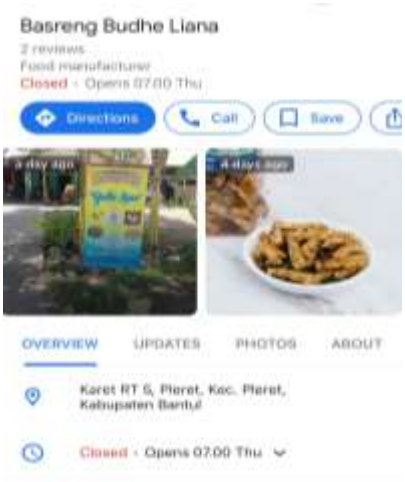
7. Basreng Budhe Liana

"Basreng Budhe Liana" is a new venture in Bantul, established in mid-2023, focusing on fried meatball products known as basreng. The business offers various flavors such as Original Basreng, Spicy Balado Basreng, and Extra Spicy Basreng Sticks with Kaffir Lime Leaves. The business owner, Mrs. Budi, has obtained business legality through a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT) acquired via training in "BIMTEK and Facilitation of P-IRT Certification". Through the analysis of the business conditions during the mentoring process, it was found that "Basreng Budhe Liana" is a home-based business operated solely by Mrs. Budi without employees. This setup limits the ability to produce on a large scale and still relies on simple equipment. Mrs. Budi initially wanted to involve her neighbors in the business but was unsure about how to provide wages due to limited marketing. Therefore, she aims to expand her market through online sales to gain broader recognition beyond her local area and nearby stores.

Mrs. Budi expressed challenges in online marketing and sought mentoring in learning how to sell through platforms like Shopee. She mentioned that many of her friends outside Yogyakarta are interested in purchasing her products but are deterred by high shipping costs. Therefore, her goal in listing her products on marketplaces is not only to expand her market but also to facilitate purchases for her friends outside Yogyakarta. Based on the challenges faced by Mrs. Budi, the writer and mentoring partner have focused on several planned activities: educating on using SiBakul, assisting in registering "Basreng Budhe Liana" products on SiBakul, guiding on using the Shopee app, assisting in product registration on Shopee, providing instructions on using Google Maps to facilitate potential customers with photos and videos from main roads to the location of "Basreng Budhe Liana," and helping mark the location on Google Maps. Here are some outcomes from these mentoring activities:



Successful Product Upload on Shopee



Successfully Mark a Location on Google Maps



Passed SiBakul Curation



Documentation with Mrs. Budi as Owner

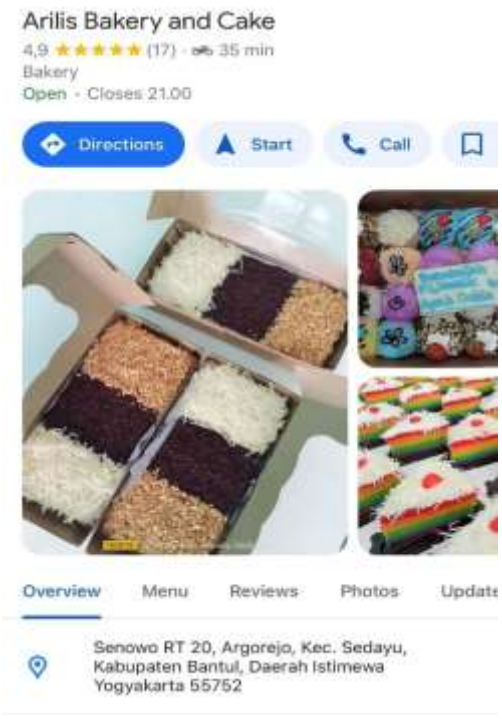
Figure 8 Basreng Budhe Liana

8. Arilis Bakery

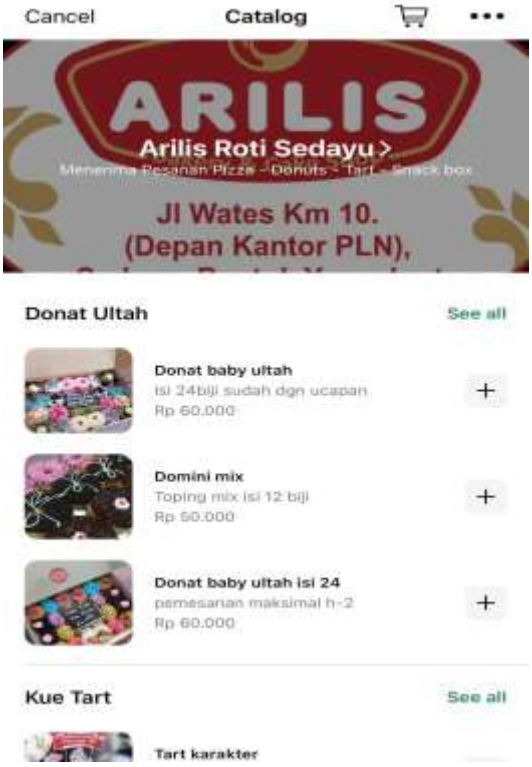
"Arilis Bakery & Cake" is owned by Mrs. Arilis Setyaningrum and was founded in 2019 in Bantul. The business focuses on producing various types of bread and cakes, such as cookies, brownies, pizza, and more. In addition to selling in-store, they also accept orders two days in advance that can be delivered via courier throughout the Yogyakarta area. Mrs. Arilis ensures that every dish offered is fresh from the oven, made with quality ingredients and halal certified. Despite facing challenges that temporarily closed the store, forcing sales to be focused from home, Mrs. Arilis remains active in using social media platforms like TikTok and Instagram for marketing. She also utilizes WhatsApp Business, SiBakul, and Horego to promote her products. Horego, launched in November 2023, helps users discover the best dining places around them. This demonstrates that Mrs. Arilis keeps up with digital developments, although she has chosen not to promote her sales on GoFood or Shopee Food without clear reasons.

During the mentoring process, Mrs. Arilis requested mentoring from the writer to manage the HO Permit (Disturbance Permit) because she does not plan to permanently

close her shop and also needs help obtaining halal certification for her business. Mrs. Arilis, a participant in training provided by Dinas Koperasi and UKM DIY, has ensured her business has a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT). Based on this, the writer sought information regarding the HO Permit from Dinas Koperasi and UKM DIY. It turns out that to obtain this permit or other environmental permits in Yogyakarta, Mrs. Arilis needs to process it through the local Investment and Integrated One-Stop Service Agency (DPMPTSP). For the halal certification aspect, the writer provided information on registering for halal certification offered by Dinas Koperasi and UKM DIY, explaining the necessary steps. First, Mrs. Arilis needs to visit the agency to get information about the certification mentoring program. Then, she must attend the training provided to understand the process and requirements. Documents required include the application form, photocopy of ID card (KTP), business certificate, list of products and raw materials, and the Halal Assurance System (SJH) documents. Mrs. Arilis also needs to implement the SJH in her business and conduct internal audits. After that, the certification application can be submitted to LPPOM MUI. Auditors from LPPOM MUI will verify and audit the process. Upon payment of the certification fees and meeting all requirements, the halal certificate will be issued by LPPOM MUI. The author can only assist with providing information as handling halal certification is not the responsibility of the micro-business mentoring division during this internship, but falls under the jurisdiction of another division.



