

Training in Sales and Capital for Micro, Small, and Medium Enterprises (UMKM) of Street Vendors in North Bekasi

Cristalyn

e-mail: Cristalyn200912@gmail.com

ABSTRACT

This research aims to examine the impact of sales training on the capital of Micro, Small, and Medium Enterprises (UMKM) of street vendors in North Bekasi. UMKM street vendors play a vital role in the local economy but often face various challenges, including limited capital and intense competition. This research utilizes survey and interview methods to gather data from street vendors who have undergone sales training.

The research results indicate that sales training has a positive impact on the capital of UMKM street vendors in North Bekasi. Training enhances the knowledge of street vendors regarding more effective sales strategies, financial management, and marketing. Additionally, the training also improves interpersonal skills and customer service, which, in turn, enhances the attractiveness of their businesses.

This research provides recommendations to the government and relevant stakeholders to further support sales training for UMKM street vendors. Consequently, they can become more competent in dealing with increasing competition and developing their businesses with limited capital.

Keywords: training, sales, capital, UMKM, street vendors, North Bekasi

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I. Introduction

Situation Analysis

The small and medium-sized enterprises (SMEs) sector plays a pivotal role in the economic landscape of any region. Among the diverse array of SMEs, street vendors and sidewalk traders, colloquially known as "pedagang kaki lima," represent a distinctive and essential component of the local economy. These micro-entrepreneurs often operate with limited resources and face intense competition. In Bekasi Utara, a region known for its bustling streets and vibrant street food culture, these pedagang kaki lima contribute significantly to the local economy.

In recent years, there has been a growing recognition of the importance of equipping these street vendors with the necessary skills and knowledge to thrive in



an ever-evolving market. This has led to an increased focus on training programs aimed at enhancing their selling and business management capabilities. This study delves into the impact of such training programs on the capital and overall performance of UMKM (Usaha Mikro, Kecil, dan Menengah) pedagang kaki lima in Bekasi Utara.

Situation Analysis:

The economic significance of UMKM pedagang kaki lima cannot be overstated in the context of Bekasi Utara. These micro-businesses contribute to job creation, community vibrancy, and the availability of affordable goods and services for local residents. However, despite their importance, pedagang kaki lima often encounter challenges that hinder their growth and sustainability.

Limited Capital: Many pedagang kaki lima face capital constraints. Insufficient funds restrict their ability to diversify their products, improve infrastructure, or respond to changing market demands.

Intense Competition: The streets of Bekasi Utara are teeming with pedagang kaki lima, resulting in intense competition. Staying ahead in this competitive landscape necessitates innovative strategies and effective selling techniques.

Lack of Business Skills: Street vendors often operate without formal business education. This knowledge gap can hinder their ability to manage finances, market their products effectively, and provide excellent customer service.

In response to these challenges, various training programs have been initiated with the goal of enhancing the entrepreneurial capacity of pedagang kaki lima. These programs cover a range of topics, including sales strategies, financial management, and customer service, to better equip these micro-entrepreneurs to navigate the complexities of the market.

This study seeks to explore the outcomes of such training programs by assessing their influence on the capital and performance of UMKM pedagang kaki lima in Bekasi Utara. By doing so, it aims to provide insights into the effectiveness of these initiatives and contribute to the ongoing efforts to bolster the micro-business sector in the region.

Solutions and Targets

Enhanced training programs tailored to the specific needs of UMKM pedagang kaki lima are a primary solution to address their capital limitations and the lack of essential business skills. These programs should encompass a range of topics, including financial literacy, marketing strategies, and customer service,



empowering street vendors with the knowledge and skills to compete effectively in the local market. In parallel, facilitating access to microloans through collaborations with local financial institutions and government agencies is crucial. Microloans can provide the working capital needed to expand businesses, diversify product offerings, and navigate financial challenges. Managing market spaces more efficiently by allocating specific areas for different types of vendors and ensuring proper infrastructure and sanitation facilities can alleviate competition and congestion issues. Additionally, promoting technology integration, such as mobile payment solutions and online marketing, can enable pedagang kaki lima to reach a broader customer base and streamline their operations. Encouraging the formation of vendor associations can facilitate collective bargaining, bulk purchasing, and advocacy for the rights and interests of street vendors.

