

## **SDG 1: NO POVERTY**

### **1.4. Community anti-poverty programs**

#### **1.4.1. Local start-up assistance**

##### Description

The Vocational Education Program of Universitas Indonesia has carried out several activities to support and assist local start-ups, including:

1. Mentoring 15 micro, small, and medium enterprises (MSMEs) in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) to create financial reports with the Accurate application. This assistance process was carried out from February to August 2023, involving 63 students of the Accounting Study Program. Through this assistance, MSMEs become aware of the financial projections of their businesses, understand the basics of accounting to be applied to their businesses, and understand the tax obligations that must be met as MSME actors. The prepared financial reports no longer use Microsoft Excel but the Accurate application. This application implements the collaboration between the Accounting Study Program and Accurate since 2019, and all student service students have also been Accurate certified.

##### Evidence:

<https://www.ui.ac.id/en/ui-provides-food-product-quality-control-training-to-msmes-in-depok/>

<https://www.antaraneews.com/berita/3773526/ui-beri-pelatihan-peningkatan-kualitas-produk-makanan-umkm-depok>

<https://ruzka.republika.co.id/info-kampus/1673082323/ui-beri-pelatihan-pengendalian-kualitas-produk-makanan-ke-umkm-di-kota-depok>

##### Documentations:



2. Mentoring and socialization of production process control for MSME actors in Cimpaeun Village, Tapos District, Depok City, West Java. Micro, Small, and Medium Enterprises (MSMEs) in the food and beverage sector in Depok City are growing rapidly. However, MSME players still encounter several problems, including poor quality and safety supervision of food and beverage products. Based on concern for these problems, the Universitas Indonesia (UI) Vocational Education Program carried out community service activities through assistance and socialization of production process control for MSME actors in Cimpaeun Village, Tapos District, Depok City. Forty MSME players in the food and beverage sector attended community service activities held in September 2023 at the Persada Indoor GOR Depok. The assistance aimed to help MSMEs understand and apply the basic principles of healthy food production. MSME players were also equipped with knowledge regarding product safety control from upstream to downstream according to standards set by the Food and Drug Supervisory Agency (BPOM). Assistance regarding food and beverage production was provided by lecturers and students of the UI Tax Administration study program and BPOM's First Expert Pharmacy and Food Supervisor.

Evidence:

<https://megapolitan.antaranews.com/berita/258165/ui-dampingi-15-umkm-di-jabodetabek-membuat-laporan-keuangan>

<https://www.ui.ac.id/ui-lakukan-pendampingan-bagi-umkm-untuk-pembuatan-laporan-keuangan-menggunakan-aplikasi-accurate/>

<https://putraindonesia.com/nusantara/mahasiswa-ui-dampingi-15-umkm-di-jabodetabek/>

3. Creating a digital promotion strategy for 14 micro, small, and medium enterprises (MSMEs) in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) through the "Vokasi Humas Festival" (Vokhumfest) event. Vokhumfest 2023 activities include coaching MSME digital promotion strategies and implementing MSME exhibitions. Public Relations Study Program students work together to create digital promotion strategies for MSMEs for four months, from February to May 2023. In addition, they have prepared a bazaar for MSMEs. MSMEs can improve the quality of their branding and product promotion through this activity.

Evidence: <https://vokhumfest.ppvui.id/exhibition-2023/>

<https://edukasi.sindonews.com/read/1124341/211/vokasi-ui-gelar-vokhumfest-2023-strategi-promosi-digital-bagi-umkm-1686553579>

<https://megapolitan.antaranews.com/berita/245634/vokasi-ui-ciptakan-strategi-promosi-digital-bagi-14-umkm-jabodetabek>

<https://koran-jakarta.com/strategi-promosi-umkm-jabodetabek>

<https://depok.inews.id/read/306795/vokhumfest-2023-vokasi-ui-ciptakan-strategi-promosi-digital-untuk-14-umkm-di-jabodetabek>

Documentations:

