

Incubation and Optimization of Visual Assets of Micro-Start-Ups Through Asset-Based Community Development Design Training

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Abstract

The movement of MSME support in Indonesia is welcomed by businesses, especially for young entrepreneurs or *industri housing (home industry)* it is also supported by law number 20 of 2008 on the enforcement of Micro, Small and Medium Enterprises (MSMEs). Data of the Ministry of Cooperatives and SMEs reveal that in total units, MSMEs have a share of about 99.99% (62.9 million units) of all businesses in Indonesia in 2017 which is growing rapidly to date. Related to this, MSMEs encounter problems such as high cost in providing promotional visual assets, such as design courses, buying design software, and time spent in creating visual content is not short, but MSMEs currently have the option to use social media management services with an estimated price of Rp1,000,000,000 to Rp4,500,000.00. This poses a new problem for MSMEs because of the high costs and the large amount of cash that micro-start-ups do not have in using social media management services. Related to this is required a system that makes disruption of social media management so that all needs can be met. Incubation and optimization of visual assets of micro-start-ups through asset design training with the implementation of multi-software design *templates* implemented by 50 MSMEs in Java and Bali divided into three clusters, including: stub clusters, small clusters, and medium clusters, using an asset-based community development approach this activity can reduce 90.96% of promotional design costs that focus on business actors' visual assets.

Keywords: MSMEs, design, visual assets, *templates*

INTRODUCTION

The role of MSMEs in Indonesia is welcomed by businesses, especially for young entrepreneurs or *industri housing (home industry)* that continues to grow rapidly. In Law No. 20 of 2008 on micro, small, and medium enterprises, MSMEs have a strong legal umbrella to become one of the national economic sectors. Related to this, the role of MSMEs is shown in the absorption of labor, taxpayers, the process of establishing gross domestic product, and investment (Hamza & Agustien, 2019). In the taxpayer's obligation MSMEs are also a highly disciplined sector (Zulma, 2020), gross domestic product (GDP) and investment have a dominant effect on MSMEs (Hidayat, 2018). At the national level MSMEs have a share of about 99.99% (62.9 million units) of the total business in Indonesia in 2017 data by the Ministry of *Cooperatives and Small and Medium Enterprises*, while large businesses only as much as 0.01% or about 5400 units. Microbusiness 107.2

million (89.2%) workforce, meanwhile small business 3.58 million people, and large businesses absorb 3% of the total national workforce, the number increases every year.

Despite the *coronavirus outbreak-2019*. MSMEs have a strategy to implement many creative ideas, skills and skills that can be sold *online* through digital marketing (Krisnawati, 2018), but the challenge in MSMEs that occur today is the competition that must be faced by producing a variety of innovations and services in order to continue to survive in local and international markets. One option is how to stick with the rethinking industry. With regards to rethinking industry (Amri, 2020), digital marketing (Kusumawardhany, 2018), and re-focusing marketing strategies, MSMEs are never separated from visual assets. This visual asset consists of three main things with *output* including *branding* to form a distinctive identity (Listya & Rukiah, 2018), promotional media, and design that goes hand in hand.

However, the cost constraints of expensive design courses, buying design *software*, and time to study are relatively long. Departing from this very emergency problem, the technological advances that exist today make everything look more practical (Basry & Sari, 2018). The sophistication of technology also makes it easier for businesses to market or sell their products (Nurchahya & Majapahit, 2018). Therefore, the production and copyright of visual assets must also be quickly carried out to support the needs of upstream ke downstream.

Related to this, there are currently social media management services to be faster, effective, and efficient. This is in line with research conducted by (Eskak, 2020), (Rofaida et al., 2020), and (Arifianto & Himawan, 2018) on the study of creative industry marketing, (Zaman, 2020) on the utilization of design and implementation thoroughly and related to effectiveness, efisiensi, and produktivitas. More than in previous research, the dedication conducted by (Muntazori & Listya, 2021) on branding of UMKM product design, (Ikhsani et al., 2021) on interactive packaging design of Tanjung Duren packaging design, (Permadi et al., 2017) on the design of umkm snack design center central Java, (Zen et al., 2017) on training in packaging packaging of umkm products in Tambang District. Previous devotion related to this topic focuses on developing assets, there is an emergency gap about making shortcuts to reduce the funds spent by MSMEs in using, maintaining, and using developed assets. Related to this process, problems re-emerged, in promoting products, MSME actors use social media management services in social media marketing. Through social media services a jemen man make MSMEs not all can afford to pay because the cost is so expensive. Quantitative data on social media price management found today in Indonesia refers to data by Digital Marketing Bali – Full Service Digital Marketing Agency *Indonesia*, in the following averages:

Table 1. Social media management services

Order Type (1 month)	price
30 Feed instagram	Rp4.500.000,00.
Social media maintenance	Rp4.000.000,00.
20 Content + Copywriting	Rp3.000.000,00.
Copywriting	Rp1.500.000,00.

