

IMPLEMENTATION OF SCIENCE AND TECHNOLOGY FOR EXPORT PRODUCTS THROUGH TRAINING AND ASSISTANCE EFFORTS IMPROVEMENT WOOD FURNITURE INDUSTRY MPETITIVENESS IN THE GLOBAL MARKET IN DISTRICT KLATEN CENTRAL JAVA INDONESIA

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Abstract- ASEAN free trade area in 2015 has started, it takes competence of Human Resources and product quality, post-crisis economic recovery efforts are still underway. Indonesia's economy is the basis for an increase in riel. Riel sector is the sector that accounts for the greatest portion of the GDP (Gross Domestic Product) of Indonesia. Problems faced by small and medium enterprises include the problems of organizational management and human resources, the problems of production, finance and marketing. To encourage small and medium enterprises seize opportunities and entering the export market, the science and technology program for Products Exports in the year to 3 (three) in 2016 small and medium enterprises to increase exports. Limitations of export markets, technological innovation, lack of business partnership network and business management are still traditional and low utilization of Information and Communication Technology. Based on this reality, SMEs need support implementation of the College of Science and Technology (given the role of universities as agents of social change) so that small and medium enterprises will be in a stronger economic position. One form of accelerating the transfer of technology and management from universities to small and medium enterprises is to develop and mach link between universities and small and medium enterprises through entrepreneurship training and the provision of assistance / advocacy in business management.

Keywords- Training, Mentoring, Application Of Science And Technology

I. INTRODUCTION

Compressive ASEAN free trade area in 2015 has started, it takes competence of Human Resources and product quality, post-crisis economic recovery efforts are still underway. Indonesia's economy is the basis for an increase in riel. Riel sector is the sector that accounts for the greatest portion of the GDP (Gross Domestic Product) of Indonesia. Processing industry sector ranks first contributor to GDP with a contribution rate of 25.4%. the level of contribution to GDP is greater. SMEs accounted for a very large contribution to the GDP (Gross Domestic Product) Indonesia that is equal to 55, 56%. (Central Bureau of Statistics, 2014). The level of competition is quite tight furniture industry in addition to the local industry must contend with the furniture industry from other areas also had to face the invasion of products from abroad, especially from China are sold at very cheap prices. Related to the presence of the products of other countries which penetrated to the free market. Data Klaten in Figures 2014 shows that the District Juwiring Custom Furniture WOOD once collectors, manpower 4-7 people, about 15%, Craftsmen with the production process until finishing, manpower 8-20 people, about 4.5%, Exporters with workers over 40 people, about 0.5%. KK 750 craftsmen from wood furniture Serenan village about 0.5% of people who become exporters. Existing exporters who are members of associations such as ASMINDO exporters, ASEPKI,

those that form individual companies. Exporters working order under a contract with the buyers from various countries such as USA, Mexico, Canada, Germany, Netherlands, UK, Italy, Denmark, Greece, France, Australia, Malaysia and Singapore. The number of shipments each exporter varies each month between 2-10 containers depending on the employment contract with the buyers. Some of the problems faced by SMEs Handicraft Furniture in Serenan the District Juwiring Klaten district, the results of survey preliminary, among others, not all producers have the opportunity to get facilities from the government that still need a helping hand from the college in the form of training facilitation urgent strongly felt need and is required is: Retrofitting Human Resources (through training in management, banking), Procurement of information technology facilities (website), the International Exhibition and Training finishing and furniture design. Limitations of export markets, technological innovation, and lack of business partnership network and business management are still traditional and low utilization of Information and Communication Technology. Based on this reality, SMEs need support implementation of the College of Science and Technology (given the role of universities as agents of social change) so that small and medium enterprises will be in a stronger economic position. One form of accelerating the transfer of technology and management from universities to small and medium enterprises is to develop and mach link between universities and small

and medium enterprises through entrepreneurship training and the provision of assistance / advocacy in business management.

