

# INCREASING THE EFFECTIVENESS OF THE LEARNING EXCHANGE MODEL: THE ROLE OF MSME FACILITATORS IN THE CIKEPO MSME COMMUNITY

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## ABSTRACT

MSME facilitators are crucial in supporting the region's development of Micro, Small, and Medium Enterprises. MSME companions represent the 17th SDGS goal, namely partnerships to achieve goals (partnerships for the goals). This research aims to determine the effectiveness of learning exchange: The role of UMKM Facilitator in the CIKEPO Community of Cimahi City. This research uses a descriptive method with a qualitative approach—data collection techniques using interviews and documentation. MSME Facilitators have a role in encouraging awareness of MSME players in following the learning exchange process, which can improve skills. Also, MSME Facilitators provide education and training for MSME owners, including business management, marketing, and understanding local business regulations. Apart from that, MSME mentors also provide individual business guidance to help MSME owners identify potential and overcome the challenges they face.

**Keywords:** MSME Companion, Learning Exchange

## INTRODUCTION

Law number 25 of 2004 concerning the National Development Planning System explains that National Development Planning is a unified development procedure to produce long-term, medium-term, and annual development plans implemented by state and community administrators at the central level. And Region. The National Development Planning System aims to support coordination between development actors; ensure the creation of integration, linkage, and consistency between planning, budgeting, implementation, and monitoring; optimize community participation; and Ensure that the use of resources is achieved efficiently, effectively, fairly, and sustainably. Micro, Small, and Medium Enterprises (MSMEs) ' development and sustainability significantly impact a country's economic growth. Amid global economic dynamics, MSMEs support job creation, increased income, and equal economic distribution, becoming one of the pillars of the nation's economy (Siregar & Jaffisa, 2020). Therefore, developing economic development based on broader community participation as business actors is the government's commitment to current economic development (Adnyani et al., 2021; Heliantina, 2017; Maulida & Yunani, 2017). Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs in 2021 will reach 64.2 million with a contribution to GDP of 61.07% or 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes

the ability to absorb 97% of the total existing workforce and collect up to 60.4% of total investment. The bottom-up approach, known as community-based development, is an effective method for encouraging a more participatory development model (Amalina, 2022). This approach emphasizes the active involvement of the community in the development process, creating high integrity and synergy that produces social opportunities. These social opportunities reflect a high level of trust from families and the general public, emphasizing shared interests in all aspects of social and economic activity. Success in achieving this quadrant shows the effectiveness of "bottom-up" system development, characterized by integration and good relationships between various societal resources to support shared prosperity. Community education aims to empower communities through skills, knowledge, and collective analysis to engage in actions that bring change (Sudiapermana & Nurwahidah, 2021). One strategy that has proven effective in advancing MSMEs is through the learning exchange model in local communities. Learning exchange is a concept that refers to the exchange of knowledge, experience, and skills between individuals, groups, or organizations. In this context, learning exchange can occur through various methods, including discussions, training, project collaboration, and direct interaction. The main goal is to create an environment where participants can learn from each other, share ideas, and improve their understanding of a subject or skill, building equality and increasing learning motivation (Permana, 2017). Learning Exchange is also a form of learning or collaboration in learning. In particular, the Cikepo MSME Community, located in Cimahi City, is rich in MSME potential (Sab'ah, 2022). By understanding the importance of exchanging experience and knowledge between MSME players, the learning exchange model has become the basis for developing this community. However, the success of this model depends not only on the internal potential and innovation of MSMEs but is also greatly influenced by the strategic role of MSME mentors. As the main facilitators in implementing the learning exchange model, MSME mentors have a vital role in increasing its effectiveness. In this case, the mentor provides technical guidance and plays a role as a catalyst for MSME development. This research aims to detail and comprehensively analyze the role of MSME assistants in efforts to increase the effectiveness of the learning exchange model in the Cikepo MSME Community. As background, the portrait of MSMEs in the Cikepo Community depicts the diversity of business types and community involvement.