Referring to the above point of situation analysis, incubation and optimization of visual assets of micro-start-ups through asset design training *based on asset based community development* is feasible to close gaps and open the gap in providing costumeization of digital assets of businesses. The created template includes social media management design assets such as logo *templates*, instagram feeds, facebook feeds, *whatsapp* media post *templates*, and *powerpoint-based motion graphic* animations. With the aim of unlimited costumeization (Rosyadah, 2021), *pe asset design template* is a program that will facilitate people who have micro-start-ups to be more effective and efisien in managing products, reduce business costs 80% cheaper, make time shortcuts more effective, efficient, and productive in marketing.

With *asset based community development* methods and approaches this activity is carried out by material transfer process, *pre-test*, *post-test* on how visual assets are produced, worth using, and worthy of publication as a promotional medium. This activity also provides examples in the form of *prototype templates*, the production process of templates with the title of asset incubation. While the target of 500 visual assets created with a certificate of Intellectual Property Rights (IPR) or Intellectual Property Rights (IPR) by the Directorate General of Intellectual Property Kemenkumham, to achieve that goal the program is divided into five stages including define (determine) the target topic, second *discovery* (discovery) in identifying in detail the problem of MSMEs, ketiga *dream* (dream) formulates a desire or purpose as a solution, keempat, *design* (design) at this stage creates a strategy and assets that become targets, kelima, *deliver* or *destiny* (implement) in this last stage everyone decimalize the business he develops from the assets he has created. Followed by 50 businesses divided by three clusters, including: stub clusters, small clusters, and medium clusters according to business valuation. This activity is carried out two months in parallel every weekend.

METHOD

In the program of incubation activities and optimization of visual assets of micro-start-ups through design training using the ABCD method (*Asset Based Community Development*), with the utilization of assets and potential owned by

every young man or community. ABCD method (*Asset Based Community Development*) is a suitable method to be applied in developing and approaching the community (Fitrianto et al., 2020). Based on the six principles put forward by John McKnight and Jody Krezmann in (Suksmawati et al., 2021) ABCD method (*Asset Based Community Development*) can create a sustainable empowerment among others 1) analysis or appreciation, 2) involvement, 3) positive psychology or which can be said as a positive and good nature, 4) positive deviation or good life, 5) development from within the human being (trainee), 6) heliotropic hypothesis with positive properties. In this activity using the ABCD method because to develop a community with local status or community by utilizing some potentials that exist (Rizal et al., 2020), this is identical to MSMEs as micro businesses that have potential assets. In addition to asset resource development, in the scope of human resource development metode ABCD (*Asset Based Community Development*) is a way to explore to individuals and communities to participate in developing the potential owned, maintaining the capacity of human resources assets, and providing competence superior to micro business managers (Swasono et al., 2020).

There are five important steps in the *method of asset based community development* to perform the initial activity stage until completion, starting with determining (*define*), finding (*discovery*), making dreams and targets (*dream*), designing (*design*), doing (*destiny*) (Tamam & Fahimah, 2020). These important steps that will be applied in incubation activities and optimization of visual assets of micro-start-ups through design training can be illustrated in chart 1:

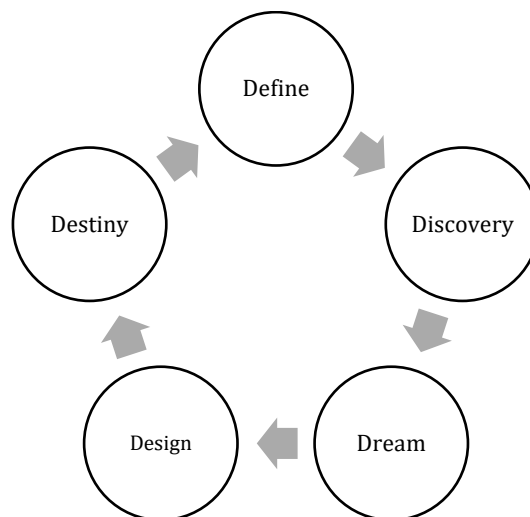


Chart 1. 5D cycle steps in ABCD asset based community development

The 5D process can be explained through the first stage of *define* (determine), in this stage determine the topic used in incubation activities and optimization of visual assets of micro-start-ups through design training in collaboration with 50 small and medium-sized micro enterprises within the scope

of Java and Bali samples. Kedua *discovery (discovery)* in this stage is carried out identification of problems owned by businesses that focus on solving the problem of social media services rates visual asset management. The mission of the discovery stage is to reduce the rate of social media management services that were originally Rp4.500.000,00 only for 30 instagram *feeds* the price is still not included with the price of *content* and *copywriting* to be free through the *template* assets. Third, *dream* (dream) after the discovery of problems faced by businesses, namely formulating the desire or objectives as a solution in solving the problem of human resources and asset resources. The high purchase price of social media services is an obstacle because there are less available human resources that can do design and asset resources in the form of *templates*, both of these things become the focus in this incubation program. Fourth, *design* (design) at this stage creates a strategy to make decisions in developing the problem through two ways, human resources through methods of socialization, practice, monitoring, evaluation. While related to asset resources do design asset design templates to be given training and grants. Fifth, *deliver* or *destiny* (implement) in this last stage everyone in the business must implement and implement various things in realizing the resolution of problems faced in the business actors.

The application of ABCD (*Asset Based Community Development*) method in incubation activities and optimization of visual assets of micro-start-ups through design training was carried out two months in parallel for two months, period of May 8, 2021 to July 8, 2021 with an online system using google *meet* application. This activity is divided into 3 clusters including, stub clusters, small clusters, and medium clusters. This training activity is a program that will make it easier for businesses to be more effective and efficient in managing a product.

RESULT AND DISCUSSION

Define Stage : Goals and Topics

Define stage is divided into two things, the first target in which there are three clusters according to the valuation of the business includes, startup clusters with a business valuation of less than Rp40,000,000,00 small clusters of Rp40,000,001,00 to Rp75,000,000,00 and medium clusters with valuations of more than Rp75,000,000.00. The startup cluster consists of a food and beverage vendor of 24 participants. The small cluster consists of 14 combined participants of fashion and craft. The medium cluster consists of 12 participants who are creative products and creative industries. Define stage is conducted for two weeks, period of May 8, 2021 to May 22, 2021. Identification of partner networking through one-way communication is done selectively with valuation indicators, a minimum business period of two years, and has used social media management services with an average per package of Rp1,500,000,00 to Rp4,500,000.00. In detail the goal or participant has a spread in the following diagram:

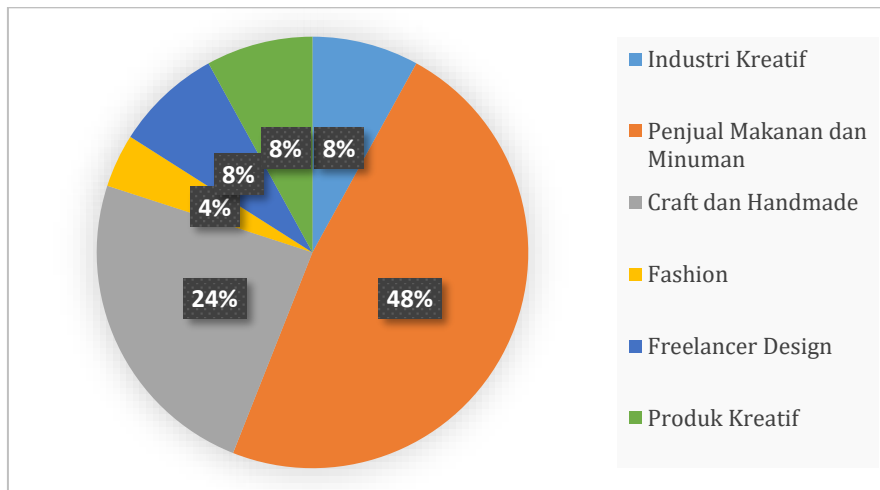
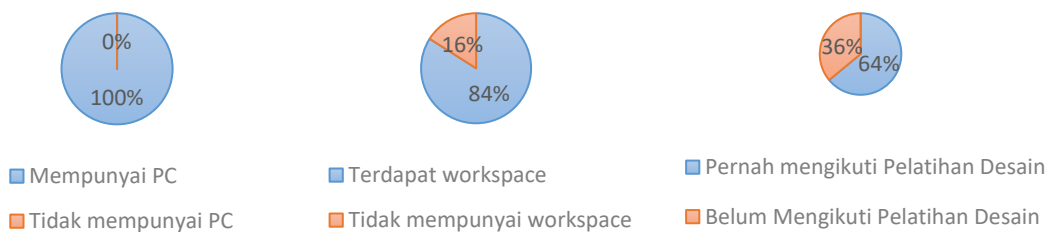