Maps “Arilis Bakery & Cake”



WhatsApp Business Catalogue



Instagram Account “Arilis Bakery & Cake”



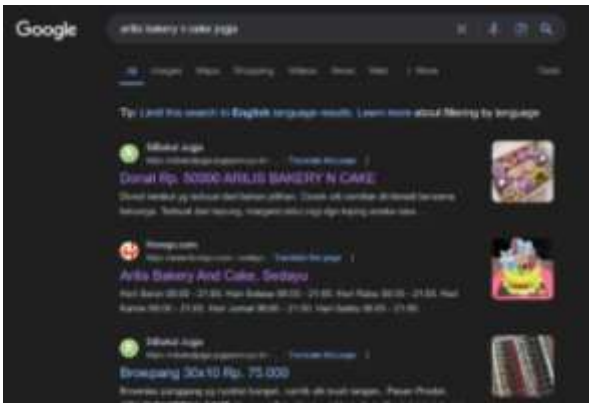
Instagram Feeds



TikTok Account “Arilis Bakery & Cake”



TikTok Feeds



SiBakul Jogja and Horego.com Websites

Figure 9 Arilis Bakery

9. Telur Asin by Oemah Ndog

"Oemah Ndog" is a business owned by Mrs. Dien, established in 2020. Initially focused on a bridal makeup business named Griya Pradis, Mrs. Dien later began selling high-quality salted duck eggs under the brand "Oemah Ndog" a few years later. These salted duck eggs are distributed in several food stalls around Mrs. Dien's home and also in some "Soto Kadipiro" outlets through consignment sales. Additionally, sales are conducted online via Mrs. Dien's personal WhatsApp and Facebook accounts. The business owner actively participates in activities that promote "Oemah Ndog" and has managed its legality through "BIMTEK and Facilitation of P-IRT Certification" training.

Challenges include the underutilization of social media for marketing and the lack of adequate product photos. High-quality product photos are crucial for enhancing packaging and branding to attract potential customers. During the mentoring sessions, we, as intern students, acknowledge the difficulty in providing significant mentoring to the challenges faced by "Oemah Ndog," primarily due to scheduling constraints caused by the business owner's time limitations.

As a final suggestion, we recommend Mrs. Dien to take advantage of the "Pasar Murah and Gebyar Kolaborasi MSIB Batch 5 Dinas Koperasi dan UKM DIY 2023" event, which offers free product photo services. This could be a great opportunity to gather a collection of product photos for Mrs. Dien's business.



Documentation during the Mentorig Session



Maps “Oemah Ndog”

Figure 10 Telur Asin by Oemah Ndog

10. Omah Jagung

"Omah Jagung" is a micro-business focused on processing corn sourced from Gunung Kidul. "Omah Jagung" products are often used as snacks or side dishes in various events and gatherings. By utilizing local raw materials, "Omah Jagung" not only offers a variety of delicious foods but also supports the local economy. "The foundation of this

business was motivated by my own desire to highlight the potential of Gunungkidul corn as the main ingredient for delicious and crispy corn sticks," said Mrs. Martuti, the business owner.

There were several conditions prior to the mentoring that could be categorized as obstacles for Mrs. Martuti in building her business. In terms of business motivation, Mrs. Martuti was hesitant to market her corn sticks under the "Omah Jagung" brand independently due to a lack of motivation or encouragement. She often worried about the risk of losses if she operated her business alone, despite already supplying repackaged products managed by the Village-Owned Enterprises (BUMDES). Mrs. Martuti's processed corn sticks are favored by both local and international consumers, evidenced by the export of repackaged corn sticks by the Village-Owned Enterprises (BUMDES) to several countries, including Egypt.

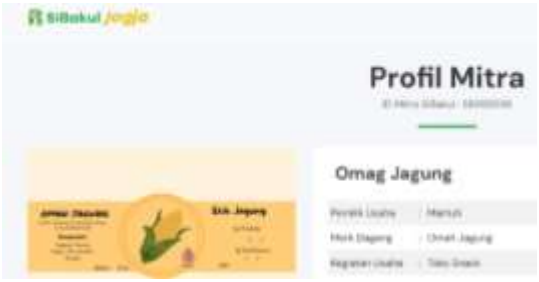
Regarding business management, Mrs. Martuti's production management readiness is seen in the lack of adjustment in her product packaging. She only sells her products in 1kg packaging without labels that identify her business. Unappealing packaging reduces consumer interest in purchasing, and the absence of clear packaging labels makes the "Omah Jagung" business less known in the market. Additionally, limited staff and technology hinder the productivity of corn sticks, resulting in small production volumes. On the other hand, Mrs. Martuti only uses WhatsApp as a platform to communicate with her customers. Platforms like SiBakul or other applications have not been utilized by Mrs. Martuti. She faces infrastructure challenges in running her business, such as inadequate smartphone performance for communication, operations, and marketing. Therefore, digital business transformation through Instagram, SiBakul, Google Maps, Facebook, TikTok, and Shopee accounts is unfamiliar to Mrs. Martuti. Infrastructure limitations also prevent her from becoming familiar with graphic design for labels, product photos, or videos as marketing tools.

In terms of business legality, "Omah Jagung" has obtained a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT) during the "Helpdesk" service at the Training Activity "BIMTEK and Facilitation of P-IRT Certification." The mentoring activities provided by the author and mentoring partners aim

to instill confidence and enthusiasm in Mrs. Martuti to develop her business. The author believes that every business will yield results if managed well and diligently. During the mentoring process, various activities were conducted, including socialization and discussions on E-commerce, including the use of Shopee. Additionally, the use of social media such as Instagram was introduced to expand the online market. Mentoring was also provided in production management, including attractive packaging design to reach more consumers, and the implementation of a pre-order system. The pre-order method is highly beneficial for small businesses as it helps manage inventory more efficiently, reduces capital risks by producing goods only after orders are received, and directly measures market demand. Moreover, pre-orders increase cash flow with upfront payments from customers, build strong customer relationships, and provide opportunities for product customization. Overall, pre-orders help small businesses adapt more effectively to market changes and manage their operations and finances more efficiently.

The author and mentoring partners assisted Omah Jagung in registering on platforms like SiBakul, Instagram, and Google Maps, followed by creating simple product photos and videos to support digital marketing. Innovative suggestions regarding corn stick flavor variations were also provided to attract consumer interest.

	
Old Packaging	New Packaging

<table>
<tr>
<td>
Product Photo Content Creation and Promotional Video</td>
<td>

SiBakul “Omah Jagung”</td>
</tr>
<tr>
<td>

Instagram Account “Omah Jagung”</td>
<td>

Maps “Omah Jagung”</td>
</tr>
</table>

Figure 11 Omah Jagung

4.3 INTERNSHIP ANALYSIS RESULTS

The micro enterprises mentoring program is designed to assist entrepreneurs in overcoming daily operational challenges. This program covers various types of businesses, each facing unique obstacles. Dinas Koperasi and UKM DIY provides training and mentoring to help micro enterprises handle their business legalization. Based on these mentoring activities, micro business owners are still evaluating their digital business transformation efforts, such as utilizing social media for product marketing. Dinas Koperasi and UKM DIY continues to guide micro business owners in using social media effectively, as many are still unfamiliar with these platforms.

During the implementation of the activities, several challenges have hindered the program's success. One major issue is the difficulty in scheduling meetings with business owners, who often have unpredictable schedules and slow response times, causing delays in the mentoring process. Additionally, the mentoring time provided by Dinas Koperasi and UKM DIY is very limited, reducing the effectiveness of the program aimed at helping micro enterprises adopt digital technology. However, the report findings indicate that Dinas Koperasi and UKM DIY has made significant efforts to assist in the development of micro enterprises in accordance with Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. These efforts encompass two main aspects:

a. Business Legality
b. Digital Transformation.

4.3.1 BUSINESS LEGALITY

Problem Formulation 1

How does the mentoring facilitated by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta influence business legality?

Discussion:

Based on the report conducted by the author, this internship program focuses on mentoring and training for micro business owners to guide them on business legitimacy

through obtaining a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT). The Business Identification Number (NIB) serves as the business identity and is a requirement for registration for other permits, such as P-IRT (processed food production certification), halal certification, Company Registration Certificate (TDP), Importer Identification Number (API), and Customs access for international trade activities (export and import). Meanwhile, the P-IRT signifies that the food products have met safety standards from raw materials, production processes, to the final product. This achievement indicates that the products distributed by business owners comply with the standards set by the Indonesian Government. By obtaining these two licenses, micro-businesses can meet legal requirements that positively impact their access to funding and various forms of support.