In this framework, the role of MSME mentors is crucial in helping overcome these obstacles and directing MSMEs towards improving performance and sustainability. Thus, this research will discuss in depth the role of MSME assistants in increasing the effectiveness of the learning exchange model in the Cikepo MSME Community. Through a deeper understanding of the counterpart's contribution, strategies can be found that can further maximize the potential and strengthen the MSME network in achieving local economic development goals. In the context of globalization and rapid technological change, MSMEs must adapt to market changes and look for innovative ways to increase their competitiveness. Therefore, the role of MSME assistants is not only limited to providing practical guidance but also includes aspects of developing digital marketing strategies, risk management, and information technology integration to increase operational efficiency. In addition, increasing community involvement in the learning exchange model requires a deep understanding of the needs and aspirations of local communities. This process can involve holding discussion forums, participatory surveys, and consultation sessions to understand better the expectations and obstacles faced by MSME actors in the Cikepo Community. It is also important to note that the sustainability of the learning exchange model depends not

only on internal community support but also on collaboration with external stakeholders, such as local governments, financial institutions, and training institutions. Active involvement of all parties will strengthen the MSME ecosystem and support the achievement of local economic development goals. With a deeper understanding of these dynamics, this research can contribute to developing policies that support MSMEs in the Cikepo Community. In addition, it is hoped that the findings of this research can become a practical guide for stakeholders, including local governments, in designing more effective and sustainable mentoring programs for MSMEs in an ever-changing economic era.

## **METHOD**

This research uses a descriptive method with a qualitative approach. The qualitative descriptive method aims to describe the phenomena occurring at the time of data collection based on existing facts. This exploratory research uses unstructured data collection and a relatively small sample (Hermawan & Amirullah, 2021). The qualitative research process involves essential efforts such as formulating questions and procedures for collecting specific data from participants and inductive analysis from the specific to the general (Creswell, 2013). The research was carried out in the period August 2023 to December 2023. The primary informants comprised MSME mentors and two members involved in the mentoring activities. Data collection techniques include observation, interviews, and documentation. Interviews were conducted with MSME Facilitators and Members to obtain information about the Effectiveness of the Learning Exchange Model: The Role of MSME Facilitators in the Cikepo MSME Community. In-depth interviews were conducted to obtain detailed information about the research subjects, including their actions, experiences, and views. This research uses several techniques in data analysis, which involve collecting, reducing, presenting, and drawing conclusions from the data. The researchers collected data through interviews, observation, and documentation. Data reduction was carried out in a concise and clear summary of the findings, which helped facilitate further research. The researcher provides a brief description of the data to facilitate understanding and comparison, allowing the researcher to draw meaningful conclusions.

## **DISCUSSION**

### **The Role of MSME Facilitators in the CIKEPO Community of Cimahi City**

Cimahi City has many MSMEs, one of which is the CIKEPO Community. This community has 75 members with various business backgrounds. MSME assistants in Cimahi City are essential in supporting the development and success of Micro, Small, and Medium Enterprises in the region. Their primary role involves providing education and training for MSME owners, including business management, marketing, and understanding local business regulations. Apart from that, MSME mentors also provide individual business guidance to help MSME owners identify potential and overcome the challenges they face. To expand the reach and increase competitiveness, MSME mentors assist in access to resources such as business capital, technology, and business partner networks. Apart from supporting operational aspects, they also play a role in financial education, helping MSMEs understand effective financial management. MSME Facilitators in Cimahi City are not only liaisons between MSMEs and resources but also play a crucial role in building collaboration between MSMEs and facilitating understanding and compliance with applicable business regulations.

With this holistic role, it is hoped that MSME assistants can positively contribute to the growth and sustainability of MSMEs in Cimahi City. The CIKEPO community has a vision and mission to become an intellectual pluralist community that continually strives to create critical, independent, and authentic MSME actors. As a representation of its activities, the CIKEPO community has various activities such as digital marketing training, acceleration mentoring, business seminars, and various other activities accompanied by MSME mentors. The effectiveness of the mentor's role also influences several factors, including awareness of MSME actors in improving their businesses, government support, involvement of other communities, social media, and sustainability. The level of awareness of MSME players to continue learning and implementing the learning process through learning exchanges is very important. MSME players increasingly know the importance of improving experience, information, and skills quality. The involvement of MSME assistants in helping MSME players move will improve the business growth experienced by MSME players. Also, MSME facilitators help establish relationships with the government so that every time government activities such as bazaars, fairs, and others, MSMEs, especially CIKEPO MSMEs, can be involved. Social media can be an effective tool to strengthen MSME product promotion movements. This community must continue to be developed sustainably and periodically to strengthen the awareness of MSME players about the importance of increasing knowledge, information, and skills.

## CONCLUSION

MSME facilitators are crucial in supporting the region's development of Micro, Small, and Medium Enterprises. The article highlights the contribution of MSME assistants in providing education, training, and business guidance to MSME actors in the CIKEPO Community. In addition, they also play an essential role in facilitating access to resources such as business capital, technology, and business networks. MSME mentors act not only for MSME owners but also as liaisons between MSMEs and external resources, including financial institutions and business partners. The conclusion of this article confirms that the role of accompanying MSMEs in the CIKEPO Community in Cimahi City positively impacts the growth and sustainability of MSMEs, creating a more developed and sustainable business environment at the community level.

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