



# Business Process Design for Gerakan Bangkit Desa in MSMEs Using E-BPI

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**Abstract.** PT Satoe Juara Nusantara (SJN), PT Biru Financial, and the Kowargi Cooperative have partnered to develop the Village Awakening Movement (Gerbang Desa) program, a flagship initiative for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The program, approved by the Ministry of Cooperatives and SMEs, focuses on fostering SMEs, particularly those producing staple food products. The Kowargi Cooperative, a sharia cooperative in Bandung, supports small shops across villages in Bandung Regency. PT Biru Finance, a financial institution, provides capital assistance worth 2.5-4.0 million rupiahs per stall in the form of staple food to be sold to villagers. The program's success relies on the use of ICT in the digital era, with collaborations between government, universities, industry partners, lecturers and students, and the community. The pentahelix strategy is suitable for this activity, involving collaboration between government, universities, industry partners, lecturers and students, and the community. The program's success relies on careful planning and the design of business processes between all related entities, including tripartite entities, customers and consumers, stalls and distribution services, and payments. The enhanced business process improvement (E-BPI) method will be used for business process design.

**Keywords:** Gerbang Desa, Business Process, E-BPI.

## 1 Introduction

PT. Satoe Juara Nusantara is a national private company in Indonesia that engages in production of goods and producing SMEs products. PT. SJN has more than 100 SMEs product producer partners, concentrating on staple products such as rice, cooking oil, flour, eggs, salt, and other commodity products. Partnering with the Kowargi Sejahtera consumer cooperative, PT. SJN succeeded in distributing quality local products to small stalls in communities spread across West Java Province. PT. SJN also provides guidance to stalls and village officials through the Gerbang Desa Nusantara Program

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or the Gerakan Bangkit Desa Nusantara Program. This is done as a concrete effort to carry out a movement in support of national economic recovery [1-7]. According to data from the Ministry of Cooperatives and SMEs, there were 65.4 million MSMEs in Indonesia in 2019. It can hold up to 65.4 million business units and 123.3 thousand employees. This demonstrates how significantly MSMEs have impacted and contributed to the decline in Indonesia's unemployment rate [8-9]. We want to build a digital business cycle and ecosystem in small shops. The system will be built in an integrated and comprehensive manner so that efficiency can be increased in a distribution process that is cheap, precise, and fast. Apart from that, the use of an integrated system will also help in recapitulating the magnitude of the basic needs of the community in certain areas (clusters).

Innovation can open a new employment opportunity [10-15]. The new era of online delivery creates employment opportunities for online couriers who serve the community from time to time. Ongoing training for small stalls creates quality digital stalls. Capital in the ultra-micro sector provided by Kowargi through channeling increases the sales turnover of each shop. Where the target is 4 (four) times the capital, this will really help the shop achieve the expected turnover. PT. SJN will provide these products through the MSMEs it supports, which will be handed over to the Kowargi Cooperative for distribution to the stalls of its members, with financial support from Bank Biru. The Gerbang Desa program is a collaboration and offer from the Ministry of Cooperatives and MSMEs, Republic of Indonesia, where the program that will be rolled out is Village Gate: ASN (State Civil Apparatus) Program for MSMEs (Micro, Small, and Medium Enterprises).

Careful preparation is required to make this program successful and sustainable going forward. To establish and construct business procedures between all associated businesses, partners, in this example PT SJN, need assistance. To create a system, the business processes must consider business processes between the three parties, business processes between customers and consumers from stalls and distribution services, business processes for dropping off or delivering goods to consumers from stalls, business processes for payments from consumers to stalls, and business processes between other parties. digital transactions supported by ICT The enhanced business process improvement (E-BPI) method will be used for business process design.

## **2 Literature Review**

### **2.1 Micro, Small, and Medium Enterprises (MSMEs)**

Micro, Small, and Medium Enterprises (MSMEs) can be owned by either individuals or business entities, it is based on the value of their assets and annual sales [16]. Based on the laws of The Republic of Indonesia No. 2 of 2008 [17], micro business has the maximum net worth of Rp. 50.000.000 (fifty million rupiah) excluding land and buildings for business premises or has the maximum annual sales of Rp. 300.000.000 (three hundred million rupiah). Small business has the maximum net worth of Rp. 500.000.000 (five hundred million) excluding land and buildings for business premises or has the maximum annual sales of Rp. 2.500.000.000 (two billion five hundred

million rupiah). Medium business has the maximum net worth of Rp. 10.000.000.000 (ten million rupiah) excluding land and buildings for business premises or has the maximum annual sales of Rp. 50.000.000.000 (fifty billion rupiah).