To assist business owners in obtaining these licenses, Dinas Koperasi and UKM DIY provides a facility called "BIMTEK and Facilitation of P-IRT Certification." In this activity, Here is a list of businesses that have succeeded and failed in obtaining a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT):

NO	**BUSINESS NAME**	**Business Legality**	
		NIB	**SPP-IRT**
1	Agroindo Sorghum Nusantara	☑	☑
2	Jamu Ginggang	☑	☑
3	Notocorp (Kacang Telur Suko Menik)	☑	☑
4	ISK Food	☑	☑
5	Danes Kitchen	☑	☑

6	Crispy Rumput Laut Mbak Minthuk	❌	❌
7	Basreng Budhe Liana	☑	☑
8	Arilis Bakery & Cake	☑	☑
9	Telur Asin by Oemah Ndog	☑	☑
10	Omah Jagung	☑	☑

Table 3 Analysis of Micro Enterprises Data on Business Legality

Based on the evaluation and data obtained from the report on the training and mentoring provided by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta, it can be concluded that the "BIMTEK and Facilitation of P-IRT Certification" training has had a significant impact on the business legitimacy of micro-businesses. This is evidenced by 9 out of 10 micro enterprises involved in the mentoring program successfully obtaining a Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT) during the training. The one micro enterprise that initially lacked business legality successfully obtained both the NIB and SPP-IRT certifications during the mentoring process.

This success demonstrates that the mentoring program, including the "BIMTEK and Facilitation of P-IRT Certification" training, is highly effective in helping micro business owners understand and meet the legal requirements necessary for business legitimacy. The Business Identification Number (NIB) serves as a crucial business identity for various licensing purposes, while the SPP-IRT certificate indicates that the food products produced meet safety standards set by the government. With clear and complete legality, micro enterprises can more easily access various forms of support, including funding and facilities provided by both government and private sectors. This, in turn, enhances the competitiveness and sustainability of micro-businesses in the market. While

mostly successful, one business initially lacked the NIB and SPP-IRT certifications during the training period. However, this was successfully addressed through in-depth mentoring, showcasing the program's flexibility and responsiveness in accommodating the needs of micro business owners.

Overall, the mentoring program of Dinas Koperasi and UKM DIY has made a significant positive contribution to enhancing the business legitimacy of micro enterprises in Yogyakarta. Despite some challenges, the program has demonstrated that with proper mentoring, nearly all micro enterprises can meet the necessary legal requirements, opening up access to broader forms of support. Efforts to refine and expand the scope of this program should continue to ensure that all micro-business owners can benefit from it.

4.3.2 DIGITAL TRANSFORMATION

Problem Formulation 2

How does the mentoring provide by Dinas Koperasi and UKM DIY to micro enterprises in Yogyakarta influence digital transformation?

Discussion:

During the internship, the author successfully identified various forms of mentoring provided by Dinas Koperasi and UKM DIY, such as information facilitation, guidance, training, and consultation for micro-business owners in supporting the development of micro enterprises in Yogyakarta. To help business owners participate in technology utilization activities through digital transformation, Dinas Koperasi and UKM DIY has introduced the SiBakul Jogja program. SiBakul Jogja, short for Cooperative and Business Development Information System, is a digital platform created to foster entrepreneurship and serve as an innovation hub to address various challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in the digital era. This platform enables MSMEs to market their local products online, reaching more consumers both locally and nationally. With SiBakul Jogja, MSMEs can enhance the visibility and sales of their products without facing major challenges such as high promotion costs or limited market access.

The role of Dinas Koperasi and UKM DIY in the development of registered micro enterprises on the SiBakul Jogja platform includes access to several programs and services, including:

1. Training Agenda

To enhance the effectiveness of resources for micro enterprises, Dinas Koperasi and UKM DIY currently offers various training and mentoring programs, including:

a. Business Plan Training

This training covers fundamental marketing, operational finance, and human resources for micro enterprises. It aims to equip micro enterprises in Yogyakarta with knowledge and skills to manage their businesses competitively and produce high-quality products.

b. Merk and Branding Training

Dinas Koperasi and UKM DIY facilitates training for micro enterprises registered on the SiBakul Jogja platform to participate in Merk and Branding Training. This program allows micro enterprises to consult and register their products for free certification such as Halal, Food and Drug Administration (BPOM), and P-IRT. These certifications are crucial for business development and promotional credibility. Micro enterprises are also guided on packaging techniques, product photography, and digital sales using platforms like Whatsapp Business, Instagram, and Facebook.

c. CPPOB BIMTEK

The Good Manufacturing Practices (CPPOB) Training involves speakers directly from the DIY Health Department and the Food and Drug Administration (BPOM). It aims to guide micro enterprises correctly in food processing methods.

2. SiBakul Jogja

SiBakul is an online marketplace service available on the SiBakul Jogja website. This facility offers free shipping services provided by Dinas Koperasi and UKM DIY to reduce delivery costs. Free shipping is available for purchases over Rp. 50.000 and within a maximum delivery distance of 30 kilometers from the seller to the buyer, in collaboration with delivery services such as Gojek, Grab, Pos Indonesia, and Kirimin Aja.

Furthermore, there are other services such as the MSME Product Exhibition, Legal Assistance Counseling for SMEs, Kotagede Market Gallery at Yogyakarta International Airport (PKG YIA), Desa Preneur, Upgraded Business Incubator Program for MSMEs, Training and Digital Campaign Coaching, and Tuesday Morning Business Class (KBSP). However, these services are managed by other divisions, whereas the microenterprise division, where the writer interned, manages the Training and Coaching Program as well as SiBakul Jogja.

From the report conducted by the author regarding the forms of mentoring facilitated Dinas Koperasi and UKM DIY towards micro enterprises in Yogyakarta affecting their digital transformation, it was found that several micro enterprises have utilized social media as part of their digital strategy. Social media plays not only a role in communication but also as a strategic platform for marketing, sales, and customer service. Additionally, some enterprises have successfully marketed their products through e-commerce, including local platforms like SiBakul Jogja. However, there are still some enterprises that have not fully tapped into the potential of social media. As a result, they are introduced to and guided in its use during mentoring sessions. Based on this, the author attempts to summarize it in the following table:

NO	BUSINESS NAME	DIGITAL TRANSFORMATION													LEVEL
		WA Business		Social Media						Shopee		SiBakul Jogja		Others	
				IG		FB		TIKTOK							
		Before	After	Before	After	Before	After	Before	After	Before	After	Before	After		
1	Agroindo Sorghum Nusantara	✗		✗		☑		✗		✗			☑	-	Low
2	Jamu Ginggang	✗			☑	✗			☑	✗			☑	Gofood & Grab	High
3	Notocorp (Kacang Telur Suko Menik)	✗		☑		✗			☑	✗			☑	Website	High
4	ISK Food	✗			☑	✗			☑	✗			☑	Gofood	High
5	Danes Kitchen	✗		☑		✗		✗		✗			☑	-	Low
6	Crispy Rumput Laut Mbak Minthuk	✗		✗		☑		✗		✗			☑	-	Low
7	Basreng Budhe Liana	✗		✗		☑		✗			☑		☑	-	Medium
8	Arilis Bakery & Cake	☑		☑		☑		☑		✗			☑	Website	High
9	Telur Asin by Oemah Ndog	✗		✗		☑		✗		✗			☑	-	Low
10	Omah Jagung	✗			☑	✗		✗		✗			☑	-	Low

Table 4 Data Analysis of Micro Enterprises towards Digital Transformation

Based on the table above, several important conclusions can be drawn regarding the adoption of technology and digital platforms by micro enterprises under guidance:

1. Diverse Adoption Rates

Out of 10 micro enterprises, only 4 have achieved high levels of digital adoption, namely Jamu Ginggang, Notocorp (Kacang Telur Suko Menik), ISK Food, and Arilis Bakery & Cake. They utilize more than three digital platforms for their marketing and business operations.

