

NETWORKING AND PARTNERSHIP TRAINING ON THE MSME BUSINESS FALSUD MOTORBIKE RENTAL MALANG DURING THE COVID-19 PANDEMIC

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Abstract: Building a network of partnerships is essentially a process of building communication or relationships, sharing ideas, information, and resources based on mutual trust and mutual benefit between the partnering parties, which is set for the outlined term of a memorandum of understanding or certain contractual agreements to achieve greater mutual success. The purpose of building a network of partnerships is to increase the participation of the utilizing community so that the community can access and interact with the FALSUD motorbike rental business. The steps that must be taken in building a partnership network include identifying or mapping partner objects. The next step is to gather information about the organization's goals, the scope of work or the field of work, vision, mission, and so on. The information collected is then analyzed and determined by parties relevant to problems and needs, then cooperate, draw up work plans, make agreements, signs cooperation agreements, implement activities, monitor and evaluation improvements, follow up plans, and decide on a more appropriate partnership pattern where each partnering party can play their respective roles better.

Keywords: Networking, Partnerships, MSME

INTRODUCTION

Along with the times, Indonesia must develop both in villages and cities to face a challenging life and technological sophistication. According to Bryant and White (Ndraha, 1990), development concerns action (doing) and ability (being). Development is an effort to improve man's ability to influence his future. There are five main implications of the definition: first, development means awakening the optimal ability of human beings, both individuals and groups (capacity). Second, development means encouraging the growth of togetherness and equality of values and welfare. Third, development means putting trust in the community to build itself according to the abilities that exist in it. This belief is expressed in the form of equal opportunity, freedom of choice, and the power to decide (empowerment). Fourth, development means awakening the ability to build independently (sustainability). Fifth, development means reducing the dependence of one country on another and creating mutually beneficial and interdependent relations.

Networking is the active process of building and managing productive relationships, both personal and organizational (Baker, 2004). Meanwhile, Harjanto (2009) stated that the network as a formal and informal forum facilitates group meetings or communication between interested parties for problem-solving and information needs for all parties. Building a network is to increase community participation and improve quality and relevance.

The principles in building networks are common vision and mission, trust, mutual benefit, efficiency and effectiveness, mutual communication, and strong commitment. Networking is manifested in networking among relevant stakeholders. From some of the descriptions mentioned above, it can be concluded that networking and partnership are important activities between two or more parties in organizing so that organizational goals can be achieved effectively and efficiently. Coordinating and collaborating between parts of one organization or with another organization will make it easier for each individual to overcome problems for a common goal.

This service program aims to add insight and knowledge in entrepreneurship, business management, strategy management, and business risk. This training is expected to provide strategies

and innovations to MSMEs to survive and develop their business during the Covid-19 pandemic. In addition, the results of this training can be published scientifically in community service journals.

Independence and community progress can certainly improve community welfare. Can be done through several activities, including increasing initiatives and non-governmental organizations, improving the environment and housing, developing village economic businesses, and developing educational institutions, as well as activities that can improve the ability of the community to increase their production results that can help meet the needs. The Greater Malang area is an area that has a lot of potential and creativity that can be explored and developed so that it can produce services to meet the needs of the community and has high economic value. Based on the analysis of the situation above, we are interested in holding Networking and Partnership Training on the MSME Business FALSUD Motorcycle Rental Malang During the Covid 19 Pandemic. Because this activity is an empowerment that helps bathe the creativity of the community and can bathe the community's economy.

METHOD

Training activities are carried out through the Zoom Meeting Link ID 867 748 8363 Password 4zDG9B. The training activity was held for 1 day, Friday, June 26, 2020. The target service activities are aimed at all parties utilizing FALSUD Motorbike Rental Malang. The implementation method in this community service program is by transferring knowledge from the speaker to the utilizers of FALSUD Rental Malang in the form of networking training and partnerships in business during the Covid-19 pandemic. Training activities are carried out through the Zoom Meeting Link ID 867 748 8363 Password 4zDG9B. The training activity was held for 1 day, Friday, June 26, 2020. The target service activities are aimed at all parties utilizing FALSUD Motorbike Rental Malang. The implementation method in this community service program is by transferring knowledge from the speaker to the utilizers of FALSUD Rental Malang in the form of networking training and partnerships in business during the Covid-19 pandemic.

