

Strengthening Human Resources Of Msmes And Cooperatives Through Counseling And Joint Dialogue In Cianjur Regency

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Abstract.

Strengthening human resources (HR) in the MSME and cooperative sectors is an important aspect of enhancing local economic competitiveness, including in Cianjur Regency. MSMEs and cooperatives as main drivers of the people's economy often face various obstacles such as weak managerial capabilities, limited financial literacy understanding, and restricted use of digital technology in running their businesses. These problems cause productivity and business sustainability to be less than optimal. To address these issues, a Community Service activity titled "Strengthening MSME and Cooperative HR through Counseling and Joint Dialogue in Cianjur Regency" was carried out by lecturers and students from several universities in Indonesia. The activities were conducted through counseling methods, group discussions, and interactive dialogues involving MSME actors, cooperative administrators, regional officials, and relevant stakeholders. The materials delivered included business management, financial literacy, digital marketing strategies, and strengthening partnership networks between business actors and supporting institutions. This Community Service activity was enthusiastically attended by participants who gained new understanding in managing businesses professionally, innovatively, and adaptively to digital development. This program is expected to increase the capacity of MSME and cooperative HR, strengthen collaboration among economic actors, and encourage the creation of economic independence and community welfare in Cianjur Regency sustainably.

Keywords: Human resources; MSME; cooperative; counseling and interactive dialogue.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) (Matekaire & Siriram, 2025) and cooperatives are the main pillars driving the national economy, contributing significantly to job absorption and improving community welfare. In Cianjur Regency, the presence of MSMEs and cooperatives plays a strategic role in strengthening the local economy's people-based structure. However, the challenges faced by this sector are becoming increasingly complex along with the development of the digital era (Miah et al., 2025) and changing market dynamics. Many business actors still rely on conventional methods in running their business activities (Chabowski et al., 2025), so their competitiveness and productivity are not yet optimal. The main problems faced by MSMEs and cooperatives in Cianjur Regency are still the limited capacity of human resources (HR) (Alexandro, 2025), constraints in mastering business management, a lack of financial literacy understanding (Palos-Sanchez et al., 2025), and minimal use of digital technology in marketing and business management (Barroso & Laborda, 2022). Other issues include obstacles in building collaboration among business actors as well as with supporting institutions such as local government, financial institutions, and universities (Saleh et al., 2025). These conditions have the potential to hinder efforts for sustainable and highly competitive business development (Jagannarayan & Uma, 2024).

In order to promote regional economic development, enhancing the capacity of human resources (HR) among MSME (Alexandro, 2025) and cooperative actors is an important factor so they can adapt to the flow of globalization and digital development (Shaikh et al., 2020). HR that masters managerial, financial, and digital technology aspects will be more capable of running businesses professionally and producing innovations that meet market needs (Putri et al., 2025). Therefore, concrete efforts are needed through planned coaching and mentoring activities to develop the competencies of business actors at the local level. As a form of active role of universities in supporting regional economic progress, a Community Service activity is carried out with the theme "Strengthening MSME and Cooperative HR through Counseling and Joint Dialogue in Cianjur Regency" involving lecturers and students from various universities in Indonesia.

This program aims to provide knowledge, skills, and a forum for discussion for business actors to encourage the development of more adaptive, creative, and sustainable business strategies (Martinravi & Krishnasamy, 2025). The implementation method of this activity starts with counseling on thematic topics, group discussions, and interactive dialogues involving academics, business actors, and local government officials.

The materials provided include business management, financial literacy understanding (Devender et al., 2025), application of digital marketing strategies, as well as strengthening networks and cooperation among economic actors. Through a participatory approach, participants gain understanding not only in theoretical aspects but also have the opportunity to share experiences and jointly formulate solutions to various problems faced in the field. This Community Service activity is expected to provide real benefits in enhancing the competence and self-confidence of MSME and cooperative actors in Cianjur Regency. The improvement in HR quality is expected to make business actors more skilled in managing businesses efficiently (Singh et al., 2025), expanding market reach through digitalization (Wahyudi et al., 2025), and building productive and mutually supportive partnerships. Overall, this program is expected to play a role in realizing community economic independence and strengthening regional economic resilience amid the challenges of increasingly fierce global competition (Cakerri, 2025).

II. METHODS

The Community Service activity titled “Strengthening MSME and Cooperative HR through Counseling and Joint Dialogue in Cianjur Regency” is carried out through several structured stages oriented to the needs of the participants. Each stage is designed to ensure the activities run effectively, participatively, and provide sustainable impacts for MSME and cooperative actors in the area. The following is a detailed description of the activity methods:

1. Needs Analysis Stage

The initial stage of the activity begins with conducting surveys and brief interviews with representatives of MSME actors, cooperative administrators, and village officials in the Cianjur Regency area. The purpose is to identify the main problems faced by participants, such as business management aspects, financial management, and digital marketing strategies.

2. Thematic Counseling Stage

After the participants' needs are mapped, the implementation team conducts thematic counseling activities focused on improving the basic competencies of business actors. The materials delivered are:

- (a.) Business Management, including business planning, operational management, and business development strategies.
- (b.) Financial Literacy, covering cash management, simple financial recording, financial planning, and access to financing.
- (c.) Digital Marketing, containing promotion and marketing strategies through social media as well as the utilization of digital platforms to expand market reach.

The counseling is conducted interactively using a combination of presentations, case studies, and simple practical examples to make the material easy for participants to understand.