2. Limitations in Platform Usage

Most micro enterprises, 6 out of 10, are at a low level of digital adoption, using only one or two digital platforms. For example, Agroindo Sorghum Nusantara, Danes Kitchen, Warung Makan Mbak Minthuk, Telur Asin by Oemah Ndog, and Omah Jagung use specific platforms but have not fully exploited the full potential of digital transformation.

3. Most Used Platforms

Instagram is the most widely adopted social media platform post-guidance, with 7 out of 10 micro enterprises using it. Other platforms like TikTok and Shopee are also beginning to be used by some micro enterprises, but not as much as Instagram.

4. Use of SiBakul Jogja

SiBakul Jogja has been utilized by some micro enterprises but has not been fully utilized by all. This indicates potential to enhance the use of this platform in supporting the marketing and business operations of micro enterprises.

5. Challenges and Obstacles

Key challenges faced by micro enterprises in adopting digital transformation include lack of technology understanding, limited access to digital resources, and difficulties in effectively managing multiple platforms. Some micro enterprises, such as Agroindo Sorghum Nusantara and Danes Kitchen, show that despite efforts to introduce digital transformation, not all businesses have fully leveraged technology.

Overall, the findings indicate that the adoption of technology and digital platforms by micro enterprises under guidance still faces challenges, due to various factors and constraints in the performance of training and mentoring programs. These results were filtered through content analysis presented in Table 3. From the analysis of this table, it is evident that the implementation of digital transformation among micro enterprises varies. Some enterprises have successfully utilized various digital platforms to enhance their marketing, while others encounter technical and understanding-related hurdles. Factors

such as technology literacy, access to resources, and support from relevant parties significantly influence the success of this digital transformation.

Optimal digital transformation requires a more intensive approach, including continuous training, technical support, and access to adequate resources. Micro enterprises that have successfully undergone digital transformation demonstrate that with proper guidance and mentoring, these challenges can be overcome, opening up broader opportunities for business growth and development. The classification of digital transformation levels (low, medium, high) among micro enterprises in the above analysis is based on the number and diversity of digital platforms used by each business. Here's a detailed explanation of the classification criteria:

1. Low

Micro enterprises that use only one or two digital platforms fall into this category. Examples of platforms typically used include Instagram or WhatsApp Business, without utilizing other platforms such as Facebook, TikTok, Shopee, or SiBakul Jogja. The use of digital platforms is still very limited, indicating that these micro enterprises are either just beginning or have not fully adopted digital strategies for their marketing and operations.

2. Medium

Micro enterprises that use three digital platforms are categorized as medium. Examples of platforms used may include a combination of Instagram, TikTok, and SiBakul Jogja, or other relevant platforms. These micro enterprises have started to utilize several digital platforms, but there is still room for improvement and further adoption.

3. High

Micro enterprises that use more than three digital platforms are classified as having high adoption levels. They utilize various combinations of platforms such as Instagram, Facebook, TikTok, Shopee, SiBakul Jogja, and others. These micro enterprises have achieved high digital adoption, using multiple platforms to expand their market reach and enhance operational efficiency.

With this classification, it can be seen that the use of various digital platforms provides a more comprehensive picture of how micro enterprises have adopted digital technology to support their operations and marketing efforts.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

The micro enterprises mentoring program aims to enhance digital literacy and penetration among business owners, thereby improving the quality of human resources within micro enterprises through various support efforts. These include introducing Online Single Submission (OSS) for licensing integration, utilizing SiBakul as a MarketHub platform, and integrating internet applications in business management. Based on qualitative internship activity data conducted at Dinas Koperasi and UKM DIY, the following conclusions can be drawn:

1. Micro business owners understand how to create, the requirements for, and the functions of business legalization such as the Business Identification Number (NIB) and Home Industry Food Production Certificate (SPP-IRT). Consequently, there has been an increase in the number of business owners in the Special Region of Yogyakarta who possess the NIB and SPP-IRT, indicating that more businesses are operating in accordance with government standards. This not only boosts the quantity of products offered but also strengthens micro enterprise positions in the market competition. Possessing proper legal status enables micro business owners to access various government supports and facilities, such as business mentoring and training, facilitating continuous growth and innovation in facing increasingly competitive markets.

2. The expected digital transformation aimed at enhancing efficiency and competitiveness among micro enterprises has not been entirely effective. Many business owners, especially from Generation X and the baby boomer generation, still struggle to adopt digital technology due to their unfamiliarity and reluctance to adapt to new technologies. This difficulty is particularly evident in managing social media, which is a powerful tool for marketing products and communicating with customers. However, lack of knowledge and understanding in using social media can hinder the potential

growth of micro enterprises. These generations tend to be less accustomed to modern digital technologies, thus requiring more intensive support and training to leverage them effectively.

5.2 RECOMMENDATIONS

Having interned for five months at Dinas Koperasi and UKM DIY in the Micro Business Division, The author feel that the implementation of services provided by the department to micro enterprises has been well-executed. However, there are several aspects that author would like to suggest for the improvement of services provided by Dinas Koperasi and UKM DIY to the community, especially micro enterprises. The recommendations I would like to propose are as follows:

1. There is a need for continuous training and deeper education on the use of various digital platforms, especially for micro enterprises that are still at low adoption levels.
2. More intensive and personalized mentoring can help micro enterprises better understand the benefits of digital transformation and how to optimize its use.
3. During the internship, there were also limitations, especially in scheduling meetings with business owners for mentoring. Additionally, the selection of businesses for mentoring was not optimal, with some already advanced businesses still receiving mentoring. As a result, achieving significant changes during mentoring sessions was quite difficult. Moving forward, it is hoped that Dinas Koperasi and UKM DIY can be more discerning in qualifying business owners who need mentoring, so that the program can have a more tangible and beneficial impact on the development of micro enterprises that still require support.

With these steps, it is expected that more micro enterprises will achieve higher levels of digital adoption, thereby enhancing their competitiveness and business growth in the digital era.

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ATTACHMENTS

ATTACHMENT 1 – LOGBOOK

Week	Activity
1	In the 1st week (August 14 – 18, 2023), we, the internship students, introduced ourselves to each other and to the permanent employees of the Micro Enterprise Division, in order to help each other and work well together for the next 5 months. At the initial stage, we conducted an introduction to the job desk of micro-enterprise mentoring at the DIY Cooperative and SME Office. We were introduced to the activity of preparing a work plan that includes training and practice of business legality. This includes learning about the understanding of Indonesian Standard Business Classification (KBLI) and business registration through the Online Single Submission (OSS) website to obtain the required certifications such as the Business Identification Number (NIB) and the Certificate of Home Industry Food Production (SPP-IRT). We were taught that ensuring business legality is crucial for building trust among customers, business partners, and investors, as it shows compliance with standards and legal frameworks set. We were also introduced to digital business practices, including the use of SiBakul Jogja applications, as part of the digital transformation in business development. The next day, I had the opportunity to serve as an operator in the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" event, followed by helping to create the Business Identification Number (NIB) and Certificate of Home Industry Food Production (SPP-IRT) for entrepreneurs who had not registered yet. This event took place at hotel @hom Timoho, Yogyakarta. In this week, we also participated in the onboarding process for the Internship and Certified Independent Study (MSIB) National virtual event on YouTube, coinciding with Indonesia's Independence Day celebrations. As internship students, we certainly contributed, such as; Creating group banners, helping to prepare the *"Nasi Tumpeng"* competition in the Micro Enterprise Division, participating in and enlivening the August 17th competition. Our team also won the first prize in the rubber band relay and live TikTok video creation competition.
2	In the 2nd week of internship (August 21 - 25, 2023), I had done several tasks in the field of Micro Enterprise, such as serving as a helpdesk in the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" event for batches 49 and 50 at Hotel Tara, Jl. Magelang, Yogyakarta. Our role as helpdesk was to assist Micro, Small, and Medium Enterprises (MSMEs) in registering their Business Identification Number (NIB) and Certificate of Home Industry Food Production (SPP-PIRT) through the Online Single Submission (OSS) website. During this session, I also learned about the Indonesian Standard Business Classification (KBLI) code used in various business products. Then, I helped register the businesses of Micro, Small, and Medium Enterprises (MSMEs) to the SiBakul Jogja application. Then, we compiled data on the List of Orders for the Release of Funds (SP2D) of the Work Unit. This letter is one of the requirements for the release of funds by the State Treasury Office (KPPN) that has been adjusted to the State Budget (APBN). After that, I grouped the data files of BIMTEK and P-IRT Yogyakarta participants from batches 41 - 46 and compiled the list of participants of the Food Safety