**Table 1.** MSMEs Criteria

Type	Asset Criteria (IDR)	Annual Sales
Micro Enterprise	Maximum 50 million	Maximum 300 million
Small Enterprise	>50 million-500 million	>300 million-2.5 billion
Medium Enterprise	>500 million-10 billion	>2.5 billion-50 billion

In contrast to industrialized nations, Indonesia's economy is dominated by small and medium-sized enterprises (SMEs) to the amount of 99.99% [18] and employing approximately 97% of the domestic labor force [19]. Micro, Small, and Medium Enterprises (MSMEs) have the potential to increase employment opportunities, offer essential economic services to the community, and foster a fairer distribution of earnings and overall economic growth [20].

## 2.2 Requirement Analysis Technique (RAT)

RAT is a technique for analyzing system requirements by mapping the processes that occur in the system, the entities involved and the requirements that must be met in compiling and perfecting the system's work. There are three types of Requirement Analysis Technique (RAT), which is:

### 1. Business Process Automation (BPA)

The main objective of the Business Process Analysis (BPA) is to enhance operational efficiency through the optimization of current processes and the elimination of inefficiencies. Hence, this methodology is founded upon the establishment or refinement of systems and procedures with the aim of enhancing productivity [21]. To increase efficiency and dependability within a business, BPA projects concentrate on deploying process automation technology to carry out activities in the digital world [22].

The characteristic of BPA is that it does not change basic operations but automates some of them. An example is calculating numbers manually compared to using a calculator. Basically, the process of pressing the calculator keypad is almost the same as writing the numbers to be calculated on paper. We don't change the basic operations but automate some of them. What is automated is when you want to display the results. If you do it manually, you may need additional scribbles, but if you use a calculator, the results will immediately appear.

### 2. Business Process Improvement (BPI)

Business Process Improvement (BPI) strives to increase organizational performance by improving processes [23]. Many firms embrace business process improvement (BPI) because it can boost performance, including stakeholder satisfaction and process cost

and time [24]. In general, BPI project implementation has been largely concentrating on process design and system configurations [25].

BPI is known for examining how an organization operates and then replacing some operations using new methods, which can bring improvements and effectiveness. This business process improvement method results in gradual improvements to the company's business processes. Nowadays, methods like this seem no longer appropriate to use because of the intense competition in the business world and the rapid development of technology that is occurring.

### 3. Business Process Re-engineering (BPR)

Business process re-engineering (BPR) is a strategy for making significant performance improvements in a business in a very short amount of time. BPR has aided firms in understanding the connections between various activities or business processes [26]. BPR attempts to accomplish organizational-level strategic results while radically redesigning business processes, using information technology to support new business processes, and tending to be cross-functional in its approach [27].

Business Process Re-engineering (BPR) is a process of radically restructuring business processes and their fundamentals which aims to provide dynamic improvements that can provide benefits for the company and related parties. Business Process Re-engineering (BPR) is a fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical and contemporary company performance measures, such as cost, quality, service, and speed. Liaising with the company, such as customers and suppliers.

### 2.3 Business Process Improvement (BPI)

Figure 1 is about BPI phase, Business process improvement (BPI) refers to a strategic approach employed to enhance the operation of business processes and personnel capabilities. The objective is to optimise procedures and workflows, therefore fostering greater efficiency and effectiveness, ultimately contributing to overall corporate growth. This method may also be referred to as a functional enhancement process, which can facilitate the optimisation of business processes inside an organization [28]. The objective of business process improvement (BPI) is to eradicate inaccuracies, enhance business processes to confer competitive advantages to firms, and efficiently fulfil customer requests and company objectives.