II. DETAILS EXPERIMENTAL

2.1. For science and technology program Export Products

Broadly speaking, the problems faced by small and medium enterprises include the problems of organizational management and human resources, the problems of production, finance and marketing. To encourage small and medium enterprises seize opportunities and entering the export market program Science and Technology for Product Export in the year to 3 (three) in 2016 small and medium enterprises to increase exports. Method of solving the problem is to organize programs of science and technology for products Export financed by the Ministry of Research, Technology and Higher Education Directorate General for Strengthening Research and Development of the Republic of Indonesia in the form of business training for Small and Medium Enterprises have problems in aspects related businesses and activities provision of assistance for Small Businesses and Intermediate.

2.2. Method of Execution

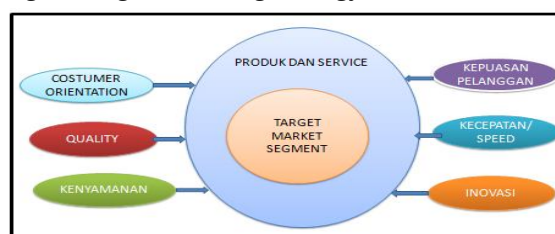
Teaching method The method used in the implementation of the community service activities are the lecture method used in all training activities were carried out, in the process of delivering training materials. Besides, it is also used to provide motivation to Small and Medium Enterprises to always defend and promote the spirit of trying, as the main capital in improving the productivity of partner/ Small and Medium Enterprises. Discussion method. The method used in the implementation of the community service activities is the method of this discussion, as the communication medium while training takes place resulting in communication between the speaker and the Small and Medium Enterprises that the Small and Medium Enterprises can directly ask for things that are not yet understood by the maximum by the Small and Medium Enterprises / Partner. Demonstration methods. The method used in the implementation of the community service activities are demonstrations method used both in training activities as well as in the process of explaining how the operation of some of the machines and equipment that have transfer. Method of this demonstration is to provide convenience to the Small and Medium Enterprises/ partners in understanding the material delivered, so that the Small and Medium Enterprises / Partner faster absorbing / understand the material presented.

Direct Practice methods. The method used in the implementation of the community service activities are hands-on method is also used both in training activities as well as in the process of explaining how the operation of some of the machines and equipment

that have been transferred. After the speakers explain and demonstrate training materials, and the Small and Medium Enterprises are welcome to try the direct practice of material that has been delivered. Thus the small and medium enterprises can directly apply the material that has been obtained of course with the guidance of the presenters. Methods of Purchasing / Booking. The method used in the implementation of the community service activities are carried out in the procurement method whereby some activities are already widely available on the market. New Machine Tools and Lap Top, and Printer. Observation method. The method used in the implementation of the community service activities are carried out observation method for observing the development of Small and Medium Enterprise partner in terms of both skills after training, increased productivity, and an increase in the number of sales turnover. In addition, to evaluate the success of this public service activities.

2.3. Review of Theory

According to The Mercantilist, foreign trade will make a positive contribution in support of a country's wealth. The causes of international trade is: the more human needs but not with domestic production, availability of technology transfer from developed countries, expansion of the black market, earned a profit and specialization. There are three kinds of advantages that stand out and that is important in international trade: Absolute Advantage, Competitive Advantage and Advantage. (David Ricardo, 1999). Digital Target Marketing Strategy as follows:



Pictures:
Model Target Marketing Strategies For Small and Medium Enterprises

Consumer orientation, every product and production activities should be put on the consumer as the benchmark, so that any complaints from customers should be serviced in accordance with existing standards. The quality is always improved as the TQM (Total Quality Management). There are 5 kinds of quality components include: Accuracy, Durability, Easy to use, well-known brand name and believable, and the price is relatively low. Convenience, here takes the information from the customer regarding the desire to consume goods include: location near, Convenient for customers, Define working hours fun for customers, Determine the need for inter-goods, Train employees to conduct transactions in a polite way. The innovation of the product include: new product form, difference technique and the way in

introducing new approaches. Speed is one of the strengths in the competition because it reduces costs, improve quality and meet market demand. Philosophically called Time Compression Management, which includes two aspects: Accelerating new product to market and shorten the time in response to customer demand. To be able to compete should do things - things the following: Update the whole process to make it faster and note customer, Set best service, Define the size and performance standards, Give protection of rights - the rights of employees, use technology that provide the best service, Give a reward for services best. Carnegie (1996): the needs of adult humans after health is a relationship, include: how to get along good, How to make other people's sympathy, How to keep attendance received other people around us, how to influence others to accept ideas and our ideas, Need the ability to work together, respect and respect for others. Nature of business networking / partnerships, business networking type, importance of building a business networking / partnerships, partnerships position, Principles build business networking / partnerships, strategies to build business networking and business cooperation pattern. Lower-level organizations, middle and upper require cooperation network organization program is completed with the collaboration to achieve optimal results (reducing employee stress, conducive working atmosphere, increased productivity). Results of the study (Maryanto, 2013) contributed the success of establishing a network of cooperation more meaningful for developing countries than developed countries. Developing countries not include clear procedures for activities that are not structured, so the solution through informal channels. Amax build networks with art (no standard pattern) Tips and tricks (Rachmat, 2005): Controlling emotions; feeling as a response to an event, get to know the feeling of ourselves, thinking positive, several unsuccessful Accept, Respect for others: Listen, Given name, Criticize in an elegant way, Delivered in the form of advice, and ethics.

III. RESULTS AND DISCUSSION

Application of Science and Technology for Export Products. Implementation of Training Business Ethics, Training aims to Small and Medium Enterprises; 1) Ability to identify, analyze, and decide issues of ethics in business, 2) Develop the skills and confidence to run a business ethics, develop an understanding of the ethical relationship between businesses, organizations, and stakeholders. 3) Able to enhance the work of ethical behavior within the organization. 4) Enhance corporate responsibility in the business aspects, economic, legal, ethical, social, and humanitarian. 5) Understand the reality of cultural, social, and psychological power / Indonesian government policy in the implementation of business

ethics. Marketing Training is an activity researching the needs and desires of consumers and makes goods or services according to customer desires, determine the price level, to promote and distribute the product. The main is how to keep the goods and services produced could be like, need and purchased by consumers. The main purpose of marketing is to create value of goods or services higher than those made by competitors. Marketing planning include: Determining the needs and desires of customers, choosing a specific target market, namely the individual market, niche market and market segmentation, marketing strategy putting in competition and Selection marketing strategy. Marketing Strategy, Research Market development is needed, to know the main advantages of a product is the difference / uniqueness with other competitors in terms of: A better quality and attractive, cheaper price, location is more strategic, service better satisfy customers, speed of goods to the destination.'

CONCLUSIONS

Performance Indicators. The purpose of the program science and technology Share Export Products are expected to improve product quality, technology development of furniture products, marketing and manufacturing Website so as to encourage Small and Medium Enterprises in opportunities to increase exports growth, while the details of specific goals and objectives of activities are as follows for three 2016 :

Source of data processed: Performance Indicators 2015

N O	Problem Areas // Performance Indicators	Base Line	Target Achievement	
			Year 2015	Year 2016
1	Management organization			
	a. Ability to Manage Business	50 %	70 %	100 %
	b. Leadership competencies	50 %	70 %	100 %
2	Human Resources			
	a. The amount and quality of \ Power	50 %	75 %	100 %
	b. The number and quality of staff Exports	10 %	60 %	100 %
3	Finance			
	a. Ability Proposals Preparation Business Financing	40 %	75 %	100 %
	b. Develop the ability of Financial Statements	40 %	75 %	100 %
	c. Ability Analyzing Financial Statements	10 %	60 %	100 %
	d. Implementation of Computerized Accounting System	0 %	80 %	100 %
	e. Efficiency Tax Payments	20 %	80 %	100 %
	f. Implementation of Internal Control System	20 %	60 %	100 %
4	Production			100 %
	a. Efficiency Production Systems	20 %	70 %	100 %
	b. Production Process Effectiveness	20 %	70 %	100 %
	c. Timeliness of Product Delivery	50 %	75 %	100 %

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