	Training (PKP) from batches 47 - 50. This week, I gained a lot of new knowledges, especially in the development of Micro, Small, and Medium Enterprises (MSMEs). I heard the experiences of Micro, Small, and Medium Enterprises (MSMEs) entrepreneurs who shared their struggles in building their businesses. This experience gave me motivation to continue striving for my goals and to benefit the surrounding community.
3	In the 3rd week of the internship (August 28 – September 01, 2023), I was engaged in a variety of tasks. Firstly, we prepared tax payment file numbers for "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" and ensured the files were properly sealed. Additionally, we meticulously sorted and cross-checked Payment Order Letters with Ibbiz Brimo Transaction Files for the BIMTEK Enumerator in both Yogyakarta City and Sleman Regency for the year 2022. Furthermore, we organized and consolidated data into Microsoft Excel, encompassing Ibbiz BRI Transaction Files for the BIMTEK Enumerator in Yogyakarta City and Sleman Regency for the same period, along with participant data for "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" in Yogyakarta City for Batches 47 - 48. Moreover, we provided assistances to entrepreneurs in acquiring Food Safety Extension Counseling (PKP) Certifications and Laboratory Test Results for Batches 25 - 26. Those who had participated in the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" sessions held on June 5 - 6, 2023, and June 7 - 8, 2023, were eligible to collect their Food Safety Training (PKP) Certificates and Laboratory Test Results for their products. Additionally, we undertook the task of designing the layout and Micro, Small, and Medium Enterprises (MSMEs) table names for the Micro, Small, and Medium Enterprises (MSMEs) Expo scheduled at Bank BPD DIY in September 2023. We actively participated in and supported the Legal Guidance Consultation event hosted in the meeting room of the DIY Cooperative and SME Office, ensuring smooth proceedings. Lastly, we crafted flyers or posters for the Micro, Small, and Medium Enterprises (MSMEs) Expo at Bank BPD DIY in September 2023, aimed at promoting the forthcoming event.
4	In the 4th week (September 04 – 08, 2023), I focused on exploring the potential and business opportunities for micro-business owners in Yogyakarta. In practical terms, they conducted training and facilitated the Home Industry Food Production (P-IRT) Certificate with collaboration from the Health Department of the city or district and the Food and Drug Supervisory Agency (BPOM). During the training and facilitation sessions, micro-business owners participated in workshops related to obtaining Business Identification Numbers (NIB) and Food Safety Extension Counseling. This experience underscored the importance of education regarding food safety. The products produced by micro-business owners must meet standards to be distributed widely, potentially even internationally. Before reaching such markets, laboratory tests on the safety of food products from home industries are necessary. Following laboratory tests and sanitation assessments in production areas, the Home Industry Food Production (P-IRT) number is issued. With this Home Industry Food Production (P-IRT) number, micro-business owners and SMEs can distribute and even export their products. Additionally, possessing a Home Industry Food Production (P-IRT) number enhances the credibility of marketed products, demonstrating that they have been tested and are safe for consumption.
5	In the 5th week (September 11 – 15, 2023), I served as a helpdesk for the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" events for batches 51 - 54, which took place from September 11 - 14, 2023, at Hotel Cyka Raya, Jl. KRT Judodiningrat, Seneng,

	Siraman, Kec. Wonosari, Kabupaten Gunungkidul, Yogyakarta. The next day, I assisted entrepreneurs who were taking the Certification of Food Safety Training (PKP) and Laboratory Test Report for Batches 25 - 26. Entrepreneurs who had previously attended the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" on June 5 - 6 and 7 - 8, 2023, were able to take the Food Safety Training (PKP) certification and laboratory test report for their products. I also created attendance records for the Food Safety Training (PKP) certification. The attendance records were made for the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" events in July and August. Additionally, I compiled data on the participants of the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" in Gunungkidul, Batches 51 - 54. I also conducted a routine monthly health check-up, organized by the DIY Cooperative and SME Office which name is POSBINDU (Pos Binaan Terpadu). This activity is a joint health examination. This shows that we do not only focus on the work aspect, but also care about our own well-being or health.
6	In the 6th week (September 18 – 22, 2023), I served as a helpdesk for the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" events for Kabupaten Sleman batches 55 - 56, which took place on September 18 - 19, 2023, at Tara Hotel, Jl. Magelang No. 129, Kricak, Tegalrejo, Daerah Istimewa Yogyakarta 55242. As a helpdesk, internship students had the opportunity to discuss with micro-enterprises and learn about several aspects, including: - Discussing the business model they were implementing, such as a writer who discussed with a processed eel entrepreneur who sourced eels from East Java due to the difficulty of breeding eels in Yogyakarta. The final product would be sold through a consignment model, including one of the outlets at Yogyakarta International Airport. - In the Certificate of Home Industry Food Production (SPP-IRT) production process, entrepreneurs were required to upload their product labels, which must include at least 7 components, including brand, product name, producer address, composition, weight or content, production code, and expiration date. The label was not allowed to include the producer's phone number, as it could potentially harm the outlet or market that sold it. - The BIMTEK activity could provide a platform for entrepreneurs to create relationships or business connections that are broader. The next day, I served as an operator in the Digitalization of Financial Training, which took place on September 20, 2023, at Ibis Styles, Jl. Dagen No. 109, Sosromenduran, Gedong Tengen, Yogyakarta. The agenda covered topics such as introducing the Lamikro application, including creating an account, inputting journals, and creating financial reports. In this week, I also served as a helpdesk for the "BIMTEK and P-IRT Certification Facilitation for DIY SMEs" Kabupaten Sleman Batch 57, which involved helping to create the Business Identification Number (NIB) and Certificate of Home Industry Food Production (SPP-IRT) at Forriz Hotel, Jl. Hos Cokroaminoto No. 60, Pakuncen, Wirobrajan, Kota Yogyakarta, Daerah Istimewa Yogyakarta 55253.
7	In the 7th week (September 25 – 29, 2023), I learned several important aspects, including:

	- The importance of business behavior that is in line with ethics, morals, and business laws that apply. - The need to apply logical, critical, systematic, and innovative thinking in the context of development and helping to accelerate the development of micro-enterprises in Yogyakarta. - The importance of understanding the needs of training and human resource development, where understanding the characteristics and needs of micro-enterprises in Yogyakarta can lead to relevant programs that help develop micro-enterprises in Yogyakarta. - The implementation of practical applications with the knowledge I possess, which was realized when I received education related to the operation of the SiBakul application.
8	In the 8th week (October 02 – 06, 2023), I as usual holds morning assembly every Monday. Coincidentally, at this week's rally we commemorate National Batik Day which shows the importance of awareness of culture and national values. This is a reminder that national culture and identity are valuable assets that need to be preserved. Apart from that, this week, we interns identified and analyzed problems that have been hampering micro-entrepreneurs in developing their businesses. One of them is that we study related to labeling in packaging as well as one element of promotion, namely taking photos of products independently to make them attractive. With digitalization, Micro, Small, and Medium Enterprises (MSME) players are encouraged to be able to innovate and increase their creativity to start promoting their products through various e-commerce platforms, through training related to product labeling, there are several mandatory elements that must be included in the label of home industry processed food products such as product name, brand, composition, Certificate of Home Industry Food Production (SPP-IRT), weight/content, halal certification, production code, expiration and nutritional value. Apart from that, related to digitalization, Micro, Small and Medium Enterprises (MSME) players are guided to be able to carry out digital promotions by creating attractive product photos and content so that they can build brand awareness of their products to the public. In conclusion, this week, I was able to learn about the nature of Human Resources (HR) development, especially for Micro, Small, and Medium Enterprises (MSME) actors. This training is a form of effort to increase the knowledge, skills and capacity of micro, small and medium business actors in Yogyakarta.
9	In the 9th week (October 09 – 13, 2023), I assisted in the implementation of the Competency Training and Certification Test in the SPA field, organized by the Ministry of Cooperatives and SMEs of the Republic of Indonesia in collaboration with the DIY Cooperative and SME Office. The activity involved the development of human resources in micro-enterprises based on competence and certification testing in the SPA field of the Special Region of Yogyakarta, held at the LPP Garden Hotel, Jl. Perumnas No. 1, Ambarukmo, Caturtunggal, Kec. Depok, Sleman Regency, Special Region of Yogyakarta 55281. Internship students received job descriptions, including administrative tasks related to attendance and document collection, hosting the event, reading prayers, and ensuring the smooth running of the event. Here, Internship students acted as a communication bridge between the Ministry of Cooperatives and SMEs of the Republic of Indonesia, the DIY Cooperative and SME Office, and SPA entrepreneurs.

	Additionally, during this week, Internship students, particularly those in the micro-enterprise division, conducted a Zoom meeting with the Field Supervisory Board of the DIY Cooperative and SME Office, Ms. Citra. The meeting discussed the challenges that occurred during the internship period and the work carried out in this field.
10	In the 10th week, I took a leave of absence to participate in a campus event, the International Student Mobility (ISM) program, which is took place in Turkey. Prior to the trip, the author obtained permission from Dra. Tatik Ratnawati, M.M as the head of the micro-enterprise division, who granted permission for the author to participate in the International Student Mobility (ISM) activity until its completion, which is expected to last around 10 days.
11	In the 11th week (October 23 – 27, 2023), we intern students held discussions with mentors regarding Micro, Small, and Medium Enterprises (MSME) mentoring activities that would be carried out by Internship and Certified Independent Study (MSIB) students Batch 5. We studied the conditions of micro-entrepreneurs and business management from raw materials to marketing and studied the conditions of micro-entrepreneurs and prepared plans. mentoring work. This week, we also had the opportunity to hone our communication skills by receiving consultation services and assistance in collecting Food Safety Training (PKP) certificates and lab test results. Last, we hold a discussion with the PIC Internship and Certified Independent Study (MSIB) Batch 5 regarding the final internship or closing activities carried out by Internship and Certified Independent Study (MSIB) students.
12	In the 12th week (October 30 – November 03, 2023), the intern students checked the Accountability Letter (SPJ) completeness which needed to be considered as a reference in making the Accountability Report (LPJ) in accordance with applicable regulations. We also made flyers/posters for the Micro, Small, and Medium Enterprises (MSME) Expo event at Bank BPD Main Branch and Senopati Branch on 2, 3 and 4 October 2023 together. Flyers/Posters will be uploaded via social media, such as Instagram, WhatsApp, and so on. The next day, we checked and counted the halal certifications: this was done so that there were no certificates or names that had not been counted. This week, we also held an inter-sector discussion to show the value of collaboration and mutual understanding in dealing with problems related to an event. Periodic performance evaluation is an important means for improving and increasing the quality of work during the internship period and as usual, we have regular monthly health checks organized by the DIY Cooperative and SME Service which is POSBINDU (Pos Binaan Terpadu). Engaging in monthly health activities also emphasizes the importance of maintaining physical well-being in the midst of busy work. All this creates a productive and quality work environment.
13	In the 13th week (November 06 – 10, 2023), I began contacting business actors regarding the assistance that would be implemented. Me and the fellow intern students also held discussions or audiences with the Head of the DIY Cooperative and SME Agency regarding the final project or closing activities for Internship and Certified Independent Study (MSIB) Batch 5. Just this week, we, the interns, took part in a Heroes' Day commemoration ceremony on the DIY Cooperative and SME Agency area.
14	In the 14th week (13 – 17 November 2023) include:

	- Provide assistances to "Peyek Osher" and "Oemah Ndog" as Micro-enterprise in the Kulon Progo area as assistance material at the next meeting. Here I coordinate with my fellow intern partners in developing a mentoring plan that is more effective and in line with real needs, which is an important step to ensure the implementation of mentoring activities runs smoothly and effectively. - Assistance to "Peyek Osher" regarding business legality, packaging labels, financial literacy (banking credit services). - Assistance to "Oemah Ndog" regarding marketing management, business legalization, packaging labels and financial literacy. - Carrying out evaluations with fellow interns and mentors, this becomes an open forum to discuss the obstacles and issues faced by MSMEs, so that solutions can be found together. - Consultation on changes to the targets for accompanying micro businesses because "Peyek Osher" resigned. Here, responsibility in coordinating the replacement of Mrs. Yeni with Mrs. Martuti shows responsibility and flexibility in the management of the mentoring program. - Hold a joint meeting with fellow internship students at the DIY Cooperative and SME Agency regarding the closing ceremony for the Internship and Certified Independent Study (MSIB). Thus, it can be concluded that the success of micro enterprises mentoring does not only depend on formal aspects, but also on a holistic approach, good communication and active responsibility from the mentor.
15	In the 15th week (20 – 24 November 2023) include: - Hold a large meeting to implement the "Pasar Murah dan Gebyar Kolaborasi MSIB dan Dinas Koperasi dan UKM DIY" activities as the closing event for Internship and Certified Independent Study (MSIB). The success of the Internship and Certified Independent Study (MSIB) closing event involves coordination with all related parties, such as Internship and Certified Independent Study (MSIB) participants, related parties from the Cooperatives and SMEs Service, as well as important figures such as Mr. Alex and Mrs. Tatik. - Assistance to "Oemah Ndog" after we observed their business needs, we took actions regarding business digitalization (Google Maps, SiBakul, and E-Commerce), financial literacy (QRIS as an alternative means of payment), as well as business profiles which include brand and product descriptions, and institutional aspects. - Assistance to "Omah Jagung" as substitute of "Peyek Osher" regarding business legality, packaging labels, financial literacy (banking credit services), as well as business profiles which include descriptions of brands, products, and institutional aspects. Micro-enterprise assistance requires special attention to individual needs, such as these two MSMEs, Mrs. Martuti and Mrs. Dien, by providing an educational