Diagram 1. Professions in the field of MSMEs involved

The process of designing topics using the focus of the problem of reduction of visual asset prices, from expensive (Rp1.500.000,00 to Rp4.500.000,00) to free and can produce itself with soft skills. The development of this soft skill has the purpose as the quality of human resources (Kusumah et al., 2020) especially in the field of sales and promotion, revenue (Najiah & Mahmudah, 2021), excavation of the increase in human resource potential (Ainie et al., 2020).

Discovery: Identification of Supporting Factors

The topic presented by the first stage, is done in the form of asset identification. Identification of supporting factors from 50 sample participants can be mapped in the following diagram:



This process is carried out by the process of identification of assets, including: physical assets in the form of tools, supporting assets, and individual assets (human resources) as a whole. Indicators of a physical set include facilities and pre-facilities, 50 participants thoroughly have physical assets personal computer hardware and software aplikasi image editing (one between *photoshop*, *adobe illustrator*, *coreldraw*, and *picsart*). While a supporting set includes a workplace with an active internet network consisting of 42 people have a workplace with an active internet network and 8 participants do not have a workplace with an active internet network. Lastly, asset of individuals, where participants have participated in design training (before this training was

implemented) stated 32 people have never and often used design services, 18 have never been and dominantly use design services. In this stage is done pre-test to participants with indicators of business turnover at the time before incubation mapping of human resources and business expenditures in the field of design as a benchmark of incubation changes and optimization of visual assets of micro-start-ups through training on asset design based on community development. Three things that become the purpose of discovery in improving the ability of participants with critical thinking (Haeruman et al., 2017), berpikir to create asset training by creative thinking (Cintia et al., 2018), provide constructive learning results (Nugrahaeni et al., 2017).

Dream: Goal Mapping

The design of the devotion curriculum that has been planned in the discovery stage is implemented in the dream stage about mapping resources manusia (partners) in the form of sosialisasi and assignment to achieve the common goal of three clusters of MSMEs. The micro osialization process is related to the introduction of visual asset templates, small use of the socialization process transfer the use of template assets, and medium effect vitas use of visual asset resources. The process of small cluster enugasan related to the indicator of purpose, in this activity has the aim to provide ease of micro-start-up business to be more effective and efficient in managing promotions, specifically reduce business costs 80%, make time effectiveness, efficient si process, and productive in creating visual asset design.

Design: Human Resources and Asset Development

This stage begins to formulate strategies, processes, and technicalities, divide teams as human resource responsibilities, make joint decisions, and develop collaborations to support achieving goals. This activity consists of the development of pengabdian curriculum and technical identification.

Curriculum devotion, the devotion curriculum is divided into three clusters including stub clusters, small clusters, and medium clusters. Cluster stubs begin with template asset recognition, post tests, exploratory assignments, and most recently post-tests. Small clusters begin with the product transfer process the use of visual template assets, pre-tests, assignments, and post-tests. The last intermediate cluster consists of socializing and consolidating effectation vitas using visual *template* assets, *pre-tests*, assignments, and *post-tests*. These three clusters are tailored to the needs in businesses shaded by businesses. While technical identification to run the curriculum of devotion, technical scenarios that allow us to do online because of health priorities in the pandemic covid-19 and flexibility litas devotion process. Skenario online through the teleconference application google *meet* to conduct evaluation and socialization, while monitoring using zoom *meeting*. The whole process was conducted for one week from 23 Dec 2021 to 29 May 2021.

