

Enjoying Bakpia by exploring the Spirit of Tut Wuri Handayani

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ABSTRACT

The main objective of this program is to provide training and guidance in the social and environmental fields that focus primarily on the development of MSMEs. Community service activities carried out by students and lecturers of the Management Study Program, Sarjanawiyata Tamansiswa University on October 11, 2024 at Bakpia Zahrae 215 have the theme "Enjoy Bakpia by Exploring the Spirit of Tut Wuri Handayani". Bakpia Zahrae 215, which was established in 2017, faces challenges in human resource management due to the absence of a Standard Operating Procedure (SOP). This study proposes the application of the "Tut Wuri Handayani" principle to build a good work culture and improve employee discipline. With this approach, it is hoped that employees can be directed and motivated, and can implement simple SOPs to increase productivity and product quality. The process of preparing SOPs takes time and patience, and it is important for owners to involve consultants or training institutions to create an optimal work environment. The results of this study are expected to support the sustainability of the Bakpia Zahrae 215 business and increase employees' sense of responsibility for their work.

Keywords: *Tut Wuri Handayani, Food Industry, Standard Operating Procedure sop, umkm, abdimas, tut wuri handayani*

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INTRODUCTION

The development of micro, small and medium enterprises (MSMEs) in Indonesia, including the food industry, is one of the important pillars of the national economy. One of the typical products that is in great demand is bakpia from Yogyakarta. Bakpia Zahrae 215 is one of the bakpia businesses that has been

operating since 2017 and has experienced quite significant growth in production and sales. However, along with the development of its business, Bakpia Zahrae 215 faces managerial challenges, especially related to human resources (HR) and the implementation of Standard Operating Procedures (SOPs) that have not been running well. In this context, the importance of SOPs in an organization is a major concern. Atmoko (2011:2), states: "Standard Operating Procedures (SOPs) are guidelines or references for carrying out work tasks in accordance with the functions and performance assessment tools of government agencies based on technical, administrative and procedural indicators in accordance with the work procedures, work procedures and work systems in the relevant work unit". Clear and structured SOPs can improve employee discipline and ensure smooth operations, which have a positive impact on productivity and product quality. Therefore, a relevant approach is needed to build a good work culture in MSMEs.

The theme "Enjoying Bakpia by Exploring the Spirit of Tut Wuri Handayani" was proposed as a basis for encouraging the improvement of work culture at Bakpia Zahrae 215. The principle of "Tut Wuri Handayani" which is derived from the values of Ketamansiswa, emphasizes the importance of the role of mentors and role models in creating a productive and harmonious work environment. In this context, students of the Management Study Program at Sarjanawiyata Tamansiswa University strive to provide concrete contributions through community service activities aimed at improving understanding of SOPs and building a better work culture. Through this activity, it is hoped that the owners and employees of Bakpia Zahrae 215 can understand the importance of implementing effective SOPs, which will not only increase employee responsibility but also strengthen business sustainability and competitiveness. Thus, this study aims to explore solutions based on Ketamansiswa values to support the improvement of HR management at Bakpia Zahrae 215 and encourage future business success.

METHODS

3.1. Pre-Observation

The pre-observation stage (Figure 3) is carried out to prepare students to be able to contribute effectively to community service activities. Students are directly involved as part of the community service team and are given intensive training related to participatory observation techniques and semi-structured interviews. This observation provides students with the opportunity to understand the operational flow of MSMEs directly and recognize real problems in the field. With a participatory approach, students not only learn about their businesses but also interact with owners and employees, so they can identify opportunities for improvement and challenges faced. MSME Team and Partners drafting a cooperation agreement to ensure that every activity is carried out according to plan. The purpose of this stage is to facilitate synergy between MSME partners and the service team so

that activities can run effectively and produce optimal benefits for all parties involved.



Figure 3. Stages of Community Service

3.2. Observation and Problem Formulation

At this stage, the team conducted direct observation to the MSME location to study the operation and management of the business, including the interaction between the owner and employees. In-depth interviews with employees and owners were conducted to further explore the implementation of the concept (Tut Wuri Handayani). From the observation results, it was found that most MSME owners still face challenges related to SOPs.

The problems found are the main obstacles in running a business, where inefficient use of human resources and weak implementation of SOPs result in disruption of operational processes, lack of employee discipline, and declining product quality. This directly endangers the continuity of their business amidst the tight competition in the MSME sector.