	approach and providing support. Providing guidance, education and support is a key aspect in ensuring the success and development of MSMEs. - Conduct an evaluation of micro enterprises mentoring, including open discussions about the obstacles and problems faced, enabling the identification of areas for improvement. The brainstorming process provides an opportunity to find creative solutions to the obstacles and problems faced by the assisted micro-enterprises. - We also ensure effective collaboration and communication between team members, namely fellow interns, and mentors, which is very important to ensure the smooth running of various activities, including large meetings, evaluations, and preparation of materials. By understanding and applying these lessons, the team can continue to increase the effectiveness and positive impact of the MSMEs mentoring program.
16	In the 16th week (27 November – 01 December 2023) include: - Hold a coordination meeting for the implementation of the closing event which will be held on 1-2 November 2023 with Internship and Certified Independent Study (MSIB) participants, employees of the DIY Cooperative and SME Agency, as well as related business actors. - Assistance to "Omah Jagung" regarding business digitalization (Google Maps, SiBakul, and E-Commerce), financial literacy (the role of bank and cooperative financial institutions), review of the corn stick production process, marketing management (creation of Instagram, photo, and video content), as well as financial management (financial diversification). - Assistance to "Oemah Ndog" regarding business digitalization (Google Maps), operational management (use of WhatsApp Business), financial management (financial diversification), and marketing management (creation of Instagram and photo content). - Preparing the decoration for the "Pasar Murah dan Gebyar Kolaborasi MSIB dan Dinas Koperasi dan UKM DIY" and creating Terms of Reference (TOR) for the talk show also compiling the moderator text. - Implementation of the "Pasar Murah dan Gebyar Kolaborasi MSIB dan Dinas Koperasi dan UKM DIY" event on 1 - 2 December 2023 at Taman Siswa which was planned by Internship and Certified Independent Study (MSIB) Batch 5 Participants and the DIY Cooperative and SME Agency as well as the closing ceremony. - Had the opportunity to become a moderator in the "UKM TALK" talk show sharing the dialogue "The Role of MSIB Students in Assisting MSMEs" whose speakers were Mrs. Endang Intan Rahmadhani from the "IR Snack" business, Mrs. Ike Astianti from the "Jamu Ginggang" business and Mr. Antonius from the "AI Care" business.

	- Participate in a Cooperative Talk show regarding the development of cooperatives towards digitalization which was resourced by the Head of the Cooperative Division and one of the Cooperative leaders in Yogyakarta.
17	In the 17th week (December 04 – 08, 2023), my fellow interns and I focused on providing 1 full week of assistance to 2 MSMEs, namely; "Basreng Budhe Liana" and "ARILIS BAKERY & CAKE SHOP" which are in the Bantul area, Yogyakarta. Starting from a survey on the first day, and listing what business actors need. The results we found were: "Basreng Budhe Liana": - Providing education on how to use the SiBakul Markethub application. - Helping registering the product "Basreng Budhe Liana" until it appears on the Sibakul Markethub application. - Provide education on how to use the Shopee application. - Help register the product until it appears in the Shopee application. - Providing education on the use of the Google Maps application. Fill in photos and videos with directions from the main road to the "Basreng Budhe Liana" location to make it easier for potential consumers. - Help mark the location of "Basreng Budhe Liana" on Google Maps. "ARILIS BAKERY & CAKE SHOP": - Find out about the HO Permit or commonly known as the Nuisance Permit. - Provide direction to obtain halal certification for your business. - Provides information regarding the free shipping feature in the SiBakul application.
18	In the 18th week (11 – 15 December 2023), my fellow interns and I prepared for the "SiBakul Finance Fiesta" event which was held at Royal Ambarukmo hotel. Including distribution of job desks, name tags, and attendance lists & coordination with Micro, Small, and Medium Enterprises (MSMEs) actors who will attend. I was found to be responsible for the confirmation or administration desk to ensure the presence of Micro, Small, and Medium Enterprises (MSMEs), coordinating manual attendance and recapping presenter data. Considering that this is our last week of internship at the DIY Cooperative and UKM Agency, we are all focused on compiling the final report for the Internship and Certified Independent Study (MSIB) students and submitted to Magang Merdeka – Kampus Merdeka (MBKM) website also to our campus.

Attachments 1

ATTACHMENT 2 – LETTER OF ACCEPTANCE

PEMERINTAH DAERAH DAERAH ISTIMEWA YOGYAKARTA
DINAS KOPERASI DAN USAHA KECIL MENENGAH
Jl. HOS. Cokroaminoto, No. 162, Tegalrejo, Yogyakarta 55244 Telp/fax (0274) 515622
Website : diskopukm.jogjaprov.go.id email: diskopukm@jogjaprov.go.id

Nomor : 423/11347
Lampiran : 1 Berkas
Hal : Penerimaan Mahasiswa Peserta Pendampingan Koperasi dan Pelaku Usaha DIY Program MSIB Kampus Merdeka

LETTER OF ACCEPTANCE

Saya yang bertanda tangan di bawah ini:

Nama Lengkap : Ir. Srie Nurkyatsiwi, M.M.A.
Jabatan : Kepala Dinas
Nama Perusahaan/Organisasi : Dinas Koperasi dan Usaha Kecil Menengah Daerah Istimewa Yogyakarta

Selaku penanggung jawab Program Magang dan Studi Independen Bersertifikat (MSIB) Kampus Merdeka Angkatan 05 periode tahun 2023, dengan ini menyatakan bahwa nama – nama terlampir merupakan peserta program **Magang** di Dinas Koperasi dan Usaha Kecil Menengah Daerah Istimewa Yogyakarta dengan pelaksanaan pada 14 Agustus – 31 Desember 2023.

Demikian surat ini kami sampaikan sebagai kelengkapan syarat administrasi program MSIB Angkatan 05 periode tahun 2023 dan dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 10 Agustus 2023
KEPALA

Ir. SRIE NURKYATSIWI, M.M.A
NIP. 19660612 199403 2 007

Dokumen ini ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh Balai Sertifikasi Elektronik (BSrE) Badan Siber dan Sandi Negara

Lampiran Surat
Nomor : 423/11347
Tanggal : 10 Agustus 2023

DAFTAR NAMA MAHASISWA PESERTA MAGANG BERSERTIFIKAT PROGRAM PENDAMPINGAN KOPERASI DAN PELAKU USAHA DIY

No.	Nama	Asal Perguruan Tinggi	Program Studi	Posisi	Periode Pelaksanaan	Metode Pelaksanaan
1	Rastiati	Universitas Ahmad Dahlan	Ekonomi Pembangunan	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
2	Marata Septi Luvianty Sinaga	Universitas Gadjah Mada	Manajemen	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
3	Laila Dewi Habibah	Universitas Negeri Yogyakarta	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
4	Nadya Safira Akmaluddin	Universitas Gadjah Mada	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
5	Hana Komariya	Universitas Negeri Yogyakarta	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
6	Muhammad Rafi Arkaan	Universitas Pembangunan Nasional Veteran Yogyakarta	Manajemen	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
7	Hendri Hermawan	Universitas Negeri Yogyakarta	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
8	Danu Putra Bachtiar	Universitas Pembangunan Nasional Veteran Yogyakarta	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
9	Rifki Prasetyo	Universitas Pembangunan Nasional Veteran Yogyakarta	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
10	Andina Jayanti Muliasari	Universitas Pembangunan Nasional Veteran Yogyakarta	Akuntansi	Pendamping Koperasi	14 Agustus – 31 Desember 2023	*offline*
11	Ammar Tsani Hasan	Universitas Pembangunan Nasional Veteran Yogyakarta	Akuntansi	Pendamping Usaha Mikro	14 Agustus – 31 Desember 2023	*offline*
12	Devista Maharani	Universitas Negeri Yogyakarta	Akuntansi	Pendamping Usaha Mikro	14 Agustus – 31 Desember 2023	*offline*
13	Adinda Puspita Oktaviana Rizky	Universitas Pembangunan Nasional Veteran Yogyakarta	Manajemen	Pendamping Usaha Mikro	14 Agustus – 31 Desember 2023	*offline*
14	Said Rafi Apta	Universitas Pembangunan Nasional Veteran Yogyakarta	Ilmu Komunikasi	Pendamping Usaha Mikro	14 Agustus – 31 Desember 2023	*offline*
15	Ashifa Zahra	Universitas Islam Indonesia	Ekonomi Pembangunan	Pendamping Usaha Mikro	14 Agustus – 31 Desember 2023	*offline*

