



Community Services Journal (CSJ)

Jurnal Homepage: <https://ejournal.warmadewa.ac.id/index.php/csj/index>

Assistance for Micro Businesses of Canang Sari Traders in Penatih Dangin Puri Village, East Denpasar

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How To Cite:

Amrita, N. D. A., Sugiarta, I. W. A., Pamungkas, T. H., Prathama, A. A. G. A. I. (2024). Assistance for Micro Businesses of Canang Sari Traders in Penatih Dangin Puri Village, East Denpasar. *Community Service Journal (CSJ)*, 6(2), 86-93. <https://doi.org/10.22225/csj.6.2.2024.86-93>

Abstract

Microenterprises are businesses run by people categorized as poor or near poor. They are family-owned, using local resources and simple technology. Micro-enterprises include unbanked people, a group that is difficult to get access to banking even though this group has the potential to develop business. Canang Sari is the simplest form of offerings in the form of janur made rectangular decorated with various types of flowers that are offered as an effort to get closer to God in prayer. Based on observations, there is a group of canang traders called the Canang Sari Wangi group located in Banjar Laplap Putih, Penatih Dangin Puri Village, East Denpasar who really need help to overcome the problems they face. This Canang Sari Wangi trader group has 5 members who have been established since 2020. The problems faced by this group of Canang Sari Wangi traders are difficult to get access to banking, lack of knowledge for business development due to fluctuations in demand, very fierce competition, high operational costs, lack of understanding of creative marketing and the absence of careful and thorough administration of financial reports. The approach taken is to further coordinate with members of the Canang Sari Wangi Group so as to obtain the main needs for increasing productivity, namely by providing assistance to facilitate access to banking, entrepreneurship assistance, improve creative marketing skills and make business bookkeeping. The output target to be achieved is an increase in the ability of partners to access banking, through creative marketing partners are able to increase group income by 30% and all members of the Canang Sari Wangi group are able to make simple group bookkeeping. The method of implementing this activity is preceded by collecting information from partner conditions, designing activities to be carried out, followed by program socialization, conducting training, mentoring and evaluation.

Keywords: Assistance; canang sari traders; micro businesses

1. INTRODUCTION

The micro business sector in Bali is growing quite rapidly in line with the rapid development of the tourism industry (Nusa Bali, 2021). This opens up employment opportunities and business opportunities, especially for women workers (Nilakusumawati, 2009). The people on the island of Bali are mostly Hindus. Hindus in Bali have a fairly high intensity in terms of religious ceremonial activities. Almost every day all Hindus perform religious ceremonial activities to offer praise and prayers to Ida Sang Hyang Widhi Wasa or God Almighty. Canang Sari is a means of upakara (equipment) for Hindus in Bali to perform prayers every day (Admin, 2019). Canang Sari is the simplest form of offerings in the form of janur made rectangular decorated with various types of flowers offered as an effort to get closer to God in beryadnya (Admin, 2019). The need for Canang Sari is very high considering not everyone can make it themselves, but also because of the increasing activity of the community resulting in people not having time to make Canang Sari itself so they have to buy (Amrita & Herlambang, 2019).

Denpasar City is the center of various economic activities on the island of Bali with its various aspects, especially the trade and tourism sectors that dominate the economic activities of Denpasar City, while other sectors are more as supporting sectors. One of these sectors is the Canang Sari trade sector, this sector although not too large but still has sufficient potential as a source of community economy, because it is supported by large market opportunities (Nilakusumawati, 2009). The increasing number of Canang Sari traders scattered along the streets of Denpasar City, shows the enormous role of this informal sector in maintaining and improving the household economy (Amrita & Herlambang, 2019).

Based on the observation of the Ngurah Rai University PKM team, there is a Canang Sari trader group called the Canang Sari Wangi group located in Banjar Laplap Kauh, Penatih Dangin Puri Village, Denpasar City which is chaired by Mrs. Ni Made Darmiasih and has 5 members, where they really need help to deal with the problems faced. Some of the problems in developing this Canang Sari business are difficult to access the banking system, lack of knowledge of group members about creative marketing, fierce competition, fluctuations in demand because it depends on the tourism season or Hindu religious celebrations, high operational costs such as purchasing ingredients for Canang Sari, renting a place and other costs that can be an obstacle if not managed properly.

Next is a photo of the partner profile, namely members of the Canang Sari Wangi group located in Banjar Laplap Kauh, Penatih Dangin Puri Village.



Partner Profile

The partners in this program are canang traders who are members of a group called the Sari Wangi Canang Group located in Banjar Laplap Kauh, Penatih Dangin Puri Village, East Denpasar.