Destiny: Assignment, Monitoring, and Evaluation

After completing the development of human resources and assets through training, participants conduct asset decimation into the business pursued, monitoring for two weeks, and evaluated every week.

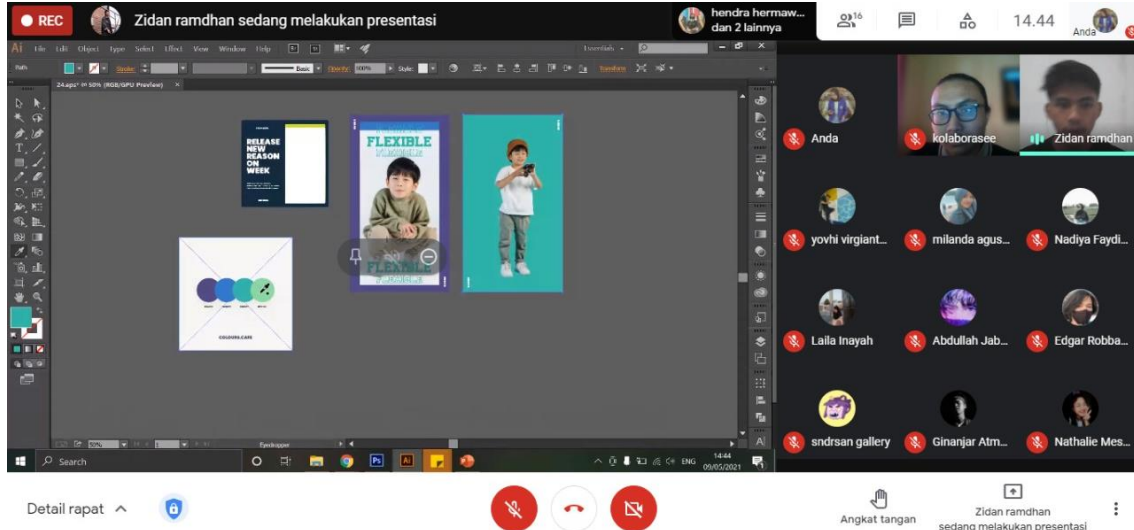


Figure 1. Assignment Process

The first phase includes assignment, this stage consists of training and guidance on creating effective and efficient *template* design assets, conducted 30 May 2021 – 19 Juni 2021 through four meetings in daring. The four meetings included sketching and brainstorming, digitization stage 1, digitization stage 2, and *finishing* stage. In *brainstorming* activities businesses sketch in detail what they want to implement in typical business visual assets, indicators used in the *brainstorming* stage include: color and specific business identity (pattern or pattern). Furthermore, the digitization stage, in this stage businesses do the placement of text, logos, and all elements related to the identity of the business in the template. The third stage is digitization stage two, digitization two has a series of activities to use *fonts*, *layouts*, and interesting visual elements in the resulting product. The last stage is finishing, in this stage participants to the cluster classtigmake improvements from the three previous stages (sketching and *brainstorming*, digitizing one, and digitizing two).