Attachments 2

ATTACHMENT 3 - INTERN CERTIFICATE



SERTIFIKAT

MAGANG DAN STUDI INDEPENDEN BERSERTIFIKAT

Diberikan Kepada :

Ashifa Zahra

ID Kegiatan : 6312534 - Universitas Islam Indonesia - Ekonomi Pembangunan

Sebagai :

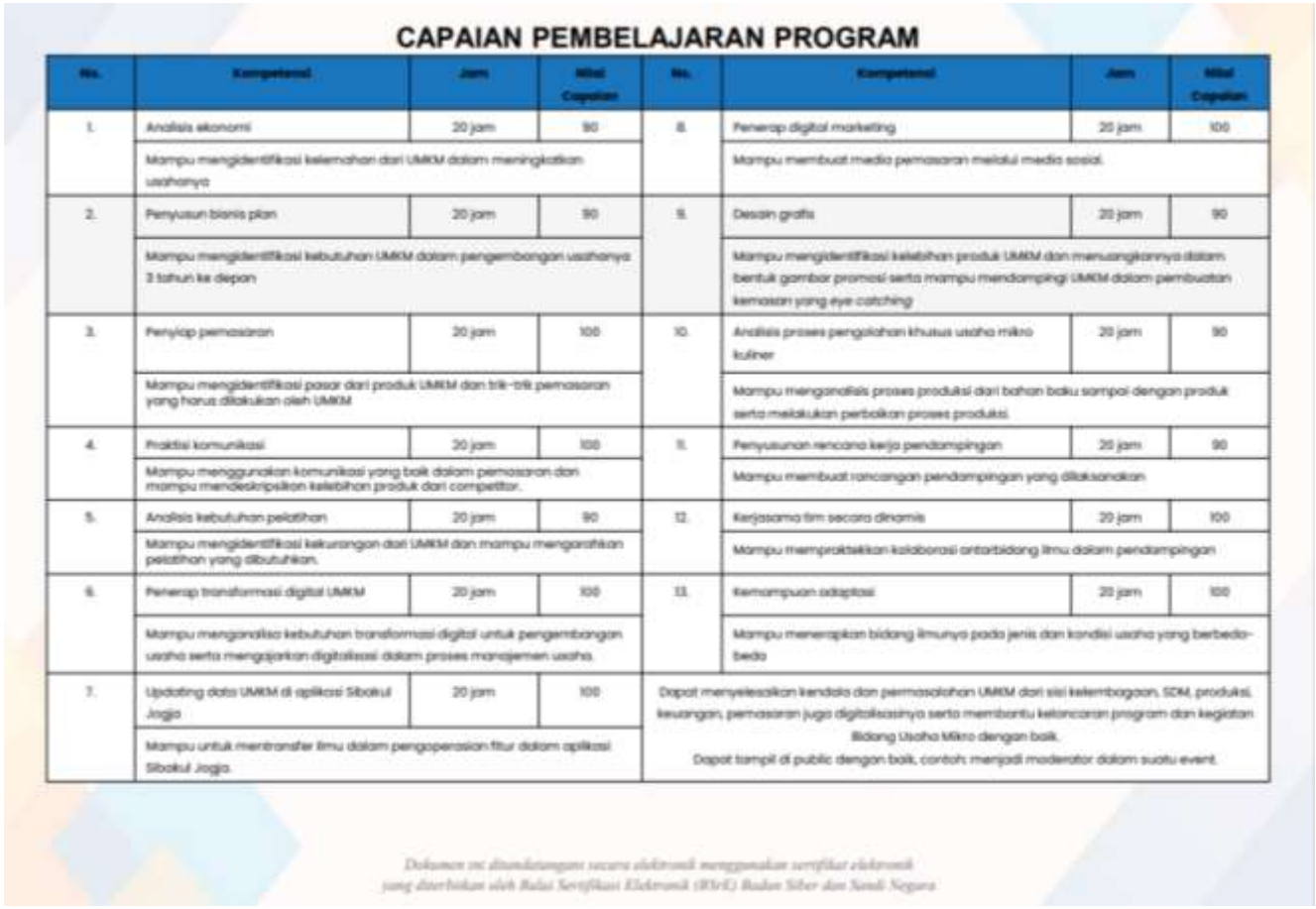
Peserta MSIB Angkatan 5

Telah berhasil menyelesaikan tugasnya di **Dinas Koperasi dan Usaha Kecil Menengah DIY** dalam **program Magang Bersertifikat Pendampingan Koperasi dan Pelaku Usaha DIY** dengan posisi **Pendamping Usaha Mikro** yang diselenggarakan pada **tanggal 14 Agustus – 31 Desember 2023**.

Yogyakarta 31 Desember 2023
Ketua Program Magang
Dinas Koperasi dan Usaha Kecil Menengah DIY,

Ir. Srie Nurkyatsiwi, M.M.A.

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CAPAIAN PEMBELAJARAN PROGRAM

No.	Kompetensi	Jam	Nilai Capaian	No.	Kompetensi	Jam	Nilai Capaian
1.	Analisis ekonomi	20 jam	90	8.	Penerap digital marketing	20 jam	100
	Mampu mengidentifikasi kelemahan dari UMKM dalam meningkatkan usahanya				Mampu membuat media pemasaran melalui media sosial.		
2.	Penyusun bisnis plan	20 jam	90	9.	Desain grafis	20 jam	90
	Mampu mengidentifikasi kebutuhan UMKM dalam pengembangan usahanya 3 tahun ke depan				Mampu mengidentifikasi kelebihan produk UMKM dan menuangkannya dalam bentuk gambar promosi serta mampu mendampingi UMKM dalam pembuatan kemasan yang eye catching		
3.	Penyiap pemasaran	20 jam	100	10.	Analisis proses pengolahan khusus usaha mikro kuliner	20 jam	90
	Mampu mengidentifikasi pasar dari produk UMKM dan trik-trik pemasaran yang harus dilakukan oleh UMKM				Mampu menganalisis proses produksi dari bahan baku sampai dengan produk serta melakukan perbaikan proses produksi.		
4.	Praktisi komunikasi	20 jam	100	11.	Penyusunan rencana kerja pendampingan	20 jam	90
	Mampu menggunakan komunikasi yang baik dalam pemasaran dan mampu mendeskripsikan kelebihan produk dari competitor.				Mampu membuat rancangan pendampingan yang dilaksanakan		
5.	Analisis kebutuhan pelatihan	20 jam	90	12.	Kerjasama tim secara dinamis	20 jam	100
	Mampu mengidentifikasi kekurangan dari UMKM dan mampu merancangkan pelatihan yang dibutuhkan.				Mampu mempraktekkan kolaborasi antarbidang ilmu dalam pendampingan		
6.	Penerap transformasi digital UMKM	20 jam	100	13.	Kemampuan adaptasi	20 jam	100
	Mampu menganalisa kebutuhan transformasi digital untuk pengembangan usaha serta mengajarkan digitalisasi dalam proses manajemen usaha.				Mampu menerapkan bidang ilmunya pada jenis dan kondisi usaha yang berbeda-beda		
7.	Updating data UMKM di aplikasi Sibakul Jogja	20 jam	100	Dapat menyelesaikan kendala dan permasalahan UMKM dari sisi kelembagaan, SDM, produksi, keuangan, pemasaran juga digitalisasinya serta membantu kelancaran program dan kegiatan Bidang Usaha Mikro dengan baik. Dapat tampil di public dengan baik, contoh: menjadi moderator dalam suatu event.			
	Mampu untuk mentransfer ilmu dalam pengoperasian fitur dalam aplikasi Sibakul Jogja.						

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Attachments 3