Table 1. Canang Traders Group

Group Name	Canang Sari Wangi Merchant Group
Number of members	Five people
Field of activity	Canang trading
Leader name	Ni Made Darmiasih
Address	Banjar Laplap Putih, Penatih Dangin Puri Village, East Denpasar

Partner’s Problems

Based on the description in the situation analysis above and the results of the agreement with partners, there are priority problems that require solutions to be assisted:

Table 2. Main Problems

No	Problem Scope and Justification	Problem Specification
1	Financial Aspect	In this aspect, the problems include that the Canang Sari Wangi Group does not have the knowledge to increase capital through banking.
2	Marketing Aspect	The Canang Sari Wangi group does not have knowledge about increasing productivity and income by implementing creative marketing.
3	Business Management Aspect	The Canang Sari Wangi group does not have knowledge of group bookkeeping

Solution and Target Outputs

The solutions and output targets in this PKM activity in the Canang Sari Wangi Group in detail can be seen in table 3 below:

Table 3. Solution and Target Outputs for Partner Problem Solving

No	Problem Scope	Proposed solutions	Output target	Plan and Result Indicator
1	Financial Aspect	Cooperation with Cooperatives and LPD to help increase the group's capital	Increase business capital and welfare of Canang Sari traders	A 30% increase in production
2	Marketing Aspect	Carry out online marketing training	Increase sales numbers	A 30% increase in sales
3	Business Management Aspect	Organizing simple bookkeeping training	Improve understanding and skills on simple bookkeeping	All group administrators understand and can carry out simple bookkeeping.

2. METHOD

The implementation of PKM activities located in Banjar Laplap Putih, Penatih Dangin Puri Village, East Denpasar District involves a team of proposers totaling one chairman and three members, two students and partners are the Canang Sari Wangi Traders Group. The implementation of this activity was carried out within five months, namely from September 20, 2023 to February 24, 2023. The method of implementing this PKM activity has several stages as follows;

Preparation

To find out the strengths, weaknesses, opportunities and obstacles in producing Canang Sari, information collection is carried out by interviewing parties related to this activity such as the Village Head, Hamlet Head, Head of the Canang Sari Wangi Trader Group and the workforce involved.

Activity Design

From the results of partner information collection, a design of activities for future development was prepared by considering existing potential, weaknesses, obstacles and opportunities.

Program Socialization

At this stage, an approach and counseling was carried out to the Canang Sari Wangi Group about the benefits and continuation and its impact on the level of production and marketing of Cnang Sari produced by partners.

Training

Training for partners aims to improve knowledge and skills. In the financial sector, a meeting was held with the Village Credit Institution (LPD) of Penatih Traditional Village. For the marketing sector, creative marketing training activities have been held as a follow-up to program implementation, where the main objective is to increase the amount of Canang Sari production by 30%. Training in simple bookkeeping aims at orderly administration so that group members understand cash in and cash out.

Mentoring and implementation

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Assistance and implementation to partners is needed so that this PKM program can run according to targets and expectations. Starting from planning, implementation, until members of the Canang Sari Wangi Group can get capital assistance from the local LPD, understand and can do online marketing and are able to apply simple recording or bookkeeping to record cash in and cash out.

Evaluation

Evaluation is held periodically in accordance with the progress of the implementation of this program. The evaluation of the training activities includes:

Evaluation During the Process

This evaluation emphasizes aspects of theoretical understanding such as online-based marketing, the importance of financial management and making simple bookkeeping.

Evaluation of Results (Outputs)

This evaluation emphasizes the Monitoring and Evaluation (MONEV) aspect of the PKM program to determine the increase in knowledge and skills of partners, by considering:

Partnership patterns in the Canang Sari Wangi group in order to increase the amount of production and market access and marketing.

The independence of the Canang Sari Wangi group, given the limited period of monitoring and assistance.

Partner participation and partner cooperation

The success of this Community Partnership Program is largely determined by the participation and cooperation of partners. Partners' participation includes providing meeting and training venues, providing consumption, and facilitating meetings with the Head of Penatih Dangin Puri Village and financial institutions in Penatih Dangin Puri Village.

3. RESULT AND DISCUSSION

The description of science and technology in the implementation of PKM Assistance for Micro Businesses of Canang Sari Traders in Penatih Dangin Puri Village, East Denpasar is:

Empowerment of the community that leads to an increase in the quality and quantity of results, must also pay attention to improving the quality of the process. In the context of the Canang Sari trading business, improvements are made to management in the form of training and mentoring. Management improvements start from financial, marketing and business management issues.

The business management aspect is the main part of a business. Training and mentoring on simple management such as online marketing training, bookkeeping and involving Canang Sari Wangi group members as business "owners" are empowerment steps that must be taken.

Promotion can be done, among others, with creative marketing on various social media that informs various things about this Canang Sari business. Information on social media must be managed properly

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including always updating data and information. For this reason, training in online marketing and simple bookkeeping has been carried out so that members of the Canang Sari Wangi group can operate and develop it themselves in the future.

4. CONCLUSION

The implementation of PKM program activities such as assistance with financial assistance from the local LPD, online marketing training and simple bookkeeping training has been carried out 100%, and is running smoothly. The following are photos of documentation of PKM activities for Assisting Micro Business Canang Sari Traders in Penatih Dangin Puri Village, East Denpasar.

ACKNOWLEDGMENTS

Acknowledgment of gratitude for organizing this service activity were conveyed to : Universitas Ngurah Rai thranang Sari Wangi and the people of Banjar Laplap Kauh Penatih Village for their cooperation and participation in this program.



Figure 1. Activity of Community Services



Figure 2. Activity of Community Services

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