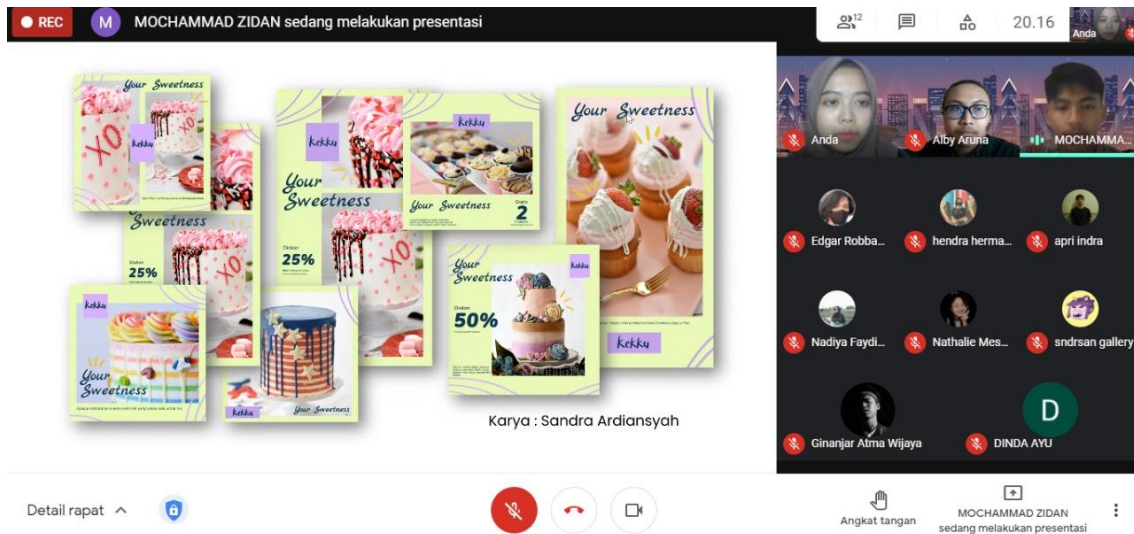


Figure 2. Monitoring Process

Monitoring stage conducted 20 June 2021 to 26 June 2021 through online teleconference media google *meet*, this stage is done by strengthening, socialization how to accelerate the doubling of assets, and the process of directing the work of participants in accordance with a good design layout. The first stage is strengthening, the strengthening stage keeps the participant stable, this strengthening aims to keep participants in the activity until the end of the activity. Furthermore, socialization of the process of doubling assets in accordance with the media or applications that participants do, in this stage the tutorial is done four applications include: *coreldraw*, *photoshop*, *adobe illustrator* and *picsart mobile phone* application. The last stage of a good layout placement briefing includes font usage, product image placement, and product identity.

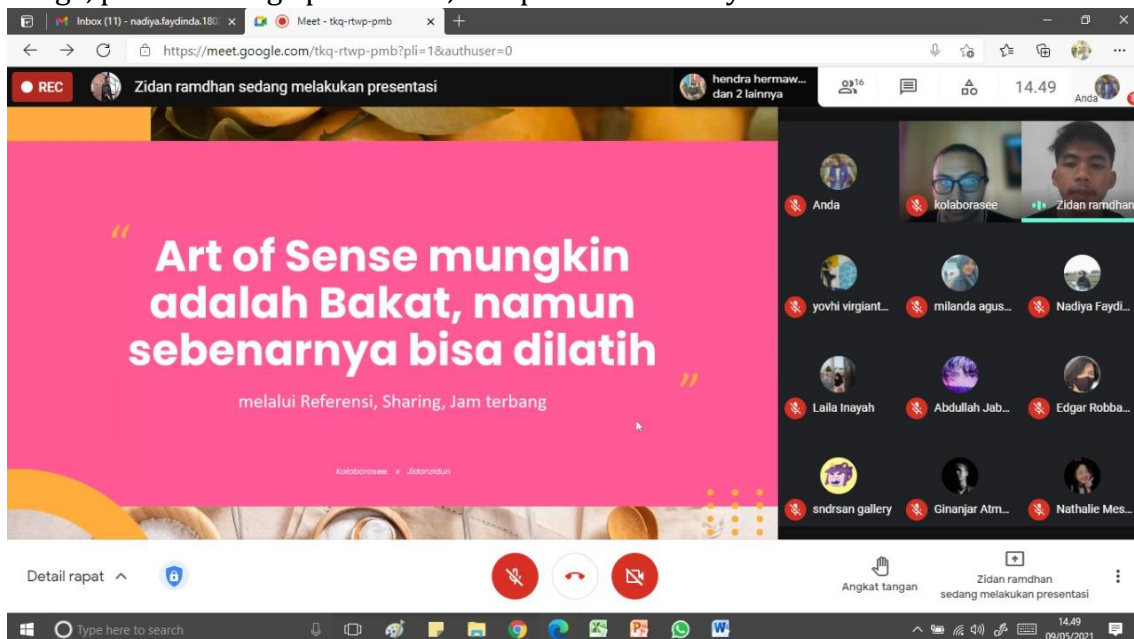


Figure 3. Evaluation Process

The last evaluation phase starts on 27 Juni 2021 until 8 Juli 2021 followed by post test filling until 10 days after training (July 18, 2021). All assets created by participants are thoroughly evaluated. Evaluation indicators include human resources and asset resource evaluation. Human resource evaluation includes how businesses work, timeline of each worker who is estimated one template requires no more than 30 minutes, and the maximum carrying capacity includes atmosphere, internet network, device specifications. In this stage, the evaluation is done filling the post test with indicators contained in the design stage. Post test is done to do a comparison of cost, time, and energy in creating a visual asset promotion design.