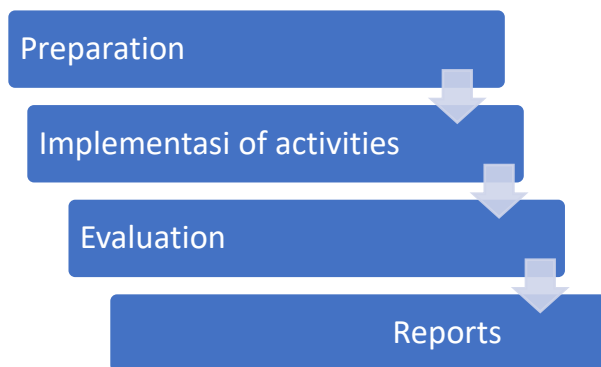


Figure 1. Stages of implementation

1. Preparation

The activities that will be carried out at the preparatory stage are:

- a) Survey and collaborate with the owner of FALSUD Motorbike Rental Malang
- b) Making proposals and completing community service licensing administration
- c) Preparation of training materials and zoom links

2. Implementation of activities

Service activities will be carried out after all permits and material preparation have been completed. In its implementation, participants will get an explanation related to the theory and implementation of networking and MSME business partnerships during the Covid-19 pandemic. Socialization activities will be made as interesting as possible, fun, and relaxed, and in addition to socialization, training participants will be motivated by the speakers.

3. Evaluation

This evaluation aims to see the implemented program's development, find out the existing obstacles, and how to handle them so that the service program is effective and maximum.

4. Reports

The making of report is based on a proposal that has been made and submitted to LPPM Universitas Islam Malang, guided by the proposal and findings in the field, the accountability report for the implementation of Community Service (PKM) with the title "Networking and Partnership Training on MSME Business FALSUD Malang Motorcycle Rental During the Covid 19 Pandemic" was immediately compiled and handed back to LPPM Universitas Islam Malang. In addition, this report is evidence of implementing one form of the Tridharma of Higher Education.

RESULTS AND DISCUSSION

Program Results

The result of this training program is that all service program participants understand more about the importance of networking and partnerships in the MSME business. The results of the transfer of knowledge can change the mindset of training participants that even though the business is already running, they still have always to innovate, creativity, and business development through networking and partnerships.



Figure 2. Activity Posters

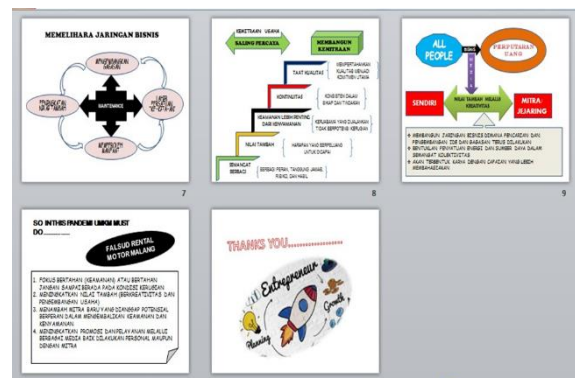


Figure 3. Training Materials



Figure 4. Screenshots of Activities

Discussion of Program Results

The focus of the results of this training program is the efforts that must be made by MSME businesses to survive in pandemic conditions that cannot be predicted when it will end. And when a region and government have set friendly policies during a pandemic because people's lives and economic cycles must still run, then the MSME business must have business innovations. One of the innovation factors that MSME businesses can do during this pandemic is by developing networking and partnerships. The system of implementing networking and partnerships that are carried out includes:

1. Work closely with local health agencies regarding consumers who rent motorbikes at FALSUD to set health standards.
2. Cooperate with tourism parties regarding the opening and limitation of tourists so that FALSUD Motorbike Rental can provide information (it can be one of the icons of service and selling points) for customers who come from outside the city intending to rent to visit tourist attractions.
3. Collaborating with bicycle owners to develop the MSME business because the most developed business during the pandemic is exercising with bicycles. This can be used as a potential market to expand the wings of the rental business.

Results of Integrated Community Service

The results of service in the form of training are very integrated with conditions and changes in society. This can be shown that the results of this training can motivate trainees that humans (the perfect creatures) should not give up and despair even though they are being tested during a pandemic such as this moment. Life, business, working hard, trying, and innovating can and should be done to live a better life. And may it always be a human being who never gives up and always has innovations and breakthroughs for the progress of the Indonesian economy.

CONCLUSIONS

The results of service activities can run smoothly in the form of training and knowledge transfer from three presenters to the training participants. The training material emphasizes networking and partnership with the aim of changing the mindset and providing motivation to training participants that the pandemic period is an effort to maintain business and develop business through networking and partnerships. It is hoped that the trainees can innovate and not surrender to the condition of the pandemic and cause the business that is already running to become bankrupt and bankrupt.

Suggestions that the presenters can recommend include the business will continue to run even in uncertain situations and conditions. Whether a business survives depends largely on the business person. Therefore, if the business is already running, business people must always innovate and develop networking and partnerships to maintain and float their business.

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