3. Interactive Dialogue and Group Discussion Stage

At this stage, participants are divided into small groups to discuss experiences, challenges, and solutions that can be applied in their respective businesses or cooperatives. The interactive dialogue also features speakers from academics, local government, and business practitioners experienced in MSME development. With this systematic and participatory implementation method, the PKM activity not only provides knowledge transfer but also encourages attitude changes, capacity building, and independence of MSME and cooperative actors in facing the challenges of the digital economy.

III. RESULT AND DISCUSSION

The Community Service Activity "Strengthening MSME and Cooperative Human Resources through Counseling and Joint Dialogue in Cianjur Regency" was carried out involving MSME actors, cooperative administrators, village officials, and representatives from the Cianjur Regency Cooperatives and

SMEs Office. This activity received a positive response because it was relevant to the community's needs in improving human resource capacity and business competitiveness. The activity was carried out using an intensive training pattern that combined counseling methods, group discussions, and interactive dialogue between participants and resource persons. The results of the international community service activity, in the form of a thematic counseling on business management covering three main aspects—business planning, operational management, and business development strategies—showed a significant improvement in the participants' understanding and ability to design and manage businesses professionally. The initial needs analysis phase revealed that most MSMEs and cooperative administrators in Cianjur Regency face challenges in financial management, marketing strategies, and adapting to digital technology. Based on the initial survey results, approximately 65% of respondents do not maintain regular financial records, and 72% still rely on traditional marketing methods. This data served as the basis for the implementation team to design outreach materials focused on improving financial literacy, business management, and digital marketing.



Fig 1. Thematic Counseling on Business Management

During the thematic outreach phase, participants received material divided into three main topics: business management, financial literacy, and digital marketing strategies. The material was delivered interactively using presentations, case studies, and simple simulations. Participants were highly enthusiastic, especially when discussing marketing strategies through social media platforms like Instagram and WhatsApp Business. Observations showed an increased understanding of the importance of transaction recording and financial planning in maintaining business sustainability.



Fig 2. Focus Group Discussion on Financial Literacy

The pre-test and post-test evaluations revealed a significant improvement in participants' understanding of the material. The average score increased by 48%, particularly in financial literacy and business management. Many participants recognized the importance of separating personal and business finances and began to understand how to prepare simple financial reports. This demonstrates that the hands-on approach to counseling can improve business owners' awareness and basic financial management skills. In the interactive dialogue session, participants had the opportunity to engage in direct discussions with speakers including academics, business practitioners, and representatives from relevant agencies. Discussion topics included collaboration strategies among business actors, partnership opportunities with cooperatives, and the challenges of digitalization in rural areas. The discussion generated several innovative ideas (Lestari et al., 2025), such as the formation of community-based joint venture groups and the use of local digital platforms to market products.



Fig 3. Digital Marketing Presentation

Feedback from participants indicated that the activity provided tangible benefits and was easily implemented in daily business activities. Participants assessed that the outreach method, which included open discussions, significantly helped them understand concepts they previously found difficult. Several MSMEs even started implementing daily financial records and creating business social media accounts after the activity. This indicates a positive behavioral change in their business management (Suwandi et al., 2024). This community service activity not only enhances the individual capacity of participants but also strengthens collaboration among local economic actors. The local government, through the Cooperatives and SMEs Office, has expressed its commitment to supporting follow-up activities through ongoing mentoring and digital marketing training. Collaboration between universities and cooperatives in the Cianjur region is becoming increasingly open, ensuring continued synergy between academics, businesses, and the government. The results of this Community Service activity demonstrate that a participatory approach to outreach and collaborative dialogue is effective in increasing the competency and awareness of MSMEs and cooperatives regarding the importance of financial literacy (Turini et al., 2025) and digitalization-based business management. This activity has successfully established a collaborative learning ecosystem between academics and the business community. The success of this program is expected to serve as a foundation for similar activities in other regions, as well as serve as a model for community empowerment oriented towards strengthening human resources and sustainable local economic independence.



Fig 4. Group Photo of All Participants of the Community Service Activity

IV. CONCLUSION

The Community Service activity, themed "Empowering MSMEs and Cooperatives through Financial Management Training, Marketing Digitalization, and Institutional Strengthening in Cianjur Regency," successfully contributed significantly to increasing the capacity and insight of participants. Through the stages of assessment, training, and mentoring, participants demonstrated an increased understanding of the importance of orderly financial management, the use of digital technology for marketing (Suwandi et al., 2025), and more professional institutional governance. The implementation of the activity with an approach involving active participant participation also fostered a spirit of collaboration and encouraged the exchange of experiences among business actors. The training on digital marketing provided participants with new insights into expanding market share using social media and e-commerce platforms.

Participants who previously lacked a grasp of digital marketing concepts are now able to apply practices such as creating simple content, managing business accounts, and recognizing the importance of brand image in the digital age. Furthermore, institutional mentoring activities have increased understanding of the value of cooperative collaboration, orderly administrative record-keeping, and transparency in joint venture management as the foundation for local business sustainability. This Community Service Program activity has had a positive impact on improving the competence and confidence of MSMEs and cooperatives in Cianjur Regency. It is hoped that the results of this activity will not only increase knowledge but also be applied sustainably in daily business practices. This Community Service activity also contributes to strengthening the regional economy, accelerating the digital transformation process in the MSME sector, and supporting the creation of community economic independence in facing global challenges.

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