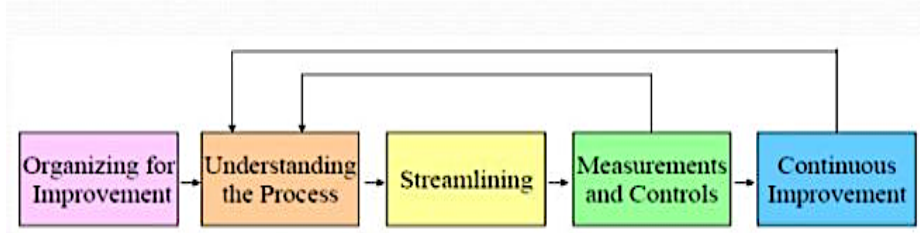


Fig. 1. BPI Phase [28]

Phase 1, Organizing for improvements refers to the systematic efforts undertaken to enhance the management of internal and external business processes inside an organisation. Phase 2, Understanding the process is to attain a comprehensive grasp of all aspects of the business processes occurring within the company. This ensures that the processes in operation are transparent and comprehensible to each functional dimension of the process flow chart and the procedures outlined within it. Phase 3, Streamlining goal is to increase the efficiency, effectiveness, and adaptability of ongoing business operations by streamlining procedures by shortening processing times, standardising procedures, or upgrading procedures [28-32]. Phase 4, Measurements, and controls business processes involves looking at and measuring anticipated organisational goals to influence the direction of those processes [33-35]. Phase 5, Continuous improvement is carried out in the stages below with the aim of achieving the implementation of the next improvement process with various processes such as changing, deleting, adding processes, and so on. [36-40].

### 3 Research Method

To obtain results that are in accordance with the research objectives in overcoming service network integration problems, this activity will be carried out using the methodology as in Fig. 2.

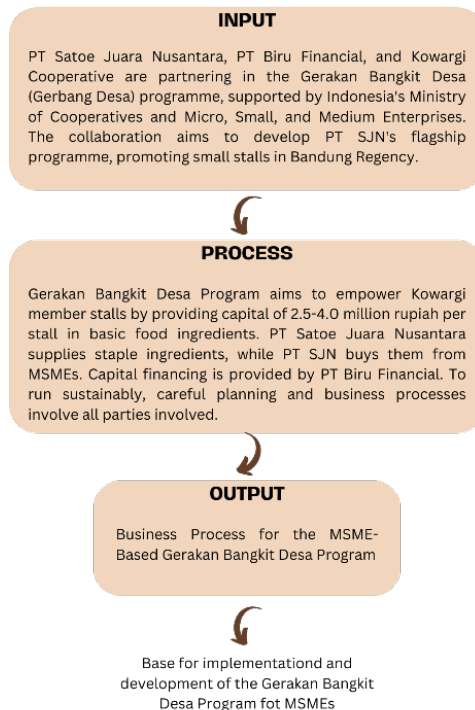


Fig. 2. Research Method

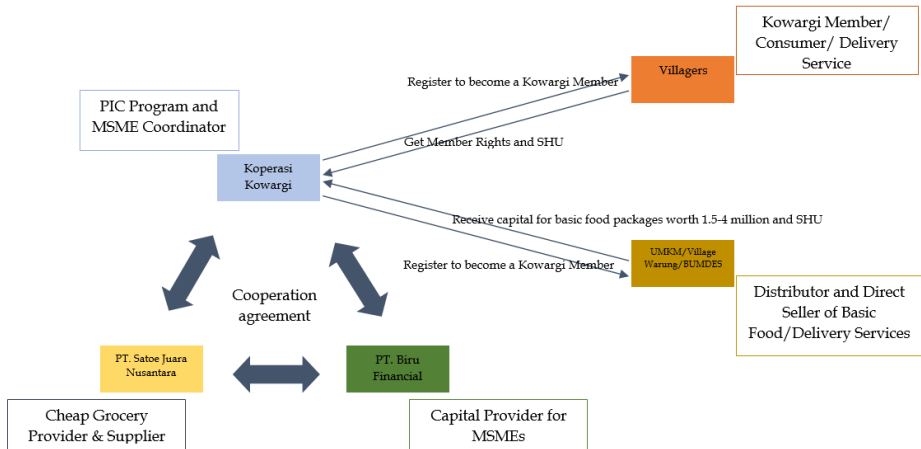


**Fig. 3.** Research Step

Figure 3 is about a research step. First, it starts with preparation for interviews and surveys. Second, the identification of problems and then determine goals. Third, implementation using E-BPI. Fourth, evaluation that will be used as a basis for future program improvements and development. Lastly, the preparation for the final report concludes all activity from research preparation to the preparation for the final report.

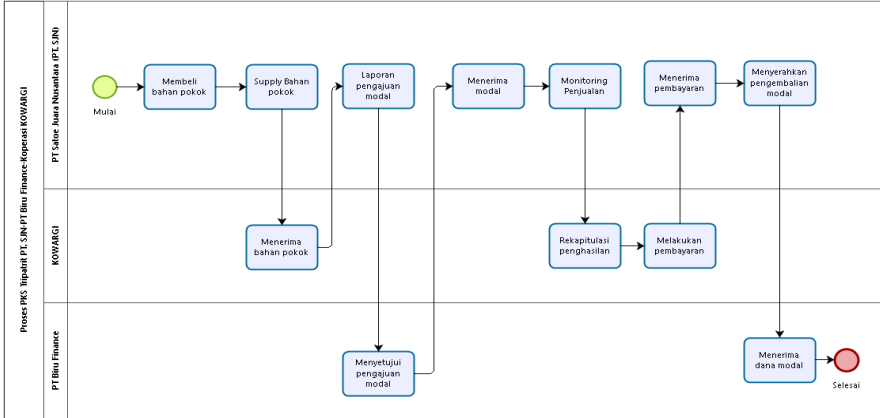
### 4 Results

In Figure 4, the Gerbang Desa Program MSMEs based has 5 entity/actors who are directly involved in the program and its implementation process. There is PT Satoe Juara Nusantara (PT. SJN), Koperasi Warga Untuk Negeri (KOWARGI), PT. Biru Finance, Warung or small shops, MSMEs, and Villagers.



**Fig. 4.** Relationship and Interaction Scheme

There is one overall business process that underpins all other business processes and forms the basis of how a company functions. This process is incredibly broad and acts as the basis for many other specialized sub-processes. Here is one of the many business processes.



**Fig. 5.** Business Process between partner and KOWARGI

From Fig. 5 we can see that, PT SJN buys basic materials, Basic materials are supplied to KOWARGI, KOWARGI will receive basic commodities, PT SJN will prepare a capital application report, the capital application report is submitted to PT Biru Financial to be approved, PT SJN received capital, Then PT SJN monitored sales by KOWARGI, KOWARGI recapitulates income, KOWARGI makes payments/returns of capital to PT SJN, PT SJN receives payment, PT SJN returned capital to PT Biru Financial, and PT Biru financial receives capital payments.

## 5 Conclusion

The study's findings emphasize the value of a well-organized business process in the context of the Gerbang Desa Program, focusing on the collaboration between PT. Sateo Juara Nusantara (PT. SJN) and Kowargi Sejahtera consumer cooperative. This program's main business process acts as the cornerstone upon which numerous interconnected subprocesses are constructed, enabling the effective movement of resources, money, and information.

The significance of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia's economy is highlighted, demonstrating their significant influence in employment creation and overall economic growth. To promote economic recovery and job possibilities, it is crucial to use cutting-edge strategies to support MSMEs, such as implementing digital business cycles and ecosystems in small businesses.

The paper also describes the Enhanced Business Process Improvement (E-BPI) technique as a crucial tool for creating and improving these complex business processes. This strategy offers a methodical way to streamline processes, boost effectiveness, and guarantee that the program's goals are achieved.

Business process analysis is essential for the successful and long-term execution of the Gerbang Desa Program, where several entities collaborate. The initiative seeks to

fulfill its objectives of empowering MSMEs and promoting economic growth within communities by thoroughly outlining and optimizing the different processes involved.

In the end, this research advances our knowledge of the intricate web of company operations that support programs like the Gerbang Desa Program and emphasizes the significance of ongoing innovation and improvement in assisting MSMEs and promoting economic growth.

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