3.3. Preparation for Implementing Community Service

After the problems were identified, the team began to prepare everything needed for the implementation of the program. A letter of assignment was issued by the campus as a form of legality and institutional support for this activity. The team also prepared materials that focused on strengthening the concept of Tut Wuri Handayani, especially in human resource management. These materials include strategies on the importance of understanding the implementation of SOPs that not only increase employee responsibility but also strengthen the sustainability and competitiveness of the company.

3.4. Implementation of community service

This community service program adopts the Participatory Learning and Action (PLA) method which emphasizes the active involvement of MSME owners and employees. In this method, UST students act as facilitators who open up interactive dialogue spaces between owners and employees to jointly identify challenges and find solutions.

This process not only provides one-way information, but also encourages empowerment and direct learning through practice. MSME actors are involved in every stage of decision making and training to ensure the sustainability of the Tut Wuri Handayani concept. Interactive discussion sessions are designed to deepen understanding of the importance of educating employees about the importance of SOPs and good Work Culture in employee management.

3.5. Output and reporting

This community service activity is well documented and published on various platforms, including online mass media. This publication aims to expand the impact of the activity and inspire other MSMEs to pay more attention to employee welfare as part of their business strategy. The community service team also prepared a final report containing all stages of the activity, evaluation of the results, and recommendations for further development. This report is equipped with supporting documents, such as a statement of partner interest, training materials, activity documentation, and attendance lists, to ensure transparency and accountability. This program has succeeded in increasing MSME awareness of the importance of sustainable business development through the implementation of Tut Wuri Handayani. MSMEs are beginning to realize that by educating employees and owners about SOPs and good work culture, it is hoped that they can create a more responsible work environment and support business sustainability in the future.

RESULTS AND DISCUSSION

This community service activity carries the theme "Enjoying Bakpia by Exploring the Spirit of Tut Wuri Handayani". The selection of this theme is based on the results of observations and interviews conducted by the Sarjanawiyata Tamansiswa University Community Service Team with food industry players regarding the obstacles faced. The community service activity was carried out on October 11, 2024 at the Bakpia Zahrae 215 Production House, Gang dahlia, Rt16 / RW04 no 215 WB1, kuncen, pakuncen, wirobrajan, Yogyakarta. The community service activity carried out by students of the Management Study Program at Sarjanawiyata Tamansiswa University, Bakpia Zahrae 215 explained the problems

faced by the MSMEs in terms of SOP. The absence of SOP makes employees less disciplined in their work which causes work to be ineffective and inefficient.

As an effort to overcome these problems, our community service team introduced the concept of "Tut Wuri Handayani". With this approach, MSME actors are invited to deeply understand the problems they face, feel the impact of these problems, and take concrete actions for improvement. We were able to identify the right solution for bakpia zahrae 215, namely building an appropriate SOP. The SOP needs assessment aims to determine the level of need for an organization to develop its SOP. The needs assessment will be very useful in determining the scope, type, and number of SOPs needed. The scope will relate to which tasks the operational procedures will be targeted for standardization. The type will relate to the type and format of the SOP that is appropriate to implement. The number will be related to how many SOPs will be created according to the level of urgency.

The goal to be achieved in implementing the Standard Operating Procedure (SOP) for government administration is to create a commitment regarding what is done by government agency work units in order to realize a clean government.



Figure 2. Photo with the owner



Figure 3. Interview Process

CONCLUSION

This community service program emphasizes the importance of implementing the principle of compassion in managing MSMEs in Yogyakarta. The results of observations and interviews show that MSMEs have tried to build supportive working relationships through good communication, appreciation, and emotional support. However, challenges are still found such as lack of consistency in appreciation, limited open dialogue, and minimal ongoing evaluation, which affects employee motivation and job satisfaction. By implementing the PLA method, this activity successfully involved MSMEs and the service team in dialogue. Participatory to identify problems and find solutions. Thorough preparation and implementation ensure that the program runs effectively and provides benefits to all parties. However, to create a more productive and harmonious work environment, it is necessary to strengthen routine dialogue, spontaneous appreciation, and employee involvement in decision making. Overall, the implementation of the Tut Wuri Handayani principle has made a positive contribution to employee welfare and business sustainability. This program is expected to continue to drive growth. MSMEs in Yogyakarta, maintaining a balance between economic goals and social values, and maintaining local cultural identity in every business activity.

Thank-you note

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