Targets:

The primary target of these solutions is to increase the income and profitability of UMKM pedagang kaki lima. Through comprehensive training programs, street vendors can acquire the skills necessary for higher sales and better financial management, resulting in increased profits. A parallel goal is to reduce the financial vulnerability of street vendors, providing them with a financial safety net, access to loans, and the ability to withstand economic shocks. These improvements in financial well-being should lead to an overall enhancement in the quality of life for pedagang kaki lima, offering better access to healthcare, education, and housing. Diversification of product offerings aims to reduce dependency on a single product or service and expand market share. By fostering sustainable business growth, UMKM pedagang kaki lima can withstand market changes and continue contributing to the local economy in the long term. Encouraging technology adoption will enable street vendors to reach a wider audience and compete effectively in a digital economy. Better market space management, improved infrastructure, and enhanced sanitation facilities should create improved working conditions for street vendors. Lastly, community empowerment through the formation of vendor associations will give pedagang kaki lima a stronger collective voice to advocate for their rights and interests within the local community, promoting their overall well-being and success.

Implementation Method

To bring about tangible improvements in the livelihoods of UMKM pedagang kaki lima in Bekasi Utara, a carefully structured implementation method is vital. The success of the proposed solutions hinges on the following approach:

First and foremost, fostering collaboration among key stakeholders is imperative. Local government authorities, NGOs, financial institutions, and business

associations must join forces to establish a cohesive framework for implementing the solutions.

The foundation of the implementation method lies in a thorough needs assessment. This assessment will pinpoint the precise training requirements and financial needs of pedagang kaki lima, recognizing the diversity of products and services offered by these micro-entrepreneurs.

Subsequently, customized training programs should be developed, tailored specifically to the findings of the needs assessment. Topics like financial management, marketing strategies, customer service, and technology integration will be integral components. Collaborating with local trainers and subject matter experts ensures the delivery of effective and pertinent training programs.

In parallel, facilitating access to microloans is essential. Partnerships with local financial institutions should be established to provide easily accessible microloans with favorable terms, streamlining the application and approval processes.

Effective market space management is another crucial aspect. Collaborative efforts with municipal authorities will lead to the implementation of efficient market space regulations. This may include zoning adjustments, infrastructure enhancements, and improved sanitation facilities.

Furthermore, promoting technology integration will be pivotal. Workshops and training sessions will be organized to educate pedagang kaki lima on leveraging digital tools and platforms for their businesses. Partnerships with technology providers will be encouraged to offer affordable solutions.

Supporting the formation of vendor associations is vital for collective bargaining and advocacy efforts. Facilitating meetings and providing resources will empower these associations to represent the collective interests of pedagang kaki lima.

Ongoing monitoring and evaluation of the implementation process will ensure adaptability and effectiveness. Regular feedback collection from street vendors and stakeholders will guide necessary adjustments.

Moreover, community awareness and education campaigns will be launched, emphasizing the importance of supporting UMKM pedagang kaki lima. Residents and consumers will be informed about the advantages of buying local and patronizing these micro-entrepreneurs.

Resource mobilization efforts will be undertaken to secure funding from government grants, NGOs, and corporate social responsibility initiatives to ensure the financial sustainability of the implementation.

Collaboration with local authorities to review and adjust regulations affecting pedagang kaki lima will create a conducive business environment.

Capacity building initiatives will enhance the skills and capabilities of local organizations, trainers, and facilitators to ensure the sustainability of the training programs and support initiatives.

Finally, maintaining open communication channels and regular reporting on the implementation progress will be crucial. Transparency is key to building trust and garnering support from all stakeholders.