Discussion

The process of community service, community empowerment, and knowledge transfer to the community is very diverse. Related to this there are several methods some of them by (Kusnawan & Nur, 2020) which implements *asset based community-driven development* method that emphasizes marketing independence in bipolo weaving products. In the field of individual performance there is a matching mix method by (Agustin & Zoromi, 2018), SAW method (Harmayani & Armadi, 2020) about the assessment of the performance of educators in research and community service at STMIK Amik Riau and LPPM Asahan University, Riau. In the field of information and communication emphasis there is a work system *framework* method followed by modification of *unified modeling language* by (Afriansyah, 2018). In the field of human resource management there is a peer *counselor* method by (Khasanah et al., 2020) that is implemented to child sexual abuse groups. In the field of more detail about community service sub-field art there is explorative kinesthetic by (Sudiasa, 2017) in CFJ. Louis Charles, Damais South Jakarta.

Departing from the many methods that can be used in community service, metode *asset based community development* is considered more suitable with the problems faced in the incubation program and optimization of visual assets of micro-start-up businesses through asset design training, this program has provided a series of findings that become the subject matter, the runtutan of the findings consists of *define, discovery, dream, design, and destiny* stages.

Define stage found a target of 50 MSMEs, in this stage the dominant business actors in the culinary field (food and beverage) with 24 people (48%), creative industries four people (8%), creative products four people (8%), freelancers in the field of design four people (8%). The fashion industry or *fashion* two people (4%), and businesses selling handmade and craft goods 12 people (24%). All businesses are divided into three clusters of startups with indicators of business valuation, age of the company (store), and have used social media design services (social media management). Furthermore, the *discovery* stage, in this stage the identification process with three indicators consisting of physical assets (hardware and software) with 50 people (100%) have physical assets, supporting

assets include a design work facility (*workspace*) consisting of 42 people (84%) *workspace* with active internet network and 8 people (16%) has no place of business but has an active internet network, and lastly individual assets (human resources) consisting of 32 people (64%) never attended design training, and 18 people (26%) never attended design training but have never attended design training with a specific topic of business visual assets. In this stage, *pre-test* with indicators of business turnover and business expenditure in the field of design as a benchmark for changes in the incubation process of assets. Departing from the desired changes and benchmarks, entering into the dream stage agreed to have a special goal to create businesses to further reduce promotional costs by 80%, creating effectiveness and productivity in the process of designing visual assets as a promotional medium. Next the design stage, this stage formulates strategies, processes, and technical. Split into three clusters and discovery, the process is conducted from May 23, 2021 to May 29, 2021 through *online* with *google meet* application. The last stage is destiny, this stage consists of assignment, monitoring, and evaluation. The assignment stage consists of brainstorming *and sketching*, first digitization (business identity), second digitization (*layout*), and finishing related to file extensions. Monitoring stage to accelerate asset doubling followed by evaluation of the process conducted through post-test. The following participants change completely in the average cost of promotional design expenses through assets in one month:

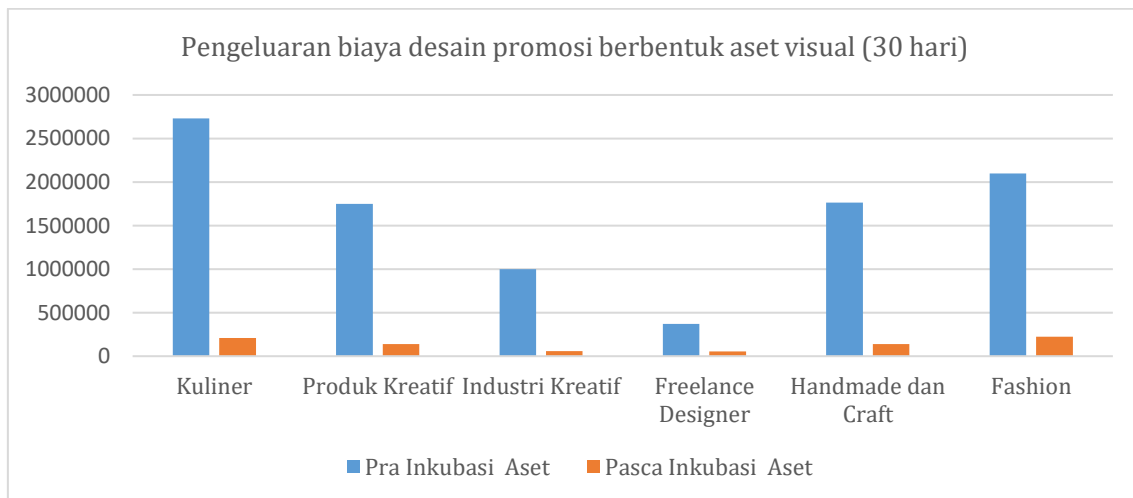


Diagram 2. The cost of promotional design in the form of visual assets

In the culinary field, before the incubation of visual assets has a expenditure of Rp2. 730. 000.00 post incubation of visual assets dropped to Rp210. 000,00 (92.31%), in the field of creative products from Rp1. 750. 000.00 dropped drastically to Rp140. 000.00 (92%), creative industries Rp1. 000. 000.00 to Rp57. 000.00 (94.3%), freelance designer from Rp370. 000.00. rp 56. 000.00. (84.8%), followed by *handmade* and *craft* Rp1. 763. 000.00 dropped drastically to Rp140. 000,00 (92.06%), last *fashion* venture from Rp2. 100. 000.00 to Rp225. 000.00. (89.3%). All businesses made an average of 90.96% decrease in estimated visual asset production costs. Furthermore, the e-stage of efficiencies,

effectiveness, and productivity of business asset creation time with the following averages:

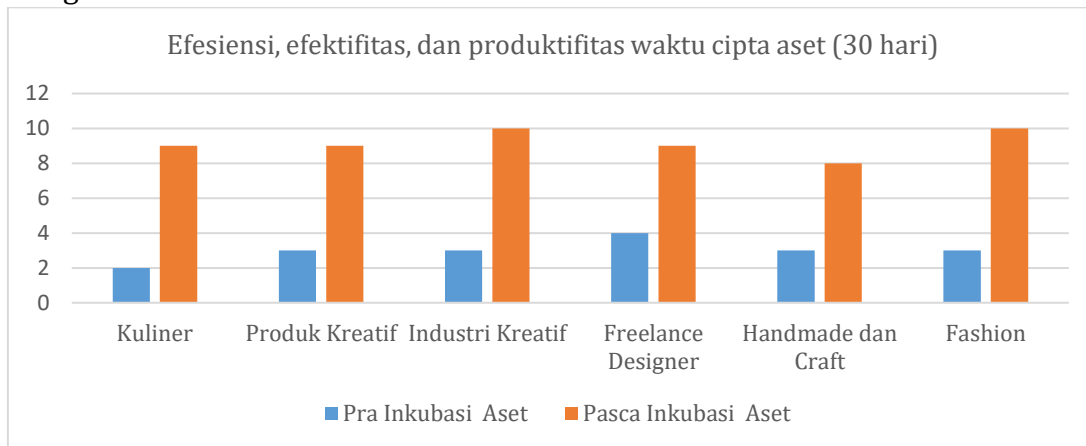


Diagram 3. Efficiency, effectiveness, and productivity of asset creation time

Skala ineffective get point one and effectively get 10 points, culinary field in creating the copyright of assets do increase 7 points, creative products 7 points, creative industries 7 points, freelance *designer* 5 pont, handmade 5 points, and lastly business in the field of fashion 7 points.

Related to this, the process of incubation and optimization of visual assets of micro-start-ups through asset design training based on community development has achieved the goal of reducing the cost of visual asset copyright business by at least 80% and improving the effectiveness, efficiency, and productivity of visual asset creation time.

CONCLUSION

Incubation and optimization of visual assets of micro-start-ups through asset design training based on community development can provide emphasis on visual asset design business costs at a rate of 90.96% cheaper (lowering design budget). Visual assets-based templates are useful for business promotion, emphasizing business identity (branding), and provide convenience in providing information on social media and online business products. The use of visual assets can be done with multi software editing personal computer or mobile phone without any restrictions.

This visual asset provides an infinite exploration within the scope of implementation and responsibility of tri dharmacolleges. First, the field of education and teaching can be done by implementing layouting, copywriting, and typography learning. Second, bidang research implementation of visual assets can be developed through reseach and development with the topic of software development. Furthermore, the implementation of the field of community service visual asset training can be implemented in business groups with related community cooperation.

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