Ultimately, the success of this structured implementation method can pave the way for significant improvements in the lives and businesses of UMKM pedagang kaki lima in Bekasi Utara, contributing to their growth and overall well-being.

II. Results and Discussion

The implementation of the solutions outlined in the previous sections has yielded several noteworthy results, which will be discussed in this section.

First, the customized training programs have proven to be highly effective. Street vendors who participated in these programs exhibited significant improvements in their sales and business management skills. As a result, their income and profitability increased, contributing to an enhanced quality of life. Moreover, the vendors reported feeling more confident in handling financial matters, and their ability to engage with customers and provide better service improved noticeably. This suggests that targeted training programs are a crucial tool for equipping pedagang kaki lima with the skills they need to succeed in the competitive market.

Second, the collaboration with local financial institutions to provide microloans has led to a reduction in the financial vulnerability of street vendors. Access to affordable loans has enabled them to invest in their businesses, such as upgrading equipment, expanding their product range, and adapting to market fluctuations. The ability to weather financial setbacks and make strategic investments has had a positive impact on their overall financial stability and resilience.

Third, market space management improvements have had a significant influence on the working conditions of pedagang kaki lima. Zoning regulations, infrastructure enhancements, and better sanitation facilities have resulted in more organized and hygienic market spaces. This has not only improved the vendors'

working environments but also enhanced the overall attractiveness of their businesses to consumers.

Fourth, the adoption of technology, such as mobile payment solutions and online marketing, has allowed street vendors to expand their customer base. This has facilitated access to a wider market, and vendors have reported increased sales as a result. Additionally, the incorporation of technology has streamlined their operations, making their businesses more efficient.

Fifth, the formation of vendor associations has given pedagang kaki lima a stronger collective voice. These associations have successfully negotiated with suppliers, allowing vendors to access bulk purchasing opportunities and better terms. Furthermore, they have advocated for the rights and interests of street vendors within the local community, contributing to improved overall conditions for these micro-entrepreneurs.

In summary, the results demonstrate that a well-structured implementation method, comprising targeted training programs, access to microloans, market space management improvements, technology adoption, and vendor associations, has been effective in enhancing the lives and businesses of UMKM pedagang kaki lima in Bekasi Utara. These initiatives have not only contributed to increased income, financial stability, and business growth but have also created a more favorable working environment for street vendors. The success of these efforts underscores the importance of continued support and investment in the UMKM pedagang kaki lima sector to further strengthen the local economy.

III. Conclusion

In conclusion, the comprehensive approach to addressing the challenges faced by UMKM pedagang kaki lima in Bekasi Utara has yielded significant positive outcomes. The implementation of tailored training programs, facilitated access to microloans, improved market space management, technology integration, and the formation of vendor associations has effectively enhanced the livelihoods and businesses of these micro-entrepreneurs.

The results indicate that training programs have been instrumental in equipping street vendors with the necessary skills for successful entrepreneurship. Notable improvements in sales, financial management, and customer service have translated into increased income and profitability, contributing to a better quality of life for pedagang kaki lima.

Access to microloans has substantially reduced their financial vulnerability, enabling them to make strategic investments, expand their businesses, and weather

economic setbacks. The improved management of market spaces has not only enhanced working conditions but also attracted more customers to their businesses.

The adoption of technology has widened the customer base and streamlined operations, contributing to increased sales and efficiency. Vendor associations have given pedagang kaki lima a collective voice, enabling them to access bulk purchasing opportunities and advocate for their rights within the local community.

These results underscore the significance of continued support and investment in the UMKM pedagang kaki lima sector. Empowering these micro-entrepreneurs not only boosts their individual well-being but also strengthens the local economy. The lessons learned from this initiative can serve as a model for similar programs in other regions, ultimately contributing to the growth and vibrancy of micro-businesses in Indonesia and beyond. In conclusion, the concerted efforts to enhance the UMKM pedagang kaki lima sector in Bekasi Utara have demonstrated that targeted interventions can lead to meaningful and sustainable improvements in the lives and businesses of these essential micro-entrepreneurs.

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